

Want to Host a Successful Meeting that Motivates? Go Somewhere Green and Give Back

NEWTOWN SQUARE, Pa., Jun. 23 /CSRwire/ - A&M Meetings and Incentives recently launched a groundbreaking, [sustainable events program](#) that offers creative, off-the-shelf, green meeting packages from advisory boards and executive retreats to small meetings and incentive trips. The packages are designed to match groups of various sizes with socially conscious properties along the East Coast—but most importantly, they are designed to reduce a company’s carbon footprint and give back.

A&M seeks to meet three goals with its sustainable events program:

- to introduce clients to unique, socially responsible properties
- to plan amazing events that create positive social and environmental impacts in the community
- to change the way companies meet by engaging employees and incrementally reducing their carbon footprint

Melanie Pelouze Schmidt, Director of Sales with A&M says, “Even if companies aren’t truly on board with giving back yet, employees are. Research shows that engaged employees are better motivated and more loyal. Since every company plans meetings, we suggest using this time to not only accomplish your business goals but to also bond with your talent and create a story of connection they can be proud of.”

A&M partners with properties like [The Inn at Perry Cabin](#), a tranquil, 19th century manor house located on the Eastern Shore in Maryland, a short two hours from Washington DC, Baltimore and Philadelphia. Here, attendees can have an unparalleled meeting experience, dine on locally-sourced seafood aboard a restored skipjack and participate in activities such as oyster bed planting or Chesapeake Bay restoration.

“So many companies look to Mexico and the Caribbean when they want to create a memorable meeting experience,” says Schmidt, “but the carbon footprint of those meetings can be quite large. Often when we evaluate a company’s location, culture and demographics, a more sustainable solution is to find a phenomenal domestic property and make that experience outstanding.”

If you think green meetings with a CSR twist are just a trend, think again. According to Dena Rose, CMP, CMM, Project Manager with A&M, “We are at a point where being sustainable with meetings is no longer an option. It is now a vital piece of the event ROI.”

To learn more about A&M’s meetings services, visit www.aandmtravel.com.

About A&M Meetings and Incentives

[A&M Meetings and Incentives](#) (a division of Apple Vacations) is a full service, evolutionary meeting and incentive management company that understands the dynamics of events. They help organizations achieve financial returns partnered with positive social and environmental impacts. A&M is the founding member of the [Green Meeting Industry Council](#)’s (GMIC) Mid-Atlantic Chapter and an active participant in PAMPI and PCMA.

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