

**12<sup>th</sup> Annual Best Practices Summit on  
Employee Engagement in Corporate Citizenship**

*Make It Matter // April 3-4, 2013 // Grand Hyatt New York // New York, NY // #CWSummit13*

**Day One // April 3<sup>rd</sup>, 2013**

- |                              |    |  |
|------------------------------|----|--|
| 7:30AM-8:30AM                | // | Registration, Breakfast & Working Group Roundtable   |
| Ballroom V, Foyer            |    |  |
| 8:30AM-8:45AM                | // | Summit Welcome: <b>Chris Jarvis</b> , Emcee  |
| Ballroom V                   |    |  |
|                              |    | Federation Highlight: <b>EarthShare</b>  |
| 8:45AM-10:15AM               | // | Keynote Speaker: <b>Dan Heath</b>  |
| Ballroom V                   |    |  |
|                              |    | <i>Making Decisions that Matter</i>  |
| 10:20AM-10:50AM              | // | Break: <b>Dan Heath</b> Book Signing   |
| Alvin Room, Conference Level |    |  |
|                              |    | <i>"Decisive: How to Make Better Choices in Life and Work"</i>                                       |
| 10:55AM-11:20AM              | // | Speaker: <b>William Novelli</b> , Georgetown University  |
| Ballroom V                   |    |  |
|                              |    | <i>The Next Generation: Training Tomorrow's Leaders to Create Social &amp; Economic Value</i>        |
| Award Presentation           | // | Corporate Partner Award Winner: <b>American Express</b>  |
| 11:35AM-12:30PM              | // | Keynote Speaker: <b>Adam Grant</b>   |
| Ballroom V                   |    |  |
|                              |    | <i>Giving Commitment: How the Pro-social Sense Making Process Creates Engagement among Employees</i> |
| 12:30PM-1:30PM               | // | Lunch  |
| Ballroom V, Foyer            |    |  |
| 1:30PM-2:00PM                | // | Speaker: <b>Kevin Espirito</b> , Microsoft   |
| Ballroom V                   |    |  |
|                              |    | <i>3 Keys to building a Billion Dollar workplace giving program (from scratch) by 2030!</i>          |
| Award Presentation           | // | Individual Partner of the Year Award: <b>Jenessa Jensen, UnitedHealth Group</b>                      |
| 2:05PM-2:45PM                | // | Speaker: <b>William Kennedy</b> , United Nations   |

## Broadening the Opportunity to Give.

Ballroom V		<i>A UN Perspective: The Key Role That Business and Markets Play in Advancing Global Development and Humanitarian Goals</i>
<b>2:45PM-3:00PM</b>	//	Break
Ballroom V, Foyer		
<b>3:00PM-3:20PM</b>	//	Corporate Citizenship Survey & Intro to Experience Lab
Ballroom V		
<b>3:20PM-4:20PM</b>	//	Experience Lab: Group Volunteering
Mezzanine Hallway		Presented by <b>CorpsGiving</b> and <b>World Vision</b>
<b>4:30PM-5:00PM</b>	//	Federation Highlight: <b>Community Health Charities</b>
Ballroom V		
<i>Award Presentation</i>	//	Innovation of the Year Award: <b>UnitedHealth Group</b>
	//	Closing Remarks
<b>5:00PM-7:00PM</b>	//	Summit Reception for All Attendees
Gallery on Lex		Light appetizers and drinks (1 drink ticket provided, cash bar to follow.)
<i>Award Presentation</i>	//	Corporate Excellence Award: <b>Ameriprise Financial</b>

### Day Two // April 4th, 2013

<b>7:30AM-8:30AM</b>	//	Registration, Breakfast & Working Group Roundtable Registration
Ballroom V, Foyer		
<b>8:30AM-9:00AM</b>	//	Federation Highlight: <b>Global Impact</b>
Ballroom V	//	Speaker: <b>Sharon Jackson</b> , European Sustainability Academy (ESA) <i>How to get Busy Managers to make sense of CSR Activities (and become advocates!)</i>
<b>9:00AM-9:35AM</b>	//	Speaker: <b>Gretchen Korf</b> , UnitedHealth Group
Ballroom V		<i>How to Increase Employee Engagement in your WPG Campaign</i>
<i>Award Presentation</i>	//	Rising Star Award: <b>Robin Boggs, Accenture</b>

## Broadening the Opportunity to Give.

9:35AM-10:20AM	//	<b>Realized Worth</b> Experience Lab – Micro-Volunteering
Ballroom V	//	Working Group Roundtable & Panel Discussion Introduction
10:30AM-10:50AM	//	Break
Ballroom V, Foyer		
11:00AM-12:00PM	//	Disaster Relief Panel Discussion & Working Group Roundtable
Regency Room, Mezzanine Level		
11:00AM-12:00PM	//	Workplace Giving Panel Discussion & Working Group Roundtable
Park Avenue Room, Mezzanine Level		
11:00AM-12:00PM	//	International Impact Panel Discussion & Working Group Roundtable
Chrysler Room, Mezzanine Level		
12:00PM-1:30PM	//	Next Steps with Working Groups
Ballroom V	//	Lunch
1:30PM-2:40PM	//	Federation Highlight: <b>America's Charities</b>
Ballroom V	//	Keynote Speaker: <b>Ron Adner</b>
		<i>How to Develop Working Partnerships with other Departments that Enable CSR Managers to Realize the Impact of Effective Workplace Giving and Volunteer Programs</i>
2:40PM-3:25PM	//	Keynote Speaker Workshop: <b>Ron Adner</b>
		<i>Workshopping a Solution – Why it Matters?</i>
3:25PM-3:55PM	//	Break: <b>Ron Adner</b> Book Signing
Regency Room, Mezzanine Level		<i>“The Wide Lens: A New Strategy for Innovation”</i>
4:00PM-4:30PM	//	Debrief on Corporate Citizenship Survey
Ballroom V		<b>Summit Prize Winner Announced – Microsoft Surface Giveaway!</b>
		Summit Closing Remarks