

## **International Special Events Society – ISES**

Minneapolis-St. Paul Chapter  
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### **Contact:**

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October 1, 2007

**FOR IMMEDIATE RELEASE**

**October Program:**  
2007-2008 Season

### **What:**

**Is your Program a GEM? (Green Event or Meeting)**  
Joint Program with MPI, Meeting Professionals International

**Minneapolis, Minn., October 17, 2007**—The Minneapolis-St. Paul Chapter of International Special Events Society (ISES) and the Meeting Professionals International (MPI) Minnesota Chapter are teaming up to present one of the hottest topics in meetings and events. The "Going Green" session will show attendees how to implement green within meeting logistics, food and beverage, event venues and in the home.

Speaker, Simran Sethi is an award-winning journalist who reports on issues of economic sustainability, environmental stewardship and social justice. Simran plays host/ writer of Sundance Channel's environmental programming The Green and is a featured commentator and story consultant for Sundance's original series Big Ideas for a Small Planet. Recently Simran was seen in Vanity Fair's green issue as the environmental "messenger," Simran recently hosted a forum with Al Gore for MSN.com. Simran has contributed environmental segments to the Oprah Winfrey Show and has been featured on the Ellen DeGeneres Show and Martha Stewart Show highlighting ways citizens can become more environmentally-friendly.

The panel and tradeshow portion of the meeting will be an opportunity to get practical ideas on how to create green meetings and events and follow sustainable practices. During the tradeshow attendees will be able to meet local caterers, lighting designers, florists and other vendors that understand the value of green practices for the community and economy.

The panel, a question and answer session, is an opportunity to learn more about how planners can implement green ideas into business practices. It features local experts including Ingrid Schneider, Director, Tourism Center and Associate Professor at the University of Minnesota.

### **When:**

Wednesday, October 17, 2007

### **Schedule:**

2:30 p.m. - 3:00 p.m. Registration/Networking  
3:00 p.m. - 4:00 p.m. Speaker, Simran Sethi

4:00 p.m. - 7:00 p.m. Network/Local trade show/Hors d'oeuvres  
5:00 p.m. - 6:00 p.m. Local panel

**Where:**

Minneapolis Marriott West  
9960 Wayzata Boulevard  
Saint Louis Park, Minnesota 55426  
952-544-4400

**Cost:**

Before 5:00 p.m. Friday, October 12, 2007:

Members: \$45.00

Guests: \$55.00

Students: \$15.00

After 5:00 p.m. Friday, October 12, 2007:

Members: \$60.00

Guests: \$70.00

Students: \$30.00

Visit [www.ises-msp.org](http://www.ises-msp.org) for registration information.

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**What is ISES**

*The International Special Events Society is comprised of over 4,000 professionals associated among 41 chapters world wide who work in the special events industry as event planners, caterers, decorators, florists, destination management companies, rental and production companies, tent suppliers, audio-visual technicians, party and convention coordinators, hotel and convention managers, entertainers and much more. ISES provides education and networking to its members to promote professionalism in the special events industry.*

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