SUSTAINABILITY ROUNDTABLE 2026

Expert Practitioner Co-Creation Workshop

Ottawa, Ontario



CANADA



Executive summary

In June 2026, leaders from across Canada's business events ecosystem gathered in Ottawa with a shared purpose: to strengthen collaboration, accelerate sustainability, and shape the future of the industry together.

Building on the momentum of the previous Sustainability Roundtable, this year's workshop reflected an important evolution. The conversation moved beyond identifying challenges to advancing practical action through shared leadership, open dialogue, and collective problem solving. Participants explored how destinations, venues, associations, industry partners, and event organizers can work together to create lasting environmental, social, and economic value.

Ottawa provided the ideal setting for this next chapter. As Canada's capital, it offered a place to convene diverse perspectives, deepen relationships, and reinforce a shared commitment to building a more resilient and sustainable business events sector. Throughout the workshop, participants demonstrated that meaningful progress is driven by trust, collaboration, and a willingness to learn from one another.

The workshop advanced four collaborative initiatives that will continue beyond the gathering itself while strengthening the Sustainability Roundtable as a community of practice. More than a forum for discussion, it has become a platform for collective leadership, where ideas are transformed into action and partnerships continue to grow.

This report captures the key insights, conversations, and outcomes from the workshop. It reflects the progress achieved in Ottawa while looking ahead to the continued work of building a business events sector that creates lasting value for destinations, communities, and future generations.

Maintaining the momentum

The launch of the Sustainable Event Goals (SEGs) at IMEX Frankfurt 2026 marked an important milestone for the global business events industry. Developed through collaboration sparked at the inaugural Sustainability Roundtable in Montréal, the framework demonstrated what is possible when competitors become collaborators and ideas become collective action.

Destination Canada continues to advance sustainability in the global business events sector by combining national strategy, destination development and practical tools that help planners design events with a lasting positive legacy for people, planet and place. Through the Canadian Business Events Sustainability Plan, Canada has emerged as a thought leader in sustainable business events, supported by the country's strong participation in the Global Destination Sustainability Index and recognition through the IMEX–Events Industry Council Innovation in Sustainability Award.

As a signatory to the Glasgow Declaration and a member of the Global Sustainable Tourism Council, Destination Canada supports this work through its Climate Action Plan, which commits the organization to carbon neutrality by 2030 and net-zero emissions by 2050.

The launch of the SEGs in May 2026 put this collaborative approach into practice. The 13 interlinked goals translate the UN Sustainable Development Goals into practical, event-specific guidance for organizers, destinations and suppliers and grew directly from the work initiated at the 2025 Montréal Roundtable.

With that momentum established, Destination Canada reconvened leading sustainability practitioners from across the global business events industry in Ottawa for the second Sustainability Roundtable—this time with a focus on advancing the work, strengthening collaboration and moving shared ideas closer to implementation.



Why we gathered

When participants gathered in Ottawa in June 2026, they were returning to a conversation that had already begun to reshape the global business events industry.

Just one month earlier, the Sustainable Event Goals had officially launched, providing tangible evidence of what this collaboration could achieve. Their launch reinforced the importance of continuing the conversation: Ottawa was not a new beginning, but the next chapter.

The gathering provided an opportunity to bring this community of practitioners back together to reflect on progress, strengthen relationships, welcome new perspectives and advance the initiatives that emerged from Montréal.

As moderator Guy Bigwood reflected, **“There is a moment in every gathering when we stop arriving and begin belonging.”** That sentiment captured the spirit of Ottawa. What began in Montréal as a convening of sustainability leaders had evolved into a trusted community of practice, united not only by shared ambitions but by a growing commitment to learn from one another and create lasting change together.

Convened by Destination Canada, the second Sustainability Roundtable built on the organization’s long-standing commitment to advancing sustainability across Canada’s business events sector. Through its Canadian Business Events Sustainability Plan, Climate Action Plan, and engagement within global initiatives such as the Glasgow Declaration and the Global Sustainable Tourism Council, Destination Canada continues to support industry collaboration, practical innovation, and place-based approaches that help business events create positive outcomes for people, communities, and the environment.

By bringing together leading sustainability practitioners, destinations, associations, venues, researchers, and industry partners once again, the Ottawa Roundtable reinforced a simple but powerful idea: lasting progress happens when knowledge is shared, relationships are strengthened, and the industry works together toward common goals.

What we learned

For the next two days,
we have been given
a rare gift.
Not simply time.
But attention.
Attention to one another.
Attention to this place.
Attention to what becomes possible
when people gather
with open minds
and open hearts.

— Guy Bigwood

Ottawa reinforced an important lesson: progress depends not only on better tools and measurement, but on the relationships, trust, and collective intelligence needed to put them into practice.

The first Roundtable had surfaced entrenched barriers, including unclear measurement, inconsistent reporting, pressure to prioritize short-term budgets over long-term outcomes, and persistent skepticism about the business case for sustainability. In Ottawa, the conversation moved forward. Participants identified stronger collaboration, better storytelling, clearer strategic tools, and shared accountability as critical to moving sustainability into the mainstream of how business events are designed, approved, and experienced.





The power of place

The shared meals and experiences outside the workshop room were not peripheral to the roundtable; they were part of the methodology. As in Montréal, where Destination Canada intentionally used local experiences, sustainable dining, and destination-based learning to connect participants to place, the Ottawa gathering created space for relationships to deepen, ideas to travel more freely, and sustainability to be experienced as culture, hospitality, and stewardship rather than only policy or measurement.

> **Last night, we gathered around a table. The food told a story of fermentation. Of transformation. Of simple things coming together. Given patience. Given care. Given time. And becoming something richer than they were before. Something they could never become alone.**
>
> — Guy Bigwood on dinner at Antheia, with Chef Briana Kim

These moments together helped turn professional exchange into trust, and trust into candour. They reminded the group that meaningful progress in sustainable business events depends not only on frameworks and targets, but on the relationships that allow organizations, destinations, and leaders to work across silos and move from isolated effort toward shared action.

> **Sustainability is not only about the environment. It is about our relationship with place, and ensuring that cultures, traditions, stories and ways of knowing continue to thrive.**
>
> — Joel Walton

One of the most resonant themes in Ottawa was the importance of place. From the land acknowledgement rooted in the Algonquin Anishinaabe Nation to reflection on what it means to gather responsibly in a place with history, memory, and living relationships, participants were encouraged not simply to arrive to this destination, but to understand where they are, who has cared for that place, and what responsibilities come with being hosted there.

The purpose of gathering is relationship.

Relationship with one another.

Relationship with community.

Relationship with place.

— Guy Bigwood

Space was intentionally created to build stronger relationships. Morning explorations, guided walking tours, Maketaw medicine bag workshops led by Algonquin artisan Marc Forgette, and a gift exchange all reinforced that the purpose of gathering is rooted in relationships—with one another, with community and with place.

In an industry that often prioritizes logistics, metrics and efficiency, it was an important reminder that trust, openness and shared attention are prerequisites for collaborative change.

The conversations and experiences in Ottawa did more than strengthen relationships. They advanced four collaborative initiatives that will continue to evolve through the Sustainability Roundtable community.





What we created together

Montréal's Sustainability Roundtable established four collaborative workstreams that became the backbone of the Ottawa agenda: industry alignment across leading organizations; a free, global knowledge hub for the Meetings, Incentives, Conferences and Exhibitions (MICE) industry; a stronger and better communicated business case for sustainability; and standardized Sustainable Event Goals and toolkits to support consistent adoption and benchmarking.

These four workstreams became the foundation for the second gathering. The workshop also echoed the 2025 Theory U approach, moving participants from setting the scene, listening and learning, to sensing the deeper story, and ultimately to turning ideas into action.

This continuity matters. Rather than convening a series of disconnected conversations, Destination Canada is facilitating a longer-term process of collaboration and change. Ottawa marked a shift from initial ideation toward refinement, alignment and practical next steps.



Advancing the industry toward greater sustainability

Building on the progress made since Montréal, participants refined four collaborative initiatives designed to accelerate sustainability across the global business events sector. Some initiatives evolved from the original workstreams, while others reflected new thinking inspired by fresh perspectives brought to Ottawa. Together, they demonstrate how the Sustainability Roundtable continues to move from ideas to industry action;

1 A Unifying Industry Focus for Sustainable Events

Expanding on the discussions from 2025, the goal is to create a single annual industry initiative that brings together the leading sustainability events, organizations and conversations under one shared platform, towards a shared 2030 vision.

Rather than creating another alliance or governance body, this initiative would unite the industry's existing leaders around one flagship project—reducing fragmentation, strengthening collaboration and presenting a single, more powerful voice on sustainability.

North Star

Many organizations. One destination. One week. One message.

Potential collaborators

A **Business Events Sustainability Week** could bring together:

- Global Destination Sustainability (GDS) Forum
- Convene 4 Climate (led by PCMA)
- Industry sustainability advocacy (led by Events Industry Council-EIC, Joint Meetings Industry Council -JMIC, International Congress and Convention Association-ICCA, and partners)
- Shared education and thought leadership
- One industry celebration and sustainability awards evening

Each organization retains ownership of its own programming while benefiting from the collective strength of a unified industry focus and platform.

This builds directly on what the industry achieved through the Sustainable Event Goals (SEGs), where multiple organizations aligned behind one shared initiative rather than creating another institution.

Key Benefits

- Reduce fragmentation across the sustainability landscape.
- Create one annual focal point for the industry.
- Amplification of the collective voice of business events.
- Encourage collaboration rather than competition.

- Easier for destinations, suppliers and event professionals to participate.
- Increase visibility, influence and impact.

What Success Looks Like

- One destination hosts the BE industry's sustainability week.
- Existing events are connected rather than competing for attention.
- Multiple organizations contribute under one shared narrative.
- More delegates, greater media attention and stronger advocacy.
- Sustainability becomes easier to understand and engage with.
- The industry speaks with one voice, which is louder and more influential.

Guiding Principles

- Build on existing events—not replace them.
- Collaboration over competition.
- One shared story with many contributing voices.
- Light coordination, not heavy governance.
- Deliver tangible value rather than creating another committee.

First Steps

- Socialize the concept with PCMA, GDS, EIC, ICCA and JMIC.
- Identify potential founding partners.
- Explore a host destination willing to convene the week.
- Map existing sustainability events into one coordinated calendar.
- Develop a shared communications narrative while preserving each organization's identity.

What support is needed?

- Buy-in from key collaborators
- Event management and leadership
- Participation by each identified partner and collaborator

Taskforce

Lead - Virginie De Visscher

Janice Lachance

Guy Bigwood

Tanya Popeau

Elena Fis



2 Return on Carbon and smarter decision-making

A **new initiative emerging** from the 2026 Roundtable, Return on Carbon proposes a simple but potentially powerful shift in how the industry thinks about carbon. By putting carbon on equal footing with cost and experience in business event decisions, planners, destinations clients and attendees could compare options, understand trade-offs and choose meetings that deliver both business outcomes and lower climate impact.

The initiative asks not only how event-related carbon can be reduced, but whether events are creating sufficient economic, social, knowledge, environmental and strategic value relative to the carbon they emit.

North Star

The future of sustainable events is not simply about emitting less carbon. It is about creating more value with every tonne we choose to emit.

The Opportunity

The events industry has become increasingly effective at measuring and reducing carbon emissions. Yet one fundamental question remains unanswered:

Is this the best use of the carbon we choose to emit?

Rather than asking only **"How do we reduce carbon?"**, this initiative asks:

> *"Not every tonne of carbon creates the same value. If we must emit, we should ensure every tonne delivers meaningful outcomes. The future is not just measuring carbon, but measuring the value created per tonne emitted."*
>
> — Thiago Araujo

Return on Carbon (ROC) introduces a common decision-making framework that combines carbon performance with economic, social, knowledge and environmental value, enabling organisations to make smarter investment decisions about events.

The attendee as a catalyst. Attendees are an important but often underused source of influence. Their expectations and feedback can create demand for more sustainable choices and help shift organizational priorities. How do we empower attendees to influence the choices of planners and decision-makers?

Objective

Develop an internationally recognised Return on Carbon (ROC) framework that enables organisations to evaluate, compare and optimise events based on the value they create relative to their carbon footprint.

The framework will provide common metrics, benchmarks and guidance that help event owners make evidence-based decisions before events take place—not simply report emissions afterwards.

What Success Looks Like

- Return on Carbon becomes a recognized industry performance indicator.
- Organizations use ROC alongside ROI when approving and designing events.
- Events are optimized for both value creation and emissions reduction.



- Global benchmarks enable comparison across event types and destinations.
- ROC becomes integrated into executive decision-making, procurement and reporting.
- The framework complements existing sustainability standards by focusing on outcomes rather than compliance.

Who Benefits?

- CFOs and Finance Leaders
- Meeting and Event Owners
- Sustainability and CSR Teams
- Destinations and DMOs
- Event attendees and delegates

Key Activities

- Develop a common Return on Carbon methodology.
- Define a multi-dimensional Value Framework covering:
  - Economic value
  - Knowledge creation
  - Innovation
  - Social impact
  - Environmental legacy
  - Strategic value
- Develop a common Value Score.
- Create industry benchmarks by event type.
- Pilot the framework with leading organizations.
- Publish annual ROC benchmarking reports.
- Integrate ROC into event planning tools and reporting platforms.
- Explore AI-enabled value assessment using multiple data sources.
- Develop attendee-facing tools that communicate event impact and capture participant expectations around sustainability.

Alignment with Existing Standards

ROC is not another sustainability standard.

It complements the Events Industry Council Sustainable Event Standards by adding an outcome-focused performance layer.

The EIC Standards answer:

> *"Are we managing events sustainably?"*

ROC answers:

> *"Are we creating enough value for the carbon we choose to emit?"*

Together they provide both operational excellence and strategic decision-making.

ROC could also become a headline performance indicator supporting the Sustainable Event Goals (SEGs), providing one common measure of how effectively events convert environmental cost into meaningful value.



Potential collaborators

- Events Industry Council (EIC)
- GDS-Movement
- ICCA
- JMIC
- PCMA
- DMOs
- Data scientists

First Steps

1. Convene a multidisciplinary working group to define the methodology.
2. Develop an initial Value Framework and ROC calculation model.
3. Identify 5–10 pilot organisations to test the concept.
4. Engage the EIC to explore alignment with the Sustainable Event Standards.
5. Secure an academic partner to provide independent research and validation.

Design principles

- Scientific rigour and academic credibility.
- Simple, intuitive methodology.
- Strong business relevance.
- Global industry collaboration.
- Transparent benchmarking.
- Integration with existing reporting frameworks.
- Executive adoption beyond sustainability teams.

Taskforce

Lead - Thiago Araujo

Eloisa Urrutia Monnot

Brian Hunt



3 A global knowledge community

One of the strongest messages to emerge from the Sustainability Roundtable was that the collaboration should not end when participants leave the room. As relationships deepen and the community continues to grow, there is an opportunity to create a connected global knowledge community where sustainability practitioners can continue learning from one another, sharing practical solutions, and accelerating progress together.

Rather than creating another standalone platform, participants envisioned a connected knowledge ecosystem that builds on existing channels and trusted industry networks while making sustainability knowledge easier to discover, share, and apply. The goal is to reduce fragmentation, increase access to practical resources, and ensure that valuable ideas, tools, research, and case studies are available to everyone working to advance more sustainable business events.

Designed as an open, community-driven resource, this initiative would connect destinations, associations, venues, event organizers, suppliers, researchers, and sustainability practitioners from around the world. More than a repository of information, it would become a living community where members ask questions, share experiences, celebrate innovation, and learn from one another throughout the year.

By strengthening connections between practitioners and making trusted knowledge more accessible, the community can help accelerate innovation, support better decision-making, and reinforce the collaborative spirit established through the Sustainability Roundtable.

North Star

Knowledge. Shared. Trusted. Actionable.

Empowering the global business events community to make smarter, more sustainable decisions through open collaboration, practical knowledge sharing, and continuous learning.

What Success Looks Like

- A trusted global community where sustainability knowledge is openly shared.
- Practical tools, case studies, and resources are easy to discover and apply.
- Strong participation from destinations, associations, venues, suppliers, and event professionals.
- Peer-to-peer learning becomes an ongoing part of industry practice rather than something that happens only at annual gatherings.
- AI-enabled search and knowledge discovery make trusted information easier to find.
- Collaboration continues between Sustainability Roundtables, strengthening relationships and accelerating innovation across the sector.



Who Benefits?

- Event organizers and meeting professionals
- Destinations and destination organizations
- Venues and convention centres
- Suppliers and service providers
- Industry associations
- Sustainability practitioners
- Researchers and educators

First Steps

1. Define the vision, scope, and governance for the knowledge community.
2. Map existing industry resources and identify opportunities to connect rather than duplicate them.
3. Explore the most effective digital channels and platforms to support ongoing collaboration and knowledge sharing.
4. Recruit founding content partners and contributors from across the Sustainability Roundtable community.
5. Launch with a curated collection of practical tools, case studies, and resources while establishing a sustainable approach to community management and content stewardship.

Potential collaborators

- Destination organizations
- Industry associations
- Sustainability experts
- Event organizers
- Venues and suppliers
- Academic and research partners
- Technology and AI collaborators

What Support Is Needed?

- Industry participation and leadership
- Ongoing content contributions
- Community stewardship and moderation
- Technology and digital platform support
- Long-term governance and collaboration across partners

Taskforce

Lead - Mackenzie Dierks

Bridget Switzer

Joel Walton



4 The business case for sustainability

The fourth returning initiative continues to imagine a clear, datadriven narrative for sustainable business events that can be shared across the industry. While the evidence exists for a more sustainable business events industry, it is fragmented, inconsistent, difficult to access, and too often fails to reach decision-makers in simple, credible, and compelling ways. By unifying research, case studies, and impact stories into a simple, annually reported narrative, this important 'single source of truth' would make it easier for destinations, organizers, policymakers, and partners to understand and champion the full economic, social, and environmental value of events.

In Montréal, participants had already identified that sustainability is often seen as a cost rather than a strategic investment. The Ottawa roundtable reinforced that stronger storytelling, clearer evidence, and executive-ready communications will be essential if organizations are to resist the current permission structure that allows sustainability to be deprioritized during periods of pressure.

North Star

Create an annual industry sustainability report that demonstrates how sustainable events generate stronger business performance, greater societal impact and better environmental outcomes.

The Opportunity

The events industry has countless examples of sustainability creating business value, but the evidence is fragmented, inconsistent and often difficult to access.

Many executives still view sustainability as a cost rather than a strategic investment because the business case has not been communicated in a simple, credible and compelling way.

This initiative will bring together research, case studies, data and emerging technologies to create the world's most trusted evidence base for sustainable events.

Objective

Elevate and communicate the global business case for sustainability by creating a shared sustainability report that demonstrates how sustainable events deliver stronger commercial, environmental and social outcomes.



What Success Looks Like

- A globally recognized business case for sustainable events.
- Sustainability becomes integral to business success rather than an optional initiative.
- Trusted evidence and case studies are easily accessible.
- Executives have confidence to invest because the value is measurable.
- Annual reporting demonstrates industry progress.
- Business value becomes part of every investment conversation.

Who Benefits?

- DMOs
- Sustainable business events leaders
- CEOs and Executive Teams
- CFOs and Finance Leaders
- Industry Associations

First Steps

- Explore feasibility of whether the existing Iceberg AI Platform could be adapted to curate, search and communicate global business case evidence.
- Define the executive audience and the key questions the business case must answer.'
- Explore opportunities to share emerging evidence through the knowledge community and other trusted industry channels.

Potential collaborators

- Iceberg
- Events Industry Council (EIC)
- JMIC
- ICCA
- PCMA
- GDS-Movement

Taskforce

Lead - Eloisa Urrutia Monnot

Amy Hissrich

Robert Bartolucci

Janice Lachance

MaryBeth Reeves

Bridget Switzer





Sustainability Roundtable expert participants

(US) Amy Hissrich, ASAE brought deep association-sector leadership and ESG strategy expertise, making her a key voice on how member-based organizations can embed sustainability into core governance and events.

(US) Brian Hunt, Motivation Excellence, contributed hands-on knowledge of incentive travel and loyalty programs, helping the roundtable explore practical ways to integrate sustainability into motivation, rewards, and experiential design.

(US) Bridget Switzer, Maritz, with her background in environmental strategy and event experience design at Maritz, provided critical insight into measuring event emissions and translating sustainability standards into real-world client solutions.

(Israel) Elena Fis, Kenes Group, has been instrumental in positioning Kenes as a global leader in sustainable event and association management. Her vision emphasizes transparency and collaboration while she helped lead the initiative, conceived in Montréal, to develop the Sustainable Event Goals (SEGs).

(Spain) Eloisa Urrutia Monnot, American Express, GBT, contributed enterprise-level ESG and meetings strategy expertise, helping connect sustainable event practices with broader corporate travel and business transformation agendas.

(US) Janice Lachance, American Geophysical Union, brought executive-level leadership of net-zero facilities and scientific convenings, grounding the roundtable in how large associations can operationalize sustainability across policies and global events by engaging leadership on the priorities and positive outcomes.

(US) Mackenzie Dierks-Helland, ITA Group, leveraged a background in sustainable food production to develop programs that promote socially and environmentally responsible practices, offering a practical lens on how events can support socially and environmentally responsible practices across supply chains.

(US) MaryBeth Reeves, McVeigh Global Meetings and Events, with her dual certifications as a Sustainable Event Professional and Inclusive Event Strategist, added specialized knowledge in sustainable and inclusive event design, reinforcing the roundtable's emphasis on accessibility, diversity, and low-impact meeting operations

(US) Robert Bartolucci, the ESG Director at The Opus Group, provided ESG program and carbon accounting leadership, helping the group consider enterprise-wide frameworks and ISO-certified approaches to measuring and improving event sustainability.

(UK)Tanya Popeau, PCMA, brought a global convening perspective through PCMA's Convene 4 Climate, supporting discussions on industry-wide regeneration, cross-sector collaboration, and business events as catalysts for systemic change.

(France)Thiago Araujo, BCD Meetings & Events, contributed practical experience embedding sustainability into everyday decision-making, metrics, and tools, aligning closely with the roundtable's focus on scalable implementation and standard setting.

Hosts

Virginie De Visscher, Destination Canada, anchored the roundtable with destination and national strategy leadership, ensuring the Canadian Business Events Sustainability Plan informs discussions on place-based impact and global industry alignment.

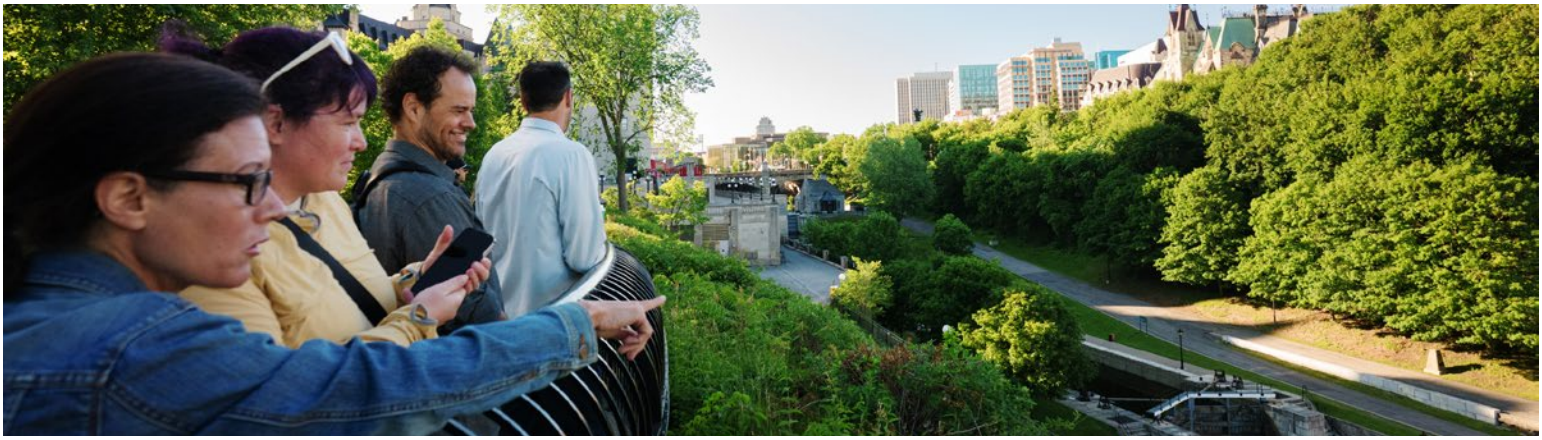
Joel Walton, Destination Canada, brought strategic business events and destination expertise, marketing insight, alongside a strong commitment to Indigenous ways of being and cultural sustainability and to advancing more sustainable, inclusive, and community-benefiting business events across Canada.

Deirdre Campbell, Tartanbond Communications, contributed senior communications leadership shaped by work in sustainable tourism development, Indigenous partnership-building, and stakeholder engagement, supporting the roundtable's goal of turning complex discussions into compelling and actionable industry narratives.

Moderator

Guy Bigwood, GDS-Movement, facilitated the roundtable with two decades of regenerative destination consulting and the GDS-Index benchmarking experience, guiding participants through systems thinking and collaborative change design. A creative thinker, Guy brought poetry, music and dance into the workshops, grounding participants with the importance of this work through words, movement and music.





What's next

> *Real change begins when shared ambition becomes collective action. What comes next is ours to build—together.*
>
> — Virginie De Visscher

The Sustainability Roundtable has grown into more than an annual gathering. It has become a trusted community of practice where leaders from across the business events sector come together to share ideas, challenge one another, and advance practical solutions that no single organization could achieve alone.

Through two years of collaboration, one thing has become increasingly clear: meaningful progress requires more than inspiration. It requires trusted relationships, continuity, shared language, coalition building, and a commitment to turning ideas into collective action.

Ottawa reinforced an important shift. Sustainability is no longer viewed as a standalone initiative, but as core work that strengthens destinations, organizations, and communities. Participants spoke about moving from isolation to belonging, from individual efforts to collective action, and from measuring activity to creating lasting value.

Through two Sustainability Roundtables, Destination Canada created space for leading practitioners to connect, challenge assumptions and develop collaborative responses to some of the industry's most persistent sustainability challenges. The work demonstrated what becomes possible when expertise is shared openly and organizations come together around common goals.

The next chapter will be shaped by the community and the wider industry. The relationships, initiatives and ideas developed through Montréal and Ottawa now have an opportunity to continue through the organizations, partners and practitioners best positioned to advance them. Destination Canada will continue to champion the progress made through the Roundtables and share the learnings from this work with the broader business events community.

The conversation continues this September at Convene 4 Climate (C4C) 2026, where Sustainability Roundtable participants will have an opportunity to reconnect, share progress and explore how the collaborative initiatives can continue to move forward with the wider industry.



A note of thanks

On behalf of Destination Canada, thank you to every participant who brought your experience, curiosity, generosity, and willingness to collaborate to this year's Sustainability Roundtable.

The progress reflected in this report is the result of a community that continues to show what is possible when diverse perspectives come together with a shared purpose. Every conversation, challenge, idea, and contribution has helped strengthen not only the initiatives themselves, but the relationships that will carry this work forward.

Destination Canada is honoured to convene this community and support the leaders who are shaping the future of sustainable business events. We look forward to continuing this journey together and to welcoming many of you at Convene 4 Climate 2026, where these conversations will continue to evolve into meaningful action.

With sincere appreciation,

Virginie De Visscher
Executive Director,
Business Events Destination Canada

