



LBG Canada Annual Meeting Agenda

April 6 & 7, 2011

Welcome! We invite you to connect with community investment peers from across the country, to explore emerging community investment management and measurement trends and to find new ways to maximize value—for the community and for the business.

Hosted by Nexen Inc.



LBG Canada is facilitated by SiMPACT Strategy Group

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SiMPACT
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10:00- 11:30am

Workshop 1: Investing in Aboriginal Communities

Join **Lloyd Martell, Manager, Aboriginal Partnerships** at Nexen, in a conversation about opportunities for community investment to partner with Aboriginal Relations. Through Lloyd’s shared experience, gain insight into how community investment and aboriginal relations can coordinate to maximize value for the community **and** for the business.

10:30- 12:00pm

Workshop 2: Social Finance- New Tools to Invest in the Community



Derek Gent, MBA
Executive Director
Vancity Community
Foundation

Social finance is an emerging investment agenda of interest to government, the business community, the non-profit world and the growing community of social businesses and enterprises.

Open to the public, community investment professionals, SROI practitioners, investors, project managers and evaluators are invited to join Derek Gent, Executive Director of Vancity Community Foundation, as he shares his insights on the impact of social finance, and how it is changing the way we invest in the community.

12:00-1:00pm

Lunch & Networking

1:00-1:20pm

Opening Remarks & Meeting Overview

Introductions, Meeting Goals & Agenda

1:20 -2:00pm

Key Management & Measurement Trends in Community Investment

Overview of key management and measurement trends brought forward through the 2011 performance measurement (benchmarking) results.

2:00-2:45pm

Practitioner Conversations –Insights and Opportunities

Participants delve into their management and measurement challenges as illustrated in each LBG Canada company’s *Insights & Opportunities* Report.

2:45-3:00pm

Coffee Break

3:00-3:45pm

Applying Social Media to CI

Join **Donna Marie Antoniadis, CEO & Co-founder, She’s Connected** in a conversation about social media as a tool for CI practitioners.



She’s Connected works across North America, with companies seeking to engage their stakeholders through social networking and social media, in meaningful and relevant ways .

3:45-5:00pm

Practitioner Conversations– Programming for Community Impact

Suncor Energy Foundation shares their challenges designing a meaningful investment strategy for the community of Fort McMurray and invites participants to contribute to their thinking on program evaluation.

5:00-6:00pm

Networking Reception

Moxies Grill, 888 7 Avenue Southwest, Calgary



8:00-8:30am

Coffee & Networking

8:30-9:15am

Trends in Social Reporting -Impact on Community Investment

78% of LBG Canada companies produce corporate responsibility, citizenship or sustainability reports. What trends in social reporting require attention? What does this mean for reporting on the community?

9:15-10:00am

Management and Measurement Issues in Employee Volunteering

Overview of key management and measurement issues brought forward through the 2011 performance measurement (benchmarking) results.

10:00-10:15am

Break

10:15-11:00am

Practitioner Conversations—Skills Based Employee Volunteering

Marlene Mulligan, Chevron Canada Resources, shares her experience with Calgary Reads, and the development of a skills-based volunteering program that is meaningful to Chevron Canada.

11:00—12:00pm

Open Forum -Big Challenges, New Directions

Participants have an opportunity to reflect on trends and practices, what questions remain? How your LBG Canada involvement ensure that these questions are addressed? What is next?

12:00-1:00pm

Lunch & Opportunity to Network

1:00-2:30pm

Workshop 1: Simplifying the Data Collection Process

Straight-forward approaches to collecting cash, in-kind, time, and external resources data throughout the year, including collecting data from multiple business units.

1:00-2:30pm

Workshop 2: Advanced Performance Measurement

Bring your toughest measurement questions! Participants will access new tools and advanced techniques to assist in demonstrating the value of community investment.

2:30-3:00pm

Closing Discussion, Final Thoughts & Evaluation

Receive updates and share comments about your LBG Canada experience on [LinkedIn](#), and the [LBG Canada Blog](#). www.lbg-canada.ca

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