



### EVENT MANAGEMENT OBJECTIVES & TARGETS

	2013-2015 OBJECTIVES	TARGETS 2013-2015	INDICATORS	DEADLINE
1	<b>WASTE:</b> <b>Achieve 75% Diversion Rate by 2015</b>	1. Recycle or shred out-dated sales pack information/files whenever possible 2. Provide "Waste Receptacle Map/Guide" to external production crews & Event Managers 3. Provide clients with recycling bins in production offices 4. Communicate with Operations to help ensure left over promotional items for events are recycled whenever possible	1. Increased waste diversion through paper recycling & shredding receptacle(s) available 2. "Waste Receptacle Map/Guide" available & in production materials 3. Recycling bins available 4. Communication with Operations & Ops Dept's log of donations	1. December 2013 2. December 2014 3. December 2014 4. December 2014
2	<b>WASTE:</b> <b>Increase Diversion of Hazardous &amp; Universal Waste</b>	1. Work with appropriate departments/partners to develop & implement a procedure to provide battery buckets in production offices and media rooms/spaces along with signage 2. Signage in Production Offices & Waste Receptacle Map informing partners/clients how and where to dispose of E-Waste	1. Battery Receptacles available and signage 2. Receptacle Map and Guide signage	1. December 2014 2. December 2014
3	<b>EDUCATION:</b> <b>Increase Environmental Education to 100%</b>	1. Increased environmental communications via social media through monthly evaluation of potential "Eco" marketing content 2. Annual Environmental Update sent to external Partners, Agencies, Event Promoters & Teams 3. Green Event Services Training for Event Services Team	1. Increased environmental messaging through marketing & media outlets 2. Annual Environmental Update/Performance Report Document 3. Green Event Services Training & records of training	1. December 2013 2. December 2014 2. December 2015
4	<b>EDUCATION:</b> <b>Increase Sustainable Event Management</b>	1. Provide "Event Greening Options" in STAPLES Center & Nokia Theatre L.A. LIVE Sales Packets 2. Include/update environmental language in Production Guides & Production Notes 3. Add waste and recycling signage in production offices and environmental signage on Event Level	1. Event Greening sales Information & increased use of Event Greening Options 2. Up-to-date environmental language in Production Guides & notes 3. Signage available	1. December 2015 2. December 2014 3. December 2014
5	<b>EDUCATION:</b> <b>Increase Emergency Preparedness to 100%</b>	1. Continue to assist Security Dept's delivery of emergency procedures info to clients by scheduling building tours & event/game security meetings	1. Continued procedure of Event/Game Security Meetings	1. December 2013 & Annually