



Secrets to Creating High-Impact Strategic Partnerships

A One-Day Conference Based on the Latest Research from LBG Associates

**JOIN US AT
Moody's Corp.
7 World Trade Center
New York, NY
FEBRUARY 16, 2011**

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What is a strategic partnership and why should a company develop one?

LBG Associates defines it as: *A mutually beneficial relationship and investment of resources between a nonprofit and a company that results in a community involvement program that's aligned with the company's CI strategy, brand, and business goals.*

The business case for these programs is compelling. Done right, strategic partnerships are powerful differentiators for companies in the community and the marketplace. In fact, LBG's research has shown that strategic partnerships, when developed and executed in alignment with a company's goals and business strategy, create a powerful value—helping to build brand and contribute to overall commercial success.

But what makes a good strategic partnership? And is this type of program right for your company? Find out at this one-day conference. You'll learn:

- ✓ The 13 steps to building a high-impact strategic partnership based on the latest LBG Associates' research.
- ✓ How companies with successful partnerships put them together through revealing case studies.
- ✓ The challenges you are likely to face and how to overcome them.
- ✓ How nonprofits work and how to work with them more effectively.

Who should attend?

From corporations: Corporate giving, community relations, public affairs, community involvement, and corporate foundation staff.

From nonprofits: Executive directors, corporate development officers, and strategic planning staff.

Registration: \$795 for corporate attendees; \$395 for nonprofit attendees.

Includes a copy of the report, "Secrets to Creating High-Impact Strategic Partnerships," with 23 case studies of successful partnerships!

Refund policy: Refunds will be granted through February 9, 2011. No refunds after Feb. 9th, although registrations are transferable to another employee at any time.

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AGENDA

8:30 to 9:00: **Registration and Breakfast**

9:00 to 9:10: **Welcome from Moody's. Introduction of Keynote Speaker**

9:10 to 10:00: **Keynote: Thirteen Steps to Creating an Impactful Strategic Partnership**

Speaker: Dr. Linda B. Gornitsky

Don't know how to get started forging a great partnership with a nonprofit? These 13 steps will guide you through the process, from securing senior management support to evaluating impact. Even if you already have a partnership, these steps can help you re-evaluate and strengthen it. There's no one "right" way to craft these relationships, but these steps will help make sure you cover all your bases.

10:00 to 10:15: **Coffee Break**

10:15 to 11:45: **Case Studies: Creating a Brand New Program**

Speakers: Moody's and SIAM, American Express and The National Trust for Historic Preservation

Strategic partnerships can take many forms. In these two case studies, the partners created brand new programs that fit their joint missions. Follow Moody's on its journey to create the "Moody's Mega Math Challenge" competition for high-school students, and hear from American Express and the National Trust for Historic Preservation on how they created "Partners in Preservation."

11:45 to 12:30: **Case Study: Working with Multiple Nonprofits**

Speakers: AMD and Games for Change

Sometimes one partner just isn't enough, especially if your program is global, like AMD's "Changing the Game." AMD approaches its commitment to fostering youth game design by reaching out to teachers, counselors, and caregivers, and to youth directly through smart choices of partners. Hear how it manages its global program for maximum impact.

12:30 to 1:15: **Lunch Break**

1:15 to 2:45: **Case Studies: Corporations as Catalysts for Growth**

Speakers: Ernst & Young and College For Every Student, Seventh Generation and WAGES

Sometimes the corporation comes up with the concept for a partnership and is lucky enough to find a partner with the exact experience it needs. E&Y added its stamp to CFES's mentoring program and grew it beyond what the nonprofit could do alone, and Seventh Generation helped WAGES grow its program to give women economic independence.

2:45 to 2:55: **Leg Stretch**

2:55 to 3:20: **Panel Discussion: Corporations Talk About Challenges and Lessons Learned**

No partnership is without its challenges. Hear what the corporations have learned about working with nonprofits and surviving the bumps in the road.

3:20 to 3:45: **Panel Discussion: Nonprofits Talk about Challenges and Lessons Learned**

There are two sides to every story—nonprofits sometimes find that working with a corporation can be challenging. Learn from nonprofits about what they face, and their advice on how to work with them more effectively.

3:45 to 4:00: **The Secrets to Creating High-Impact Strategic Partnerships**

Speaker: Dr. Linda B. Gornitsky

4:00: **Conference Concludes**

Agenda Subject to Change.



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LOGISTICS

CONFERENCE VENUE:

Moody's Corp.
7 World Trade Center
250 Greenwich Street
New York, NY 10007

Check in at the front desk with PICTURE ID. All registrants will be on a master list. Once admitted, proceed to the registration desk on the 20th Floor.

TIME: Registration begins at 8:30 AM. Conference begins at 9:00 AM and concludes at 4:00 PM.

SUBWAY STOPS:



From Grand Central Station, take the 4 or 5 line to Brooklyn Bridge/City Hall. Go to www.hopstop.com for walking directions from the subway station.



From Penn Central Station, take the 2 line heading downtown (Brooklyn College) to Park Place. Go to www.hopstop.com for walking directions from the subway station.



On PATH, take the Hoboken or Newark line to Cortlandt Street/World Trade Center.

NEARBY HOTELS:

Millenium Hilton, 55 Church Street, NY, NY 10007. Reservations: www.hilton.com or 1-800-HILTONS.

Tribeca Grand, Two Avenue of the Americas, NY, NY 10013. Reservations: www.tribecagrand.com or 1-877-519-6600.

Hyatt Regency Jersey City, Two Exchange Place, Jersey City, NJ 07032. Reservations: www.hyatt.com or 1-888-591-1234.

W New York – Downtown, 123 Washington Street, NY, NY 10006. Reservations: www.whotels.com or 1-877-946-8357.

QUESTIONS? Contact LBG at 203-325-3154 or lbgassoc@gmail.com