CORPORATE VOLUNTEERING: SHARE THE VALUES

Thursday 3 September 2015

Palata, Na Hřebenkách 737/5, Prague 5

9.30 am to 3.30 pm

We would like to invite you to the annual summer conference with the presence of foreign guests.

Participation is free of charge.
The conference will be held in the Czech language.
The presentation in English will be translated.

Online registration for the workshops and side events concludes on Thursday, **27. 8. 2015**, after this date, we can no longer guarantee the place.

Registration and more questions: Martina Flídrová, 732184557, flidrova@byznysprospolecnost.cz
PROGRAME
9:00 – 9:30 Participants registration
9:30 – 9:40 Introduction, welcoming guests
9:40 –10:40 Panel discussion on: Strategy and vision of the global and the Czech volunteering
  • Stephanie Poppendoerfer (Business in the Community): Measurement, Community Investment, Global benchmarking, Current global trends
  • Jana Kadaňová (GSK): Experiences from international program PULSE
  • Simona Kaňoková (ČEZ): Effective cooperation between businesses and the community
  • Lenka Čábelová (Microsoft): in progress
  • Jan König (Ergo Aktiv): Community benefits of corporate volunteering

10:40 – 11:00 Coffee break
11:00 – 11:45 Panel discussion on pro bono and skill based volunteering
  • Lenka Mašková (Tchibo Praha) – Connection between core business and employees pro bono activities
  • Jana Krajcarová, HR ředitelka (GSK) – pro bono program in consulting and pharmaceutical business
  • Tomáš Dombrovský (LMC) – pro bono as a part of corporate CSR strategy
  • Alena Fiedlerová (Rettigovka) – benefits of pro bono activities for social enterprises

11.45 – 12:00 End of the main part
12:00 – 13:00 – Small lunch, networking

12:30 – 15:00 – Try on your own:

- Unusual handcraft with Dílna Gawain
- Invisible path (Experience the real life of handicapped people)
- Taste the volunteering now – manual help in the garden, time spent with handicapped elderly people, pro bono activities

13:00 – 15:00 Workshops

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<td>Fine tuning communication between businesses and the community</td>
<td>Lenka Mašková (Tchibo Praha)</td>
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<td>2</td>
<td>Implement and innovate your corporate volunteering program</td>
<td>Miriam Zábrženská (Business for Society)</td>
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<td>3</td>
<td>Effective social advertising</td>
<td>Tomáš Jindříšek (Dark Side)</td>
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<td>Complexity of business-NGOs cooperation</td>
<td>Simona Kaňoková (ČEZ)</td>
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<td>HR pro bono help: Training nanečisto, příprava na vstup a zaměstnání ve firmě</td>
<td>HR team of Jana Krajcarová (GSK)</td>
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<td>6</td>
<td>Measurement, community investment and current foreign trends in corporate volunteering (English speakers only)</td>
<td>Stephanie Poppendoerfer (BITC)</td>
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