

Team 1: Social Glue

Events as the social glue - what now? In this session we will explore how the UN SDGs are a framework for the world working for everyone AND the global event industry. We will explore what could happen if the event industry told this story and was recognised as the 'social glue' for the world working for everyone.

SESSION 1

Final Outputs/Takeaways of the Session:

- UN SDGs are a framework for us to show the business case of events
- Events can be used to achieve UN SDG 4 target 7
- Raising the profile of the global events industry and upskilling of #eventprofs is essential and can be done in the following ways:
 - Sharing our own stories and best practice
 - Stepping forward so the world understands the strategic role of event professionals
 - Ensuring there is a purpose for an event, legacy from it and this is reported

SESSION 2

Final Outputs/Takeaways of the Session:

- Social glue makes the community, and event professionals are the center spoke
- Start with "Do No Harm" mandate; ideally incorporate one to three SDGs into event
- Support and develop a set of "non-negotiable" standards across our industry

Tangible/Specific Action: Educate our clients about the Sustainable Development Goals