We are thrilled that your CEO will be participating in CECP’s **CEO Investor Forum (CIF).** Please find within a few ways that your communications team can leverage your CEO’s participation in the event and create a platform to talk about your company’s CSR initiatives. The following toolkit includes content into which you may quickly insert your information and send out through your communications channels.

**It’s important to let your stakeholders know that your CEO is taking part in this event, so please choose at least one way to spread the news. Even one tweet will go a long way.** We appreciate your support!

We will be monitoring the news and internet for mentions of the CEO Investor Forum**, but please also let us know how you use this toolkit and share final products with us. We are happy to distribute and share items that you create to develop additional awareness.**

For more information, please contact Sara Adams at 212-825-1252 or [sadams@cecp.co](mailto:sadams@cecp.co).

Please find within:

* **Helpful Links**
* **Template Press Release**
* **Template Social Media Posts**
* **Newsletter Article/Blog Post Questions**
* **Helpful Links:**
  + **CECP** 
    - [@CECPTweets](https://twitter.com/CECPtweets)
    - [**CECP CEO and Companies list**](http://cecp.co/home/our-coalition/ceo-and-company/)
  + **Strategic Investor Initiative and CEO Investor Forum** 
    - Hashtag to use: #CIFYEAR
    - <http://cecp.me/2ke78Ir> Strategic Investor Initiative webpage short link
    - [Strategic Investor Initiative webpage](http://cecp.co/home/our-coalition/strategic-investor-initiative/)
    - [CEO Investor Forum Events](http://cecp.co/home/cecp-events/)
    - First CEO Investor Forums Materials
      * [Executive Summary](http://cecp.co/wp-content/uploads/2017/05/2017-CIF-Exec-Summary_Final.pdf) (February 2017)
      * [CEO Presentations](https://www.youtube.com/playlist?list=PL6LRcE0zA2zzAOB5BBHiX-eCmM7Wy1Yh5) (February 2017)
      * [Photos](https://www.flickr.com/photos/24359360@N04/albums/72157677342468634) (for your use)
    - Second CEO Investor Forum Materials
      * [Executive Summary](http://cecp.co/wp-content/uploads/2017/11/September-2017-CIF-Exec-Summary_Final.pdf) (September 2017)
      * [CEO Presentations](http://cecp.me/SeptemberCIFVideos) (September 2017)
      * [Photos](https://www.flickr.com/photos/24359360@N04/albums/72157688909562626) (for your use)
    - Third CEO Investor Forum Materials
      * [Executive Summary](http://cecp.co/wp-content/uploads/2017/05/2017-CIF-Exec-Summary_Final.pdf?redirect=no) (February 2018)
      * [CEO Presentations](https://www.youtube.com/playlist?list=PL6LRcE0zA2zznW7w9e75vY8aABRcDHl8V) (February 2018)
      * [Photos](https://www.flickr.com/photos/24359360@N04/albums/72157693898853815) (for your use)

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* **Lee Ballin,** Head of Sustainable Business Programs, **Bloomberg**
* **Crystal Barnes**, Senior Vice President Global Responsibility and Sustainability, **Nielsen**
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* **Mark Tulay**, Director, Strategic Investor Initiative, **CECP**
* **Dennis Whalen**, Leader, Board Leadership Center, **KPMG**
* **Tim Youmans**, Director, **Hermes EOS**

CECP thanks the Ford Foundation, the Heron Foundation, the Robert Wood Johnson Foundation, and Bloomberg for their support of the Strategic Investor Initiative.

*Note to Editors: CECP’s* ***Daryl Brewster****, CEO, and****Mark Tulay****, Director, Strategic Investor Initiative, are available for comment on the CEO Investor Forum. Please contact Jackie Albano,*[*jalbano@cecp.co*](mailto:jalbano@cecp.co)*,*[*646-863-1926*](tel:646-863-1926)*to arrange interviews.*

# # #

**[Insert company boilerplate]**

**ABOUT CECP: THE CEO FORCE FOR GOOD**

*CECP is a CEO-led coalition that believes that a company’s social strategy — how it engages with key stakeholders including employees, communities, investors, and customers —determines company success.  Founded in 1999 by actor and philanthropist Paul Newman and other business leaders to create a better world through business, CECP has grown to a movement of more than 200 of the world’s largest companies that represent $7 trillion in revenues, $18.6 billion in societal investment, 13 million employees, and $15 trillion in assets under management. CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition.*

*For more information, visit* [*http://cecp.co*](http://cecp.co)*.*

**ABOUT THE STRATEGIC INVESTOR INITIATIVE**

*The Strategic Investor Initiative is a coalition of thought leaders committed to the long-term movement. Collectively, SII is developing a new platform for leading companies to create, convey, and deliver long-term plans to long-term investors. SII’s vision is to spark the movement of trillions of dollars of capital to companies demonstrating performance excellence over the long-term. SII provides tools and resources designed to introduce and support market behaviors that ultimately deliver sustained long-term value for all stakeholders.*

*For more information, visit* [http://cecp.co/sii](http://cecp.co/home/our-coalition/strategic-investor-initiative/)

* **Template Social Media Posts**

Personalize these posts for your company and audience. Please follow us at @CECPtweets and use our hashtags #BoBYEAR and #CIFYEAR to join our efforts to get out the word about Board of Boards and the CEO Investor Forum, respectively.

**Sample Twitter posts:**

* Looking forward to seeing investors and CEOs share how to promote long-term thinking in #business, including @X CEO X X #CIFYEAR #ESG
* CEO X X is promoting our company’s long-term strategic planning at the #CIFYEAR <http://cecp.me/2ke78Ir> #CSR #Sustainability #ESG
* .@X CEO X X attending @CECPTweets #CIFYEAR with fellow CEOs and leading institutional investors <http://cecp.me/2ke78Ir> #ESG #CSR #Sustainability
* .@X CEO X X presenting to long-term oriented investors at @CECPTweets #CIFYEAR <http://cecp.me/2ke78Ir> #ESG #CSR #Sustainability
* .@X CEO X X inspired by @CECPTweets #CIFYEAR <http://cecp.me/2ke78Ir> #ESG
* .@X CEO X X gaining insights on long-term business plans #CIFYEAR <http://cecp.me/2ke78Ir> #ESG #CSR #Sustainability

**Sample Facebook and LinkedIn Posts:**

* XX CEO is making a long-term plan presentation to 200+ institutional investors, demonstrating a focus on mutual business and investor needs to drive long-term value creation.
* XX CEO is talking to other CEOs of the world’s largest companies and investors about ways they can collaborate through business to develop solutions to the world’s toughest challenges.
* XX CEO was inspired by CECP speakers and other “Force for Good” CEO leaders at the YEAR Board of Boards and CEO Investor Forum.
* **Newsletter Article/Blog Post Questions**

Here are some questions to guide you in the creation of an article for your internal or external communications channels, sharing your CEO’s takeaways from the event.

* Why was it important to attend the CEO Investor Forum?
* What did you hope to get out of the Forum?
* Why was it important to talk to investors about these topics?
* What is your personal motivation for addressing long-term value creation as a top business priority?
* How do you see long-term value creation addressing important business challenges?
* How do you define your company’s long-term focus—how you express the importance of focusing on societal issues through the business, for the long-term?