



GEO-GREEN WEBINARS PROVIDE ACCESS TO NATIONAL EXPERTS!

The Tennessee Department of Tourist Development and Tennessee Department of Environment and Conservation are sponsoring a six-part **Geo-Green webinar** series as part of the Tennessee Sustainable Tourism Initiative. *There is no cost to participate in the webinars.*

Today, 44% of U.S. travelers consider environmental impact to be important when planning travel according to PhoCusWright's Going Green survey. Tap into this emerging market of travelers who indicate a willingness to pay a premium for clear, impactful, and sustainable travel options.

The Geo-green webinars will be presented online at Gotomeeting.com and moderated by Rene Welti, President of America Live, Inc. and publisher of ECHO Encounters and Geo-Green Marketing Specialists. This six-part webinar series will provide consumer insight, market research, and sustainable tourism case studies needed to pursue a successful sustainable tourism business strategy.

You can participate in the webinar from your office, home or anywhere you have access to the internet and a phone. The Geo-Green webinars will provide you with the opportunity to interact with national speakers on the topic of sustainable tourism.

The second webinar to be held on **July 14 at 2:00 pm (CDT)** will present an overview of Green meetings featuring Hadley Laughlin, Founder of



Plan-it-Friendly, LLC. Hadley has a passion for being planet friendly. At a professional level, she successfully incorporated green initiatives into her role at The Coca-Cola Company, and was an active member on their internal Green Task Force. In 2007, Hadley co-founded the Atlanta Green Meetings Council (AGMC), a forum for peers in the hospitality sector to collaborate on

environmental best practices & challenges in the industry. Plan-it Friendly is a boutique consultancy focused on making their clients' eco-vision a reality by aligning environmental strategy with business objectives.

The July 14th Geo-green webinar will cover:

- What are green meeting planners looking for?
- How to effectively connect with green meeting planners.
- Corporate client green meeting expectations.
- How to get on the RFP (request for proposal) list.
- Successful green meeting practices.
- Green lodging certification - practical steps towards sustainable tourism,
- Next steps to generate more green meetings.



There is no cost to participate, and the webinar can handle up to 1,000 participants.

To register for the July 14th webinar on Green Meetings please go to <https://www2.gotomeeting.com/register/172430723>

Each webinar will run approximately 45 minutes and offer a 15 minute Q&A session. After registering you will receive a confirmation email containing information about joining the webinar.

Who should participate?

- Tourism business owners & management
- Lodging & restaurant industry owners & management
- City & county government officials
- Land & resort/attraction developers
- Economic development officials
- Chambers of Commerce & CVB leadership
- Others interested in sustainable tourism practices

This six-part Geo-Green webinar series will cover:

- **July 14** - Green Meetings
Register online at: <https://www2.gotomeeting.com/register/172430723>
- **Aug. 11**- Green Lodging
- **Aug. 20**- EcoTourism – Who is Doing it Right and What Does it Take?
- **Oct. 6** - Green / Eco Tourism Marketing – Domestic & International
- **Oct. 27**- Green Websites

For more information contact:
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Tennessee's Geo-Green Webinars are hosted by:



www.tnsustainabletourism.com
www.tnvacation.com/green