



Post-Event Report Green Schools Conference

Post-Event Report

Event Overview

Marketing and Promotion Analysis

Content and Activities Summary

Attendee Survey / Feedback

Key Takeaways + Lessons Learned

Action Items

Appendices and Links



GSC Event Overview

School system staff and green building professionals gathered to celebrate 15 years of the annual convening created to inspire and facilitate the progress of the green schools movement.

EVENT DETAILS:

Orlando, Florida
Hilton Orlando Lake Buena Vista at Disney Springs
March 3-4, 2025

EVENT OBJECTIVE:

The Green Schools Conference is designed and delivered with three core pillars in mind: knowledge sharing, collaboration, and inspiration with a focus on innovation and interactive learning and heavy emphasis on place-based, destination-specific programming and show components.

GSC Program Overview

Most popular content with viewership/attendance

Top 3 Attended Sessions:

1. Reimagining Schools as Catalysts for Sustainable Systems Change! | **73 Attendees**
2. Building Resilient Schools: Harnessing Data for Sustainable, Safer Spaces | **73 Attendees**
3. Green Schoolyards from Pilot Project to Districtwide Implementation | **70 Attendees**

Top 3 Ranked Sessions:

1. NOAA: Leveraging Student Agency to Ignite Stewardship Initiatives
2. Enhancing Efficiency & Savings: Dumpster Monitoring at Portland PS
3. Funding a Greener Tomorrow: Finance and Tax Credits for Clean Energy

Top Ranked Speakers:

1. Amity Sandage 5.0
2. Alyssa Leadingham 5.0
3. Laura Arnow 5.0
4. Erik Makinson 4.91

GSC Event KPIs

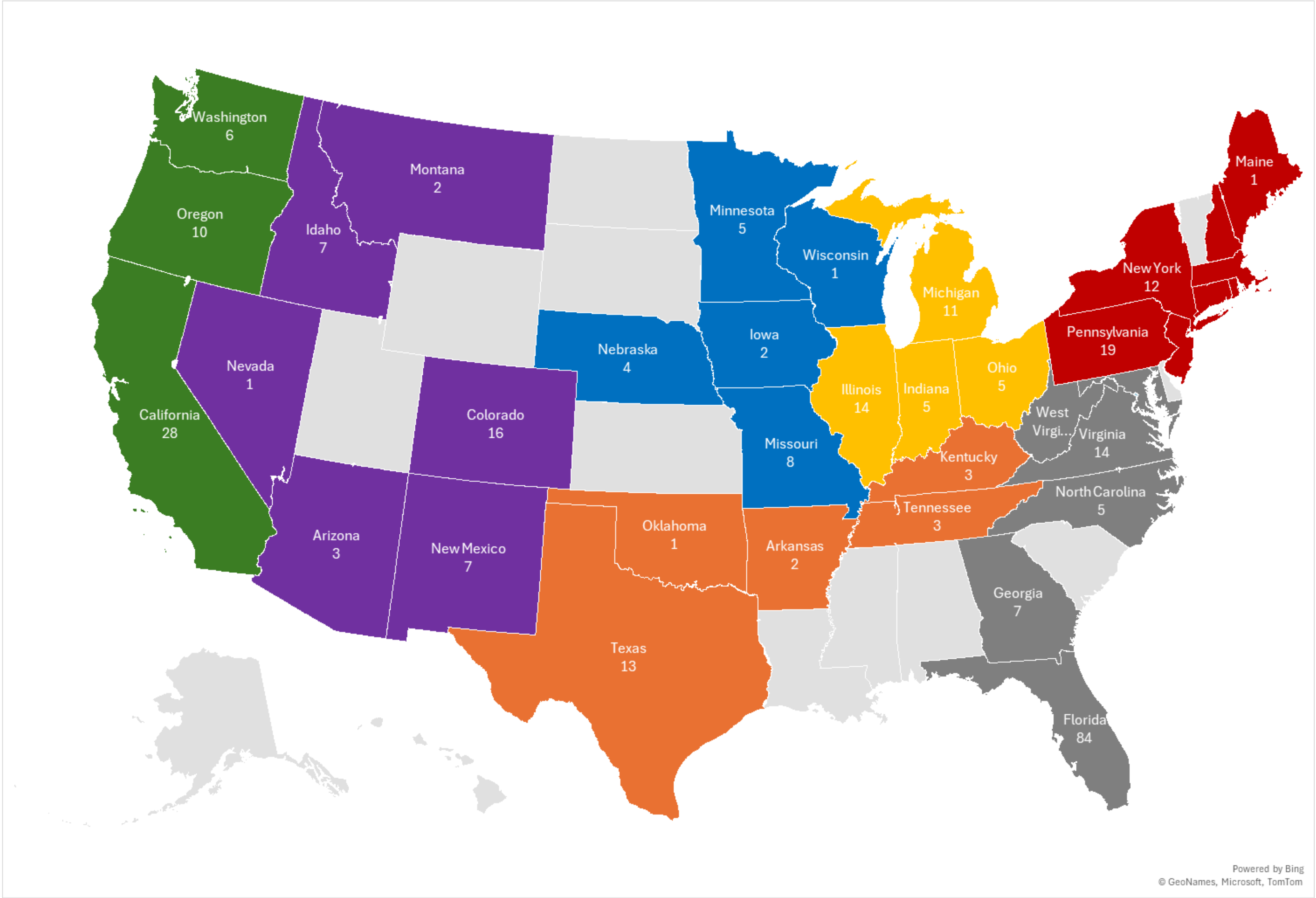
Year	Unique Registrants	Onsite	Professional Practices	States	Industry Sectors	Presenters	Credential Holders	GSNN & USGBC members	SAT
2023	437	412	32	42	18	101	12%	23%	81%
2024	530	495	25	42	16	133	10%	28%	97%
2025*	370	359	24	38	15	90	12%	14%	94%

* - the 2025 event was collocated with the ADAPT conference, which affected attendance but supported healthy attendance and support of each event.

GSC Attendance

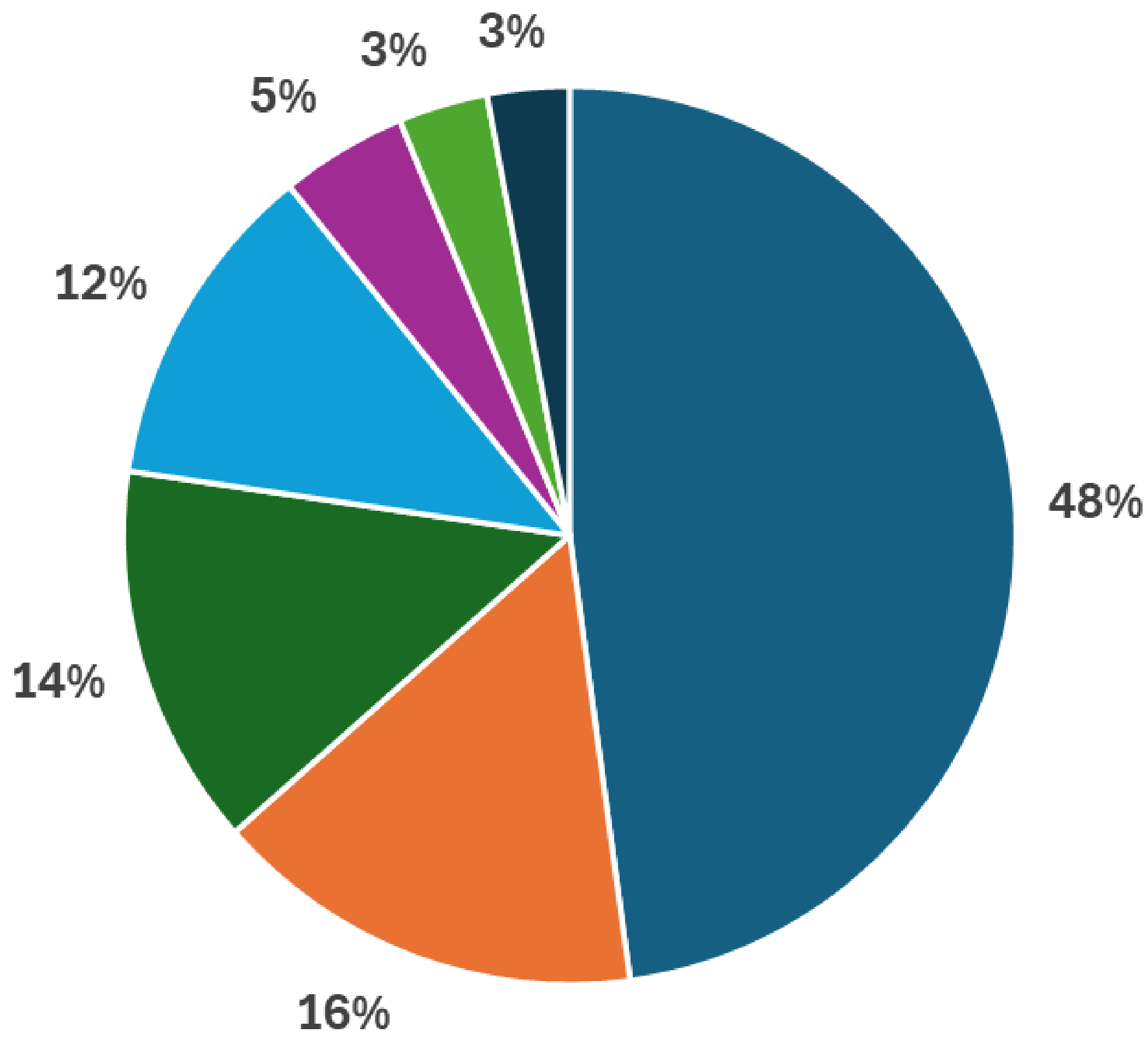
- **Attendance Goal: 400-500 attendees**
- **Actual Attendance: 370 registrants / 359 attendees** **92.5% Achieved**
- Insights
 1. Great check-in rate (97%)
 2. Government spending freeze reduced registrant count (more refunds than usual as well, 6)
 3. Registration behavior on par with historical trends (even split of early vs. Standard registration)
 4. Consistent brand loyalty year over year

Registrants by Communities - GSC



US MTD Communities		
	South Atlantic	134
	Middle Atlantic New England	68
	Pacific	44
	Mountain	36
	East North Central	35
	South Central	22
	West North Central	20

Registrants by Attendee Type - GSC



Registrant Type		
PreK-12	School/District/Gov't/Nonprofit	177
GSC Speaker		58
USGBC or GSNN Member		51
Sponsor/VIP		44
USGBC or GSNN Nonmember		51
Student/Emerging		
Professional		12
Student (K-12)		11

Equity of Access - GSC

	2023	2024	2025	% change (24-25)
Under Age 35	16%	23%	24%	+1%
% Students/EPs	1%	2%	3%	+1%
% K-12 Students	0%	1%	3%	+2%
% Female	62%	62%	68%	+6%
# Scholarships	7	10	3	-7
% First Time Attendees	70%	70%	62%	-8%
% Confidence Pricing Registrants*	N/A	N/A	16%	N/A
% Early Bird Registrants	44%	41%	33%	-8%
% Standard Registrants	56%	42%	43%	+1%
% Onsite Registrants	N/A	17%	7%	-10%

*New in 2025: GSC introduced Confidence Pricing

Registration – GSC Attendee Engagement

	2023	2024	2025	YoY
Session Views	14,353	20,650	21,273*	+623
Survey Response Rate	30%	40%	34%	-6%
Email Open Rate	72%	68%	68%*	0%
Average Engagement Score	1,586	1,301	1,355	+54
Event App Adoption Rate	87%	89%	87%	-2%
Check-In Rate	94%	93%	97%	+4%

*2025 Session Views & Email Open Rate is for both GSC & ADAPT

Sustainability

Event’s Long-Term Sustainability Goals and Legacy

Produce Zero Waste

Empower Stakeholders to Drive Change

Improve Sustainable Sourcing and Procurement

Incorporate Equity, Inclusion and Wellbeing through All Event Strategies

Reduce Greenhouse Gas Emissions

Positively Impact Communities

Lead the Events Industry through the Advancement of Sustainable Event Management Initiatives

[Hilton Meeting Impact report](#)



Marketing and Promotion

Marketing & Promotion

The GSC heavily focuses on email marketing to promote the event.

The CFGS focused on three primary channels on social media: LinkedIn, Facebook, and Instagram.

The GSC also leverages articles on usgbc.org to share updates with the green building community.

The CFGS leverages both its newsletters, strategic relationships with promotional partners, and relies on the GSNN to support event promotion.

Marketing & Promotional Analysis

Event Goal: 400-500 attendees

Actual: 370 attendees

92.5% Achieved*

Marketing/Promotion KPIs

1. Registration
2. Onsite Attendance
3. Social Media Mentions
4. Email Open Rates



Program Analysis

GBCI CEs & Education Session Ratings

GBCI CE Credit: GSC

2024 PROGRAM

31

Total GBCI credits available

22

Hours available via core program

9

Hours available via pre-conference tours

109

Total GBCI CEs distributed for GSC

2025 PROGRAM

37

Total GBCI credits available

26

Hours available via core program

11

Hours available via pre-conference tours

222

Total GBCI CEs distributed for GSC and ADAPT***

GSC Opening Plenary



Dr. Maria Vazquez
Superintendent at OCPS



Lyra Littler
Brookshire Elementary School
Grade 5



Henrique Ribeiro
Freedom High School
Grade 12

Average Session Rating: 4.59

GSCxADAPT Joint Closing Plenary



Jothsna Harris
Change Narrative



Darien Clary
Austin Independent School District



Amanda Polematidis
Hanson Professional Services, Inc.

Average Session Rating: 4.62



Event Sponsors

Sponsor Overview

Total Sponsors: 40

- **Platinum: 3**
- **Gold: 2**
- **Silver: 7**
- **Green: 21**
- **Non-profit Speed Greening: 7**

14 companies sponsored more than one opportunity

Exchange: 16

Speed Greening: 23

40% of total sponsors participated in Exchange & SG
11 companies sponsored both Exchange & SG



Attendee Feedback



Susan Tenner

Brooklyn Urban Garden Charter School

This was my fourth and best yet GSC. The sessions were relevant to me. My favorite sessions were with Nicole Swedlow of Compass Education & the school visit and ending session with Jaimie Cloud on day 3. The movement is growing and the people are great to connect with and grow from.