

impaktWORKSHOP

SOCIAL RESPONSIBILITY TOOLS

The Partnership Workshop: Tuesday May 26, 2009 ***Measuring and Improving Partnerships with Non-Profit Organizations***

Today, more than ever, community investment partnerships need to have measurable business impact. However, many community investment and marketing managers are unable to answer the following fundamental questions: Why are we investing in this particular organization? What is the value to our business? What would be the downside of not partnering with them? In what ways are we able to measure business outcomes as needed to be accountable to our executives? What can be done to add more value and improve performance?

Join us for a practical and interactive half-day seminar that's been designed specifically to help community investment managers improve the business impact of their partnerships with non-profit organizations. The workshop will be led by Paul Klein, President of Impakt Corporation and an authority on community investment and partnership building, along with Jon Packer, President of the Idea Workshop, an award-winning communications agency with specialist social responsibility insight.

What you will learn

- The context for community investment today: what's changed in the last year, why it matters more than ever
- How to balance the need to engage stakeholders with the potential for being seen as self-serving and opportunistic
- How to pinpoint the business outcomes of non-profit partnerships as needed to increase internal accountability
- How the Impact Valuation Tool can be used to improve reputation, increase differentiation and lift sales

Key Benefits

- Understanding of how to measure and improve partnerships from two leading authorities
- Sharing best practices and networking with peers
- Intimate workshop environment to ensure interaction, involvement, and networking
- The Impakt Valuation Tool and the Impakt Community Investment Positioning Tool

Details

- Date: Tuesday, May 26, 2009
- Time: 8:30am - 11:30am
- Location: Impakt, 165 John Street, 3rd Floor, Toronto, Ontario

Workshop Fee

- \$480 + \$24 (GST) = \$504

"Loved that the companies could share best practices with one another, or to hear about their challenges - we are not alone! Case studies weren't the "usual suspects", and I was pleased to see how you both could look at the issues through the eyes of the diverse companies."

James Temple, Manager Corporate Responsibility, Direct Energy

For more information contact: Paul Klein at 416.483.6191 x229 or Jon Packer at 416.504.3977 x24

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Partnership Workshop: Registration Form

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Registration Information:

Name: _____

Title: _____

Organization: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____

Payment Information:

Payment \$ _____ Card # _____

Credit Card: VISA MASTERCARD Expiry Date: _____

Name on Card: _____

Signature: _____

Cheque Enclosed:

Cancellation Policy:

If a participant needs to withdraw, notification must be received no later than 30 days prior to the date of the workshop. We will then refund the registration fee in full, minus applicable charges for payments made by credit card. Participants who withdraw within 30 days of the scheduled workshop are not eligible for a refund but may apply their registration fees as a credit to another Impaktworkshop session within one year. If a workshop is cancelled, participants will be notified at least 14 days prior to the scheduled workshop date and participants can choose to receive a full refund or apply their registration to another Impaktworkshop session.

Please mail or fax registration and payment to:

Impakt Corporation
165 John Street, 3rd Floor
Toronto, Ontario M5T 1X3
Fax: 416.593.4948

For more information contact:

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Jon Packer: jon@theideaworkshop.com
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