



AN EXAMPLE OF HOW TO ENSURE YOUR JOB ROLE IS RELEVANT AND VITAL



“Laura’s engagement in our company’s sustainability culture is an asset to Interface. Our mission of Climate Take Back is to reverse global warming, and we appreciate the initiative that Laura takes to ensure that our mission touches every point of our event decision making as well.”

Lisa Conway, LEED® AP ID+C
VP, Sustainability - Americas

Since March 2020, Laura has been part of a salon created for senior corporate event planners to discuss the role of sustainability and the Sustainable Development Goals in the future of events.

On September 22nd, Laura will be one of 40 senior corporate event professionals taking part in an experiment to explore what the future of human connection could look like. This experiment is taking place during the UN General Assembly and will include the opportunity for attendees to give their input on initiatives which could affect future business and government strategies and policies linked to climate change and human rights.

WE ASKED LAURA... HOW DOES HAVING EXPERTISE IN SUSTAINABILITY HELP YOU TO MAKE A DIFFERENCE IN YOUR JOB ROLE?



Learning about and understanding how paying attention to sustainability initiatives and how they relate to event production was a springboard in my career.

I became interested and passionate about sustainability and was able to use the “if I’m spending the money anyway, find a way to spend it that advances sustainable goals” philosophy.

Management noticed and I was recognized and rewarded for it, including being promoted to Sustainability Manager for the organization. Now I am in a new role at Interface, where sustainability is core to the company values.

It is the perfect event management role for me.



WE ASKED LAURA... WHAT FIRST INSPIRED YOU TO TAKE ACTION?



I was producing an event for Earth Day in conjunction with The Cousteau Society at a facility that required floral centerpieces for all functions.

As a more sustainable solution, my team enlisted an elementary school classroom to create paper flowers from old magazines. We paid them \$1/flower and made centerpieces from them.

The money they raised paid for the creation of an outdoor classroom in a courtyard at the school that had previously been a smoking courtyard. The centerpieces were such a hit that attendees at the event also offered to purchase the arrangements and that additional funding went to further finance the curriculum in the outdoor classroom.

That event was a powerful example of how spending less money on a more sustainable solution created more value for the organization and our stakeholders at an event.



WE ASKED LAURA... WHY DO YOU THINK IT IS IMPORTANT FOR EVENT PROFESSIONALS TO BE SPEAKING UP AND CONTRIBUTING TO UN INITIATIVES?



I think the influence the event industry has on the economy has been long overlooked and taken for granted.

The pandemic has highlighted this as we have seen devastation to so much of the hospitality industry.

Events are the lifeblood of so many of the entities in the hospitality industry and we need to be strategic about how to move forward in events and hospitality in the post COVID world.

