



2020 Corporate Service Council Meeting Agenda
Strategies for Adding Value and Impact
February 5-6 | 30 Hudson Yards | New York City

WEDNESDAY

8:30 – 9:00 a.m.	Check-in and Welcome Reception (<i>light breakfast and coffee/juice provided</i>)
9:00 – 9:30 a.m.	<p>Welcome Remarks</p> <ul style="list-style-type: none"> • Jenny Lawson, Points of Light Chief Civic Innovation Officer • Charlene Lake, AT&T SVP Corporate Social Responsibility & Chief Sustainability Officer, AT&T Foundation Chair • Natalye Paquin, Points of Light President & CEO • Penny Abeywardena, New York City Mayor's Office for International Affairs Commissioner
9:30 – 10:00 a.m.	<p>Supporting the 2020 Census</p> <p>Nielsen will share updates on the 2020 Census and its impact on you, your business and the community. Learn more about Nielsen's TrueCount Initiative and strategies to make sure your employees and your community's diversity gets counted.</p> <ul style="list-style-type: none"> • Don Lowery, Nielsen SVP Community Engagements
10:00 – 10:15 a.m.	BREAK
10:15 – 11:00 a.m.	<p>Leveraging Media Talent for Social Impact and Action Strategies</p> <p>Tapping in to the experience of our Warner Media/HBO hosts to explore strategies for aligning social impact goals with the objectives and opportunities presented by media talent and spokespeople.</p> <ul style="list-style-type: none"> • Carol Cone, Carol Cone ON PURPOSE Founder & CEO • Dennis Williams, WarnerMedia SVP Corporate Social Responsibility • <i>Interviewed by</i>, Eamonn Store, FairShare Everywhere CEO, former CEO of The Guardian North America
11:00 – 12:00 p.m.	<p>2020 Edelman Trust Barometer</p> <p>Fresh from Davos – the latest research on trust, business and the expectations of consumers.</p> <ul style="list-style-type: none"> • Matthew Harrington, Edelman Global President & COO
12:00 – 1:00 p.m.	LUNCH
1:00 – 1:30 p.m.	<p>Points of Light Member Experience</p> <p>An opportunity to get interactive a new member benefit for the Corporate Service Council</p> <ul style="list-style-type: none"> • Katy Elder, Points of Light VP of Business Innovation • Tanvi Jain Patyal, Points of Light Director of Innovation

<p>1:30 – 2:30 p.m.</p>	<p>Managing in the cycle of disaster Continuing in our work from 2017, we will explore management of Disaster Response across the continuum. Global footprints and a relentless cycle of disaster affect engagement leaders, management plans and employees. We'll check in on strategies for managing self, systems and cycles. Starting with a 15-minute table conversation:</p> <ul style="list-style-type: none"> • Meg Moloney, Points of Light Chief Operating Officer <p>Table Conversations:</p> <ol style="list-style-type: none"> 1. How do you manage the stress and effects of supporting an intensifying cycle of disasters? 2. How does your company manage disaster response strategies? Episodically? With a dedicated staffing plan? With Budgets? 3. How are you supporting and responding to intensifying threats from gun violence and religious hate crime? 4. How do you support your employees? <p>The cycles of disaster extend for decades, when the cameras leave, the work to rebuild and build back better truly gets started. We'll hear from the Clinton Foundation and the Clinton Global Initiative Action Networks to explore their framework for post-disaster recovery. With a special look at the decade long efforts in Haiti and the long-term efforts of Timberland.</p> <ul style="list-style-type: none"> • Gregory Milne, Clinton Foundation Chief Impact and Foreign Policy Officer • Atlanta Mcllwraith, Timberland Senior Manager Community Engagement & Communications
<p>2:30 – 3:00 p.m.</p>	<p>BREAK</p>
<p>3:00 – 4:30 p.m.</p>	<p>Driving Systemic Change Workshop What is systems change and why is it critical for solving social and environmental challenges?</p> <ul style="list-style-type: none"> • Sally Uren, Forum for the Future Chief Executive <p>Bringing in tools and experience from both Forum's School of Systems Change and wider system change coaching work, this hands-on workshop will help you:</p> <ol style="list-style-type: none"> 1. Think about your role as a system changer 2. Provide you with some system change tools and examples 3. Help you apply them to your own work
<p>4:30 – 5:30 p.m.</p>	<p>Reception and Networking</p>
<p>THURSDAY</p>	
<p>8:30 – 9:00 a.m.</p>	<p>Welcome and Networking (<i>light breakfast and coffee/juice</i>)</p>
<p>9:00 – 10:15 a.m.</p>	<p>Putting the S in ESG – from shareholders to stakeholders, how do we measure what matters and what's going to matter? Let's understand what different organizations are measuring and how to understand the continuum of opportunities. What's ahead for determining what measures matter?</p> <ul style="list-style-type: none"> • Catherine Blades, Aflac SVP, Chief ESG and Communications Officer • Jason Leiker, AT&T AVP Corporate Social Responsibility • Marc Siegel, EY Partner in the Financial Accounting Advisory Services (FAAS); Sustainability Accounting Standards Board Sector Chair for Resource Transformation • <i>Moderator</i>, Jenny Lawson, Chief Civic Innovation Officer, Points of Light
<p>10:15 – 10:30 a.m.</p>	<p>BREAK</p>

<p>10:30 – 11:00 a.m.</p>	<p>Nonprofit Partners, Data, Impact and the Future</p> <p>Following the business measures ESG panel, we turn to a conversation about measuring impact on community with and through non-profits and what trends for this are developing and what opportunities might help a common measures solution to scale and finally how does scale happen. How might we inform the measurement conversation with nonprofit partners? What initiatives are building and is the any possibility of scale?</p> <ul style="list-style-type: none"> • Pamela Norley, Fidelity Charitable President, Points of Light Board Member • Farron Levy, True Impact CEO • <i>Moderator</i>, Natalye Paquin, Points of Light President & CEO or Meg Moloney, Points of Light Chief Operating Officer
<p>11:00 – 11:30 a.m.</p>	<p>Imagining the Future of Civic Engagement</p> <p>An active exploration of the future of Civic Engagement and the role of business. Are we big enough to change the world?</p> <ul style="list-style-type: none"> • Carol Cone, Carol Cone ON PURPOSE Founder & CEO
<p>11:30 – 12:00 p.m.</p>	<p>Closing Remarks (<i>boxed lunch provided</i>)</p> <ul style="list-style-type: none"> • Natalye Paquin, Points of Light President & CEO • Jenny Lawson, Points of Light Chief Civic Innovation Officer