

GO Group and Yourope present

"Green Events - What the audience said 2012"

Hear the results of the latest Bucks New University / A Greener Festival survey of your audiences on the green initiatives at your events' What does the audience want? What do they think you as organisers should be doing? Have audience attitudes changed since the last survey conducted in 2008? This session will show brand new results, information and trends of this international survey project sui generis'

Find **panel presentations** and more on the [GO Group Website](#) for download (uploaded the following week after ESNS 2013)

Moderator: Teresa Moore (GO Group / Bucks New University, GB)

Teresa Moore is Head of Music & Event Management at Buckinghamshire New University, responsible for all postgraduate and professional short courses and undergraduate courses in music and events management' She has a special interest in Sustainable Event Management and regularly gives seminars on the subject to relevant industry professionals'

Ben Challis (A Greener Festival, GB)

Ben is a UK lawyer specialising in music entertainment law. His clients include the world famous Glastonbury Festival, where Ben is Executive Producer for television and also General Counsel. Ben also co-founded A Greener Festival, the global environmental campaign group that works with music and arts festivals to promote environmental good practice. Ben is a graduate in law from Kings College London and The City University. He was called to the bar as a barrister in 1985 and is now a visiting professor in law at Buckinghamshire New University.

Interesting links:

www.go-group.org

www.bucks.ac.uk

www.agreenerfestival.com

www.agreenerfestival.com/green-events-innovations/

www.yourope.org

www.green-events-europe.eu

www.facebook.com/gogroupeurope

www.twitter.com/gogroupeurope

www.go-group.org

facebook.com/gogroupeurope twitter.com/gogroupeurope

About GO Group

GO stands for **Green Operations Europe**.

GO Group is an independent, pan-European and cross industry think-tank to inspire people in the festival and events industry to run their operations **greener, smarter, more sustainable**. It was initiated at the 1st GreenEvents Europe Conference in nov 2010 and founded in early 2011 by

- Buckinghamshire New University
- GreenEvents Europe Conference
- Green Music Initiative
- Yourope | The European Festival Association

GO Group aims:

- 1) **Identify international best practices** in sustainable innovations for the music festival and event industry
- 2) Aggregate, **communicate and share** the collective knowledge with interested stakeholders from all over Europe
- 3) **Establish working relationships** between different industry groups to enable practical and spontaneous exchange of personal experiences
- 4) Build a Sustainability Training Curriculum for festival and event promoters in collaboration with Bucks University

GO Group contact:

For any comment or question, don't hesitate to contact us!

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