



# MODULE 1 INTRODUCTION TO SUSTAINABLE EVENT MANAGEMENT THE MAIN POINTS IN BRIEF

In Module 1, we learned that preserving the environment and addressing social problems have become increasingly important in today's society. **Sustainable development is one of the key areas in solving the global problems of humanity, where each of us can contribute to change for the better, including in the field of event management.**

The term *Sustainable Development* appeared in 1987, having come a long way from ideas of renewable resources in forestry to searching for joint comprehensive solutions to environmental, social and economic challenges.

Sustainable development is the development that meets the needs of present generations without compromising the ability of future generations to meet their own needs.

Today, **the Global Sustainable Development Goals (SDGs)** adopted by the Member States of the United Nations as part of **the 2030 Agenda** to protect our planet and improve the well-being of the people define the main priority activities in this field.

In 2019, for the first time, the annual UN Summit in New York put the issue of sustainability in the event industry on the agenda, followed by a plan to improve the sustainability of international meetings and events. Besides, according to the forecasts of **the Global Association of the Exhibition Industry (UFI) and the International Congress and Convention Association (ICCA)**, **sustainability will become a key trend in the event industry in the coming years.**

**An event** is "an organized action or a set of actions to achieve a particular goal".

Events can be classified by various criteria, such as purpose, scale, target audience and format.

**An online format, gasification and immersiveness are those current trends** that have significantly shaped today's event management.

Event management is a system of actions and measures taken to plan, organize, control and manage an event.

Depending on the scale of the event and available resources, the company may organize the event itself or outsource it to external agencies. In these cases, the event organization process is implemented as a project.

Since the 1980s, ecology has become increasingly popular among people, and event organizers have started to consider sustainability aspects. Large-scale sports events have played a decisive role in spreading this idea.

**A sustainable approach to event management** is a tool for building a corporate and event strategy. This tool is based on **establishing effective communication with the project team that organizes the event and external stakeholders.** To explore and establish communication with stakeholders, it is important to understand their interests in direct or indirect involvement.

**A sustainable event is** an event whose planning, organization and holding pay special attention to **environmental, economic and social aspects.** Sustainability involves making socially, economically and environmentally responsible decisions. Here, a comprehensive approach to sustainability is vital: all key actors, such as participants, partners, venues, subcontractors, and vendors, must be involved in sustainability from the initiation phase to event completion.

Sustainability aspects **should be considered along the entire supply chain** as it is a system of organizations, people, activities, information and resources involved in delivering a product or service to the consumer during the preparation and holding of the event.

To organize such an event, we recommend going through **four steps**: concept development, event planning and preparation, holding the event, and summarizing the results.

When **developing the concept**, it is crucial to consider the following aspects: the main idea and theme of the event, objectives, target group, format, date and time of the event, location, stakeholders and partners, components of the event, schedule/implementation phases, budget and resources, communication plan, risk analysis, and sustainability strategy.

**The planning and preparation** phase has many details to consider. Various stakeholders may have their requirements and wishes too.

**Consider all activities** from the beginning of the event (doors open) to the end (doors close). In addition, we can also look at the event-specific activities on the day of the event (such as stage construction and dismantling, decorations, catering, the arrival of actors, training of staff, volunteers, security, etc.).

**The debriefing phase** can include the formal completion of the event, identifying unused resources, getting feedback and analyzing the results to improve event management in the future.