



**ANNUAL
CONFERENCE
2023**

ATTENDEE WELCOME GUIDE

A decorative graphic at the bottom of the page features a large, semi-circular sun with a yellow-to-purple gradient. Below the sun is a rugged mountain range with patches of snow. Two lines, one blue and one yellow, are overlaid on the scene, resembling a line graph. The yellow line starts at the bottom left and trends upwards towards the top right, ending in an arrowhead. The blue line starts at the bottom left and trends upwards towards the top right, ending in an arrowhead.

**EMBRACE
THE MOMENT
PROPEL
PURPOSE**

ACCP CONFERENCE 2023

ATTENDEE WELCOME GUIDE

CONFERENCE OVERVIEW

We are so excited to welcome you to ACCP's 2023 Annual Conference in Denver in just a few short weeks!

This year's Conference promises an inspiring experience that will encourage practitioners to view this moment of change as an opportunity to learn new and unique approaches, better support the community, integrate with more areas of the business, and move the work forward positively.

We'll stimulate creative thinking, elevate innovative practices, share thought-provoking ideas and strategies, and foster peer sharing to further advance knowledge and effectiveness in the corporate social impact profession.

Join us as we **embrace this moment** and **propel purpose**.

Conference Agenda

Please note all times are in Mountain Time and are subject to change. You can find room assignments and session information in the Conference App. View our website for descriptions of our [Session Types](#) and for PDFs of this [Attendee Guide](#).

Monday, October 16

Time	Activity
<i>The Pre-Conference activities from 1:30 - 4:00 PM are for CSR Practitioners Only.</i>	
1:30 – 2:30 PM	Pre-Conference Session Block 1 Option 1: Craft & Explore Living Your Life’s Purpose Option 2: Project ESG Part I: A Roadmap for Sustainable Success - ESG Fundamentals
2:30 – 3:00 PM	Pre-Conference Connection Activity
3:00 - 4:00 PM	Pre-Conference Session Block 2 Option 1: Nurturing Your Inner Rested Leader Option 2: Project ESG Part II: A Roadmap for Sustainable Success - Evolving Best Practices in Sustainability
4:00 - 5:30 PM	Exhibit Hall Opening Take advantage of this time to visit with our exhibitors, who all work with purpose-driven companies and have unique expertise in helping corporate social impact professionals meet their goals.
5:00 – 5:30 PM	Check-In & Newcomers’ Reception We invite first-time attendees to join the ACCP staff and Board of Directors for an opportunity to make connections before the main event begins.
5:30 – 7:00 PM	Check-In & Welcome Reception

Tuesday, October 17

7:30 - 8:30 AM	Breakfast
8:30 - 9:45 AM	Opening General Session Problem-Solving Through Creativity and Ingenuity with Dr. Samuel Ramsey, Founder & Director of the Ramsey Research Foundation
9:45 - 10:15 AM	Refreshments & Exhibits During this time, our exhibitor tables will be open for attendees to visit.
10:15 - 11:45 AM	Workshops <ul style="list-style-type: none"> • ESG & CSR Integration - When the Business Case and Moral Case Unite • Strategies for Prioritizing & Responding to Emerging Issues & Crises • Strengthening Your Civic Impact: Strategies to Make a Difference for Democracy • Human-Centered Design and Equity for Effective Programs • Corporate America, Meet Our Kids: Skills-Based Volunteering to Drive DEI & ROI • Measuring Impact in the Context of Trust-Based Philanthropy
11:45 - 12:00 PM	Break
12:00 - 12:30 PM	Spark Sessions <ul style="list-style-type: none"> • Signature Programs • Innovation in CSR • Workforce Development Programs Fireside Chats <ul style="list-style-type: none"> • Bridging Purpose and Strategy with Anita Whitehead, KPMG • A Wide Social Impact Perspective with Chris Mann, Bain Capital • Catalyst for Change with Dr. Robert Simmons, Micron
12:30 - 2:00 PM	Continuing the Conversation Lunch Over lunch, we invite you to continue the conversations started in Spark Sessions and Fireside Chats. Topics will be posted on specific tables around the room.
2:00 - 2:15 PM	Break

2:15 – 3:15 PM	<p>Learning Labs</p> <ul style="list-style-type: none"> • Unlocking Purpose: Aligning on a Common Vision for Impact Across CSR, DEI & ESG • Strategies & Tactics for Setting Meaningful Goals • Leveraging Shared Resilience in Crisis Management • Cause-Related Rules, Trends & Best Practices to Maximize Impact • Philanthropy’s Role in the Fight for Racial Equity • Building a Social Impact Strategy with Data & Empathy
3:15 – 4:00 PM	<p>Refreshments & Exhibits</p> <p>During this time, our exhibitor tables will be open for attendees to visit.</p>
4:00 - 4:30 PM	<p>Spark Sessions</p> <ul style="list-style-type: none"> • Colorado Voices: Creating and Communicating a Localized Approach • Health Equity Programs • Volunteer Ambassador Programs <p>Fireside Chats</p> <ul style="list-style-type: none"> • Empowering Global Change with Kavell Brown, LinkedIn • Grounded in Service with Mary Walker, AT&T • From Passion to Purpose to Profession with Morgan Dickerson, buildON
4:30 - 5:30 PM	<p>Plenary Sessions</p> <ul style="list-style-type: none"> • Planning for Unplanned Moments in CSR • Considerations for Effective Grantmaking
5:30 - 6:00 PM	Break
6:00 - 7:30 PM	Evening Reception & Impact 4 Good Trivia
7:30 PM	Community Dinners (<i>*pre-registration required</i>)

Wednesday, October 18

7:15 – 8:15 AM	Breakfast
8:15 – 9:15 AM	<p>Plenary Sessions</p> <ul style="list-style-type: none"> • How CSR Teams Can Diversify the Workforce & Our Field • How Organizations Can Tactfully Integrate “Purpose” Functions for Greater Impact
9:15 – 9:30 AM	Break
9:30 – 10:30 AM	<p>CSR Marketplace Live Learning Labs</p> <ul style="list-style-type: none"> • How Data Forced Some of the Largest Brands to Rethink CSR • Building Emergency Relief and Recovery Grant Programs • Evaluating Change: How To Deliver on Your Program Commitments When Faced with Necessary Change • Empowered Employees: How ERGs Promote Inclusive Corporations • Five Trends Shaping the Future of Corporate Purpose • Breakthrough CSR Communications
10:30 – 11:00 AM	<p>Refreshments & Exhibits</p> <p>During this time, our exhibitor tables will be open for attendees to visit</p>
11:00 – 12:00 PM	<p>Learning Labs</p> <ul style="list-style-type: none"> • Purpose to Action: Building a Global Pro Bono Sabbatical Program • Demystifying Trust-Based Philanthropy: One Company’s Journey • Social and Business Return on Charitable Investments • Future Proofing Your Program • The Science of Why We Help • Putting People First: Designing a Stakeholder-Centric Signature Program
12:00 – 1:00 PM	Lunch
1:00 – 1:45 PM	<p>Member Groups and Topical Discussions <i>(open only to CSR practitioners)</i></p> <ul style="list-style-type: none"> • Emerging Leaders • Executive Network <i>(invitation only)</i> • CSR Small Teams • Foundations & Grantmaking • Topical Discussion: Volunteerism • Topical Discussion: The Politicization of DEI and ESG
1:45 - 2:00 PM	Break

<p>2:00 - 2:30 PM</p>	<p>Fireside Chats</p> <ul style="list-style-type: none"> • Powering Corporate Citizenship with Stephen Harris, Boeing • High Energy High Fives, and Higher Purpose, with Elizabeth Okey, Wintrust • Where Philanthropy and Storytelling Meet with Victor Cordon, Okta <p>Spark Sessions</p> <ul style="list-style-type: none"> • Data & Research - The State of Environmental and Social Value Creation • Employee Engagement
<p>2:30 - 3:00 PM</p>	<p>Refreshments & Exhibits During this time, our exhibitor tables will be open for attendees to visit</p>
<p>3:00 - 4:30 PM</p>	<p>Workshops</p> <ul style="list-style-type: none"> • Implementing for More Equitable & Sustainable Social Impact • Purpose Through Collaboration: Multi-Disciplinary Support to Scale Impact • Giving Circles as a Tool for Change • Impact Measurement in Action: Starting Your Measurement Journey • Leading Employees Through Times of Change • Sharing Power in Corporate Purpose
<p>4:30 - 4:40 PM</p>	<p>Break</p>
<p>4:40 - 5:30 PM</p>	<p>Closing General Session Heart of an Activist, Mind of a Strategist with Jamira Burley, Founder of IAMHERETO</p>

CHECK-IN

Conference check-in will be available Monday from 12:00 - 7:00 PM at the ACCP table in the Cottonwood foyer. We will have kiosks available for self check-in and ACCP team members will be there for assistance. Information about additional check-in times is listed in the app.

CONNECTION OPPORTUNITIES DURING CONFERENCE

This year's Conference will provide you with many opportunities to make new corporate social impact connections and re-engage with peers. Here is a list of the connection opportunities available during the Conference:

Pre-Conference Sessions

Join us on Monday, October 16, from 1:30 to 4:00 PM for our Pre-Conference experience. You'll have four sessions to choose from across two session blocks with allotted time between to connect with your fellow Conference attendees. Session topics include:

- *Crafting & Exploring Your Purpose*
- *Nurturing your Inner Rested Leader*
- *Project ESG: A Roadmap for Sustainable Success - ESG Fundamentals*
- *Project ESG: A Roadmap for Sustainable Success -Evolving Best Practices in Sustainability*

All sessions are included in your Conference registration fee, but please pre-register [here](#).

Continuing the Conversation Lunch

On Tuesday from 12:30 to 2:00 PM, we invite you to continue conversations from the Spark Sessions and Fireside Chats over lunch. As you enjoy your meal, we encourage you to sit at topic tables that spark your curiosity and share your insights.

Member Groups & Topical Discussions

The community created in peer learning environments is a hallmark of the ACCP experience. On Wednesday from 1:00 to 1:45 PM, you'll have the opportunity to engage with your peers in a facilitated discussion around a shared community or topic of your choosing from the options listed below:

- CSR Small Teams
- Emerging Leaders
- Executive Network (*by invitation only*)
- Foundations & Grantmaking
- Topical Discussion- Volunteerism
- Topical Discussion- The Politicization of DEI & ESG

Evening Receptions

Monday Welcome and Newcomers' Receptions

We invite you to join us for a Welcome Reception in the Grand Ballroom (Level 2) after checking in at the ACCP table. The reception will be held from 5:30 - 7:00 PM, and drinks and heavy appetizers will be provided. The reception is a chance for you to meet other Conference attendees, reconnect with colleagues and peers, and introduce yourself to the ACCP team.

If this is your **first time** attending Conference, we invite you to join us from 5:00-5:30 PM for an exclusive Newcomers' Reception where you can meet other first-time attendees as well as members of ACCP's Board of Directors.

Tuesday Reception, featuring Trivia with Impact 4 Good

After a full day of learning and engagement, enjoy drinks and bites as we make an "Impact 4 Good" on the pool deck (weather permitting) with a fun trivia game. To play, scan the QR code at the door and select one of three Colorado-based organizations to support. Then, find the codes hidden around the event to unlock questions. Answering correctly will help you score points for your selected organization. At the end of the reception, we'll announce the winners. Will you be one?

Community Dinners

On Tuesday, close out your first day at Conference by enjoying a meal in Denver starting at 7:30 PM with a small group of peers at a peer-hosted Community Dinner. More information on Community dinners can be found [on our website](#). Please email Hillary Roviario (hillary@accp.org) to register. Please note: *this opportunity is only open to corporate social impact practitioners, and pre-registration is required.*

Post-Conference Evening Fun

If you're staying in Denver the night of Wednesday, October 18, we invite you to celebrate a successful Conference experience with one last in-person connection opportunity. Join other attendees for a relaxing evening at one of Denver's local hotspots. The location will be shared in the App at the end of Conference.

THANK YOU TO OUR SPONSORS

Thank you to the many organizations who provided financial support to make this year's Conference possible. We encourage you to learn more about each of them in the Sponsor section of the App and visit our exhibitors during the Conference.

ACCP EXHIBITOR ADVENTURE BINGO

As a way to get to know our exhibitors - all highly regarded organizations that work with purpose-driven companies - we invite you to join our ACCP Exhibitor Adventure Bingo game. Fill a line with the correct exhibitor names for a chance to win a \$50 gift card. Here's how:

Pick Up Your Bingo Card

Find the designated table near the exhibitor area where you can pick up your ACCP Exhibitor Adventure Bingo card.

Time of Play

Monday, October 16 - 4:00 PM to Tuesday, October 17 - 6:00 PM

Visit the Exhibitors & Ask Questions

Visit all of our exhibitor tables. Each exhibitor will have representatives ready to answer your questions. Approach exhibitors and ask them the questions listed on your bingo card.

Identify the Correct Exhibitors

Pay attention to their responses. If you find an exhibitor that matches the description or answers your question correctly, write their company name in the space on your bingo card that corresponds to the question.

Fill a Full Line

Your goal is to fill a line with the correct exhibitor names. You can achieve this by filling five consecutive spaces horizontally, vertically, or diagonally.

Put Your Name and Contact Information on the Back

Once you have successfully filled a full line on your bingo card, flip it over to the backside. Write your name and contact information clearly on the back of the card. This is important for verification and prize distribution.

Turn in Your Completed Card for Verification

Head to the table marked "ACCP Exhibitor Adventure" in the Grand Ballroom Foyer to submit your completed bingo card for verification. ACCP staff will randomly select cards to verify that the exhibitor names are correct. If your card is selected and all the exhibitor names on your card are accurate, you will be eligible to win one of (2) \$50 gift cards. Please return your card to us by 6 PM on Tuesday, October 17, to be eligible to win.

Visit our [website](#) for full game rules.

ACCP Conference Exhibitors

Accelerist	CAF America	E4E Relief	Impact 4 Good	True Impact
Benevity	CatchAFire	Fidelity	Packed With Purpose	
Blackbaud	Changing Our World	Good360	Rocket Social Impact	
Bonterra	Deed	Impact Parks	Submittable	

CONFERENCE APP

How to Access the Conference App

1. Download the app by visiting the App Store on IOS or Google Play devices and searching for “ACCP Events” or scanning the QR codes below:

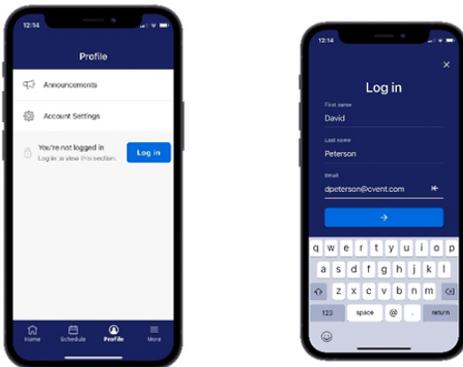
Apple	Google
	



2. Search for the 2023 Conference.

Return to your device's home screen, open the App, and enter "2023 ACCP Annual Conference" in the search bar.

3. **Download the event.** Tap the  icon to download the event.



4. **Enter your info.** If you aren't automatically prompted to log in, tap the profile icon at the bottom of the screen to access the Profile tab, then tap **Log in**.

Enter your first name, last name, and email (email must match the address listed in your registration). Then tap the arrow.



5. **Verify your account.** You'll either receive an email and text message containing a verification code or just an email. Read it, then return to the App, enter the code, and tap the arrow.

After entering the verification code, you'll be logged in and taken to the Conference home page or the Profile tab. Please note: Only registered attendees can access the app.

Conference Sessions and Content in the App

This year, ACCP's Annual Conference has more session types and speakers (over 100) than ever before, covering various topics aligned with ACCP's content priorities and the latest trends affecting the corporate social impact field. For a look at the different session types, please [visit our website](#).

In each session block, attendees can choose between multiple sessions around varying topics. Within the Conference app and website, you can find details on all session descriptions and speakers, including our General Session speakers. We have also tagged our sessions in the app with these categories:

- Civic Engagement & Social Disaster/Response
- CSR Small Teams
- Data & Trends
- Employee Engagement & Volunteerism
- Equitable and Inclusive Practices
- ESG
- Grantmaking
- Impact Measurement
- Professional Development
- Signature Programs
- Strategic Communications
- Strategy & Integration

If you are interested in a particular topic, you can filter by navigating to the "Schedule" tab, select "All Sessions," and then add a Filter for your designated "Track."

We also encourage you to learn about our Conference sponsors and connect with their representatives within the App.

You can also access your social media channels directly from the App. On the home page, scroll down to the "Social Media" section and log into your personal accounts.

Connecting in the App

This year's Conference App will serve as your hub for connection and information. We encourage you to complete your profile by adding your picture, company, title, professional interests, and any professional social media links you'd like to share.

Community Hub The community hub will serve as the central landing page for connecting with other attendees in the App. To locate all things connection within the Conference App, click on the icon that looks like four people. You can view the attendee list from this central location, view and contribute to discussions, and chat with your connections.

Attendee List To learn more about other Conference attendees, select the "Attendee" tab. From the attendee tab, select an attendee's profile and click the icon with a plus sign to the left of the person to connect with someone in the App.

Connections Once you've connected with a fellow attendee from their profile, and they've accepted your request, you can find them quickly by navigating to your profile and selecting "connections." From the "connections" tab, you can view your connection's profile, start a chat with them, and view their connections.

Messaging in the App Continue that interesting post-session chat with your new friend by finding their profile in the attendee tab and clicking the chat icon to start a conversation. You can also create a chat by locating the messages icon within your profile tab (person in a circle) and clicking the plus icon.

Discussion Threads Join your fellow attendees in various Conference conversations via the Discussion threads. You can navigate to the discussion threads from the "Community" icon or the home screen by scrolling down to the "Discussions" section. You will have access to four discussion threads throughout Conference to share your experience, insights, "ah-ha moments," and questions with others. We encourage you to actively engage with the discussion threads as a tool to enhance our peer learning community.

Community Conversation

This discussion thread will serve as our main conversation space within the app at Conference. We encourage you to share your takeaways, questions, resources, and insights as you engage throughout Conference.

Wall of Wins

While doing the work, we sometimes need to remember to celebrate our wins! We'd love to join you in celebrating your accomplishments. Please use this channel to share recent personal and professional victories.

Capturing Conference-Pictures

We want to see Conference through your eyes! Capture and share those fun, memorable, silly, and sentimental moments of community that make Conference unique. Please note pictures shared here may be shared via ACCP's social media channels and in future ACCP marketing.

Parking Lot

Conferences can be an excellent opportunity to generate ideas, ask questions, and spark new thoughts. But we don't always have the time to get to every idea, question, or thought. Please share any questions, comments, or ideas you couldn't cover in a session or conversation!

Community Champion Game: Will you be our Conference Community Champion? Navigate to the "Game" tab to learn more about the different challenges you can complete to unlock the ultimate Community Champion badge. You'll earn points each time you engage in the app, connect with peers, plan your schedule, scan into sessions, complete surveys, view sponsor information, and

engage during sessions. Each time you engage, it will push you further up the leaderboard and increase your chances of winning a prize! View the official game rules within the app.

Conference and Session Feedback

We invite you to provide feedback on your overall Conference experience and the individual sessions you attend.

Within the Conference App, once you scan into your session, you can view the feedback survey for that session. This feedback is incredibly helpful to ACCP in continuing to provide relevant content and to our speakers, who have generously offered their time to share their insights and knowledge.

Following the Conference, you will receive a separate link to complete an overall Conference survey for your entire experience - from sessions to networking to venue feedback and more!

In recognition of your time and insight, once you submit your overall Conference survey, you will receive a [\\$25 Global Giving card](#) to continue propelling purpose for a project of your choice.

PROGRAM CODE OF CONDUCT

ACCP is committed to providing a safe and welcoming environment in all association activities, including in-person and virtual meetings or events. We do not tolerate discrimination, intolerance, harassment, aggression, or unacceptable behavior of any kind at any ACCP event, whether in person or virtually.

Should you need to raise any issue, please contact a member of the ACCP staff. All ACCP team members will be wearing a staff name tag at Conference to be easily identified.

For a copy of the full Program Code of Conduct, [click here](#).

HEALTH & SAFETY

The safety and well-being of our members, speakers, sponsors, and staff is paramount. As such, we will observe the most up-to-date policies of the [local government in Denver, CO](#), and current [CDC guidelines](#). If health guidelines change, ACCP reserves the right to adjust safety guidelines, including masking and vaccination requirements.

The [Four Seasons also has safety protocols](#) in place. Masks, sanitizer, and other health and safety items are available to guests. ACCP staff can facilitate access to COVID-19 testing upon request.

We support the wearing of masks by anyone who chooses to wear one indoors or at *any time*. Our inclusive culture encourages you to feel comfortable doing so.

If any symptoms of illness develop while at Conference, please do not come to Conference functions and remain in your hotel room apart from others. We also ask that you notify Barbara@accp.org immediately.

SOCIAL MEDIA

We encourage you to share your excitement on social media about the Conference and build awareness about the great content and connections you're experiencing. Please use **#accp2023** with any social posts.

To give you a headstart, below are a few sample social posts you can adjust to match your voice.

Before Conference:

Twitter: @accprof Annual Conference is always an excellent event for both learning and networking! I can't wait to attend sessions on #DEI, #impact, #volunteering, and more – plus connect with my peers! #accp2023
<https://accp.org/conference/>

LinkedIn: If you're looking for me October 16-18, I'll be at the @Association of Corporate Citizenship Professionals Annual Conference in Denver, CO! I can't wait to connect with my corporate social impact colleagues and catch up on the latest trends. <https://accp.org/conference/> #accp2023



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October 16–18th, 2023
DENVER, CO



During Conference (feel free to reference/tag specific topics, speakers, and vendors)

Share your favorite corporate social impact learning via social media each day using #accp2023, or consider using the following posts:

Day 1 –

Twitter: Kicking off the first day of #accp2023 and am so excited to focus on #CSR and #ESG trending topics and time to network with my peers!

<https://accp.org/conference/> #accp2023

LinkedIn: Today kicks off the @Association of Corporate Citizenship Annual Conference, and I am excited to learn alongside and network with my #CSR and #ESG peers. I hope to connect with you there! #accp2023

<https://accp.org/conference/>

Day 2 –

Twitter: It's day two of #accp2023, and I don't want to miss all the chances to network and learn alongside the other attendees! #accp2023

<https://accp.org/conference/>

LinkedIn: It's the final day of the @Association of Corporate Citizenship Professionals Annual Conference, and I know I'm leaving with many actionable strategies and new friends! <https://accp.org/conference/> #accp2023

QUESTIONS?

Before Arrival in Denver:

- If you are a Workshop, Learning Lab, Spark Session, or Fireside Chat speaker, please contact speakers@accp.org.
- If you are a General Session or Plenary speaker, or making Sponsor Introductory remarks, please contact Christina@accp.org.
- If you have questions about Pre-Conference sessions, Conference Buddies, Community Dinners, or Member Group Meetings, please contact Hillary@accp.org.
- For all other questions, please contact mail@accp.org.

At Conference:

All ACCP team members will be wearing a staff name tag at Conference to be easily identified should you have questions.