

Presenting Research about Eco-Friendly Practices

Creating Charts to Emphasize Key Messages

TEACHING NOTE

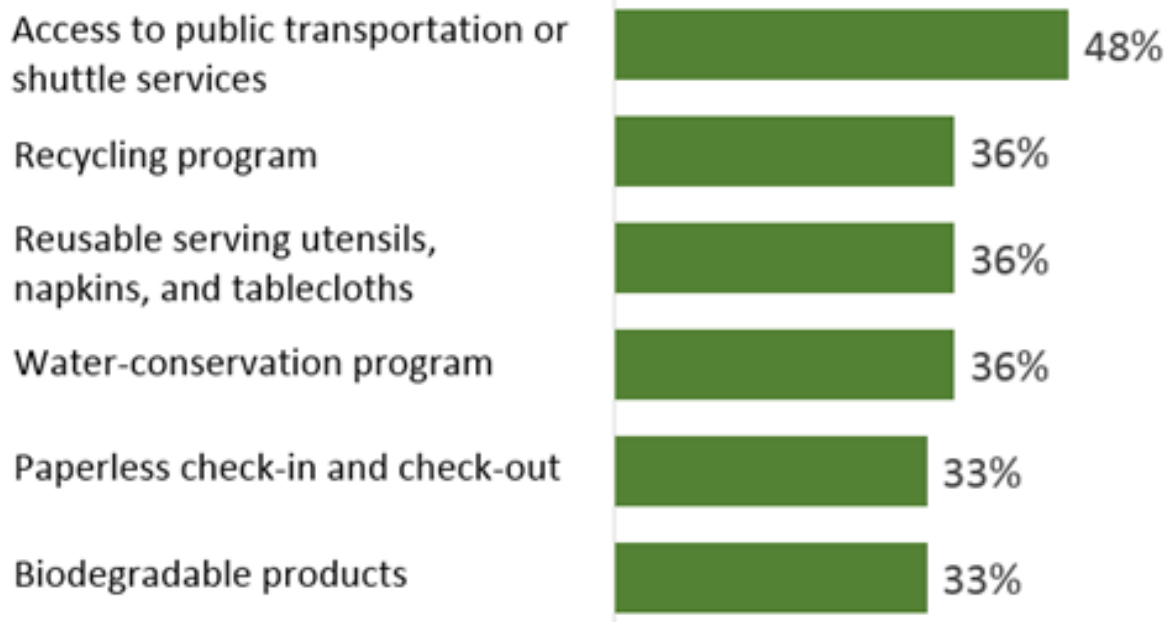
TASK 1

Develop a chart that shows the primary eco-friendly practices that meeting planners expect.

Students can create dozens of “correct” solutions. The key is to evaluate and discuss the charts in terms of the following principles of effective charts: title descriptiveness; focal points; information sufficiency; ease of processing; and takeaway message. One possibility among many is displayed below.

Most Common Eco-Friendly Practices

Expected by Regional Meeting Planners ($n = 182$)



Note. Percentage based on number of meeting planners who “strongly agree” that these eco-friendly practices are important when selecting a meeting venue.

TASK 2

Develop a chart that shows distinctions between independent meeting planners, private sector meeting planners, and public sector meeting planners.

Students can create dozens of “correct” solutions. The key is to evaluate and discuss the charts in terms of the following principles of effective charts: title descriptiveness; focal points; information sufficiency; ease of processing; and takeaway message. One possibility among many is displayed below.

