



RSPO
Inter-American
Conference
2023

PROMOTING SUSTAINABILITY ON A GLOBAL INDUSTRY LEVEL

The Roundtable
on Sustainable Palm Oil
Chooses VIBE for International
Conference



For industry organizations with members from all over the world, events are critical to facilitate networking, deliver information on current and upcoming trends and challenges, and establish partnerships for pursuing shared goals. Every two years, the Roundtable on Sustainable Palm Oil (RSPO) hosts one of its largest and most important events – the RSPO Inter-American Conference for precisely that purpose. It brings together stakeholders from across the globe to work together toward promoting the growth and use of sustainable palm oil products by setting global standards and responsible self-governance.

THE ASK

The four-day event had 320 guests in attendance – with attendees representing various key positions within the palm oil production and supply chain in the Americas and neighboring regions. This combination of presentations, discussion groups, training workshops, and networking opportunities is needed to provide seamless transitions and effective communication across these multiple audiences.

Because multiple meetings would occur simultaneously, finding a venue that could accommodate numerous co-located events was essential. Ideally, the destination could also accommodate guests who wanted to stay in the same locale as the event, though it was not an RSPO requirement.

THE ANSWER

VIBE coordinated everything at the Epic Hotel in Miami, in the heart of Downtown. From Emerging to Thriving: The Role of the Americas as Leaders for Sustainable Palm Oil was the theme for the event, with presentations and panels covering a range of topics such as climate action, accelerating small-holder inclusion, exploring connecting markets through sourcing partnerships, and more.

Two full days were dedicated to RSPO Member Workshops, with three additional workshops for Certification Bodies. Select events overlapped on the final day of the event. Two major plenary presentations were held, with the rest comprising smaller discussion groups and roundtables, with break-out sessions and cross-networking also included.

THE VIBE



By the end of the conference, producers, processors, traders, consumer goods manufacturers, retailers, banks and investors, environmental groups, and social progress organizations agreed that they were able to successfully network, develop partnerships, find new sponsors and train members to further the development of sustainable palm oil practices. As a new VIBE client, the RSPO organizing team found our approach simple, straightforward, and hassle-free, and we are already in discussions about the next event in two years.