

EVENTS LISTING



Welcome to the second edition of Business in the Community's Events Listing. The coming months represent a busy period as we bring together opportunities for you to network, share and learn through our national calendar of events.

Throughout the autumn there are opportunities across the country to learn from the best practice emanating from the Awards for Excellence 2004 by attending one of the Office of the Deputy Prime Minister supported workshops. The Awards 2005 will launch at our AGM on 1 December 2004 which also provides the opportunity to review the impact of the year and hear our new Chairman's vision forward. September saw the launch of the 3rd Corporate Responsibility Index which will culminate in the Sunday Times 'Companies that Count' supplement on 3 April, and our annual benchmarking conference on 6 April 2005. We are also delighted this quarter to have launched the Dialogues@Starbucks which offers those individuals, with an interest in emerging issues,

the opportunity to network and debate in the informal setting of a Starbucks Coffee House - they take place on the last Tuesday of every month in a central London location and we hope to see you there!

We also recognise it's a busy period for you, our members, which is why we have introduced a new key to the listing. At a glance you can see the events coming up that are either addressing broad corporate responsibility strategy and relevant to all, or delve into more specific areas for specific audiences - which you may want to recommend to colleagues such as cause related marketing, environmental management and community brokerage.

This issue also includes a separate listing of events designed specifically for your chief executive and board members which you will find on page 5, we encourage you to encourage them to attend!

Further details on all of these events are available online at: www.bitc.org.uk/events

Or please do contact us with your thoughts and feedback:

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FOR MORE INFORMATION AND LATEST UPDATES, PLEASE VISIT

www.bitc.org.uk/events

Events at Business in the Community

Business in the Community organises a full and varied programme of events around the country designed to support companies in developing their responsible business practices across the broad corporate responsibility agenda. These events are not to be missed so if you are unable to attend, please ensure colleagues around the country have the opportunity to share, learn and network.

-  **RELEVANT FOR ALL**
-  **COMMUNITY AFFAIRS**
-  **ENVIRONMENTAL**
-  **MARKETING**
-  **HUMAN RESOURCES & DIVERSITY**












Understanding the key

Some of our events (marked in magenta) are relevant for all of our members and we strongly encourage you to send someone from your organisation to every one of these events to maximise on the knowledge, sharing and networking available.

Many of our events are designed to meet the needs of corporate responsibility professionals but a number of the events are targeted to include other specialists within companies. To ensure that everyone gets the maximum out of every event, the target audience for each event is highlighted in different colours.

OCTOBER

	5 Oct	CONSERVATIVE PARTY CONFERENCE FRINGE EVENT	Bournemouth	
	5 Oct	BACK TO BUSINESS LAUNCH EVENING	Durham	
	6 Oct	6TH ANNUAL RACE FOR OPPORTUNITY DINNER Sponsored by Lloyds TSB Group plc. This annual dinner provides an opportunity for over 400 business to come together to discuss progress on the race aspect of diversity.	London	
	6 Oct	WORKING TOGETHER NETWORKING EVENT	Luton	
	6 Oct	BEAN WORKSHOP: BIODIVERSITY AND BUSINESS	ShIPLEY	
		7 Oct	MIGHTY IT CARES ACTION DAY	Birmingham
	12 Oct	CRM MASTERCLASS: IS YOUR BRAND SUPPORTING A HEALTHY LIFESTYLE?	London	
	12 Oct	CORPORATE RESPONSIBILITY SHOWCASE CONFERENCE	Marston Moretaine	
	12 Oct	NEW MEMBERS BREAKFAST CEREMONY	Exeter	
	12 Oct	AWARDS FOR EXCELLENCE SHARING BEST PRACTICE EVENT	Nottingham	
		13 Oct	COVENTRY CARES CELEBRATING DIVERSITY ACTION DAY	Coventry
		13 Oct	WOLVERHAMPTON CARES IT ACTION DAY	Wolverhampton

	14 Oct	THE INSIDE OUT OF WOMEN'S NETWORKS Hosted by Credit Suisse First Boston. This conference examines in-house women's networks from both corporate and public-sector perspectives.	London
	14 Oct	'CELEBRATING COMMUNITIES' NATIONAL PROHELP EVENT An evening of celebration; showcasing best practice and networking for professional firm members of ProHelp and community partners.	London
	15 Oct	CORPORATE REPUTATION AND BRAND VALUE BREAKFAST	Leeds
	15 Oct	LAUNCH OF BOURNEMOUTH AND POOLE CARES	Bournemouth
	18 Oct	HOUSE OF LORDS EVENING RECEPTION	London
	20 Oct	BETTER TOGETHER 3RD ANNIVERSARY BUSINESS BREAKFAST	Birmingham
	20 Oct	MIGHTY IT - THE FINALE	Birmingham
	20 Oct	BEAN WORKSHOP: ENVIRONMENTAL MANAGEMENT SYSTEMS & ACCREDITATION	Shipley
	22 Oct	AWARDS FOR EXCELLENCE SHARING BEST PRACTICE EVENT	Newcastle
	26 Oct	DIALOGUES AT STARBUCKS This second of the new series of early evening debates is designed for CSR professionals who want a lively, informal way of keeping up to date with the topical issues affecting responsible business strategy.	London
	29 Oct	PLYMOUTH SCARES BALL	Plymouth

NOVEMBER

	1 Nov	ASHRIDGE MCCI COURSE	Ashridge
	3 Nov	BEAN WORKSHOP: WEEE & ROHS DIRECTIVE	Sheffield
	3 Nov	BUILDING BUSINESS THROUGH PARTNERSHIPS This conference is for businesses wishing to build their impact and value in their communities by using the power of their brands and for charities wanting to take their corporate partnerships to the next level by integrating them into wider business practice.	London
	8 Nov	AWARDS FOR EXCELLENCE SHARING BEST PRACTICE EVENT	Cambridge
	10 Nov	RACE FOR OPPORTUNITY: SOLUTIONS SERIES WORKSHOP	London
	10 Nov	DIVERSITY & EQUALITY INTERACTIVE WORKSHOP	Dunstall Park
	11 Nov	BEACON NETWORK LAUNCH	London
	11 Nov	WALES ANNUAL GALA DINNER Supported by Legal & General. This event highlights and celebrates the companies that impact positively on the communities of Wales. It explores the challenges facing business and the opportunities for corporate responsibility in the future.	Cardiff
	16 Nov	CRM MASTERCLASS: LATEST DEVELOPMENTS IN THE LABELLING AND ENDORSEMENT DEBATE	London
	17 Nov	SUSTAINABLE PROCUREMENT TRAINING	London

Events at Business in the Community

NOVEMBER continued

	18 Nov	ENTERPRISE - MEETING THE NEW AGENDA CONFERENCE	Grantham
	18 Nov	BACK TO BUSINESS SEMINAR 2	Sunderland
	19 Nov	MAKING YOUR MARK - ENTERPRISE IN EDUCATION SEMINAR	Cambridge
	22 Nov	PILCOM CELEBRATION EVENT	Coventry
	22 Nov	AFFORDABLE RURAL HOUSING CONFERENCE This conference, organised in partnership with the North West Housing Board, explores private sector solutions to affordable rural housing.	Cheshire
	23 Nov	AWARDS FOR EXCELLENCE SHARING BEST PRACTICE EVENT	Solihull
	24 Nov	BEAN WORKSHOP: DUTY OF CARE AND INNOVATIVE WASTE SOLUTIONS	Birstall
	24 Nov	OPPORTUNITY NOW AWARDS SHOWCASE 2004 Hosted by Lehman Brothers. This conference showcases winners of the Opportunity Now Awards 2004 with case study workshops.	London
	25 Nov	AWARDS FOR EXCELLENCE SHARING BEST PRACTICE EVENT	Cambridge
	30 Nov	CRM MASTERCLASS: BEING STRATEGIC ABOUT BUSINESS AND CHARITY PARTNERSHIPS	London
	30 Nov	DIALOGUES AT STARBUCKS This early evening debate is for CSR professionals who want a lively, informal way of keeping up to date with the topical issues affecting responsible business strategy.	London

DECEMBER

	10 Dec	BEAN WORKSHOP: ENVIRONMENTAL STEWARDSHIP AND PRODUCT DESIGN	Ferrybridge
	14 Dec	NORTH WEST MEMBERS MEETING	Manchester

Business in the Community's web site carries more detail on all of these events as well as profiling events organised by external organisations in the area of corporate responsibility which may be of direct interest to you.

EXHIBITION AND SPONSORSHIP OPPORTUNITIES

Sponsoring and exhibiting at Business in the Community events provides an unparalleled opportunity to reach forward thinking representatives from business, the media, government and other key opinion formers.

Each event offers a unique platform to share new ideas and innovations, communicate to key stakeholders and showcase your organisation's commitment to responsible business practice.

If you would like to explore further please contact Jenny Singleton on 020 7566 8670.

FOR MORE INFORMATION AND LATEST UPDATES, PLEASE VISIT

www.bitc.org.uk/events

Spotlight: Building Business through Partnerships conference 2004

Valuing the impact of business and charity partnerships

Cause Related Marketing (CRM) is an established and strategic mechanism for businesses and charities to build partnerships for mutual benefit. Ongoing research has shown the added value of these partnerships for the business, the charity and indeed society as a whole. Brand Benefits 2003, the most holistic research undertaken into CRM, gives powerful evidence of its impact on consumer perceptions, loyalty and buying behaviour. This year, at the Building Business through Partnerships conference 2004, the business case will be built further for CRM with the announcement of exclusive consumer insights and perceptions.

This is the first event of its kind from Business in the Community as it will also be addressing the wider challenges placed on businesses to give more back to the community. Practical steps and guidance to leverage more from the partnership for the business and the charity will be featured in the workshops. Examples of Charity of the Year partnerships, innovations in Cause Related Marketing and best practice in Employee Volunteering and Payroll Giving Schemes will be shared by business leaders that have integrated community partnerships into core business practice.

The conference will outline the strategic business approach to developing charity partnerships and community impact, whilst measuring and valuing the business benefit of this activity to guide businesses and agencies developing community partnerships.

Charities will also benefit as they discover the value and impact that can be achieved through partnerships that are integrated into the wider business practice and given practical insights to leverage and maximise the opportunity.

Tim Mason, Marketing Director at Tesco and Chair of the Cause Related Marketing Leadership Team, comments "If you are trying to maximise the value of your partnerships and your impact in the community this conference is for you. It will give guidance on using the power of the brand to leverage more from partnerships for both the business and the charity and in turn society as a whole. Practical guidance and best practice will give you all the inspiration you need to step up to the challenge."

BUILDING BUSINESS THROUGH PARTNERSHIPS CONFERENCE 2004

is being held from 08:45 to 17:00 on 3 November 2004 at the Institute of Directors.

To request a programme or to book a place, please contact Carolyn Sladden on 020 7566 8696 or carolyn.sladden@bitc.org.uk

FOR MORE INFORMATION AND LATEST UPDATES, PLEASE VISIT

www.bitc.org.uk/crm

Engaging business leaders

Business in the Community has a proven track record in tailoring events to specific audiences including engaging key decision makers within business.

The events below are designed for the Chief Executive and board level representatives and can be booked by contacting Claire de la Motte on 020 7566 8794.

5 OCT

BREAKFAST WITH THE SUNDAY TIMES

Birmingham

Hosted by National Grid Transco

Will Lewis, Business Editor of The Sunday Times, will consider how Business in the Community's Corporate Responsibility Index can be used to understand and communicate how companies manage their non-financial performance.

6 OCT

SEEING IS BELIEVING VISIT

London

Led by Sly Bailey, Chief Executive, Trinity Mirror Group

8 OCT

BREAKFAST WITH THE FINANCIAL TIMES

Manchester

Sponsored by KPMG

Andrew Gowers, Editor of The Financial Times, will address business leaders on the competitiveness debate and implications of the Operating and Financial Review.

11 OCT

ENTERPRISE EDUCATION RECEPTION

London

Hosted by HM Treasury, supported by DfES

The reception seeks to explore the role for business in supporting enterprise education in schools.

13 OCT

OFR DINNER

London

Hosted by Mike Rake, KPMG

This dinner will provide senior business leaders with a peer group to review inputs to the OFR consultation made by different parties and discuss its implications.

14 OCT

CHIEF EXECUTIVES' FORUM 2004

London

Hosted by Kevan Watts, Merrill Lynch

This breakfast is an opportunity for a senior board level exchange of issues and concerns regarding the ways in which corporate responsibility is managed.

14 OCT

SEEING IS BELIEVING VISIT

London

Led by Sir Robert Phillis, Chief Executive, The Guardian Media Group

19 OCT

SEEING IS BELIEVING VISIT

Bedfordshire

Led by Michael Geoghegan, Chief Executive, HSBC

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“An outstanding day and a fantastic reality check on life. Rather than sit around and let it happen all around me, this was a clear call to get involved and give something back.”

Paul Lomas, Group HR Director, MyTravel Group -
after a Seeing is Believing visit focused on Employability

10 NOV

SEEING IS BELIEVING VISIT

Nottingham

Led by **Richard Baker**,
Chief Executive, Boots Group

18 NOV

SEEING IS BELIEVING VISIT

Leeds

Led by **Tony DeNunzio**,
President & Chief Executive
ASDA stores

4 NOV

CHIEF EXECUTIVES' FORUM 2004

London

Hosted by **Gerry Murphy**,
Kingfisher plc

This breakfast is an opportunity for a senior board level exchange of issues and concerns regarding the ways in which corporate responsibility is managed.

24 NOV

CHIEF EXECUTIVES' FORUM 2004

London

Hosted by **Ian Russell**,
ScottishPower plc

This breakfast is an opportunity for a senior board level exchange of issues and concerns regarding the ways in which corporate responsibility is managed.

30 NOV

**CONVERSATIONS AT
THE BRITISH MUSEUM**

London

This evening event, chaired by **Richard Lambert**, debates the cultural significance of the changing role of business in society. Contributions from **Niall Fitzgerald**, Reuters and **Neil Macgregor**, The British Museum.

1 DEC

ANNUAL GENERAL MEETING

London

A breakfast meeting highlighting progress, achievements and challenges forward. Contributions from **David Varney**, Inland Revenue; **Stuart Rose**, Marks & Spencer plc and our new Chairman.

DATES TO DIARY 2005

9 Feb	NATIONAL CARES CONVENTION 2005	Birmingham
8 Mar	IMPACT 05 - Our Annual Conference in the North	Manchester
6 Apr	LAUNCH OF 3RD CORPORATE RESPONSIBILITY INDEX RESULTS	London
5 Jul	ANNUAL CONFERENCE 2005	London
5 Jul	AWARDS FOR EXCELLENCE GALA DINNER 2005	London

9 February 2005 NATIONAL CARES CONVENTION 2005 Birmingham Sponsored by Eversheds, HSBC, Land Rover & Jaguar, Zurich

The Cares Convention 2005 promises to be an exciting and innovative event designed to give delegates ideas and inspiration to increase the quantity and quality of their employee volunteering.

In true Cares tradition, the day will be entertaining, and will provide a chance to network, enjoy interactive sessions and there will be plenty of opportunities to share knowledge and experience and take great learning away.

This event will primarily be of interest to those responsible for delivering employee community involvement initiatives, and who wish to learn more about Cares, working in partnership and move their programmes on a pace, as well as employees who help champion employee volunteering throughout the business.

For more information please email fiona.hague@bitc.org.uk or phone 020 7566 8785.

8 March 2005 IMPACT 05 - OUR ANNUAL CONFERENCE IN THE NORTH Manchester

Business in the Community's Annual Impact conference takes place in March and will be based around four key themes:

- CEO and strategy
- People and workforce
- Reputation and communication
- Business enterprise

There will be a combination of panel discussions, plenary and practical advice sessions. Each session will make the case for increasing corporate responsibility, demonstrating how it can improve results and have beneficial effects both on business and on the wider community.

Speakers confirmed to date:
John Roberts, United Utilities
Will Lewis, The Sunday Times
Philip Dewhurst, BNFL
Professor Cary Cooper,
Lancaster University

For more information please email Impact05@bitc.org.uk or phone Alison Watts on 0161 233 7750.

5 July 2005 BUSINESS IN THE COMMUNITY'S ANNUAL CONFERENCE London

Our Annual Conference is a key gathering for everyone's diary!

Consistently attracting a predominately business audience, the conference provides a unique opportunity to explore the key issues and challenges facing business in a lively, interactive way.

Speakers include **Sir Terry Leahy**, Chief Executive of Tesco plc and **Mike Rake**, International Chairman of KPMG and the day will be facilitated by **Guy Ruddle**, presenter of BBC Radio 5's 'Wake up to Money' programme.

With global brands, media, government representatives and key opinion formers represented on the programme the event will be forward looking with opportunities to learn about innovative Corporate and Social Responsibility (CSR) strategies, debate current issues for the CSR practitioner and exchange experiences with peers from around the world.

For more information please email claire.delamotte@bitc.org.uk or phone 020 7566 8794.

Business in the

Community

www.bitc.org.uk

Email: information@bitc.org.uk

Business in the Community is a unique movement in the UK of over 750 member companies committed to improving their impact on society in the community, environment, marketplace and workplace.

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