

# CSR Measurement Session

By Amanda Gourgue, CMP, LEED AP, Meeting Revolution

I hope everyone is enjoying their summer so far! I want to take you back to the moment you walked out of the MPISCC May monthly meeting, CSR Measurement session. What were you thinking? Can you remember what you thought? Were you thinking that it was a great presentation and you want to be “greener” but not sure where to start? Were you thinking that this would be good information to keep on file for some time in the future? Or were you thinking that you were happy that you went but your company is already an expert on CSR?

So this article is going to talk about what's next after that session. How many of you went back to your offices and started to work on your goals and objectives? If you did, you the right thing! For those of you who got back to your offices and continued with your normal day, I want you to take a couple of minutes to work on some objectives for your next event. What is one CSR-related area you want to measure for your next meeting? Use SMART goals (Specific, Measurable, Achievable, Realistic and Timely). How will you measure your results? What specific benchmarks will you use? How will you collect the information? What will you do with the information? What can you do to help you achieve your goals? I always find it useful to start a spreadsheet to help keep organized. What did you decide to do for your next meeting? No water bottles? Use 20% local and organic food? Use 50% local staffing? Create a no idling policy? Now that you have created one goal, I want you to share it with a co-worker. Get their feedback. Do they think it is realistic?

Another important question to ask is “Does that goal tie back into your company's core values?” Here are a couple of examples:

- You work for a tech company that is really into recycling. The company is very clear on their web site that everything they create can be recycled at the end of the product's life. Two measurement goals for the meeting is that the meeting will only use 100% recycled paper products and all the paper products will be recycled after the event. This would include items such as: signage, napkins, on-site programs, marketing materials, registration, and exhibit prospectus. You would make sure all your vendors participate with this goal. Vendors would be the hotel, exhibit company, transportation company, caterer, etc. You will measure this by pounds and dollar amounts. You will collect this information with weekly reports from your vendors and your event staff. Then you will put it together in a spreadsheet and show how much of the paper products were diverted from the landfill. This information will be shared with the company and attendees after the conference.

- You are planning an event for a client who is really into fair trade and human rights. Two measurement goals for your meeting would be to use 100% Fair Trade products and to only use vendors with a human rights policy. Once again you would want to communicate this goal to all your vendors. This time it should be easy to get your vendors to agree with this since a goal of yours is to only use vendors who have a human rights policy. Measuring should also be easy for these two goals because either you did use Fair Trade products or you didn't. Most likely you will end up with a percentage as your results. If you didn't hit 100%, then figure out what percentage you did use. Same with your vendors. You can ask to see their human rights policy. Your result will also be a percentage. Once you have those numbers, communicate them to your company and your attendees.

- You are a sales manager for a hotel. You just booked a pharmaceutical meeting and you want to help the planner create a green meeting. So you ask the planner how the hotel can assist in the green meeting goals. The planner is so excited the hotel has offered to help tackle this task. The planner then explains one of the company core values is to improve health and well-being at every stage of life. You do a little research and realize one of the drugs this pharmaceutical company sells is for breast cancer. So you pitch the idea of partnering with a local non-profit breast cancer association for a social component to the meeting. The planner loves the idea but is concerned by the lack of time built into the meeting schedule. You come up with the idea of creating a human pink ribbon in the front of the hotel. The goal would be to raise money for breast cancer and it would get a lot of press. Communication goes out to the hotel and pharmaceutical employees about this fundraiser. The day of the fundraiser all the attendees and hotel employees wear pink and a huge human ribbon was created in the front of the hotel. The press is there to cover it and a picture was taken from the roof of the hotel. In the end, the planner was able to measure the people it took to create that pink ribbon and the money it raised.

So get creative with your goals. No one ever said you couldn't combine fun and numbers! I hope this helps reignite some excitement for measuring. Please do not hesitate to reach out to Laurel, Midori or me when it comes to creating goals and objectives. It was a pleasure speaking to you all in May and I hope to work with you all again soon!

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