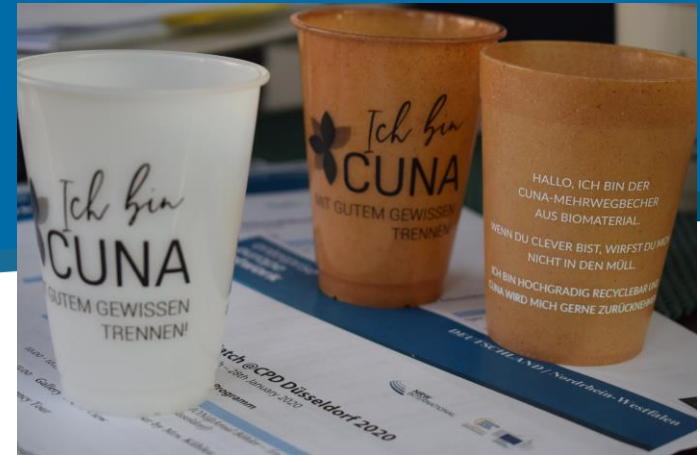


# How to organise a sustainable event?

*My approach*

*Gregor Stolarczyk, Project Manager  
NRW.International GmbH*

*February 18th, 2020*



## Basics about sust. events

- Paperless (digital) -> use b2match website (continue to exist)
- Collaborate with suitable & efficient partners (combine forces)
- „Less is more“ (qualified participants – easier to follow-up)
- Add content and find people that can contribute with data
- Include interaction via panels, workshops, etc. (exchange info)
- Keep your participants busy afterwards (informed)
- Location: good & easy to reach – if not remarkable!
- Budget / catering (less food waste)



## My approach

- *Most fairs/congresses in Germany + US ( 2017: 3 Mio. events with 405 Mio. participants)*
- Our region NRW situated in the heart of Europe: reaching out 200 Mio. people within a radius of 200km
- Leading fairs in Düsseldorf/Cologne as e.g. medica, K , A+A, drupa, interpack, euroshop, etc. (cease the opportunity)
- Dock on to events & mixing up formats (networking/b2b/...)
- Sustainable topic & sustainable event (best case scenario)

## Fashion Match in Düsseldorf, Jan 2020

- Once upon a time...visited Modefabrik in summer 2019  
-> Follow up event in NRW – Fashion Match in DUS 2020
- Discussing to launch a Fashion Match Event in Berlin in the near future („client journey“)

## International Lounge@medica

1st: e-Health / 2nd: smart textiles / 3rd: Nano / 2020 4th: ?

# enterprise europe network

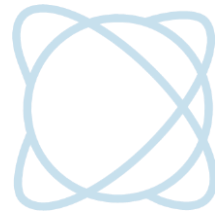
## Impressions & Co.







Questions?



....thanks for your sustainable attention!

