

Notes from Team 1: Events as Social Glue
Reimagining Sustainable Events - 15 April 2020

Team 1: Events as 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. [Join Slack](#) #team-social-glue

Moderated by:

[Michele Fox](#) (USA) [SEA Leadership Team](#)

[Hailey Mason](#) (Australia) [Sorted Events](#)

Final Outputs/Takeaways of the Session:

Output 1: Social glue makes the community, and event professionals are the center spoke

Output 2: Start with "Do No Harm" mandate; ideally incorporate one to three SDGs into event

Output 3: Support and develop a set of "non-negotiable" standards across our industry

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

HOW WE GOT THERE:

Questions/Pain Points:

1. How do you define "Social Glue"?
 - Connect people
 - Event producers / people who plan the events
 - Shared Experience
 - Delegate's experience
 - Connect event to a community

2. Right now, live events are not functioning as social glue. What pain is caused by this?
 - Cash flow
 - Feeling negative
 - Rescheduling stress
 - Client relationships suffer
 - Event innovation / creativity suffering
 - Survivor Guilt
 - Not knowing when and how events will re-emerge
 - When will our clients and attendees have money again

3. What are the goals of events? Purpose or profit?
 - a. What are the pain points caused by purpose driven events?
 - b. What are the pain points of profit driven events?
 - We've taken a step backwards
 - People can't find their tribes
 - How can we innovate
 - There will be hybrid events models

4. What are barriers that event producers face while incorporating the Sustainable Development Goals?
 - Budgets
 - Equal gender and race representations
 - Buy-in from clients
 - Bureaucracy and red tape

Ideation

1. How might we connect the dots between the SCG and events as social glue?
2. How might we create a sustainable event industry that works for everyone?
 - Can our events become more purpose driven?
 - Start with "baby steps"
 - Mandate of "Do No Harm"
 - Develop a set of standards that are "non-negotiable"
 - Feedback positive impacts so clients
 - Job creation for underserved communities
 - No plastic waste
 - Have sustainability language in contracts
 - Employ homeless people
 - Track positive difference of multi-year events
 - What is the positive legacy? Create a narrative
 - Finding purpose in a non-purpose event
 - Applying framework to all events
 - Adopt non-negotiables
 - Transparency
 - Should be stated in the event's mission or value statement