



**ANNUAL
CONFERENCE
2025**

LEADING BOLDLY



DRIVING IMPACT IN A CHANGING WORLD

ATTENDEE GUIDE

**ATLANTA, GEORGIA
SEPTEMBER 15TH -17TH, 2025**

CONFERENCE OVERVIEW

We're excited to welcome you to the 2025 ACCP Annual Conference, the premier event for corporate social impact professionals seeking to connect, learn, and drive meaningful impact within companies and communities.

In today's rapidly evolving landscape, this conference delivers real-world insights, practical strategies, and an inclusive, supportive community designed to help you solve your most pressing challenges.

As we celebrate ACCP's 20th Anniversary, we're focused on actionable solutions to navigate today's societal shifts, political uncertainty, and evolving business priorities.

Through inspiring general sessions, dynamic panel discussions, interactive workshops, and peer-driven conversations, you'll gain the tools, frameworks, and connections you need to turn ideas into action and make corporate social impact a core driver of long-term business success.

CONFERENCE AGENDA

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

Monday, September 15th, 2025

Time	Activity
12:00 – 7:00 PM	Registration Open
12:00 – 2:00 PM	Activity Zone Opening This dynamic and interactive space is designed to encourage meaningful engagement between attendees and our valued partners to create memorable, hands-on experiences. You can also enjoy some of your favorite ballpark snacks!
2:00 – 3:15 PM	Topical Discussions <i>Restricted to corporate social impact practitioners only.</i>
3:15 – 3:30 PM	Transition Break
3:30 – 4:45 PM	Topical Discussions <i>Restricted to corporate social impact practitioners only.</i>
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	Kickoff Reception Join us as we kick off the Conference and announce the 2025 Purpose Award finalists and recipients.
After 6:30 PM	Community Convenings & Hosted Receptions <i>Pre-registration required</i>

Tuesday, September 16th, 2025

Time	Activity
7:30 – 8:30 AM	Breakfast & Open Networking
8:30 – 9:30 AM	Opening General Session <i>Courageous Leadership: The Professional Troublemaker’s Guide to Competitive Advantage</i> – Keynote Speaker Luvvie Ajayi Jones
9:30 – 10:00 AM	Activity Zone & Coffee Break Grab a refreshment, network with fellow attendees, and have some fun with our exhibitors.
10:00 – 11:15 AM	Workshops
11:15 AM – 12:00 PM	Lunch
12:00 – 12:30 PM	Activity Zone
12:30 – 1:30 PM	Peer Group Meetings <i>These conversations are restricted to corporate social impact practitioners.</i>
1:30 – 1:45 PM	Transition Break
1:45– 2:45 PM	Learning Labs
2:45 – 3:15 PM	Activity Zone and Refreshments Grab a refreshment, network with fellow attendees, and have some fun with our exhibitors.
3:15 – 4:00 PM	Career Conversations
4:00 – 4:15 PM	Transition Break
4:15 – 5:15 PM	Plenary Session: Driving Social Impact Through Employee Engagement
6:00 – 6:30 PM	Shuttle Pickup to World of Coca-Cola 6:00 – 6:15 PM – Shuttle One 6:15 – 6:30 PM – Shuttle Two
6:30 – 8:30 PM	20th Anniversary Celebration at World of Coca-Cola

Wednesday, September 17th, 2025

Time	Activity
7:30 – 8:15 AM	Community Convenings <i>Pre-registration required.</i>
7:30 – 8:30 AM	Continental Breakfast & Activity Zone
8:30 – 9:30 AM	Plenary Session: Reimagining Collaboration: Building Collective Impact for Today’s Challenges
9:30 – 10:00 AM	Activity Zone & Coffee Break
10:00 – 11:00 AM	Learning Labs
11:00 – 11:15 AM	Transition Break
11:15 AM – 12:30 PM	Workshops
12:30 – 1:00 PM	Lunch
1:00 – 1:50 PM	Idea Exchanges & Action Planning <i>New this year!</i>
1:50 – 2:00 PM	Transition Break
2:00 – 3:00 PM	Closing Plenary Session: The State of Social Impact and the Road Ahead

CHECK-IN

Conference Check-in will be on the Marquis Level of the hotel (down the escalators when entering the lobby) at Registration 2. ACCP team members and volunteers will be there to assist attendees during the following hours:

- Monday, September 15 – 12:00 – 7:00 pm
(Exhibitor check-in 9:00 am – 12:00 pm)
- Tuesday, September 16 – 7:30 am – 5:00 pm
- Wednesday, September 17 – 7:00 am – 12:00 pm

CONNECTION OPPORTUNITIES DURING CONFERENCE

At ACCP, we believe that authentic connection fuels impact. Our conference is designed not just to inspire you with ideas but to help you build meaningful relationships with peers who share your passion for corporate citizenship. Here's how you can deepen your network and make every moment count:

Conference Buddies

Did you pre-register for this year's Conference Buddies program? Check your email for contact information for your buddies and make a plan to connect at Conference. For questions and additional support, email Hillary Roviario (hillary@accp.org). **CSR Practitioners ONLY*

Community Convenings

Did you pre-register for a Community Convening? Be sure to check your email for details from your host and connection information for your group. Did you miss the pre-registration window? Check in with the ACCP team at the on-site registration desk to see if any spots remain. Email Hillary Roviario (hillary@accp.org) for further questions. **CSR Practitioners ONLY*

Peer Group Meetings

Peer Groups offer a focused opportunity to connect with fellow corporate social impact practitioners in a facilitated session during the conference. These small-group conversations create a trusted space to share challenges, exchange ideas, and learn from peers facing similar experiences. While some Peer Groups continue as ongoing communities exclusively for ACCP members, these conference sessions are open to **any CSR practitioner attending the event**—whether you're an ACCP member or not.

This year's Peer Group sessions include:

- CSR Small Teams
- CSR Tech Connect
- Executive Leadership Exchange (invite only)
- Foundations and Grantmaking
- MedTech and Pharma Industry
- Pages with Purpose Book Discussion
- Southeast Region

**CSR Practitioners ONLY*

Topical Discussions

Dive into interactive sessions focused on timely and relevant themes shaping corporate social impact today. These conversations bring diverse perspectives together, allowing you to engage directly with peers as you explore practical strategies you can apply immediately. Please see the agenda for the complete list of topics and speakers. **CSR Practitioners ONLY*

Evening Receptions

Monday's Welcome and Newcomers' Reception

We invite you to join us for a Welcome Reception in the Skyline, located on the 10th floor of the Marriott. The reception will be held from 5:30 - 7:00 PM, and we'll kick off Conference with the sounds of dueling pianos and enjoy drinks and light hors d'oeuvres. The reception is a chance for you to meet other Conference attendees, reconnect with colleagues and peers, and

introduce yourself to the ACCP team. We will also be announcing this year's Purpose Award finalists and recipients at the start of the reception.

If this is your **first time** attending Conference, we invite you to join us from 5:00 to 5:30 PM at the Skyline (10th floor) for a Newcomers' Reception, where you can meet other first-time attendees and members of ACCP's Board of Directors.

Tuesday Evening 20th Anniversary Celebration

On Tuesday evening, we'll be hosting our 20th Anniversary Celebration, taking place at the World of Coca-Cola. At the end of our first full day of the conference, join us at this iconic landmark to enjoy chef-inspired hors d'oeuvres, specialty drinks, and a live DJ. Help us celebrate 20 years of impact.

Please note: Shuttles will depart from the hotel starting at 6:00 pm, and you'll get a chance to enjoy the striking galleries and exhibits and purchase collectibles from the store. The formal program begins at 7:15 pm in the Hub of the World of Coca-Cola. You don't want to miss this chance to enjoy tastings, raise a glass with colleagues, and celebrate together!

Activity Zone

This year we've transformed our exhibit area into the Activity Zone! We are providing a dynamic and interactive space designed to encourage meaningful engagement between attendees and our valued partners. Exhibitors will have interactive activities (many with a philanthropic theme) at their tables to create a memorable, hands-on experience that reflects the innovative and purpose-driven spirit of our community.

THANK YOU TO OUR SPONSORS

Thank you to the many organizations that provided financial support to make this year’s Conference possible. We encourage you to learn more about each of them in the Conference app and visit the Activity Zone in the Imperial Ballroom Foyer during the Conference. After completing an activity, be sure to scan the QR code at the table to earn points on the leaderboard in the app. The top 5 most active participants in the Activity Zone will receive a Starbucks gift card.

ACCP Conference Exhibitors & Their Activity Zone Activities

<p>Benevity CSR Hero Quiz</p>	<p>Emergency Assistance Foundation Natural Disasters Jeopardy</p>	<p>Myriad USA Spin to Win</p>
<p>Blackbaud, True Impact & E4E Relief Plinko with Purpose</p>	<p>Fidelity Charitable</p>	<p>Operation Warm Digital coat banner activity</p>
<p>Bonterra</p>	<p>FSG Place-based & systems leader quiz</p>	<p>Packed with Purpose Match the Mission game</p>
<p>CAF America Disaster Relief Navigator & \$1K grant drawing</p>	<p>Goodera Decorate capes for kids</p>	<p>Submittable Make dog toys for shelters</p>
<p>Center for Creative Leadership Leadership card activity</p>	<p>Goodstack Charity Dartboard</p>	<p>Team Bonding Install Little Free Library & Spin the Wheel</p>
<p>Clean the World Hygiene kit building</p>	<p>Groundswell Donation platform demo</p>	<p>Undies for Everyone Roll underwear for kids</p>
<p>Deed ImpactAI: Save Time, Amplify Impact</p>	<p>Kiva Interactive impact dashboard</p>	<p>YouGiveGoods Mini hoop with stress balls</p>

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CONFERENCE APP

How to Access the Conference App:

1. **Please download the App before you arrive on-site.** To download, visit the App store on your phone.
2. **Search for the event.** Return to your device's home screen and open the app. Enter "2025 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 event's home page, or back to 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](#) to explore the different session types.

In each session block, attendees can choose between multiple sessions on a range of 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:

AI & Tech	Equitable & Inclusive Practices
Aligning to the Business	Executive Level*
Collaboration & Coalition Building	Grantmaking
Communications & Storytelling	Impact Measurement & Reporting
Corporate Foundations	International/Global Programs
CSR Small Teams	Navigating the Current Landscape
Data & Trends	Place-Based Giving
Disaster Preparedness	Professional Development
Employee Ambassadors	Signature Programs
Employee Giving Programs	Strategy & Integration
Employee Volunteer Programs	

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.”

You can access your social media channels directly from the App. On the home page, scroll down to the “Social Media” section and log in to your personal accounts. Throughout the Conference, share your learnings on social and tag #ACCP20YEARS.

***New this year** – Our Executive Level track provides curated sessions designed specifically for senior executives as they tackle the real challenges facing corporate social impact leaders today.

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, participate in 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.

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

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 and clicking into "Conference Community Hub".

We encourage you to engage in this open forum throughout the 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 connect with other attendees outside of conference sessions, use it to make dinner plans, and connect socially.

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.

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 input for future programming! **Attendees who complete the overall Conference survey and provide their name and email address will be entered to win one of five prizes valued at \$100 each.**

PROGRAM CODE OF CONDUCT

ACCP is committed to providing a safe and welcoming environment in all 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](#).

Outside of the Activity Zone, please remember that the primary purpose of Conference sessions is to educate and inspire thinking to further the CSR field. ACCP has a strict 'no solicitation' policy within these sessions, and we ask attendees and presenters to refrain from promoting specific businesses, practices, or products.

HEALTH & SAFETY

The safety and well-being of our attendees, speakers, and staff are our highest priority. As such, we will adhere to venue policies and any applicable local, state, or federal health guidelines in place during the event.

If you feel unwell or develop any symptoms of illness, please do not attend any Conference sessions or functions. Instead, stay in your hotel room and reach out to an ACCP team member to let them know you are unwell by emailing mail@accp.org. Call 911 from your room's phone if you experience a medical emergency. This will ensure you can be quickly located.

In the event of an emergency, attendees should follow ACCP or venue staff instructions and posted signage to exit the building safely. Additional guidance will be provided on-site as needed to ensure a calm and orderly evacuation.

SOCIAL MEDIA & 20 YEARS OF IMPACT CAMPAIGN

This year's Conference will feature a social media wall, allowing attendees to see their fellow attendees' excitement about the Conference in real time. We will also be highlighting ACCP's 20th Anniversary by spotlighting how the organization has positively influenced members' work and careers, using the hashtag #ACCP20YEARS.

To participate, we've provided a few sample social posts below. Please feel free to adjust the copy to match your voice. Please tag ACCP at @accproff (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. And this year's event is even more special, celebrating 20 years of impact! #ACCP20YEARS <https://accp.me/conference>

If you're looking for me Sept. 15-17, I'll be at the @Association of Corporate Citizenship Professionals Annual Conference in Atlanta! I can't wait to talk to and trade stories with my fellow corporate social impact pros and celebrate 20 years of ACCP impact! #ACCP20YEARS <https://accp.me/conference>



During Conference

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

Keep an eye on the social media wall during Conference, to participate in our interactive on-site prompts and see what your fellow attendees are sharing.

Examples of what to post include favorite session, favorite sponsor swag or activity, a meaningful connection you made, or how ACCP has supported your career journey.

We encourage you to customize these messages with emojis, photos, or shoutouts, to make them your own!

- Kicking off #ACCP20YEARS and already feeling the energy. Can't wait to connect, learn, and celebrate 20 years of impact!

- Favorite takeaway so far? Mine: Courage + clarity = stronger CSR. #ACCP20YEARS
- Grateful to be in a room full of changemakers. Purpose is alive and well at #ACCP20YEARS!
- 20 years of ACCP = 20 years of community, courage, and progress. Proud to be part of this moment. #ACCP20YEARS
- That moment when a hallway conversation shifts your whole strategy. These are the reasons I keep coming back. #ACCP20YEARS
- Stopped by the Activity Zone today and got a spark of inspiration alongside a dose of fun – come check it out! #ACCP20YEARS

ENJOY YOUR TIME IN ATLANTA

We encourage you to take advantage of your time in Atlanta. Visit [our website](#) for things to do, including checking out the nearby Georgia Aquarium! The Aquarium is offering all ACCP Conference attendees a special discount at the Georgia Aquarium, good for the exclusive ANYTIME Ticket. Exclusive online/advanced purchase discount website: [Georgia Aquarium](#)

Click the BUY and SAVE Button to proceed, and then the discounted rate of \$39.99 will appear, (Reg \$67.99). The exclusive ANYTIME ticket allows access to the Aquarium without a specific Date / Time allowing ultimate flexibility.

QUESTIONS?

Before Arrival in Atlanta:

- If you are a session speaker, please email andrea@accp.org.
- If you are an Activity Zone exhibitor or sponsor, please email kasondra@accp.org
- If you have questions on Conference logistics or travel, please email barbara@accp.org.
- If you have questions about Conference Buddies, Community Convenings, Peer 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. The registration desk will also be a central hub should you need assistance.