

## How GREEN are your Meetings?

**Halifax, September 24, 2008** - A lot of meetings and conferences are not as green as they could be. And that means companies – and the environment – are paying a high price. Disposable paper cups, bottled water, 25 page hand-outs, costly promotional items, ‘one time’ use signage and untapped car pooling are all wasteful. Now a Maritime company is trying to spread the go-green message to people who organize a lot of those meetings.

“We’re not green experts and most people aren’t. But there are some small steps we can take that produce big savings,” says Kim George. She is president of LimeLight Communications Group Inc. in Dartmouth, NS. Her company works with over 200 companies and meeting planners each year. Between them they are responsible for a portion of the 670,000 meetings that take place in Canada every year. [See [MPI Economic Impact Study](#).]

Now George is trying to set an example. She hosts an annual showcase where corporate representatives and meeting planners gather to sample some of the talent off LimeLight’s roster. This year, besides meeting the LimeLight speakers and entertainers, guests will get practical tips on how to plan greener meetings.

George says hosting greener meetings is one way businesses can embrace the changes needed to protect the environment. A green meeting is one that uses specific practices in areas including venue, food & beverage, supply chain, transportation, delegate practices and education in an attempt to reduce environmental impact. As President Elect of the Atlantic Canada chapter of MPI (Meeting Professionals International) George is well versed in the challenges and opportunities. [See [MPI Vertigo](#).]

And she's bringing in Canada's leading futurist to reinforce the message. Best-selling author Richard Worzel challenges business owners to plan and look towards a greener future. “Those who are prepared will prosper, while most organizations will flounder or fall by the wayside. Today, public opinion is well past the tipping point, and organizations are scrambling to catch up. What this means is that leading the field in green issues can be both a strategic and a tactical competitive advantage in tomorrow’s business world.”

Kim George says LimeLight’s goal is to raise awareness and encourage more environmentally friendly meetings. “If we are all conscious of the impact we can have in these small ways, we can start taking baby steps towards making things better.”

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