



TSEF Can Moonshot Student Edition

EVENT SCENARIO

You are to provide a 20 minute presentation in the format of your choosing, to outline a plan for a sustainable conference. Financial costing will not be required for this event, but carbon measurement will be. All documentation is to be submitted by October 15th, including the carbon budget and any back up detail for the presentation.

A prospective client is hosting an event at a location of your choosing in Canada in May of 2023 with 500 attendees.

- The event will be 2 days, with full meals (B/L/D) each day and a gala awards evening on the 2nd day.
- The arrival pattern will be Sunday arrival, conference Monday and Tuesday, departures on Wednesday.
- The meeting set up will be a plenary session, and 4 breakouts for concurrent sessions. Assume full audio visual set up for each room, and ability to record sessions for virtual attendees if you are offering a hybrid option (you do not need to suggest speakers)
- There will be a tradeshow component - 25 booths, open over a 2 hour lunch session on both days. Tradeshow giveaways should be as sustainable as possible, and you are to provide direction to the trade show exhibitors on materials for their giveaways and their booth set up.
- Sponsors will also need to be provided some direction.

Things to note:

- You have full autonomy on destination, venue, products and suppliers.
 - Your plan should cover registration, swag bag, accommodation, badges, meals as outlined above, transportation, speaker gifts, AV and staffing, marketing, etc.
 - Your client is an association in the finance sector who is concerned about the environment but does not want to be perceived as dictatorial toward attendees.
 - Your typical attendee is between 35 and 55, university educated, many with advanced degrees. 50% of them are from outside North America, they are well travelled. They enjoy creative and unique events. They have varying degrees of support for environmental initiatives.
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