



The 2004

Leadership Conference on Global Corporate Citizenship

Implementing Innovative Stakeholder Relations

Presented with
assistance from:



APCO
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In collaboration with:



SustainAbility © ≡

Pre-Conference Workshop: February 25, 2004
February 26-27, 2004
The Waldorf=Astoria
New York, NY

Conference topics to be examined include:

- Implementing Innovative Stakeholder Relations: A Key Element in a Business Strategy
- The ROI of Innovative Stakeholder Relations
- Improving Workforce Relationships, Quality and Productivity
- The Role of Communications in Effective Stakeholder Relations
- Creating Effective Corporate Citizenship Reports
- The Challenge of Harmonizing Corporate Policies Worldwide
- Managing Global Supply Chain Relations
- The Future of Corporate Citizenship

For up-to-date conference information visit our
Web site at www.conference-board.org/global.htm



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About The Conference Board

The Conference Board is the world's leading business membership organization. Its membership includes over 2,500 enterprises worldwide in 60 countries. The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

As a global, independent, public-purpose membership organization, we conduct research, bring executives together to learn from one another, convene conferences, publish information and analyses, make forecasts, and assess trends.

As a not-for-profit organization, The Conference Board holds 501(c)(3) tax-exempt status in the United States.

Why Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

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www.conference-board.org

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Dear Colleague:

Corporate success in the 21st century global marketplace, with its multitude of public and private stakeholders, demands innovative strategies and effective tactics in corporate citizenship. This is particularly true in terms of stakeholder relations.

A consensus is growing within and among many enterprises that innovative stakeholder relations are essential to executing their business strategy and winning loyal customers. Stakeholder engagement also enables corporate leaders better to achieve knowledge and understanding of the environment in which they operate.

The primary focus of the 2004 Global Corporate Citizenship Conference will be on creating and implementing effective stakeholder relations, specifically:

- Implementing innovative stakeholder relations
- Demonstrating the ROI of innovative stakeholder relations
- Understanding challenges to citizenship
- Improving workforce relationships, quality and productivity
- Communicating effectively with stakeholders
- Creating effective corporate citizenship reports
- Harmonizing corporate policies worldwide
- Managing global supply chain relations
- Examining the future of corporate citizenship

Please join us in exploring how innovative stakeholder relations can help your corporation thrive in the 21st Century.

Sincerely,



Laurence Mach
Conference Program Director



Susan R. Mach
Conference Program Director

Optional Pre-Conference Workshop

Wednesday, February 25, 2004

Registration & Continental Breakfast: 8 – 8:45 am

Welcome & Introduction: 8:45 – 9 am

Susan Mach

Program Director

The Conference Board, and

Partner

Laurence & Susan Mach Creative Service

Branding The High Performance Corporate CitizenSM

An Executive Workshop

Presented by : Maio and Company, Inc.

9 am – 12 noon

Luncheon Speaker: 12 noon – 1:30 pm

1:30 – 5 pm

CEOs and their executive managers are the ultimate custodians of the company's performance, culture, image and reputation. In a high-performance company, citizenship plays an increasingly important role across all those dimensions. Executive participants in this intensive session will discover the decision criteria for determining how, and when, "citizenship" can accelerate their strategic corporate goals.

The workshop will be led by experts in different aspects of the Maio & Co. Soul Branding Framework, a unique process that engages the major corporate functions to integrate citizenship values into all operations.

To register today, call Customer Service at

212 339 0345

February 26-27, 2004

Optional Pre-Conference Workshop

Participants in this workshop will:

- Explore the appropriate role of “citizenship values” in particular sectors
- Learn how to integrate citizenship values into corporate strategy to ensure corporate authenticity and high performance
- Discover best practices trends and practices in stakeholder engagement; the financial assessment of social and environmental initiatives; and reporting
- Learn decision criteria for communicating “citizenship” initiatives as part of the corporate agenda: when, to whom, and how
- Profile risks and (missed) opportunities inherent in their current citizenship/corporate strategy/corporate brand balance

Facilitators

Elsie Maio

President

Maio and Company, Inc.

Jeff Erikson

Director of U.S. Operations

SustainAbility Inc.

Ruth Otte

Former CEO

The Discovery Channel & The Learning Channel

Founding Chief Marketing Officer

MTV

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Registration Form

The 2004 Leadership Conference on Global Corporate Citizenship

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Conference: February 26-27, 2004

The Waldorf=Astoria

New York, NY

Please type or attach a business card; for additional registrants, duplicate this form.

Name _____

Title _____

Functional Area _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

E-mail _____

Please select your preferred Concurrent Sessions

Thursday, February 26, 2004

D1 or D2 or D3 choose one

E1 or E2 choose one

Registration Fees payable in advance in U.S. dollars.

Pre-Conference Workshop (#04A36-3)

Conference Board Associates. \$1,150

Non-Associates \$1,250

Conference (#04A09-3)

Conference Board Associates \$1,895

Non-Associates. \$1,995

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