

# **WANTED**

## **Partners for Unique event**



communication conference

**Amsterdam, October 2011**

# Information for Partners

## Conference portrait:

The importance of a solid CSR program has become a struggle for many organizations. Despite their true commitment and efforts to reduce their waste, limit their energy use and carbon footprint, many organizations have been accused of greenwashing. The dilemma of how to communicate about CSR programs and how to most effectively use CSR is the theme of an event in the historic city of Amsterdam.

## This conference focuses on the following topics:

- Cause Related Marketing
- Internal aspects of CSR (motivation, employee identification, etc.)
- External aspects of CSR (Public Relations)
- International aspects of CSR communication
- CSR in the social media context
- Tools for communicating CSR
- CSR communication best practices

## Audience:

This event aims at creating a knowledge exchange between **practitioners and academics**. We want to share the latest developments, practices, cases and limitations of CSR communications. Target group of the conference are therefore professionals and associations working with CSR and/or communication as well as academics from various research fields (management studies, economics, communication, sociology, ethics, etc.). The scientific community, but also associations of professionals from various countries have already signaled huge interest in the event.

## Formats:

We therefore create plenty of space for knowledge exchange and networking. Participating in the conference can be done at different levels, with a poster in a high poster density session, a panel or a keynote, and for PhD students at the special course prior to the conference.

**Organizers and Partners:**

We are 6 (assistant and associate) professors from four different countries working at different universities who are very enthusiastic about this conference and the value of the event. We have all published extensively on the topic (handbooks, articles). In our opinion many insights from academic research is still hidden for the professionals working closely with communication of sustainability and corporate responsibility. Our aim is to gather all important players on the field, and let them share their knowledge, insights and questions.

**Call for support:**

This is a nonprofit event, aimed at low costs for the participants. To make this event a success we need partners. Contributions will be published in conference proceedings (online and offline), on social media, the website etc. The first call for papers is in press in Corporate Communications, an International Journal (the accompanying journal; abstract deadline is May 1<sup>st</sup>, 2011). We have distinguished three kinds of partnerships, but we certainly want you to surprise us with your thoughts and ideas, to make this event more special. Please help us to make this event!

**Forms of Sponsorship:**

We offer different levels of sponsorship. Please choose which kind of sponsorship you are interested in.

<b>Form</b>	<b>Tickets</b>	<b>Stand</b>	<b>Advertisements in Proceedings</b>	<b>Other Benefits<sup>1</sup></b>	<b>Visibility</b> (brochure, website, facebook, twitter, proceedings, registration desk)	<b>Fee (excl. 19% VAT)</b>
ASSOCIATED PARTNER	4	Yes	Full Page	Co-creation of keynote	Yes	€5,000
PARTNER	2	Yes	Full Page	Co-creation of thematic panel	Yes	€2,500
SPONSOR <sup>2</sup>	1	Yes	Half Page	-	Yes	€ 1,000
SUPPORTER	-	-	-	-	Yes	€ 500

<sup>1</sup>negotiable, surprise us!

<sup>2</sup>also possible for special sessions or events

### Forms of Promotion:

We furthermore offer different kinds of Promotion.

- *Dinner:* The dinner is the highlight of the conference. The dinner sponsor will be mentioned on the cover page of proceedings as well as on the website. Fee: 1,000 Euro.
- *Conference bags:* Your logo will be printed on all bags. Your name will be prominently placed on the front cover of the proceedings. Fee: 500 Euro.
- *Catering at PhD Workshop:* Your logo will be prominently placed on the front cover of the proceedings. Fee: 500 Euro.
- *Badges:* Your logo is printed on every badge. Fee: 500 Euro.

### Contact:

If you are interested to get involved with your organization, please contact one of the organizers. We are looking forward to see you at our unique event.

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