

COMMITTEE
ENCOURAGING
CORPORATE
PHILANTHROPY

YOU ARE INVITED

7th Annual
**BOARD OF
BOARDS**
CEO Conference



NEXT GENERATION
COMMUNITY ENGAGEMENT:
A Transformative Business Opportunity

February 27, 2012
New York City

RSVP: CorporatePhilanthropy.org/NewYork



RSVP ONLINE

CorporatePhilanthropy.org/NewYork

WORLD-CLASS CEO FORUM

CECP's Board of Boards CEO Conference is consistently ranked among the world's top executive gatherings by Forbes.com and the global public relations firm Weber Shandwick.

The closed-door format of this conference, which is attended by leading global CEOs, fosters candid, peer-to-peer conversation about pressing issues and presents a leadership opportunity to shape the future of business' role in solving societal problems.



INTERNATIONAL
CORPORATE
PHILANTHROPY
DAY

This event will take place on International Corporate Philanthropy Day, an international advocacy day led each year by CECP which is intended to recognize best practices in corporate engagement in society and to encourage further involvement from business leaders.

The Board of Boards CEO Conference is a benefit of CECP membership (there is no additional cost to attend), and space is limited to 100 leading global CEOs.

This invitation is non-transferrable.

The Program is generously sponsored by CECP Board Member Harold McGraw III and The McGraw-Hill Companies.

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PANEL DISCUSSIONS

CECP's 7th Annual Board of Boards CEO Conference will be highlighted by two panel discussions, each focused on the CEO's leadership in communicating with stakeholder groups while pursuing strategies that create value for a company and simultaneously address pressing societal challenges.

The panels will respectively focus on how CEOs guide consumers and educate investors on the importance of corporate behaviors that reinforce the long-term well-being of society. All CEO attendees will participate in the discussions through real-time polling questions and peer conversation.

PANEL ONE: Guiding Consumers



Angela Ahrendts
CEO, Burberry



Shelly Lazarus
Chairman, Ogilvy & Mather

PANEL TWO: Educating Investors



Hikmet Ersek
*President and CEO,
The Western Union Company*



Daniel L. Doctoroff
President and CEO, Bloomberg L.P.

DISTINGUISHED GUESTS

Opening Remarks



**President Fernando
Henrique Cardoso**
*Former President,
the Federative Republic of Brazil*

Luncheon Speaker



David Cote
*Chairman and CEO, Honeywell
Co-Chair, US-India CEO Forum*

MODERATOR



Nader Mousavizadeh
*Chief Executive Officer,
Oxford Analytica*

GLOBAL LEADERS AGENDA

Monday, February 27, 2012

► **LOCATION:**

The McGraw-Hill Companies

1221 Avenue of the Americas, New York, NY 10020

9:00 – 9:30 AM NETWORKING BREAKFAST

9:30 AM – 12:00 PM CONFERENCE PROGRAM

The Board of Boards CEO Conference is a unique forum where global leaders come together to understand, more deeply, their impact in society and to discuss how they can both enrich those communities as well as the traditional bottom line, while retaining and attracting the best people in the world.

The interactive conference format includes a CEO panel discussion, real-time polling questions, peer discussion, and live question and answer.

12:00 – 1:00 PM EXECUTIVE LUNCHEON

Keynote Speaker

David M. Cote, Chairman and Chief Executive Officer, Honeywell International Inc. and Co-Chair of the U.S.-India CEO Forum

CECP has invited international delegations of leading global CEOs from **Brazil and India** to attend the conference and contribute their perspectives. The Brazil delegation will be led by **Fernando Henrique Cardoso, Brazil's former President**.



SHARING THE DISCUSSION

While the event is closed-door to CEO attendees, CECP will synthesize and publicly distribute the most salient collective insights and findings from this convening through an Executive Report and brief video highlights.

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About CECP

The Committee Encouraging Corporate Philanthropy (CECP) is the only international forum of business leaders exclusively focused on raising the level and quality of corporate responsibility and philanthropy. Membership includes more than 180 global CEOs and chairpersons of companies that together account for more than 40% of reported corporate giving in the United States.