



Strategy to Measurement: Proving Positive Social Impact

September 26th 2023

IHG® Atlanta, GA
HOTELS & RESORTS

AGENDA

Strategy to Measurement: Proving Positive Social Impact

Event Agenda

Date: Tuesday 26th September 2023

Time: 9:30am – 4pm (with networking reception from 4 – 6pm)

Location: In person - IHG Corporate Office, 3 Ravinia Dr NE #100, Atlanta, 30346 ([map](#))

09:30-10:30 **Registration and networking breakfast**

10:30-10:40 **Welcome from host**

- Townsend Bailey, Head of CR, Americas, IHG Hotels & Resorts

10:40-11:00 **Introduction: ACCP, B4SI & CVC – 30 years of support**

- Cheryl Kortemeier, Executive Director, CVC Atlanta
- Clodagh Connolly, Global Director – B4SI, Corporate Citizenship (Part of SLR)
- Lacey Gaitan, Vice President, Content & Learning, ACCP

11:00-11:45 **Panel Discussion 1: Tackling inequality through the value chain**

- Anthony D'Arcy, Director of ESG Enablement, Nokia
- Jada Garrett, Senior Manager, Community & Strategic Initiatives, Salesforce
- Matt Sparkes, Sustainability Director, Linklaters

11:45-12:00 **Coffee Break**

12:00-12:45 **Panel Discussion 2: Building trust in social impact reporting**

- Christine Riley Miller, Executive Director, Sustainability & CSR, BeiGene
- Geneva Hall-Shelton, CR, Global Community Impact, IHG Hotels & Resorts
- Simon Robinson, Director - B4SI APAC, Corporate Citizenship (Part of SLR)
- More to be announced

12:45-14:00 **Lunch**

14:00-14:40 **Workshop 1** (Options listed below)

14:40-15:00 **Coffee break**

15:00-15:40 **Workshop 2** (Options listed below)

15:40- 16:00 **Closing remarks**

16:00- 18:00 **Networking reception**

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Workshop Summaries

Please see below an outline of the four workshops that will be run throughout the afternoon. Attendees can choose to attend two of four sessions (subject to workshop demand & capacity).

Please outline your workshop preference via the link shared in the RSVP email (also [found here](#)).

1. Building a community engagement model to improve health equity

- Bonnie Reyna, MPH, MSED, DrPH(c), National Director, Health Equity, Quest for Health Equity, Quest Diagnostics
- Debra Fraser-Howze, Founder, Choose Healthy Life
- Kimberly L. Williams, Executive Director, Choose Healthy Life

This workshop will demonstrate how building meaningful partnerships with trusted community leaders and organizations can improve the health of the community. The team will share approaches to reduce health disparities within target patient/member populations through collaboration with various community partners across many sectors to drive change and empower better health in underserved populations.

2. Diversifying the field of corporate social impact

- Jerome Tennille – Director of Social Impact and ESG, The Uplift Agency
- Lacey Gaitan – VP, Content & Learning, ACCP

In the last few years, individuals, communities, and companies have reckoned with racial divides in the US. The corporate citizenship function sits at the intersection of business and community, where mutual social relationships and commitments between corporations and community stakeholders are created and carried out. As corporate social impact professionals, we know that the work we do is fundamental to creating change and driving equity. Yet there is a deficit of lived experience on CSR teams and a lack of training or support for the critical and nuanced work needed to address social justice effectively.

Join us for a conversation to learn about the current state of the field and efforts underway to advance equity in CSR.

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3. Engaging employees and defining your 'S' metrics

- Christina Fagan – Director, CSR Programs, ACCP
- Deidra Parrish Williams, Global Corporate Citizenship Leader, Trane Technologies

How do we define the “S” in ESG? Employee engagement is just one piece of the “S”, but we can track so much more than participation rates. Join us for a conversation on how companies can involve employees in the design and implementation of their CSR efforts which can lead to engagement, retention, and greater community impact.

4. Building better social impact programs

- Clodagh Connolly, Global Director of B4SI, Corporate Citizenship (Part of SLR)
- Simon Robinson, Director - B4SI APAC, Corporate Citizenship (Part of SLR)

This session aims to answer some common questions faced by social impact practitioners:

- What does good social impact look like? What are the key elements of a successful social impact strategy?
- What steps you need to take to improve your social impact?
- What common areas do companies need to work on?
- How to communicate the value of social impact to your stakeholders, and how to advance the conversation on the S of ESG

Join us to find your way through the maze of social impact with the B4SI Social Impact Compass.