



Česká rada pro šetrné budovy
Czech Green Building Council

GREEN BUILDING CLUB SUPPORTER OF THE EVENT OPPORTUNITIES



Contact

In case of questions about the Green Building Club please contact:

Producer:

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Česká rada pro šetrné budovy o.s.

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Introduction

“Green Building Club is a regular set of monthly events held in one location, which joins together professional and social aspects of the Green Building community in the Czech Republic.”

The “red line” of all events will be topics covering the Green (Sustainable) Building agenda.

The topic of each event will be generated by the CZGBC staff together with the Program Advisory Group (PAG). The PAG was established to help the CZGBC staff to prepare a professional and balanced program according to “red line”.

Current members of the PAG are (Jan 2011):

- Mr. Henry Hanson, Associated professor, Czech Technical University in Prague, Faculty of Architecture, Spatial Planning Department
- Mrs. Petra Hajná, Green Business Manager, Skanska Property CZ
- Ian Bryan, Architect B (hons) dipArch, Ian Bryan Architects
- Ing Martin Ďuriš, PhD, MICE, Director, Peter Brett Associates CZ
- Cory Benson, AIA, made sustainable
- Ing. Jiří Sobola, Director, Technický akušební ústav stavební Praha (TZUS)
- Andrew Caistor, Chapman Taylor Prague
- Prof. Ing. Petr Hájek, CSc, Vice Dean, Head of Department of Building Structures, Czech Technical University in Prague, Faculty of Civil Engineering



The aim is to promote and initiate quality events which will bring together individuals with know-how in the building sector. Speakers at the event could be for example:

- Members of the CZGBC
- Members of Supporting organizations
- Academics
- Public authorities
- Invited guests/ foreign guests (professionals from the building sector)

The Green Building Club's events will have an Entrance fee (1st drink included):

- 100 CZK for Members' employees.
- 100 CZK for Academics, representatives from the Government and Municipalities, Students.
- 150 CZK for Supporters of the Green Building Club (eg. RICS, ICE).
- 200 CZK for Non-members' employees and others.

The location of the Green Building Club will provide easy access by public transport, enough space and possibilities to hold the event, be well equipped (technical equipment such as projector, microphone and screen) and at the same time the place should offer enough space where invited guests can meet with each other, discuss the hot subjects and create networking opportunities.

Potential event locations are:

- Hotel Jalta, Vaclavske nam. 45, 110 00 Prague 1.
- Hotel Mosaic House, Odborů 4, 120 00 Praha 2, Czech Republic

The event will be organized for the second Wednesday of each month. The event will start at 17:30, the professional part will start at 18:00. The social part will start at 19:00 and finish at approx. 20:00 (it is not limited -social part of the event).



Event will be organized in dates:

- 9th February 2011
- 9th March 2011
- 13th April 2011
- 11th May 2011
- 8th June 2011
- 14th September 2011
- 12th October 2011
- 9th November 2011
- 14th December 2011 (to be confirmed)

People who will be responsible for the organization of the Green Building Club:

- Producer of the event (CZGBC staff member)
- Moderator (CZGBC staff member, sponsor, CZGBC member, guest) It should be leader of the event with strong drive and ethical sense of the event atmosphere.
- Coordinators (volunteers, CZGBC staff members, sponsors, members)

Registration process will be organized by the Producer (CZGBC staff member) through:

- CZGBC web site registration tool
- Direct link to email of the producer
- On site before the beginning of the event)

Financing

The event will be financed by:

- Institution of “Sponsor of Green Building Club”
- Entrance fee (Entrance fee will cover also first drink from the bar).
- CZGBC budget if and when needed (potential need in start up phase).

Promotion

Promotion will be done via:

- Mass mailing (our database, databases of CZGBC members, databases of sponsors, partners of the event)



- Facebook (special file – regular event)
- WOM (Word Of Mouth) communication of CZGBC members, members of supporting organizations, sponsors, participants.
- Invitation through CZGBC web site, CZGBC Facebook, web sites of supporting organizations
- Media sponsors
 - TV, radio (potential: Z1, Radio česko, ??? -negotiations in process)
 - Paper Media-daily, specialized (potential: HN, MF, LN, Realit, Development News, Building World, CIJ, ???-negotiations in process)
 - Electronic media (potential: TZB info, ??? -negotiations in process)

Supporter of the Green Building Club event

The Supporter of the event will inform his membership base about the events based on invitation prepared and sent by CZGBC.

The package for Supporter includes the following:

- Logo on all promotional materials connected to Green Building Club
 - Highlight the Supporter on Green Building Club website section in CZGBC website (from April 2011)
 - Visibility on Youtube, CZGCB Facebook
 - Logo visibility in the invitation emails (mass-mailing, over 1000 addresses)
- Supporter will be mentioned in CZGBC newsletter (4 issues per year) in section “Green Building Club news” (over 1000 addresses).
- 1 ticket per event for the supporting year (2011)

Why to become a Sponsor of Green Building Club?

Because it is a good, right and fun thing to do!