

LONDON 22 – 23 FEBRUARY 2005 Please note the dates in your diary today

Dear Reader,

**If you're a company**

**To partner, or not to partner? That is the question...**

Has your business moved beyond corporate sponsorship and embarked on partnerships with NGOs – setting up social and environmental projects that are designed to make a real difference?

No matter whether you are already involved in collaborations, or are still weighing up the pros and cons of engagement, it's vital to keep abreast of the partnership issues that increasingly feature on corporate agendas.

As you know, there's a variety of sound business reasons for partnering with NGOs – successful engagement is more effective and far cheaper than costly confrontation. And yet it is easier said than done...

**This is why you are invited to take part in a major event, where the focus is entirely on producing Business/NGO partnerships that succeed *beyond* expectations.**

In the space of just two days, you will be able to learn from over 60 organisations that are at the cutting edge of collaboration. They'll be sharing the secrets of their own projects – what *doesn't* work, as well as what does – and showing you how to apply the lessons they have learned to your own business concerns.

It's an opportunity to benchmark existing partnerships, and gain scores of best practice examples. You'll see how to set clear expectations for your partnerships – and how these will maximise your ROI and satisfy all stakeholders.

The Conference Programme is devoted to issues that are directly relevant to your professional concerns. Plus there's plenty of networking time... and **significant savings** to be gained if you reserve your place now.

We look forward to hearing from you,



**Laura Geron**  
Conference Director

PS This event *will* sell out and early booking is recommended to avoid being put on the waiting list.

**GROUP DISCOUNTS AVAILABLE - FORWARD THIS PDF TO YOUR COLLEAGUES**

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**Reserve your place now: [www.ethicalcorp.com/partnerships/1](http://www.ethicalcorp.com/partnerships/1)**

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