



Education of Stakeholders	To educate stakeholders on Sustainability and encourage and measure any resulting change in behaviour	Educate our own and our exhibitors suppliers	Budget and availability of sustainable products	Improve knowledge, monitor actions and influence behaviour of suppliers	5	% of Suppliers who are aware of our Sustainability initiatives	100%
		Improve the knowledge and understanding of BS8901 within the show team	Lack of understanding of Sustainability vrs Environmentally Friendly and other work pressures	Communication from the BS8901 'Team' to the whole Hotelympia Team	6	% of team members who are aware of our initiatives and their own responsibilities in achieving them	100%
		Improve the understanding, importance and relevance of Hotelympia achieving BS8901 and their part	Lack of understanding and pressures of their own businesses	Outline relevance to their business and the benefits of Sustainability in general but specifically with regards to Hotelympia	7	% of Exhibitors who are aware of our Sustainability initiatives	100%
Cost of Exhibiting	Identify Areas where Fresh RM can help Exhibitors Save Time or Costs in relation to exhibiting at Hotelympia	Improved efficiencies which would have an all round beneficial affect	Communicating the Opportunities and benefits vrs perception	Identify Areas that cause most concern for exhibitors with regards to cost and amount amount of time taken to carry out	8	% of exhibitors who give us feedback regarding areas they would like to see addressed	10%
				Develop packages that exhibitors want	9	% of exhibitors are aware of the packages offered	70%
				Re-visit Exhibitor Manual to improve ease of use. Increase call rate vrs emails to exhibitors	10	% of exhibitors who identified improvement is show research	30%