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How to communicate your corporate values to consumers

Get your brand to speak your values!

2 DAY CONFERENCE • 22-23 NOVEMBER 2005 • LONDON

For the first time, a unique two-day Conference will bring together Corporate Marketing and Communications experts AND Corporate Responsibility leaders under one roof.

CSR Communications. Get the inside track on the hot topic for today's consumers:

- **Communicate:** How to ensure your Communications, Marketing and CSR departments all tell the same story
 - **Socially aware consumers... what do they want today?** Find out how the consumer landscape is changing forever. The key trends explained
 - **Employees... as CSR ambassadors:** Why employees are the best messengers of all
 - **Ethical branding:** Who are the market leaders in ethical branding and what can you learn from them?
 - **Crisis prevention and management:** How a principles-based approach can be a big help – especially when things go wrong
- Plus**
- How to encourage trust through transparency
 - Getting the message across in a global organisation
 - Communicating sustainability in the retail space
 - Media relations: getting it right
 - Understanding the influence of NGOs and partnerships on consumers and much much more...

Key insights from B2B and B2C companies



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CSR communication

Find out how to integrate your CSR and marketing communication, get the message out and change consumer perceptions of your organisation

- Learn the secrets of some of the world's most successful brands
- See how marketing can complement and promote CSR
- Find out what consumers really think about ethical brands and corporate accountability
- Develop a roadmap for an integrated, effective and practical CSR communication strategy

How well do you tell your CSR story?

Corporate Social Responsibility and marketing are traditionally on opposite sides of the fence. To CSR people, marketing can sometimes seem nothing more than empty promises and PR spin. To marketing people, CSR is all about duty, responsibility and 'doing the right thing'. Hardly the most obvious bedfellows. Or are they? Times are changing, and consumers are becoming more exacting when they choose a brand. Getting the message out is essential, now that ethical credentials are more important than ever.

“CSR without communication is not a sustainable business proposition”

*Kate Nicholas,
Associate Publisher, PR Week*

Enter the informed consumer

In today's age of information at the speed of light, consumers are better informed than ever, and only a click away from finding the truth behind the company headlines. They want to know who they're dealing with and, more importantly, what their values are. Recent surveys reveal:

- 51% of consumers have bought a product or service based on social or environmental considerations.
- More than 60% of consumers say they'd switch brands after receiving just one piece of negative communication from a pressure group.
- Most consumers fall into the SWET (shopper with ethics) category but 60% feel they don't have enough information on brands to make a decision.

For the world's top brands, CSR is no longer a luxury. It's a necessity.

And the most successful companies make sure they communicate the message in the socially-aware environment of the 21st century.

The brands of the future are the ones with a conscience – the ones with an intelligent, integrated programme that they're not afraid to talk about. The ones who don't just talk about it, but live it.

But with almost 70% of people saying they don't trust advertising and PR, how do you get your message across in a credible way? Will publicising your CSR efforts do more harm than good?

A groundbreaking conference

For the first time in Europe, we've brought together some of the world's top mainstream and ethical brands, with a mix of CSR and marketing experts to talk about real issues affecting every company right now, including:

- Why transparency and trust matter
- Making the business case for communicating your CSR efforts
- How to brand your values
- Whether big companies have ethical brands
- How to deliver your CSR message to the media

And much, much more. Through a mixture of keynote speeches, breakouts and panel discussions, you'll gain a comprehensive understanding of the issues, approaches and best practices in this critical arena.

A matter of survival

In the age of the informed consumer, the world's leading companies think integrating marketing and CSR is vital to the success of their brands. Some analysts even think that ethical brands

The must-attend Corporate Responsibility event of 2005

This conference will dramatically increase your understanding of the challenges and opportunities of CSR communications. The emphasis is firmly on practicalities rather than theory, thanks to a fully interactive agenda that enables you to debate and network with your peers, clients and competitors. A stimulating combination of presentations, panel discussions and case studies, with scope to choose the topics that matter most to you... Pick and mix your most relevant topics.

are the only ones that will ultimately survive.

Savvy companies in today's crowded marketplace realise that CSR is part of their marketing strategy, not just a cost-centre. It's not just one of the things they do; it's part of everything they do, of who they are, of what they stand for.

For **Ben and Jerry's**, the CSR question has particular relevance. With its quirky company culture and playful approach, it was the naughty child of the ice-cream industry. And its charitable foundation donated over \$1m a year to good causes, including environmental and women's projects.

But in 2000, it was taken over by multinational giant **Unilever**, to sit alongside more traditional brands like **Knorr** and **Birds Eye**. So how did it retain its values and identity? And are small niche companies the only ones who can afford an ethical stance? Those are some of the questions Helen Jones, UK General Manager of **Ben & Jerry's**, will be exploring.

CSR communications: the hot topic for today's consumer

The age of consumer apathy is over and corporate citizenship is what makes the difference.

- 81% of people would switch brands to support a good cause, according to research.
- Fairtrade products are now worth £140m in the UK, and are spreading across Europe. Already, Fairtrade has captured 17% of the UK coffee market.
- Studies reveal that 50% of consumers will pay a premium for a product with ethical credentials.
- 40% of all eggs bought in the UK are free-range, despite being more expensive.

So consumers do care, and 'cause-related marketing' does make a difference. Barbara Crowther, Head of Communications at **Fairtrade Foundation**, will ask what an 'ethical label' really means and whether introducing ethical standards like SA 8000 and ISO will make sense to customers.

Getting the word out

Having a CSR programme is one thing. Communicating it effectively is another. A great story isn't great until you tell it. Getting your CSR message across changes consumers' perception of you, your company and your people.

And telling your CSR story effectively can establish trust and build your reputation. Ashley Stockwell and Jean Oelwang of **Virgin** will discuss the challenges of getting a consistent message across in a diversified company.

Real-world experience, no-holds barred

Unlike many conferences, this won't be an endless line-up of talking heads, ready to speak but less ready to listen. We encourage interaction – sometimes to the point of controversy. Our speakers and panel members have strong views and opinions, and we invite attendees to be just as forceful in putting theirs across.

Our moderators encourage real, spontaneous and unscripted debate to challenge accepted views and answer difficult questions.

- Speakers will talk openly about their failures as well as their successes
- Discussions will not be censored or filtered for public consumption
- Speakers won't do a PR pitch, but will engage in honest, straightforward discussion
- Breakout sessions will be conducted in an informal flexible manner, encouraging frank and open exchange

We've been listening

As ever at Ethical Corporation, we've been doing exhaustive research to deliver content that's topical, relevant and targeted to your needs. For months, we've been conducting interviews and asking for feedback to tailor our conference to the questions you want answers to.

We've designed a conference that is:

- no-nonsense, practical and informative
- tailored to today's fast-moving environment
- aimed at the right level for busy professionals
- a chance to meet your peers and network with other experts
- the ideal forum for sharing best practices
- full of practical examples and real-life scenarios

It's the must-attend CSR conference of 2005. Make sure you're in the conference hall and not on the waiting list.

Expert advice from global leaders in CSR marketing

Our line-up of mainstream brands such as **BP**, **Philips** and **BT** and ethical organisations such as **Greenpeace** and **Fairtrade Foundation**, ensures the broadest possible spectrum of views on the role of CSR in business.

Dave Welch, Marketing Communications Director of **BP**, will talk about the very real challenges they faced in changing public perception of the company in different geographical markets. He'll

Who should attend the conference

How you communicate your CSR achievements and values is vital to your company's business strategy and will impact numerous departments in your organisation. If you have great stories to tell, you will learn how to publicise your CSR efforts and communicate better with your consumers. Therefore, if you are a communication executive with responsibility in any of the following areas, this event is for you:

- Branding and marketing
- Corporate Affairs
- Public Affairs
- Corporate Social Responsibility
- Human Resources
- Internal Communication
- Investor Relations
- Public Relations

provide fascinating insights into **BP's** approach to addressing customers, consumers and opinion formers.

And Emma Williams, CSR communications manager at **BT**, will reveal the strategy used to unite 102,000 employees in 120 countries behind the mission of making a better world. In just 12 months, the campaign raised awareness and satisfaction scores to an all-time high.

It's a theme that will be picked up in the panel discussion 'Employees as CSR ambassadors' chaired by Scott Keiller, Head of CSR and Communication at **Starbucks**.

Ethical Corporation conferences fill up fast, so make sure you book your seat early. This conference is the first of its kind in Europe, bringing together a mix of speakers from some of the world's best-known brands and ethical campaigners to discuss a hot topic that every company needs to care about.

Welcome address:

PR Week, Kate Nicholas, *Associate Publisher*

Keynote: How to turn your values into a competitive advantage

Marketers always talk about giving consumers that 'warm feeling'. But how does that work in practice when your product sits on the shelf next to all the others? Craig Sams will discuss:

- What Green & Black's learned about making their values a crucial sales differentiator
- How they got started, what went wrong along the way, and how they have ended up where they are
- The challenges larger companies face when it comes to 'keeping it real' for consumers
- How he sees the relationship evolving between the ethical marketplace and large brands

Green & Black's, Craig Sams, *Founder and President*

Keynote: How building trust can enhance your brand

Henk de Bruin, Senior Vice President of Royal Philips Electronics, will discuss whether ethical companies are more trustworthy than others and how transparency is core to this trust.

He will share insights into Philips' sustainability strategy and how the company embeds its values in all its activities

- How the business agenda has changed in recent years for Philips
- How Philips has managed to earn trust among today's increasingly discerning consumers
- How Philips successfully communicates to its broad consumer base and how it pays off

Royal Philips Electronics, Henk de Bruin, *Senior Vice President, Head of Corporate Sustainability*

Keynote: The connections between values, ethics and brand

Branding is one of the most used and abused words, but Triodos will help you understand what a coherent brand is. You will also learn about the role of ethical branding as a business opportunity.

Charles Middleton, Managing Director of Triodos Bank, will talk about the practical application of values and ethics in the day-to-day running of the business. He will highlight how values are communicated through marketing, PR and communications. He will also discuss what sort of conflicts they create and to what extent ethical brands generate value.

You will learn:

- How Triodos Bank has built a coherent brand that mirrors its values, belief and integrity
- How the management team ensures that the organisation lives up to its brand values in the consumers' eyes
- Why and how implementing a consumer-led communication strategy will enhance your brand

Triodos Bank, Charles Middleton, *Managing Director*

Plenary session: Can ethical branding be scaled to big companies and their brands?

Big companies are buying ethical minnows. Are small brands just incubators until they are bought up or can they ever make it big on their own? Can the ethical product become the last great commodity differentiator for larger brands, companies and retailers?

Helen Jones will address how a small ethical business such as Ben & Jerry's can prosper within a large corporate organisation and positively influence behaviours along the way.

This session will discuss whether large retailers can engage in ethical branding and communicate it effectively to consumers.

Find out:

- If the size of a company makes a difference to how they can market themselves
- Who the ethical brand leaders are and how big they can get before credibility suffers
- To what extent you can use ethical niche market strategies for your mainstream brand

Ben & Jerry's, Helen Jones, *General Manager*

Helen Edwards, *Author, "Creating Passionbrands"*

Plenary session: How to market your values better

Understand how marketing strategies can help you communicate your values to consumers and customers.

Using case studies and examples from BP and Interface, this session explains how companies are successfully connecting and communicating their values through their marketing - in both the results and the process.

Find out:

- What some of the key motivators and drivers are for marketing your values
- How to make marketing strategies tie in effectively with your CSR values
- Whether cause-related marketing can work on its own or whether it's just part of a wider strategy
- The differences and similarities across the B2B and B2C sectors

BP, Dave Welch, *Marketing Communication Director*

Interface, Karin Mortensen Laljani, *Senior Vice President, Marketing*

Forum for the Future, Chris Sherwin, *Principal Sustainability Advisor*

BREAK-OUT SESSION:

How to handle media relations

There is no doubt that CSR has become a "buzzword" and, at least to some, a business fad. It's hardly surprising, then, that the media have become far more cynical about CSR and put companies who claim to be acting for the public good under far greater scrutiny.

Find out:

- How to use the press effectively to deliver your messages
- How to avoid your company's good intentions resulting in bad press and brand damage

O2, Glenn Manoff, Communications Director

PR Week, Kate Nicholas, Associate Publisher

Ethical Corporation, Tobias Webb, Editor

BREAK-OUT SESSION:

How to manage reputational risk

Crisis Prevention

Developing a framework for crisis prevention can save you millions in the long term. Your CSR policies can be your greatest resource in difficult times.

Crisis Management

Get professional tips that will help you manage crises, and learn from branding and marketing disasters

You'll discover:

- How to build good reserves of "reputational capital" to prevent potential crises
- What are the main points to consider in assessing reputational risk
- How to evaluate systems to minimise future risk

Speakers to be announced soon, check website for details!

Chairperson's welcome address:

Ethical Consumer, *Editor*, Rob Harrison

Keynote: How can a company as diversified as Virgin get a consistent message across?

The Virgin Group incorporates travel, mobile, financial services, leisure, retail and music businesses. Find out how Virgin communicates with its broad consumer base in a coherent way.

- What are its core values? What does Virgin stand for?
- How does it communicate these values to staff and customers?
- What is Virgin doing to use those brand values and its diverse business portfolio as a platform to make a difference?
- How does Virgin aim to consistently live up to its brand name?

Virgin Group, Ashley Stockwell, *Brand Director*

Virgin Unite, Jean Oelwang, *Managing Director*

Plenary session: The evolving role of NGOs, partnerships and their impact on consumer trust

Can NGOs deliver market change and transform markets through consumer influence and corporate partnerships?

This session will discuss:

- The evolving role of NGOs from permanent adversaries to sometime partners - and how their influence with consumers can change expectations – and open up new business opportunities
- How NGOs can help you formulate a responsible strategy and help you reach consumers
- What the MSC's work with Unilever has taught them about how to sell sustainability related products to consumers – and what mistakes you should avoid
- How Greenpeace works with npower to promote profitable green energy
- What are the risks of partnerships – and what can we learn when they go wrong?

Greenpeace, Blake Lee-Harwood, *Campaign Director*

Marine Stewardship Council
Rupert Howes, *Chief Executive*

Plenary session: Can an ethical label exist?

Fairtrade and organic labelling are both enjoying increased success in the UK. What is driving this growth? Speakers from the Fairtrade Foundation and Soil Association will give an overview of how they communicate to consumers,

what has made their labelling strategies a success, and how they see the relationship with ethical trade and corporate social responsibility. This session will also discuss:

- Should an ethical label exist? Is it needed?
- If so, how would it work – what would it cover, who would certify it, and what would it mean to consumers?
- Should existing schemes such as ISO, SA8000 be developed into consumer labels? Should Fairtrade certification develop from its original focus on primary producers to include more manufacturing or processing sectors?
- Should the organic sector develop ethical or Fairtrade standards, or should the two sectors remain distinct?

Fairtrade Foundation, Barbara Crowther, *Head of Communications*

Soil Association, Martin Cottingham, *Marketing Director*

Paola Ghillani, *Former CEO of Max Havelaar Foundation*

Plenary session: Employees as CSR ambassadors

As a communications company, BT's aim is to help everyone benefit from improved communications, but how do you convince 102,000 employees in 120 countries to act as your ambassadors?

If you can't convince your own people of the value of CSR, what hope do you have of convincing the outside world? CSR Communications Manager, Emma

Williams will discuss the strategies used to engage and inspire BT people.

Scott Keiller, Head of CSR and Communication at Starbucks, will talk about communicating and involving Starbucks "partners" in CSR. The "Partners in Education" programme will provide a framework for his presentation. He will highlight how this programme has managed to build grassroots ownership of initiatives throughout the business.

Discover:

- How employees can influence consumer and customer choices
- What you can do to raise the level of ethical awareness among your staff
- What works, and what doesn't, when it comes to getting staff to buy in

Starbucks, Scott Keiller, *Head of CSR and Communications*

BT, Emma Williams, *CSR Communications Manager*

BREAK-OUT SESSION:

Online communication: the new way to engage with consumers

Nowadays, consumers are better informed than ever, and only a click away from finding the truth behind the company headlines.

Learn how to translate your values for the online channel. Find out how to turn your website into a strategic asset that allows a two-way communication with your consumers

Web-based CSR dialogue:

- What it is and how it works
- Learn how to extract the most value from your consumers online feedback
- What does blogging mean for ethical communications?

Internet messaging technology, video and infomercials: can these work for ethical message communication?

Speakers to be announced soon, check website for details!

BREAK-OUT SESSION:

The importance of language: how to promote your brand better using a sustainable message

Consumers want clear and concise information they can believe. You will discover how other companies have achieved success using simple words to get their message across.

- Maximize the impact of your CSR message by using simple and exciting language
- Capture your consumers' interest with bite-sized, time-sensitive messages
- Tailor your language to different audiences
- Identify the common pitfalls in CSR communications

Co-operative Financial Services

Jos Mister, *Sustainability Adviser*

Your opportunity to learn from more than 20 leaders in brand management and communication

Green & Black's Organic Chocolate

Craig Sams, *President and Founder*

Royal Philips Electronics

Henk de Bruin, *Senior Vice President and Head of the Corporate Sustainability Office*

Interface Europe

Karin Mortensen Laljani, *Senior Vice President Marketing*

British Petroleum

Dave Welch, *Marketing Communication Director*

Triodos Bank, Charles Middleton, *Managing Director*

Virgin Group, Ashley Stockwell, *Brand Director*

Virgin Unite, Jean Oelwang, *Managing Director*

Ben & Jerry's UK, Helen Jones, *General Manager*

Starbucks, Scott Keiller, *Head of CSR and Communication*

O2 UK, Glenn Manoff, *Communications Director*

Co-operative Financial Services

Jos Mister, *Sustainability Adviser*

BT, Emma Williams, *CSR Communications Manager*

Marine Stewardship Council, Rupert Howes, *Chief Executive*

Greenpeace, Blake Lee-Harwood, *Campaign Director*

Soil Association, Martin Cottingham, *Marketing Director*

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Helen Edwards, *Author and Lecturer*

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We have arranged a special room rate at the Regent's Park Marriott Hotel, London. Reservation and price details will be sent to you when you register.

PRICES FOR COMPANIES REGISTER BY...	2-Day Pass	Save
12th September 2005	£595 + VAT	£300
26th September 2005	£695 + VAT	£200
21st October 2005	£795 + VAT	£100
Full Price	£895 + VAT	—

PRICES FOR NON-PROFIT ORGANISATIONS REGISTER BY...	2-Day Pass	Save
12th September 2005	£245 + VAT	£250
26th September 2005	£295 + VAT	£200
21st October 2005	£395 + VAT	£100
Full Price	£495 + VAT	—

Email the conference director to benefit from the offers outlined below! customerservices@ethicalcorp.com

One Day Passes

If you can only attend one of the conference days, call us on +44 (0)20 7375 7575 to get information on prices we have available.

Discounts

Buy 2 passes, get 1 free! For further information on group discounts, e-mail customerservices@ethicalcorp.com or call +44 (0)20 7375 7575

Easy ways to pay

Credit card Pay by Visa, Mastercard or American Express
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Cheque/draft Payable to First Conferences Ltd

Cancellation policy

There is no penalty for cancellations received on or before 21 October 2005. For all cancellations received after 21 October 2005 we will be obliged to charge the full fee. Places are transferable without any charge, but you must notify Ethical Corporation in writing to register@ethicalcorp.com of a cancellation or we will be obliged to charge the full fee. Full payment must be received before the event. The organisers reserve the right to make changes to the programme without notice.

Put your organisation in the spotlight: ask about sponsorship and exhibition space

Sponsorship Opportunities

With expert speakers from many of the largest companies across the world to share their opinions and expertise, as well as detailed Case Studies and interactive discussion groups, this is the must-attend event of the year for everyone who is looking to improve its CSR communications strategy. Sponsorship of this event is designed to help you promote your expertise, services and commitment to CSR.

- Programme sponsorship • Cocktail reception
- Luncheon • Networking break • Advertising in conference documentation • etc...

Exhibition Opportunities

Don't miss the opportunity to showcase your products and services to senior-level decision makers; take a leading role in the conference as an exhibitor. The exhibition is located outside the main room.

So don't miss out and be left disappointed. For more information, call us on +44 (0)20 7375 7165.

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How to communicate your corporate values to consumers

Get your brand to speak your values!

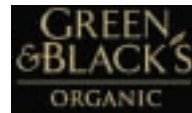
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CSR Communications. Get the inside track on the hot topic for today's consumers:

- **Ethical goes mass market!** Will your company gain or lose as ethical brands go mainstream?
 - **Transparency and trust:** Find out why consumers want to buy from companies with conviction and principles
 - **Brand values:** Learn how to ensure your brand communicates your corporate values and ethics
 - **On-line communication:** How to have a two-way communication with your consumers
- Plus**
- How to encourage trust through transparency
 - Getting the message across in a global organisation
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 - Media relations: getting it right
 - Understanding the influence of NGOs and partnerships on consumers and much much more...

Key insights from B2B and B2C companies



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