



Corporate Service Council Winter Summit hosted by KPMG

Purpose at Scale: Mobilizing People, Partners, and Progress

KPMG Atlanta Downtown Office | 303 Peachtree Street, NE | Atlanta

WEDNESDAY, FEBRUARY 11

TIME	AGENDA
1:30 – 2:00 pm ET	<u>Member Networking & Impact Measurement “Ask an Expert” Open Q&A</u>
2:00 – 2:15 pm ET	<u>Welcome Remarks</u>
2:15 – 2:45 pm ET	<u>CSR North Star Icebreaker Activity</u>
2:45 – 3:45 pm ET	<u>Persuasive Speaking & Storytelling for CSR Leaders</u> <ul style="list-style-type: none">• Cooper Camak, Founder & Lead Coach, Speaking Up Your Game
3:45 – 4:45 pm ET	<u>Shifting Narratives: Community-Centered CSR Communications</u> <ul style="list-style-type: none">• April Callen, Vice President of Narrative Strategy, Purpose Built Communities
4:45 – 5:00 pm ET	<u>Closing Remarks</u>
6:00 – 7:30 pm ET	<u>Welcome Reception at the World of Coca-Cola Museum hosted by The Coca-Cola Company</u>

THURSDAY, FEBRUARY 12

TIME	AGENDA
8:00 – 8:30 am ET	<u>Breakfast, Member Networking & The Civic 50 “Ask an Expert” Open Q&A</u>
8:30 – 8:40 am ET	<u>Welcome Remarks</u>
8:40 – 9:00 am ET	<u>Peer Connections & Interest Alignment Activity</u>
9:00 – 10:15 am ET	<u>Building a Resilient Corporate Volunteer Ambassador Program at Any Stage (facilitated by the Points of Light Consulting Team)</u>
10:15 – 10:30 am ET	<u>Break</u>
10:30 – 11:30 am ET	<u>Measurement as Strategy: Using Impact Data to Influence Decisions</u> <ul style="list-style-type: none">• Morgan Buras-Finlay, Founder & Principal, Raya Cooper Impact Consulting
11:30 – 12:15 pm ET	<u>Building Purpose into Business Partnerships</u> <ul style="list-style-type: none">• Katie Brown, Program Manager of Community Engagement, Delta Air Lines
12:15 – 12:45 pm ET	<u>Lunch</u>
12:45 – 1:30 pm ET	<u>Building Multi-Faceted & Strategic Nonprofit Partnerships</u> <ul style="list-style-type: none">• Cathy Scott, Vice President of Social Impact, The UPS Foundation
1:30 – 2:00 pm ET	<u>Scaling Service: Preview of Points of Light’s National Volunteer Strategy</u>
2:00 – 2:15 pm ET	<u>Closing Remarks</u>
2:15 – 3:00 pm ET	<u>Member Networking</u>