



PRESS RELEASE

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November 8, 2007

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Meeting Strategies Worldwide Announces Green Meetings Book

PORTLAND, OREGON— Amy Spatrisano, CMP and Nancy J. Wilson, CMP, principals at Meeting Strategies Worldwide, are pleased to announce the release of their long-awaited book, *Simple Steps to Green Meetings and Events: The Professional's Guide to Saving Money and the Earth*. This book is the first comprehensive guide to green meetings, or meetings which incorporate environmentally responsible practices.

Printed on 100% post-consumer content paper, this 100-page soft cover book covers eight main areas of green meetings: destination selection, accommodation selection, meeting and venue selection, exhibitions, food and beverage, marketing and communications, and onsite office procedures. Each of these areas has a dedicated chapter with information such as how to enroll stakeholders, minimum guidelines, and case studies illustrating successful models and cost savings. It is also the first book to review in detail the business case for green meetings. The book is targeted to professional

“Nancy and Amy provide a clear, compelling business case to mainstream organizations for integrating environmental thinking into event planning, and offer cost-saving tools and advice to

enable every meeting to become not just greener, but better” says Joel Makower, Executive Editor of GreenBiz.com.

Authors, Nancy J. Wilson, CMP and Amy Spatrisano, CMP are co-founders of the Green Meeting Industry Council and have provided expertise on green meetings to international organizations such as Live Earth, CB Richard Ellis and U.S. Green Building Council.

Portland, Oregon-based Meeting Strategies Worldwide is a comprehensive event management, consulting and training firm specializing in green meeting and event strategies. For more information regarding Meeting Strategies Worldwide, call 503.252.5458 or visit www.meetingstrategiesworldwide.com.

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