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Friday is Deadline to Register in Advance for the 2016 Sustainable Meetings Conference
Conference offers opportunity to engage with some of the most influential trailblazers and trendsetters in the sector

Alexandria, VA – September 7, 2016 – Advanced registration for this year's Sustainable Meetings Conference (SMC) closes this Friday, September 9th at 5 pm EDT. The SMC is being held September 15-16 in Baltimore, Maryland and will provide a unique opportunity for participants to play an integral role with other thought leaders and innovators to keep moving the meetings and events industry to the forefront of best practices in sustainability. To take advantage of preferred pricing or get more information on the meeting go to http://www.gmicglobal.org/mpage/2016conf13.

The leading global event hosted annually by the Green Meeting Industry Council (GMIC) – now an initiative of the Convention Industry Council (CIC) – SMC is focused around a single mission: transforming the industry by integrating sustainability into the entire life-cycle of event planning and execution.

Focused on maximizing experiential learning through interactive sharing of the latest trends, insights, opportunities, and strategies, the Conference will be kicked off by Leslie Lukacs, founder and board member of the Green Initiatives for Venues and Events (GIVE) Council and sustainable materials management specialist at SCS Engineers. "Best practices in meeting management call for kicking off a conference with a thought-provoking speaker. The Sustainable Meetings Conference embraces the best in learning design by featuring Leslie Lukacs a highly regarded speaker and champion of zero waste" said Betsy Bair, GMIC Leadership Committee, and Vice President, Strategic Narratives, Velvet Chainsaw Consulting. "Her passion for sustainable material management and her innovative approach to making the measurement of it more efficient will inspire participants to incorporate these proven solutions into their own events."

Additional program highlights include:

- Case study presentations by leaders in the industry who have made an impact with their sustainability strategies;
- Guidance on how to build coalitions and break down participation barriers to create a sustainable infrastructure;
- Presentation of GMIC commissioned research conducted by the University of Las Vegas on how corporate brands embrace sustainability practices in their live events; and
- A closing keynote by Annie Griffiths, world-renowned photojournalist, and one of the first women photographers to work for National Geographic.

"We want to encourage dedicated event professionals to make a difference in our sustainability movement," said Karen Kotowski, CAE, CMP, Chief Executive Officer, Convention Industry Council. "With this year's SMC we are offering the programming, tools and connections that will help attendees make important changes in the meetings and events industry."

About the Convention Industry Council (CIC)

The Convention Industry Council's 33 member organizations represent over 103,500 individuals and 19,500 firms and properties involved in the meetings, conventions, and exhibitions industry. The mission of the Convention Industry Council is to provide a forum for member organizations to exchange information on global trends and topics, promulgate excellence in best practices and guidelines, collaborate on industry issues and advocate the value of the meetings, conventions, exhibitions and events industry. It's signature programs include the Certified Meeting Professional (CMP) program, Accepted Practices Exchange (APEX) and Green Meetings Industry Council (GMIC).

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