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CIC's Sustainable Meetings Conference keeps meetings and events industry on forefront of sustainability best practices

Alexandria, VA – August 17, 2016 – The Sustainable Meetings Conference (SMC), the leading global event hosted annually by the Green Meeting Industry Council (GMIC) – now an initiative of the Convention Industry Council (CIC) – will bring together a wide representation of professionals around a single mission: transforming the industry by integrating sustainability into the entire life-cycle of event planning and execution.

The conference is taking place September 15-16 in Baltimore, Maryland and will maximize experiential learning focused on sustainability through interactive sharing of the latest trends, insights, opportunities, and strategies with thought leaders and innovators.

“The meetings and events industry has largely embraced sustainability, but we still need to develop initiatives and approaches that will ensure that we are as effective as possible. The SMC is a showcase for what can be achieved today and in the future. It is ideally designed for those who enjoy focusing on solutions in a collaborative, creative setting,” said Karen Kotowski, CAE, CMP, CEO of the Convention Industry Council.

In addition to the program highlights noted below, CIC announced that Annie Griffiths, world-renowned photographer, has been added to the program as a keynote speaker.

Griffiths has worked on six continents and in more than 100 countries covering some of the world's most contentious places, including Syria, Pakistan, and Lebanon where her fearlessness and ability to open doors allowed her extraordinary entree.

Griffiths is deeply committed to photographing people and places in need around the world. She is Founder and Executive Director of Ripple Effect Images, a collective of photojournalists who are documenting the aid programs that empower poor women and girls, especially as they strategize to find sustainable solutions to the harsh realities of climate change. Griffiths is a

Fellow with The International League of Conservation Photographers. A popular lecturer, Griffiths has a gift for sharing stories and photographs that humanize situations and cultures, delivering a joyful call to action.

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; and
- Presentation of GMIC commissioned research conducted by the University of Las Vegas on how corporate brands embrace sustainability practices through live events.

“Commitment to sustainability is a vital proof point of the reach and impact of meetings and events. A key to achieving this goal is collectively determining the most effective approaches that will transform our industry to meet the challenges that lie ahead. The SMC is the best platform to drive both the passion and synergy that gets things done” said Kotowski.

Further details on the SMC can be found at <http://www.gmicglobal.org/mpage/2016conf13>.

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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.

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