The Fundamentals of CSR: A Two Day Workshop
April 23-24, 2015
Pepco Edison Place Gallery
702 8th St, NW | Washington, DC 20068

AGENDA

Thursday, April 23, 2015

PART 1: Intro to Corporate Social Responsibility

8:30 am    Arrival, breakfast & networking
9:00 am    Welcome & introductions
  •  Debbi Jarvis, VP, Corporate Citizenship & Social Responsibility, Pepco
9:30 am    An overview of CSR: history, key components & recent trends
  •  Katy Moore, Director, Corporate Strategy, WRAG
  •  TBD
10:30 am   Break
10:45 am   The breadth, depth, and variety of CSR disciplines
  •  Rachel Tappis, Associate Director, Community Impact, Advisory Board Company
  •  Liz Huntley, Director, Corporate Citizenship & Community Relations, MedImmune
  •  Jessica Cohen, Vice President, Social Change, Ogilvy PR
11:45 pm   Break
12:00 pm   Learning to make the CSR business case: An Interactive, Working Lunch

PART 2: Intro to Corporate Philanthropy & Community Involvement

1:30 pm    An overview of corporate philanthropy & community involvement as part of a company’s overall CSR strategy
  •  TBD
  •  Tom Bartlett, Senior Manager, Global Corporate Citizenship, Boeing
  •  Julie Wagner, Vice President, Community Affairs, CareFirst
2:45 pm   Break
3:15 pm  Pulling the curtain back on the CSR profession
  •  *Emily Rothberg*, Principal, Emily Rothberg & Company (formerly with Deloitte)
  •  *Anna Smith*, Director of Development & Major Gifts, Pathway Homes, Inc. (formerly of Freddie Mac Foundation)

4:30 pm  Closing remarks / Adjourn

5:00 pm  Optional “Dutch treat” happy hour and dinner

**Friday, April 24, 2015**

**PART 1: Deep Dive Into Corporate Philanthropy & Community Involvement**

8:30 am  Arrival, breakfast & networking

9:00 am  Welcome, icebreaker & brief recap of Day 1

9:30 am  Investing in the Community – Understanding a Company’s Resources
  •  *Leanne Posko*, Senior Manager, Community Relations, Capital One

10:45 am  Break

11:00  Designing a Community Investment Strategy: What would you do?

12:15 pm  Networking Lunch

**PART 2: Concurrent Learning Tracks**

**TRACK 1: How do I launch a CSR career?**

1:00 pm  Creating Your Path to Meaning and Money
  •  *Dr. Mrim Boutla*, Co-Founder & Managing Partner, More Than Money Careers

2:00 pm  Break

2:30 pm  The CSR Career Path: How do I get a job like yours?
  •  *Jeffrey Cooke*, Senior Community Relations Associate, Capital One
  •  *Michelle Daftari*, Senior Manager, Corporate Citizenship, Deloitte
  •  *Zeenia Irani*, Entrepreneurship & Innovation Officer, UN Foundation

**TRACK 2: Developing strategies for working with (and receiving funding from!) corporations**

1:00 pm  Thinking Like a Corporate Funder
  •  *Naomi Smouha*, Manager, Community Relations, Capital One
  •  *Lindsey Buss*, Senior Officer, Community Outreach, World Bank (former President & CEO of Martha’s Table)

2:00 pm  Break

2:30 pm  Building Strong Corporate Partnerships (*panelists TBD*)

3:30 pm  Closing remarks & evaluations

4:00 pm  Adjourn