



CECP

THE CEO FORCE
FOR GOOD

CEO Engagement Opportunities

CECP: The CEO Force for Good offers an array of opportunities for CEOs to take action.

A TOP-TIER CEO GATHERING

Named by *Forbes* as a top-three CEO “power-player” event, CECP’s closed-door Board of Boards attracts 50 leading CEOs representing US\$1.2T in market cap. It earned an 86 NPS in 2018 from CEOs of **Allstate, Best Buy, Interpublic Group, Mastercard, UPS**, and more. A power-packed morning features TrendTalks, interactive discussions, networking, and Force for Good CEO honorees. CEOs describe it as, a “Davos without the circus” that feels “like refueling my tank.” The event occurs the last Monday in February in NYC.

DATA-BACKED INSIGHT

Receive customized, timely support on the latest corporate social engagement trends from CECP’s exclusive 10-year trove of data, benchmarking, research, and practices, called by **USAA** a “springboard for...bold moves.” Inform your decisions with data from 300 companies annually, which combined represent US\$7.5T annual revenue, 16.6M employees, 10 industries, 18 countries, and US\$19B of annual social investment – a median of 1% of pre-tax profit.

COMMUNICATION SUPPORT

Multiply your reach and credibility and amplify your message when communicating corporate social strategy initiatives and long-term business plans to stakeholders. Share key company achievements via CECP as a 3rd-party advocate in targeted outlets such as **Financial Times, The Wall Street Journal, Fortune, Reuters, and Bloomberg BusinessWeek**.

STRATEGIC INVESTOR INITIATIVE

Eighty-six percent of CEOs polled say they are too short-term-oriented.¹ Present your longer-term plans to 200 investors, plus hundreds more online, whose combined US\$28T AUM exceeds the total market cap of the S&P 500®. Receive personalized guidance on your own plans for generating sustainable value from our team, which has advised more than 20 companies to date. Co-chairs **Bill McNabb, Vanguard Chairman**, and **Alex Gorsky, Johnson & Johnson CEO**, call the effort “ground-breaking.”

DEEP DIVES ON HOT TOPICS

Partner with CECP, either 1-on-1 or with a small group of peers, on a project focused on a specific area of interest.

- **13 companies** examined how corporations can improve workforce development and STEM education via systemic investments in equity, talent, and technology.
- An **energy company in the top 20 of the Fortune®500** commissioned CECP to benchmark how it compares to a competitive set (n = 5-10) in social performance aspects and inform a report to its executive committee.

AMBASSADORSHIP

Become a CECP Ambassador and dedicate 5-10 hours per year to expanding and advocating externally for CECP: The CEO Force for Good.

SPONSORSHIP

Whether you choose to advance the movement of business as a force for good in society with your financial support alongside **Prudential Financial, PwC, USAA**, and **Newman’s Own Foundation**, or you sponsor CECP’s flagship events and research, you’ll position your brand among 200+ of the world’s largest companies and bolster CECP: The CEO Force for Good.

For more information, visit <http://cecp.co>, or contact 212-825-1000 or info@cecp.co

¹ CECP’s live poll of CEOs at Board of Boards 2016