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# CHAIRMAN'S MESSAGE

Once predominantly focused on attendee participation and event programming, business event planners are now placing significant emphasis on integrating sustainability into every aspect of event planning and execution. Today's notable trends include opting for unique, eco-friendly venues and infrastructure, and forming alliances with organisations with a social mission. These choices not only reduce our negative environmental impact but also convey a powerful message about the importance of responsible stewardship.

We are reimagining traditional practices to align with sustainability; promoting recycling and upcycling, sourcing local food options, and developing community engagement initiatives that are genuine and foster tangible impact. As planners continue to prioritise sustainability and encourage themselves—and their event partners—to think innovatively about achieving greater economic, social, and environmental sustainability, they are not only meeting the expectations of a socially conscious audience but also contributing to a greener, healthier, and more sustainable future.

Our collective efforts in being sustainable are a legacy in themselves. This edition proudly shares how small details come together to create the broader narrative of sustainability, highlighting the finer, complex efforts happening behind the scenes of sustainable planning, execution, and management.

