

CECP Accelerate Community 2020-2021

Reinventing Purpose Communications



OVERVIEW AND GOALS

Corporate purpose is here to stay. But the world has changed radically in just the past five months, and how we communicate effectively is changing as well. How can communications strategies evolve to respond to new demands on businesses? Learn how corporate responsibility leaders can ensure their company's social impact story, aligned with the corporate brand story, is effectively and authentically communicated across stakeholders to convey their corporate purpose.

This community will share best practices for engaging customers, employees, investors, supply chain partners, grantees, and society according to their varied expectations and needs.

The community will draw on CECP and external expertise, including We First Branding, Influence SG, WE, Porter Novelli, and others. Meeting Topics will include:

- Internal Communications: Frontline Employees
- Internal Communications: Middle Managers and Senior Executives
- External Communications: Brand
- External Communications: Partners and Grantees
- Tech and Tools of the Trade
- Action Plans and Company Presentations

BENEFITS AND VALUE

- Six/bi-monthly, virtual 90-minute meetings.
- Two leaders per company encouraged to participate, at least one with direct responsibility for corporate responsibility strategy. Professionals from marketing or corporate communications are also strongly encouraged to join.
- Eight hours of virtual strategic advisement consulting hours with CECP to assess current approach and provide customized recommendations.
- Opportunity to share examples and case studies from your company throughout the year with other community members.
- Per company: \$7,500

CONTACT

For more information, questions, and to join, please contact Caroline Monahan, CMonahan@CECP.co