



SUMMARY

Future Leaders Forum in partnership with IMEX-MPI
Conventa 2022

Future Leaders Forum **24th August 2022, Ljubljana, Slovenia**

Summary

The Future Leaders Forum has been developed to encourage young professionals to start a successful career in the meetings and events industry. The event takes place every year. The joint initiative by IMEX, MPI and MCI has been initiated since 2003. The students attending this Forum will listen to different speakers in the industry, learn about the meetings industry, meet and interact with industry leaders. Next, it's an opportunity to visit the **Conventa Experience trade show** held in Ljubljana, Slovenia and see how the different suppliers of the industry promote themselves. All in all, it is a wonderful experience and a perfect way to gain more knowledge about the industry.

The Forum

The topic of the Forum was sustainability. The morning program was dedicated to different speakers, a line up of all women sharing their knowledge and experience about sustainability. We started the day with **Gorazd Čad**, the co-founder of Conventa. After his short introduction the first speaker, **Gaja Brecelj**, from Umanotera, shared insights about how we can create and organise our events in a more sustainable way. Next, it was **Manca Jurca**, from ClimatePartner who shared her knowledge about how to measure, reduce and offset carbon emissions. Another approach on sustainability from **Maria Teresa Yague Marti** from Enited in which she shared how they implement sustainability in their organisation, be SMART about sustainability, a different approach.

After the break the last speaker was on stage, **Mariska Kesteloo** shared in an interview with **Nyomi Rose** her story about how she became a digital nomad and her work as an entrepreneur and influencer.

The challenge

As Conventa is known for its commitment for a more sustainable meetings industry, the students received the challenge to investigate how to make Conventa even more sustainable. They were free to criticize and challenge every step of the process, from before the arrival of the participants until after departure. The group was divided into pairs and different nationalities working together.

The outcome

Young people are creative and they come up with nice and surprising ideas.

A few elements that came out of all the presentations, and some of the suggestions we have already spoken about for years but the industry still hasn't changed.

- No business cards; use digital business cards or QR codes
- No brochures anymore; promote the information digitally or use QR codes
- Nor more badges and use digital badges
- Be more transparent about the emission and waste the event caused to educate people; sharing the outcome, the footprint with all the participants to create more awareness
- Encourage participants to use public transport
- Inform and encourage the participants about other ways of transport
- To create awareness about the amount of waste; give each of the exhibitors their own bin to see how much waste they produce during the show.
- The recipes; during the event we had no meat on the menu and only local produced food. To encourage to reduce the amount of meat, people can download the recipes from the event with a QR code
- How to make the event more attractive for the younger generation
- Choose a destination that is more sustainable; we have to be much more critical if we choose a destination for our events. This is key to success
- Also important; why don't we have an online program for the students who can't travel or can't join due to other reasons?
- Foodwaste; in case we have food left, that we will donate the food to a charity

The learnings

The biggest challenge was timing. For the students, the summer season was not the best timing because of exams, work and holidays. Therefore we had a limited number of participants which was a pity.

Next, we are able to improve and change a lot, and if we can start by using digital badges, brochures and business cards, we save an already huge amount of waste. And to encourage the participants and exhibitors their ways to travel, to use different ways of transport, we can already create a huge impact.

More information about #greenconventa can be found at: <https://conventa.si/green-conventa/>



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