

Let's Play

Thursday, March 31 2011

Hosted at



A conference on corporate citizenship

Conference Objectives:

- Bring together best in class companies to learn from corporate citizenship experts, share best practices and facilitate meaningful dialogue and connections

2009 Highlights

- 150 attendees from over 100 companies (vs. 60 expected)
- Keynote Dr. Mark Kramer, Founder of FSG Social Advisors and Dr. Michael Porter's research partner
- Breakout sessions included: employee engagement, cause-related marketing and strategic corporate social responsibility

Sample Session Topics and Presenters:

- Using technology for employee engagement: Chris Jarvis (Realized Worth)
- Community involvement reporting and transparency
- Austin's nonprofit landscape and community need: Patsy Woods Martin (I Live Here, I Give Here)
- Corporate culture and customer engagement: Chris Miller (Seventh Generation), Diane Solinger (Entrepreneurs Foundation)
- Cause-related marketing/using social media with internal and external stakeholders: David Modigliani (Flow Nonfiction), Paula Ivey (The CSR Group)
- The business case for community involvement/obtaining c-level buy-in: Jon Armstrong (Adlucent), Bill Bock (Silicon Labs), Matt Chasen (uShip), Mark McClain (SailPoint Technologies)
- Strategic alliances and investments in education: Susan Dawson (E3 Alliance), Shirley Heitzman (AISD), TBD (National Instruments)
- Easy steps to 'greenify' your business: Justin Murrill (AMD), TBD (Business Earth),
- Signature programs and employee engagement Krista Bauer (GE)



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