

SOCIAL CAPITAL 2012 AGENDA

STRATEGIC PARTNERSHIPS FOR MISSION SUCCESS
FEBRUARY 28—29, 2012, WESTIN ALEXANDRIA, ALEXANDRIA, VIRGINIA

TUESDAY, FEBRUARY 28, 2012

8:30 A.M. — 6:30 P.M. Registration	Edison D Foyer
10:00 A.M. — 4:00 P.M. Partnerships Master Class Paula Berezin, Jay Aldous, Holley Darden, Julie Hogan, Social Capital	Banneker Room
5:00 — 6:30 P.M. Social Capital 2012 Opening Reception	Edison ABC Foyer
6:30 — 9:00 P.M. Social Capital 2012 Dinner	Edison ABC

WEDNESDAY, FEBRUARY 29, 2012

7:00 — 8:30 A.M. Registration & Continental Breakfast	Edison D Foyer
8:30 A.M. Opening Insights Paula Berezin, President & Chief Strategist, Social Capital	Edison D
8:50 — 9:30 A.M. CEO Interview Caryl Stern, President & CEO, U.S. Fund for UNICEF ; Moderator: Jay Aldous, Chief Strategist, Social Capital	Edison D
9:30 A.M. — 12:00 P.M. Game Changers	Edison D
9:30 - 10:10 A.M. Janet Fletcher, Associate Global Marketing Director, Procter & Gamble	
10:10 - 10:35 A.M. Break	
10:35 - 11:15 A.M. Lori George Billingsley, Vice President for Community Affairs, Coca-Cola Refreshments	
11:15 - 11:55 A.M. Dannielle Campos, Senior Vice President, National Philanthropy Manager, Bank of America Charitable Foundation Jay Livingston, Senior Vice President, Global Marketing, Bank of America	
12:00 — 1:15 P.M. Lunch & Inspirational Speaker M. A. Sanjayan, Lead Scientist, The Nature Conservancy	Edison D Foyer & Edison D
1:15 — 1:30 P.M. Break	Edison D
1:30 — 3:25 P.M. New Fluencies: Impact, Marketing & Employees	Edison D
1:30 - 1:40 P.M. Introduction: Holley Darden, Chief Stategist, Social Capital	
1:40 - 2:15 P.M. Impact: Peter Beard, Senior Vice President of Impact Priorities, United Way Worldwide	
2:15 - 2:50 P.M. Marketing: Johanna Vetter, Senior Vice President of Marketing, Feeding America	
2:50 - 3:25 P.M. Employee Engagement: Henry Jordan, Senior Divisional Vice President, Walmart Stores & Shirley Rogers, Chief Hospital Relations Officer, Children's Miracle Network Hospitals	
3:25 — 3:30 P.M. Closing Remarks	Edison D