



## Upcoming CECP Events

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Join **Chief Executives for Corporate Purpose (CECP)** for opportunities to learn, connect with peers, and engage with experts to advance your corporate social investment efforts. Scroll below to see partner events that will feature "CECP on the Agenda". New events are added every month, for more details on each event, visit our [website](#).

**CECP** is only running virtual events at this time. All in-person meetings have been rescheduled.

The Association of Corporate Citizenship Professionals (ACCP), Chief Executives for Corporate Purpose (CECP), Council on Foundations (COF), and Points of Light (POL) have joined forces to convene our members and advocate for the field. Our goal for the collaboration is to support the sector by sharing the best information from our four organizations while using your time most efficiently. There's still time to register for our upcoming discussions (see registration links below).

If you have any questions please do not hesitate to reach out to us at [info@cecp.co](mailto:info@cecp.co) or refer to [CECP company resources](#). We look forward to seeing you soon.

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### CECP Events (included in your annual affiliation)

**June 16: Corporate Peer Discussion: The Recovery Planning Process: Employee and Community Engagement - CALL 1**

Peer updates to uncover ideas and new scenarios for how companies are planning for community your work and learn from others.

[REGISTER](#)

**June 17: Corporate Peer Discussion: The Recovery Planning Process: Employee and Community Engagement - CALL 2**

Peer updates to uncover ideas and new scenarios for how companies are planning for community investment and employee engagement initiatives to support recovery of their communities. Come share your work and learn from others.

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**June 18: Corporate Peer Discussion: The Recovery Planning Process: Employee and Community Engagement - CALL 3**

Peer updates to uncover ideas and new scenarios for how companies are planning for community investment and employee engagement initiatives to support recovery of their communities. Come share your work and learn from others.

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**June 23: The Future of ESG Engagement (Virtual)**

Tune in to hear industry experts from Blackrock, Walmart, and CECF share the latest trends in how corporations and investors are reassessing their ESG engagement with regard to Covid-19. This includes the latest investor viewpoints on engagement best practices, actions companies are taking to address and manage key ESG issues, and expected impacts on long-term value creation, corporate purpose and the way forward for all stakeholders. In partnership with Sustainalytics.

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**June 23: Business for the Common Good (Virtual)**

Business For The Common Good is a closed-door networking discussion and conference that creates the ideal condition for CEO-to-CEO exchanges on the case for long-term thinking about business and social strategies on common good in Italy. In partnership with Dynamo Academy.

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**June 24: Service for Impact: Results of Corporate Volunteering (Partner Event) (Virtual)**

Participate in a feedback session on the value and impact of corporate volunteering. We will cover strategies on how to connect corporate volunteering to social and business impact.

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**June 30: Strength in Solutions Summit Breakout Series — Maximizing Mid-Level Managers (Virtual)**

While employee engagement programs aim to win the hearts and minds of employees, key to implementing successful employee programs is also winning over mid-level managers. They are important allies that can boost participation rates and enthusiasm toward volunteer initiatives, and

similarly can limit progress if they don't see employee engagement as a priority. Join a discussion on success strategies to overcome common barriers to mid-level manager engagement, and leave with practical tips and process suggestions, data points to demonstrate value, and creative ideas from peers on what's working for them.

Speakers: Danielle Holly (CEO, Common Impact) and Janelle St. Omer (Regional Vice President, Benevity)

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#### **June 30: Corporate Peer Discussion: Retooling the Workforce in Covid-19 Recovery - CALL 1**

ACCP, CECF, COF, and POL invite you to join a Corporate Peer Discussion on Retooling the Workforce in Covid-19 Recovery. The current crisis has only escalated the urgency for workforce upskilling, STEM education, retooling skilled trades, and DEI. Learn how peer companies are investing in the workforce pipeline to spur recovery. Come share your work and learn from others.

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#### **July 1: Corporate Peer Discussion: Retooling the Workforce in Covid-19 Recovery - CALL 2**

ACCP, CECF, COF, and POL invite you to join a Corporate Peer Discussion on Retooling the Workforce in Covid-19 Recovery. The current crisis has only escalated the urgency for workforce upskilling, STEM education, retooling skilled trades, and DEI. Learn how peer companies are investing in the workforce pipeline to spur recovery. Come share your work and learn from others.

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#### **July 2: Corporate Peer Discussion: Retooling the Workforce in Covid-19 Recovery - CALL 3**

ACCP, CECF, COF, and POL invite you to join a Corporate Peer Discussion on Retooling the Workforce in Covid-19 Recovery. The current crisis has only escalated the urgency for workforce upskilling, STEM education, retooling skilled trades, and DEI. Learn how peer companies are investing in the workforce pipeline to spur recovery. Come share your work and learn from others.

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#### **July 7: Introduction to Long-Term Sustainable Value Creation: 9 Themes for Success (Virtual)**

Join CECF's Research Director, Brian Tomlinson, to learn how to leverage the CEO Investor Forum's Long-Term Plan Framework to effectively communicate your company's strategy for sustainable value creation over the long-term. The 9 thematic areas of the Long-Term Plan Framework will be highlighted including: Corporate Purpose, Long-Term Value Creation, Human Capital, Corporate Governance, Mega Trends, Competitive Positioning, Risks & Opportunities, Capital Association, and Financial Performance. You will walk away with an understanding of why your company should adopt a long-term strategy, what long-term ESG disclosures should be included, and what the ROI is for adopting and communicating that strategy to your stakeholders.

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**July 21: *Strength in Solutions Summit Breakout Series — Total Social Investment: Deep Dive into the Whole-Company-Approach (Virtual)***

Companies are increasingly focusing new types of resources on societal impact. How can they measure these in a way that allows for comparison of their work to that of their peers? Measurement of these efforts continues to evolve as both the private and public sectors attempt to measure their contributions to the communities and societies they support. To address the challenges associated with measuring this work in a way that allows for benchmarking, CECP led a consultative process that resulted in a metric - Total Social Investment (TSI). Join this session to learn more about TSI, and review a case study of a leading corporation's journey to transform the way they measure their social contributions.

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**July 22: *Service for Impact (Virtual)***

Participate in a discussion-driven session on moving corporate volunteering from “nice to need.” Attendees are encouraged to bring a colleague from Human Resources to this session. This is the last of a three-roundtable series “Service for Impact”, which gives corporate grantmakers and volunteer leaders the chance to foster a peer network and explore ways to make a difference in society while supporting business objectives through corporate volunteerism. Hosted by Philanthropy New York.

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**July 23: *Strength in Solutions Summit Breakout Series — Place-Based Problem Solving (Virtual)***

Addressing the social and economic challenges of our time takes all types of strategies, resources, and players. All are valid. Yet as funders tune in to the myriad of systemic issues that underly many problems facing our communities, it is useful to examine place-based models as an important lever to catalyze change. Join a discussion how funders are tapping into those closest to the challenges, dismantling structural barriers to progress, creating cross-sector partnerships, and centering solutions on what is needed within a specific localized context. Learn how this model impacts decision-making, the partnership dynamic, and spurs innovation.

Speaker: Jennie Sparandara (Head of Global Workforce Initiatives, JPMorgan Chase & Co.)

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**July 28: *Strength in Solutions Summit Breakout Series — CECP's Giving in Numbers: The Newest Trends and Data to Inform Your Strategies (Virtual)***

Join this session to hear the latest trends and findings from CECP's Giving in Numbers survey. This session will build on the data presentation at CECP's Annual Summit in May where the latest trends in corporate purpose were shared across the five “Ps”: Priorities, Performance, People, Planet, and Policies. Hear additional insights on the findings from Giving in Numbers (final results to be published Fall 2020) and *Investing in Society*.

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#### **August 4: Strength in Solutions Summit Breakout Series — Leadership Blueprint (Virtual)**

Lift your leadership to new heights! Doug Conant, Founder of ConantLeadership, former CEO of Campbell Soup Company, and former President of Nabisco Foods, and Chairman of CECP shares transformational leadership insights from his new book, The Blueprint. Doug Conant is the only former Fortune 500 CEO who is a New York Times bestselling author, a top 50 Leadership Innovator, a Top 100 Leadership Speaker, and a Top 100 Most Influential Author in the World. Join this exclusive session to learn the six practical steps to take your leadership model to the next level. (note: attendance will be capped).

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#### **August 11: Focus on Strategy: Disaster Preparedness (Virtual)**

Part of the 'Focus on Strategy' webinar series, this webinar will focus the latest trends in how companies are incorporating disaster relief efforts and disaster response strategies when natural or man-made disasters hit the communities in which stakeholders – employees, grantees, customers – work and live.

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#### **August 12: Strength in Solutions Summit Breakout Series — Corporate Purpose Gut Check (Virtual)**

“Purpose” is everywhere, so how do we ensure that it doesn't end up as just another buzzword? If your company has identified a corporate purpose, how do you know if it is doing its job? If your company hasn't formally established one yet, where do you start? What does excellence look like? What are the opportunities to improve and the tools to assess? Join this session to connect with experts and peers to evaluate commitment, priorities, examples, and action plans related to corporate purpose.

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#### **August 18: Focus on Strategy: Workplace Giving (Virtual)**

Part of the 'Focus on Strategy' webinar series, this webinar will build on the first 'Workplace Giving' webinar from November 2019, and will focus on workplace giving with general trends of matching gifts as well as specifics on how certain companies and industries are transforming this form of employee engagement through targeted, successful strategies.

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#### **August 19: Bridging the Gap: How Aligning Corporate Responsibility and Investor Relations Practitioners Can Equal Long-Term Success (Virtual)**

Join this webinar, hosted by the CEO Investor Forum, to learn how and why aligning with your counterpart in Investor Relations can amplify your shared goals and close an all too common communications gap.

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**August 25: *Strength in Solutions Summit Breakout Series — Corporate Responsibility and Mergers & Acquisitions: Before, During and After (Virtual)***

As ESG issues move front and center, corporate responsibility is becoming an increasingly important aspect of strategic decision-making for companies. A company's environmental practices, community relations, employee engagement and corporate governance structures no doubt have influence over decisions to pursue M&A activity as well as the all-important work of culture-building and repair after it's complete. Join this session to learn more about the role you as CSR leaders play in ensuring your corporate purpose remains a key driver from start to finish.

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**September 2020 (date TBD): UN Week: Special Event on Sustainable Development Goals (SDGs) (Virtual)**

Hear from companies on their progress, challenges, and goals for their Sustainable Development Goals – come prepared to share your stories and questions and leave inspired for taking actionable next steps!

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**September 9: Network Launch: Welcome to the CEO Investor Forum Network! (Virtual)**

Join this webinar to learn how you can engage with CECP's newly launched advisory services, programs and thought leadership on long-term sustainable business planning from the CEO Investor Forum.

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**September 15: Industry Roundtable: Technology (Virtual)**

This roundtable will be an opportunity to discuss in a peer-to-peer forum how companies in the technology industry are uniquely contributing to societal impact, and to share common challenges and priorities, and opportunities to collaborate for greater benefit.

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**September 29: Trends Release: 2020 Giving in Numbers First Look (Virtual)**

Join this webinar to learn about the first look at the full results of the Giving in Numbers: 2020 Edition, the premier industry survey and research of global corporations, providing standard-setting criteria in a go-to guide that has defined the field and advanced the movement. Giving in Numbers has the largest and most historical data set on trends in the industry, shared by more than 500 multi-billion-dollar companies representing more than \$250 billion in corporate social investments over the past two decades.

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**October 21: Regional Roundtable: Southern HQ Companies (Atlanta, GA)**

Join other corporate citizenship professionals for this regional gathering in Atlanta, GA to discuss

initiatives and programs that are geographically relevant and top of mind.

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**October 28: Focus on Strategy: Employee Communications (Virtual)**

CECP invites you to join Sara Adams, Senior Director of Communications and Marketing and Jackie Albano, Director of External Affairs to reflect on your employee communication strategies during the peak of the Covid-19 outbreak. Tune in to learn and discuss current core considerations for communicating with your employees right now and how you have been leveraging all your companies channels for staying in touch. We will also provide examples from the industry. Participants will have time to share from their own experiences as well as time to ask questions from their peers.

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**April 2021 (date TBD): Industry Roundtable: Utilities (St. Louis, MO)**

This roundtable will be an opportunity to discuss in an in-person, peer-to-peer forum, on how companies in the utility industry are uniquely contributing to societal impact, and to share common challenges and priorities, and opportunities to collaborate for greater benefit. The 2021 roundtable will be hosted by Ameren Corporation.

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**CECP on the Agenda (note: external partner event fees may apply)**

**July 14: The Conference Board's Sustainability Summit - Integrating Sustainability into Business Strategy (Virtual)**

Sustainability Summit: On DAY ONE, The Conference Board will provide an opportunity to discuss why and how to build sustainability into your business strategy. Join professionals from across industries, including CECP CEO Daryl Brewster, to discuss what Wall Street's arrival means for your approach to ESG; how to sell sustainability; sustainability as a not-so-secret weapon in winning the war for talent; delivering true impact and ROI; and innovating the sustainability function.

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[View the Full Calendar](#)

## About CECP Events

CECP's in-person and virtual programs provide CECP companies with the opportunity to learn from industry experts, network with peers, and share best practices—to advance their corporate responsibility

and citizenship work. Have an idea or want to propose a roundtable in your city? [Share your thoughts](#) with us!



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