

EPA Region 4 and ENERGY STAR®  
Present a FREE Webinar Series for Hospitality

Session 3: Everyone on Board! Effective Communications to Promote Your Hotel's Green Practices August 24, 2010, 12:00 pm - 1:30 pm (Eastern Time) Designing a green program for your hotel is just the first step in developing an environmentally-friendly property. After that, you must bring your owners, senior management and staff on board; and communicate your achievements to your guests and potential customers.

Join us as we discuss new ideas to engage staff and guests in your green efforts. Learn how to develop a communications plan that demonstrates your hotel's environmental commitment - helping to heighten public awareness and gain market share. Hear from your peers who are communicating their successful green efforts to internal and external audiences, and learn about helpful resources, including ENERGY STAR.

Confirmed speaker: Elizabeth Delens, General Manager, Sheraton Four Points  
(Washington, D.C.).

To register:

<https://energystar.webex.com/energystar/k2/j.php?ED=139530487&UID=1141635067&RT=MIMxMQ%3D%3D&FM=1>