

# Communicating Corporate Responsibility: where to now?

An exclusive Executive Forum about CR communications

hosted by  
**MHC International Ltd & truebranding**

**Date:**  
**Tuesday 28.9.10**  
**9.00am – 4.30pm**  
**followed by**  
**informal**  
**networking**

**Venue:**  
**New River Room,**  
**The Zetter,**  
**St John's Square**  
**86-88 Clerkenwell Rd,**  
**London**  
**EC1M 5RJ**  
**[www.thezetter.com](http://www.thezetter.com)**

> Communication in Corporate Responsibility is changing. There is a shift from talk to action; from strategy to influence; from business case to brand.

MHC International Ltd and truebranding would like to invite you to a full-day Executive Forum to learn about the latest developments in corporate responsibility (CR) communications. The event is an exclusive forum open to sustainability, marketing, communication and brand directors.

This is no usual forum. The day brings together a group of experts and guest speakers from sustainability, innovation, branding, social media and communications, to give you insight into trends and developments in CR communications.

## **Who will be there?**

We are inviting a select group of senior level people from the business world, from non-competing sectors. There will be a maximum of 25 participants and each speaker presentation will be followed by a facilitated discussion to share and learn from each other.

## **Confirmed speakers include:**

### **Unilever:**

Santiago Gowland, Director of Global Corporate Responsibility: The sustainability and brand process within Unilever

### **Virgin Management:**

Mark Sears, Head of Group Brand Strategy: Integrating sustainability within a complex business

### **Pass It On Media:**

Shannon Boudjema, Head of Social Marketing: trends in social media communications

### **?What/ff:**

Matt Kingdon, Chairman and Chief Enthusiast: Offering insight on innovation thinking and trends

### **MHC International Ltd:**

Dr Michael Hopkins & Ivor Hopkins: CR strategy

### **truebranding:**

Melissa Davis & Carlos de Spinola: Sustainability and innovation trends among brands

# Communicating Corporate Responsibility: where to now?

> The sessions will be chaired by Ivor Hopkins, partner at **MHC International Ltd** and Melissa Davis, director at **truebranding**. We will be contacting each participant before the Forum so that your own questions and challenges in CR can be fed into the agenda. The day will be held under Chatham House Rules and will be supported by a closed access LinkedIn community with updates on the subjects discussed.

## Why come along?

In the last year we have seen a shift among companies where communication about their corporate responsibility programmes is becoming an emerging factor for business success, and one that also raises complex issues. Our Executive Forum will help you find out how to:

create value from your corporate responsibility activities

speak to customers about what the brand is doing, without being accused of 'greenwash'

adapt strategically to the change in consumer expectations

use your brand to influence behaviour change through corporate responsibility.

We have designed the day so that participants and speakers can share ideas and CR dilemmas without worrying about divulging secrets to competitors or revealing sensitive issues. You will leave fuelled with ideas and strategies for further action!

## Our Contact:

If you would like further details, please contact

**Ivor Hopkins at**  
**ijhopkins@mhcinternational.com,**  
**+44 7940 563 508**

**Melissa Davis at**  
**melissa@truebranding.co.uk,**  
**+44 7872 492 900**



## Cost:

**£497 + VAT to include all refreshments and materials, as well as copies of our current books.**

## About us

**MHC International Ltd** is a specialist CR consultancy with offices in London, Geneva and Washington, and joint venture partners in Mauritius, Nigeria and Pakistan. The company acts both as a think tank for CR ideas, with many publications and articles to its name, and also has over a decade of practitioner experience with multinational companies, UN organisations and SMEs. Further, MHCi has developed and runs a well respected CR course at the University of Geneva which is now into its fourth year. For articles and more on CR please see [www.mhcinternational.com](http://www.mhcinternational.com).

**truebranding** specialises in integrating sustainability with brand strategy, to bring a new brand story to customers through strategy, social media, messaging and creative innovation. The company has worked with leading brands, including KPMG Sustainability, TNT and Nike. Melissa has written two books on branding - 'More than a Name: an introduction to branding' (2006) and 'The fundamentals of branding (2009),' and also writes for Interbrand's brandchannel.com and for the international trends site, WGSN.com.