

Washington DC 24-25 May 2005 Please note the dates in your diary today

If you're in Business

Dear Reader,

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

Has your business moved beyond philanthropy or corporate sponsorship and embarked on partnerships with nonprofit organizations – 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 nonprofits – 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 50 organizations 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 maximize your ROI and satisfy all stakeholders.

The Conference Program 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 is staged in Washington DC by popular demand, in the wake of a headline-making similar event in Europe. With a Program that reflects all the prime issues faced by corporates in North America – and beyond.

PPS It will sell out and early booking is recommended to avoid being put on the waiting list!