ACCP

ANNUAL CONFERENCE 2024

ATTENDEE WELCOME GUIDE

SEPTEMBER 8-10, 2024 - SAN DIEGO, CA

IMPACT
UNLEASHED

AMPLIFYING VOICES & FOSTERING CHANGE

2024 ACCP CONFERENCE ATTENDEE WELCOME GUIDE

CONFERENCE OVERVIEW

We are pleased that you will be attending the 2024 ACCP Annual Conference, the pinnacle event for corporate social impact professionals to connect and learn from field leaders, experts, and one another.

This year's program features an action-oriented agenda full of tactical guidance, fresh ideas, and case studies for turning insights into practice. You'll gain the knowledge you need to seize the opportunities presented by today's complex landscape.

Our collaborative and inclusive learning community ensures that all voices are heard and supported. We know you will leave the Conference with renewed energy and purpose, concrete strategies for working across your organizations, and an expanded community to help you achieve a powerful, lasting impact.

Conference Agenda

Times and session blocks are subject to change. All times are PST.
Please download the Conference App for room assignments and session information.

Day	Time	Activity
Sunday, Sept. 8th	**1:00 – 2:00 PM**	**Pre-Conference Sessions** *(These sessions are restricted to corporate social impact practitioners)*
	2:00 – 2:30 PM	**Connection Activity** Join us for a dynamic session designed to foster meaningful relationships and enhance attendees' ability to articulate and support each other's strengths and challenges.
	2:30 – 4:00 PM	**Topical Peer Discussions** *These sessions are restricted to corporate social impact practitioners only.*
	4:00 – 5:00 PM	**CSR Marketplace Opening and Give Back Zone Activities**
	5:00 – 5:30 PM	**Newcomers' Reception** First-time attendees are invited to join the ACCP staff and Board of Directors for a special pre-reception.
	5:30 – 7:00 PM	**Kick-Off Reception**
	Beginning at 7:00 PM	**Community Convenings** *Pre-registration required*

Day	Time	Activity
Monday, Sept 9th	**7:30 – 8:30 AM**	**Breakfast and Networking**
	8:30 – 9:30 AM	**Opening General Session** *Creating the Future, Together* – Keynote Speaker Shawn Kanungo Weaving together storytelling, humor, inspiration, and actionable takeaways, Shawn explores how organizations can become more adaptable, experimental, and collaborative in the face of disruptive forces.
	9:30 – 10:00 AM	**Refreshments in the CSR Marketplace** Grab a refreshment, network with fellow attendees, and learn about our exhibitors.
	10:00 – 11:15 AM	**Interactive Workshops**
	11:15 – 11:30 AM	**Break**
	11:30 AM – 12:15 PM	**Career Conversations**
	12:15 – 1:00 PM	**Lunch**
	1:00 – 1:50 PM	**Member Group Meetings** *These conversations are restricted to corporate social impact practitioners*
	1:50 – 2:05 PM	**Break**
	2:05 – 3:05 PM	**Learning Labs**

Day	Time	Activity
	3:05 – 3:35 PM	**Refreshments in the CSR Marketplace** Grab a refreshment, network with fellow attendees, and learn about our exhibitors.
	3:35 – 4:20 PM	**Spark Session**
	4:20 – 4:30 PM	**Break**
	4:30 – 5:30 PM	**Plenary Session**
	5:30 – 6:00 PM	**Explore the CSR Marketplace** Prior to the evening reception, use this time to visit with our exhibitors.
	6:00 – 7:30 PM	**Evening Reception**
	Beginning at 7:30 PM	**Community Convenings** *Pre-registration required*
	9:30 PM	Story Pirates Changemakers invites you to join **STORY LOVE**, a late-night party with drinks, desserts, and good deeds. Bayside Lounge (registration fee - $30/person) [Click here](#) to register.
Tuesday, Sept. 10th	Before 8:00 AM	**Community Convenings** *Pre-registration required*
	8:00 – 8:30 AM	**Continental Breakfast**

Day	Time	Activity
	8:30 – 9:30 AM	**Plenary Session**
	9:30 – 9:45 AM	**Break**
	9:45 – 10:45 AM	**CSR Marketplace Live Sessions**
	10:45 – 11:15 AM	**Refreshments in the CSR Marketplace** *Grab a refreshment, network with fellow attendees, and learn about our exhibitors*.
	11:15 AM – 12:30 PM	**Workshops**
	12:00 – 1:00 PM	**Lunch**
	1:05 – 1:45 PM	**Spark Session**
	1:45 – 2:00 PM	**Break**
	2:00 – 3:00 PM	**Closing Plenary Session**
	Beginning at 3:00 PM	**Community Convenings** *Pre-registration required*

CHECK-IN

Conference Check-in will be available in the Pacific Ballroom Foyer (North Tower) from 12:00 to 7:00 PM on Sunday, September 8. We will have kiosks available for self-check-in, and ACCP team members will be there to assist. Information about additional check-in times is available 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:

Connection Activity
From 2:00 to 2:30 PM Sunday, join your fellow attendees for a dynamic session designed to foster connection through self-reflection and mutual support. We'll start with a brief individual reflection on personal wins, talents, and challenges. Then, we'll partner and share our insights with a peer, practicing active listening and advocacy. Last, we'll expand the conversation by connecting with another pair and introducing each other's reflections and needs. We will leave the session carrying forward these connections throughout the conference.

Topical Peer Discussions
As part of our Pre-Conference activities, we invite you to join a Topical Peer Discussion to engage with our attendees on current issues affecting the field. *These discussions are open to CSR practitioners only*:
- *AI & Emerging Tech in CSR*
- *Elevating Employee Engagement*
- *Empathy in Action: Reshaping Social Impact from Within*
- *From Fear to Flow: Leveraging the Current Context to Build the Talent, Culture, and Innovation Pipeline of Tomorrow*
- *Redefining Social Impact's Role: Owning Your Seat at the ESG Table*

Community Convenings
Enjoy exploring San Diego with a small group of fellow Conference attendees in a peer-hosted Community Convening. Limited space is still available for some Convening sessions – please email hillary@accp.org for more information. *This program is only open to CSR practitioners.*

Evening Receptions

Sunday Welcome and Newcomers' Reception
We invite you to join us for a Welcome Reception in the South Pool Patio/Bayside Lounge. The reception will be held from 5:30 - 7:00 PM, and drinks and heavy hors d'oeuvres 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 at the Bayside Lounge for a Newcomers' Reception where you can meet other first-time attendees and members of ACCP's Board of Directors.

Monday Evening Reception
Our second evening reception will be at the Grand Ballroom Terrace on Monday evening. At the end of our first full day of the conference, enjoy heavy hors d'oeuvres and hear from our lead sponsor, Gilead Sciences, as you connect and share with other attendees.

Community Give-Back Zone
Want to help the San Diego community? Please stop by our Community Give-Back Zone in the Pacific Ballroom Foyer during the CSR Marketplace Opening on Sunday, September 8 from 4-5 pm. There will be several tables set up where you can participate in give back activities that support hunger and homelessness in the San Diego area.

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 in the CSR Marketplace (Pacific Ballroom Foyer) during the Conference.

ACCP EXHIBITOR BINGO
To get to know our exhibitors - all highly regarded organizations that work with purpose-driven companies - we invite you to join our ACCP Exhibitor Bingo game. Fill a line with the correct exhibitor names to win a $50 gift card. For more information on how to play, look for the Bingo card in the tote bag you'll receive at Conference check-in.

ACCP Conference Exhibitors

Benevity	Emergency Assistance Foundation	Myriad USA
Blackbaud	Fidelity Charitable	Packed with Purpose
Bonterra	FSG	Rocket Social Impact
CAF America	Good 360	Story Pirates Changemakers
Chezuba	Groundswell	Submittable
Deed	Impact Parks	True Impact
E4E Relief	Impact for Good	Undies for Everyone

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 scan the QR codes below.

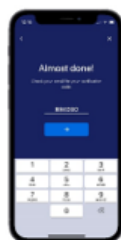| Apple	Google

2. **Search for the 2024 Conference.** Return to your device's home screen, open the App, and enter "2024 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 offers various session types for all learning styles and focuses on top-of-mind trends in the field. Please visit our website for a look at the different session types.

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. We have also tagged our sessions in the App with these categories:

- Civic Engagement and Social Response
- CSR Small Teams
- Data & Trends
- Employee Engagement and Volunteerism
- Equitable & 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, selecting "All Sessions," and then adding 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 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. Throughout the Conference share your learnings on social and tag #ACCP2024.

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. From this central location, you can view the attendee list, 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: You can continue that interesting post-session chat with new friends 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 (a person in a circle) and clicking the plus icon.

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

While doing the work, we sometimes need to remember to celebrate our wins. The discussion thread is a great space to share any wins you've had this year, highlight projects you're proud of, or share what brings you joy! We'd love to join you in celebrating your accomplishments.

Lastly, 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.*

Community Champion Game

Will you be our Conference Community Champion? Navigate to the "Game" tab to learn more about the 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

Your insights matter to us! We invite you to provide feedback on not only your overall Conference experience but also the individual sessions you attend. Within the Conference app, once you are scanned into your session as an attendee, you can view the individual session feedback survey within that session. This feedback is incredibly helpful to ACCP in continuing to provide relevant content for our audience and our speakers, who have generously offered their time to share their insights and knowledge.

Following the Conference, you will be provided a separate link to complete an overall Conference survey on your entire experience – from sessions to networking to venue feedback and more! We truly appreciate your time, as these surveys are your direct connection to ACCP to share recommendations and feedback for future programming! **Attendees who complete the overall Conference survey and provide their name and email address will be entered to win one of two prizes valued at $50 each.**

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.

If 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 the Conference so they can 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 are paramount. As such, we observe the most up-to-date policies of the local government of San Diego, CA, and current CDC guidelines. ACCP reserves the right to adjust safety guidelines, including masking and vaccination requirements.

Anyone who chooses to wear a mask indoors or at any time is supported. Our inclusive culture encourages you to feel comfortable doing so.

If any symptoms of illness develop while at the Conference, please do not attend 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 use #accp2024 on social media to share your excitement about the Conference, build awareness about the great content, and connect with your network.

To make this easy, below are a few sample social posts. Please feel free to adjust the copy to match your voice. Please tag ACCP at @accprof (on X/Twitter) or @Association of Corporate Citizenship Professionals (on LinkedIn and Facebook)

In Advance of the Conference

@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! #accp2024 https://accp.me/conference

If you're looking for me Sept. 8-10, I'll be at the @Association of Corporate Citizenship Professionals Annual Conference in San Diego! I can't wait to talk to and trade stories with my fellow corporate social impact pros and catch up on the latest CSR & ESG trends. https://accp.me/conference #accp2024

During Conference
We encourage you to take photos at the Conference and share your experiences. Feel free to reference/tag specific topics, speakers, vendors)

Day 1 – Share your favorite CSR memory via social media today using #accp2024, or consider using the following posts –

I'm kicking off the first day of #accp2024 and can't wait to dive into #CSR and #ESG trending topics and network with my peers! https://accp.me/conference #accp2024

Today kicks off the @Association of Corporate Citizenship Annual Conference, and I am excited to learn and network with my #CSR and #ESG peers. Hope to see you there! #accp2024 https://accp.me/conference

Day 2 – Share what you like most about this work via social media today using #accp2024, or consider using the following posts -

It's day two of #accp2024, and I don't want to miss all the chances to network and learn alongside the fabulous attendees! #accp2024 https://accp.me/conference

It's the final day of the @Assocation of Corporate Contributions Professionals Annual Conference, and I know I'm leaving with so many actionable strategies -and lots of new friends! https://accp.me/conference
 #accp2024

QUESTIONS?

Before Arrival in San Diego:

- If you are a session speaker, please email nicole@accp.org.
- If you are making Sponsor remarks, please email barbara@accp.org.
- If you have questions about Connection Activities, Conference Buddies, Community Convenings, Member Group meetings, or Topical Discussions, please email Hillary@accp.org
- For all other questions, please contact mail@accp.org.

During the Conference:

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