



BUSINESS-COMMUNITY IMPACT SYMPOSIUM

Nexus of money, intellectual capital, time, and
voice leading to critical outcomes

February 10 - 11, 2015



NEW LOCATION!
Celsius at Bryant Park, NYC

DISCOVER how leading companies are making measurable positive impacts.

LEARN about the new United Nations Sustainable Development Goals and what they mean for business.

EXPERIENCE the Symposium with your new CSR/Philanthropy professional network.

With increasing demands on your company to create social good, a corporate citizenship and philanthropy program is a business imperative.

Join your peers at The Conference Board's **Business-Community Impact Symposium** to discover how leading companies are making measurable positive impacts; and gain the tools you need to capitalize on your company's core competencies, employees, and products to strategically tackle crucial issues.

Who Should Attend?

- ◆ Corporate Social Responsibility Executives
- ◆ High Potential Corporate Citizenship Staff
- ◆ Public Affairs Directors
- ◆ Corporate Communications Executives
- ◆ Corporate Contributions Directors
- ◆ Community Relations Managers
- ◆ Employee Engagement Directors
- ◆ Brand Managers

What Makes this Symposium Unique?

The Conference Board Councils bring together professional peers in confidential, dynamic, cross-industry communities to learn from each other's experiences. Join executives from The Conference Board's Contribution Councils as well as the Global Social Investing Council at the **Business-Community Impact Symposium** in February to hear how they tackle these key issues:

- ◆ Improving Student Achievement Through the Use of Technology
- ◆ Creativity as a Tool to Solving Social Issues
- ◆ China's Social Sector

Get Involved!

For more info on sponsorship opportunities, please contact Michael Felden at michael.felden@conferenceboard.org

For more info on becoming a media partner, please contact Allison Nilsen at allison.nilsen@conferenceboard.org

BUSINESS-COMMUNITY IMPACT SYMPOSIUM

Tuesday, February 10, 2015

REGISTRATION AND CONTINENTAL BREAKFAST 8 – 8:45 AM

WELCOME AND SETTING THE STAGE 8:45 – 8:55 AM

Jeff Hoffman, Conference Program Director,
The Conference Board

GENERAL SESSION A 8:55 – 10 AM

The World Post - 2015: United Nations Sustainable Development Goals

2015 is a critical year on the world stage – the Millennium Development Goals (MDGs) end and the Sustainable Development Goals (SDGs) will be launched. Issues range from education, climate change, and gender equality to poverty alleviation. Unlike the MDGs targeted to developing countries, the SDGs are just as relevant in Detroit as they are in Mumbai. Learn how business can engage with the SDGs.

Introduction

Patrick Gaston, President, **Western Union Foundation**

Moderator

Jennifer Kim Field, Vice President of Global Partnerships,
UN Foundation

Speaker

Thomas Anker Christensen, Senior Advisor for Partnerships,
Executive Office of the Secretary-General, **United Nations**

Panelists

John T. Buckley, Global Head, Corporate Social Responsibility,
BNY Mellon

Nic Covey, Executive Director, United Nations Relationship and
Project 8, **Nielsen** (Project 8 is a joint partnership between the
Conference Board, Nielsen, and the UN Foundation)

GENERAL SESSION B 10 – 10:30 AM

Business as a Force for Good!

Business can and must be a force for good in the world: new approaches to leadership, supporting entrepreneurs to launch and grow businesses and helping businesses to prioritize people and planet along with profit. Uniting great people and entrepreneurial ideas, and reinventing how we live and work are not only good for society, but for the bottom line.

Jean Oelwang, CEO, **Virgin Unite**, Partner, **Virgin Group**

NETWORKING BREAK 10:30 – 10:45 AM

GENERAL SESSION C 10:45 – 11:30 AM

Council Perspective: Improving Student Achievement Through the Use of Technology – report out from The Conference Board's Contributions Council I

Can technology be a game changer? What is the role corporate philanthropy can and should play? This will be a lively discussion about the direction in which technology is headed in schools and how it can make a difference in teaching and learning.

Moderator

Chris Park, Program Director, Contributions Council I,
The Conference Board

Panelists

Wendy Drexler, Chief Innovation Officer, **International Society for Technology in Education**

Janine Ingram, Vice President, Philanthropic Partnerships,
MIND Research Institute

Scott Kinney, Senior Vice President, **Discovery Education**

GENERAL SESSION D 11:30 AM – 12:15 PM

Getting the Word Out

You have an amazing program. The impact is significant. But no one knows about it. This is not an uncommon problem. Learn how to get your message through the clutter. Social media provides an incredible opportunity to reach people; so does traditional media. You aren't just competing with external forces—positioning your message internally is critical.

Moderator

Kevin Martinez, Vice President, Corporate Citizenship, **ESPN**

Panelists

Seth Marbin, Program Manager, Social Responsibility, **Google**
Lauren Mihajlov, Director of Communications, **United Health Foundation**

GENERAL SESSION E 12:15 – 1:30 PM

Burning Issues Lunch

You choose the topics, you choose where to sit. In the morning, participants will have an opportunity to post a burning issue. Are you having challenges with recruiting volunteers, making grants internationally, getting mid-management to engage? Bring your issues and through peer discussions, go back with real life examples of what works. Unanswered questions will be addressed via Twitter.

GENERAL SESSION F 1:30 – 1:45 PM

Snapshot Detroit

The most recent Conference Board corporate philanthropy conference was held in Detroit. Businesses are part of the coalition revitalizing and re-envisioning this city. Signs of rejuvenation are already visible downtown and in other parts of the city. Hear firsthand how business is part of the solution.

Dalila Wilson-Scott, President, **JPMorgan Chase Foundation**
Tara Cardone, Head, Global Employee Engagement &
Volunteerism, **JPMorgan Chase**

GENERAL SESSION G 1:45 – 2:30 PM

Volunteers: A Strategic Resource

Corporate volunteers often paint gyms, plant gardens, or clean up beaches, when they could be designing websites, drafting HR handbooks, or creating billing systems. For volunteers to tackle these types of projects, corporations and nonprofits need to think differently about how they collaborate, the role that volunteers can play, and driving impact. Join us for a discussion on corporate volunteers as a strategic resource.

Moderator

Gail Gershon, Executive Director, Community Leadership, **Gap Inc.**

Panelists

Margaret Coady, Executive Director, **CECP**
Myung Lee, Executive Director, **Cities of Service**

GENERAL SESSION H 2:30 – 3:15 PM

Council Perspective: Creativity as a Tool to Solving Social Issues – report out from The Conference Board’s Contributions Council II

Collaboration, creativity and collective impact. At the Contributions Council II recent meeting they looked at how innovative leaders and thinkers are utilizing arts and culture to promote out-of-the-box thinking for business. This session will continue the “creative conversation” with leaders in business and the arts.

Moderator

Anthony Tapia, Program Director, Contributions Council II,
The Conference Board

Panelists

Robert Lynch, President and CEO, **Americans for the Arts**
Lisa Garcia Quiroz, President, **Time Warner Foundation**

NETWORKING BREAK 3:15 – 3:45 PM

GENERAL SESSION I 3:45 – 4:30 PM

Council Perspective: China – report out from The Conference Board’s Global Social Investing Council

China is in transition. It’s a political economy where politics and business are inextricably linked. The Global Social Investing Council conducted a four-day deep dive into the business climate and a look at the social sector, including its structure, organizations, capacity and trends, and how businesses are and can create shared value.

Moderator

Jeff Hoffman, Program Director, Global Social Investing Council,
The Conference Board

Panelists

Jacob Gayle, Executive Director, **Medtronic Foundation**
Fran Laserson, President, **The Moody’s Foundation**

GENERAL SESSION J 4:30 – 5 PM

Global Trends Impacting CSR in 2015

As the world becomes more complex, so do the jobs of CSR professionals. Navigating emerging issues is both critical and challenging. There are several trends that need to be on your radar. Hear a global CSR leader’s take on 2015 and beyond.

Tim McClimon, President, **American Express Foundation**

GENERAL SESSION K 5 – 5:15 PM

Innovative Thoughts Interchange

NETWORKING RECEPTION 5:15 – 6:15 PM

Wednesday, February 11, 2015

CONTINENTAL BREAKFAST 8 – 8:30 AM

RECAP OF DAY 1 8:30 – 8:45 AM

Jeff Hoffman, Conference Program Director,
The Conference Board

GENERAL SESSION L 8:45 – 9:30 AM

Conference Board Research – What is it Telling Us?

Metrics matter. Are our programs creating real value? What are the trends in corporate giving? What data does my management want to see me benchmark against? Learn from two recent studies that can give you the relevant information that you need.

Framing Social Impact Measurement (Conference Board Key Business Issue)

Alex Parkinson, Research Associate, **The Conference Board**
Giving in Numbers

Carmen Perez, Manager, Measurement and Standards, **CECP**

GENERAL SESSION M 9:30 – 9:45 AM

Impact Moment – Financial Literacy

Financial Opportunity Corps a new program to help low and moderate income households achieve financial stability. The program helps clients develop strategies to reduce debt, improve credit to receive lower interest loans, start saving for emergencies, and build assets through one-on-one or small group interaction with volunteers.

Jeff Barker, New York Market President, **Bank of America**

GENERAL SESSION N 9:45 – 10:15 AM

Social Entrepreneurs: The New Frontier

B – Corps, Social Enterprises, Sustainable Business Practices, Shared Value. Strategic Philanthropy is now sharing space with other core elements of the business plan in tackling social and environmental challenges. What can we learn from these new business models?

Moderator

Ayesha Khanna, President, **Points of Light Civic Incubator**

Panelists

Kate Ahern, Vice President, Social Innovation, **The Case Foundation**

Christine Mendonca, Managing Director, **Shore to Shore Advisory**
Isabel Sheinman, Director, Business Development, **Library For All**

NETWORKING BREAK 10:15 – 10:30 AM

GENERAL SESSION O 10:30 – 10:45 AM

Impact Moment – Environment

In enhancing our environment, we are improving the well-being of our communities. PG&E Solar Habitat Program is a model for building visible, community programs that have a social, environmental, economic, as well as business benefits. This program has a focus on measurement, which is used to evaluate and evolve the approach taken to be more effective.

Ezra Garrett, Vice President of Community Relations and the Chief Sustainability Officer, **Pacific Gas and Electric Company**

GENERAL SESSION P 10:45 – 11:15 AM

Collective Impact

Large-scale social change requires broad cross – sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations. Substantially greater progress could be made in alleviating many of our most serious and complex social problems if nonprofits, governments, businesses, and the public were brought together around a common agenda to create collective impact.

Laura S. L. Herman, Managing Director, **FSG**

GENERAL SESSION Q 11:15 – 11:30 AM

Impact Moment – Digital Opportunity

Interconnectedness is bringing the world together. Still, there are many underserved communities that are either not connected to the internet, or have not yet realized the Web’s full potential.

Sujata Narayan, Senior Manager, Corporate Social Responsibility,
Equinix

GENERAL SESSION R 11:30 AM – 12:15 PM

The Power of Purpose in a Transparent World

Around the world, corporate leaders are stepping up to the “bully pulpit” making declarations aligning organizational goals with select societal and environmental issues. These actions signify a shift in leadership, where societal issues are becoming integrated into core business strategy and culture. Organizational purpose, social innovation, reputation management, and stakeholder engagement are all at play. Proving the case for integration, and exceptional examples of focused campaigns with deep internal and external resonance will be explored.

Carol Cone, Chair, **Edelman Business + Social Purpose**

GENERAL SESSION S 12:15 – 12:30 PM

Connecting the Dots

BUSINESS–COMMUNITY IMPACT SYMPOSIUM

Registration Information

Online www.conferenceboard.org/businesscommunityimpact

E-mail customer.service@conferenceboard.org

Phone 212 339 0345 8:30 AM to 5:30 PM ET Monday through Friday

Business–Community Impact Symposium

Nexus of money, intellectual capital, time, and voice leading to critical outcomes

Conference (997015-2)

February 10 – 11, 2015

NEW LOCATION!

Celsius at Bryant Park – A Winter Wonderland in NYC

Associates **\$1,795**

Non-Associates **\$2,095**



Join the Conversation:

@conferenceboard; #tcbcommunity

Get Involved!

For more info on sponsorship opportunities, please contact Michael Felden at michael.felden@conferenceboard.org

For more info on becoming a media partner, please contact Allison Nilsen at allison.nilsen@conferenceboard.org

Hotel Accommodations

Please visit the event website for a list of hotels near the Celsius at Bryant Park.

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting.

Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.