



Green Initiatives

At EventPro Software, we want to do our part by conserving energy, minimising waste, and recycling.

With the goal of reducing our environmental impact, we have implemented the following Green Initiatives:

- **Online Meetings and Web Conferencing:** To demonstrate software and provide technical support, we use GoToMeeting, a web-conferencing and online meeting service that allows us to share a computer screen with clients. This means we can introduce our software to new clients and support it effectively with a significantly smaller carbon footprint than travelling to client sites.



- **Online Resources:** Instead of printed manuals, we provide continuously updated PDF and online manuals, which reduce cost and waste, and ensure clients can always access the most up-to-date information.

- **E-Marketing:** We have dramatically reduced the number of paper brochures sent to prospects and clients. We now send the vast majority of our marketing materials electronically.

- **Print-on-Demand Only:** When we do require paper brochures and business cards for events such as trade shows, we print them on demand in limited quantities to reduce leftovers.



- **Paper(less)work:** We have implemented an office management system that reduces the amount of paperwork. For example, we receive faxes electronically, and we send and store most intra-office documents without ever printing them.

- **Software Downloads:** We deliver our software program electronically via email or website download. Software CDs are obsolete almost the moment they are created, and require extra packaging and delivery services.

- **Recycling:** Since we are a software company, we do most of our work on computers, but when we do use paper, we recycle through the service provided at our location.

We have actually been following many of these initiatives for years, without thinking of them as "green". Protecting the environment is simply good business: reducing wasteful practices means reducing unnecessary costs to the business, the client, and the earth.

If you have any questions or comments about our Green Initiatives, please email us at Feedback@EventPro.net.