

# Earth Day

for event people

April 22 2021  
12 PM - 1:30 PM (EST)



# Celebrating Canada

# what is *Earth Day* for event people

Earth Day for Event People is a virtual event in its 2nd year and this year will feature a celebration of Canadian event destinations.

TSEF is based on 4 pillars around event sustainability - education, inspiration, collaboration and action. We also like to have fun - because climate action, like events, can be hard work!

Earth Day celebrates our planet, its beauty and diversity and reminds us to protect it.

Highly interactive, professionally produced and broadcast, this event is certain to become a yearly industry event.



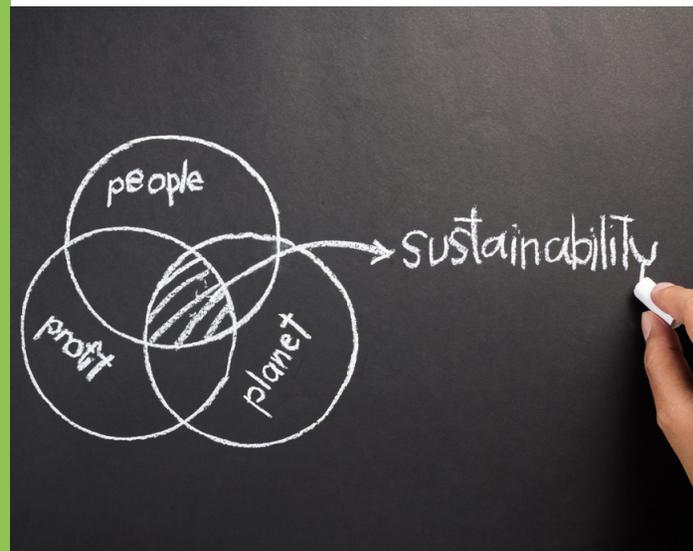
## Overview

- 96% of Canadians believe in climate change
- 88% of Canadians believe we need to stop climate change and adapt to its effects
- Despite the pandemic, Canadians list climate change as their #1 long term concern



## T S E F offers:

- A credible platform to promote your sustainability initiatives and take collective action.
- Engagement and collaboration with climate experts, industry leaders & clients
- Access to potential members interested in being more active in the industry



"Alone we can do  
so little; together  
we can do so  
much."  
– Helen Keller

## *Why partner with us?*

- We know you are working hard to save the planet - and we believe our 3rd pillar, collaboration, is the best way to make progress as an industry.
- We are not an association, there is no membership, just a bunch of event people solely devoted to the sustainability of the events industry AND using events to make climate action more widespread.
- We give as good as we get - because, in the end, it's the planet that needs to win. We are here to support you too!
- Event people are people people, (you know what we mean!) - and we all love to contribute and make a difference, together.
- We believe Helen is right, climate action will work faster if we work together. Let's work together!



# *Don't take our word for it...*

"What an AMAZING event. So well done, all around. Thank you for continuing to do what you do. Educate, empower, & delight. Every. Single. Time."

-supplier attendee TSEF Can!, Feb 2021

"Thank you for the opportunity. I look forward to any and all opportunities to collaborate with you"

-sponsor, TSEF Summit, October 2020

"I was recently introduced to The Sustainable Events Forum and I am so happy I have been. I learned so much and this has inspired me to learn more and become as passionate about sustainability as this talented group. Thanks so much for all your work!"

-planner attendee, TSEF

"The Sustainable Events Forum is truly a gift! Providing a safe space to learn, grow, collaborate and take action for a better tomorrow."

-student attendee, TSEF



# WHAT'S THE ASK?

## Association Partnership You get:

- free event registration
- front of the line access for your members & value-added resources to include:
  - carbon-negative event templates & RFP template
- a pre-recorded welcome to attendees from your association representative
- association logo on TSEF website and virtual event platform

## What TSEF asks in return:

- dedicated social media posting (LinkedIn, Instagram, Facebook)
- inclusion of the event in a newsletter or member email.
- an association representative for a podcast interview to share your associations sustainability plans

**Only when the last tree has died and the last river been poisoned and the last fish been caught will we realise we cannot eat money. – Cree Indian Proverb**



*Earth Day*  
for event people

**Join us for the next TSEF.  
For Earth's sake. For our sake.**



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**"Patagonia is in  
business to save  
the planet"**

Patagonia  
mission  
statement  
circa 2018



## **COMPANIES & ASSOCIATIONS REPRESENTED AT OUR PAST EVENTS**

ERDI  
Iberostar  
AV Canada  
PHI Centre  
Cheekbone Beauty  
Explore Edmonton  
Second Harvest  
WWF - Canada  
Venture Launch  
Creative Twist  
Wicked Ideas  
Inn at Laurel Point  
Elastic Events  
TD Wealth  
Tourism Saskatoon  
Tourism Fredericton  
Tourism Victoria  
Steamwhistle Brewing  
Up Front Communication  
Sustainable Events Caribbean  
Road Ahead Meetings & Events  
Carol Priest Entertainment  
Bright Ideas Events  
Canadian Businesses for Social  
Responsibility  
Ryerson University  
Steamwhistle Brewery  
Fanshawe College  
Humber College  
ILEA  
InFocus Events  
Patagonia  
Earth Suds  
Food Creatives  
CanSPEP  
EcoRides  
Experiential Experts  
TIAC  
Nickel Concepts  
Planner Protect  
MCI  
Encore Global  
BCorp  
Canada Life  
Agendum