



Events Industry Council and Oak View Group Announce Strategic Partnership

Landmark new alliance will take sustainable event venues to the next level

Washington D.C. (April 15, 2024) — Today, the [Events Industry Council](#) (EIC) announced a new strategic partnership with [Oak View Group](#) (OVG), the global leader in sustainable venue operations. The partnership – the largest of its kind in scale – will allow the Oak View Group convention center portfolio to deepen its commitment to sustainability and better support the green meeting & exhibition aspirations of its clients and partners. OVG plans to certify its entire convention portfolio of 60+ venues, in a phased approach, including Chicago's McCormick Place, the Miami Beach Convention Center, the Kay Bailey Hutchison Convention Center in Dallas, and the Palm Beach County Convention Center in West Palm Beach, Florida.



CAPTION: *Announcing strategic partnership between Events Industry Council and Oak View Group are (from left) Greg O'Dell, President of Venue Management, Oak View Group; Chandra Allison, Senior Vice President of Strategy and Growth - Conventions, Meetings and Exhibitions, Oak View Group; Amy Calvert, Chief Executive Officer, Events Industry Council; and Chris Granger, President - OVG360, Oak View Group. (Courtesy: Oak View Group)*

High Res Image Available [HERE](#)

The EIC Sustainable Event Standards are a collection of eight (8) specific standards that assess events and industry suppliers on a wide range of sustainability criteria in support of environmental and social responsibility.

Working in concert with the GOAL platform (Green Operations & Advanced Leadership), the partnership will spur more EIC initiatives throughout OVG event venues, including Certified Meeting Professional (CMP) training, Sustainable Event Professional Certification (SEPC) training, and other learning and development programmes. GOAL will continue to support continuous data collection and analysis across the convention center portfolio and will play a key role in helping properties reach their sustainability objectives, through best practice sharing, measurement tools, and on-site consulting.

“The partnership is grounded in our shared goals of promoting event industry excellence, advancing uniform standards of practice, and setting the highest standards for professional and personal growth for those in our industry,” said **EIC CEO Amy Calvert**. “We are thrilled to work with Oak View Group to certify their convention centers to EIC’s Sustainable Events Standards. This work will benefit our industry and the countless event professionals we serve.”

The partnership provides OVG with high-profile strategic recognition and thought leadership opportunities to collaboration with EIC on its CMP, CMP Fellows, and sustainability programmes.

“Oak View Group is excited about this partnership because it provides real resources and support to our convention centers,” said **Greg O’Dell, President of Venue Management, Oak View Group**. “These include opportunities to be recognized for their individual sustainability efforts, and professional education to equip convention centers with sustainability support.”

“Congratulations to the Events Industry Council and the Oak View Group,” added **Richard Murphy, President, Alliance for Audited Media**. “This partnership will accelerate innovation and growth for the entire industry. We applaud the Oak View Group management team for taking a leadership role on sustainable venues, embracing transparency and accountability supported by third-party validation.”

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Notes to Editors:

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About Events Industry Council

The Events Industry Council’s more than 30 member organisations represent more than 103,500 individuals and 19,500 firms and properties involved in the events industry. The Events Industry Council’s vision is to be the global champion for event professionals and event industry excellence. It promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) programme and signature programme activities. The CMP credential is recognised globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam. The four signature programmes – Sustainability and Social Impact, Accepted Practices Exchange (APEX), Knowledge and Leadership – represent the key initiatives, assets, services and products for the Events Industry Council. Learn more at www.eventscouncil.org.

About Oak View Group

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class-owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).