



## **Cvent Partners with Green Key Global to Help Meeting Planners Organize “Green” Events**

*Partnership Enables Planners to Easily Identify Green Key-Certified Hotel and Meeting Facilities on the Cvent Supplier Network*

**Horsham, PA/McLean, VA — August 23, 2010** — Cvent, the world’s largest provider of online [event management](#), [meeting site selection](#) and [web survey](#) solutions, today announced a partnership with Green Key Global to help the more than 65,000 monthly meeting planner users of the company’s online site selection and sourcing tool, the Cvent Supplier Network, plan “green” meetings and events. Through the “Environmentally Friendly” filter on the Cvent Supplier Network and Green Key ratings on venue profiles, meeting planners can easily research, identify and do business with Green Key-certified hotels and hotel meeting facilities in the United States and Canada.

“We are always looking for ways to enhance the Cvent Supplier Network as the ‘go-to’ online resource for meeting planners, and although we considered developing our own criteria for sustainable hotels and hotel meeting facilities, Green Key was a natural choice to help us provide this feature,” said Kate Slonaker, Cvent Marketing Manager. “Green Key is already well-established and highly respected, and comes with impeccable environmental credentials and a large network of members in Canada and the U.S.”

Through Cvent’s partnership with Green Key Global, meeting planners can search specifically for hotels and hotel meeting facilities on the Cvent Supplier Network that are certified by the Green Key Eco-Rating Program, the first of its kind to rank, certify and audit hotels and resorts based on their commitment to sustainable “green” operations.

Hoteliers are awarded a Green Key rating of one through five based on a comprehensive environmental audit, and provided with a performance report that includes recommendations for improvements. Unlike other programs of this nature, Green Key is focused entirely on hotel operations and includes random, on-site verification of audit results, mitigating the risk of score inflation. Green Key ratings will be featured on the first page of venue profiles in the Cvent Supplier Network.

“Our partnership with Cvent is a proactive step to provide the industry with immediate information on green lodging options, and aligns perfectly with Green Key’s ongoing mission,” said Tony Pollard, Managing Director of Green Key Global. “The partnership encourages sustainable hotel operations and practices, recognizes the properties that engage in these practices and helps educate the consumer, which is, in this case, a meeting planner population that is thirsting for this kind of information.”

Both Cvent and Green Key continue to work with other industry organizations, such as Meeting Planners International (MPI) and the Green Meetings Industry Council (GMIC), to further the resources available to meeting and event planners to plan environmentally friendly events.

### **About Green Key:**

Green Key Global is a joint partnership



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HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

The Green Key Eco-Rating Program is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed *specifically for hotel operations*, the Green Key Eco-Rating Program is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States Green Key is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc. For more information on Green Key or to register your property now, visit [www.greenkeyglobal.com](http://www.greenkeyglobal.com), call +1.888.752.7061 or email [info@greenkeyglobal.com](mailto:info@greenkeyglobal.com).

**About Cvent:**

Founded in 1999, Cvent is the world’s largest meetings management technology company and has over 650 employees worldwide. Cvent offers web-based software with features including meeting site selection, online event registration, event management, e-mail marketing, and web surveys. Cvent helps over 80,000 users in 34 countries manage hundreds of thousands of events, surveys and e-mail campaigns. Cvent has processed over \$1.5 billion in online payments and has managed over 30 million event registrations and survey responses for its clients. For more information, please visit [www.cvent.com](http://www.cvent.com).

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