



**National Conference on  
Volunteering and Service**

New York City, June 28-30, 2010

**Business Track  
Workshops**

ID#	Date	Start Time	End Time	Title	Level	Description
1305	Tues., June 29	7:00 AM	8:00 AM	Business Track First -Timers Breakfast	Beg	This will be an opportunity for business professionals who are attending the NCVS for the first time to network with returning business attendees and business track planning committee members.
1467	Tues., June 29	8:30 AM	10:00 AM	Good Business! It's Up To You. Business Track Opening & CEO Roundtable	Int	Business leaders set the stage for learning, frame current social challenges & provide insight into how corporations can provide solutions. Hear C-suite views on innovative ideas and practical approaches that are working in today's volatile climate.
1463	Tues., June 29	10:30 AM	12:00 PM	Understanding and Building the "New" Business Case for Employee Volunteerism and Service	Adv	Learn how to best align your program's strategic direction and execution to effectively support community needs while supporting your CSR goals and business objectives.
1318	Tues., June 29	10:30 AM	12:00 PM	Measurement Workshop 101: Practical Techniques for Capturing EVP Inputs, Activities, Outcomes & Impacts	Beg	Workshop provides an overview of performance measurement for EVP. Participants will learn how to identify performance measurement needs and priorities to help design effective and appropriate evaluations that examine processes, outcomes and impact.
1465	Tues., June 29	10:30 AM	12:00 PM	Building a Successful People Infrastructure	Int	Participants will learn best practices in how to strategically engage employees to help build and sustain a successful volunteer program. Hear about the latest techniques in how to develop and recognize employees who help drive your company's volunteerism.
1315	Tues., June 29	12:30 PM	2:00 PM	Corporate Awards Luncheon	Int	This luncheon will be a platform to honor outstanding performance in the area of workplace volunteering.
1425	Tues., June 29	2:30 PM	4:00 PM	Now it's Easy to be Green: Practical Tools for Making Your Next Corporate Volunteer Service Event Eco-friendly	Int	Ensure your next service event has meaningful and positive impact on the community and the environment. Interact with companies that lead the charge in green service and learn practical tools to infuse your environmental values into your events.
1458	Tues., June 29	2:30 PM	4:00 PM	Consumer Engagement: Building & Strengthening Brand Loyalty through Service	Adv	In a marketplace crowded with similar products, tools and services, what sets your company apart? This panel will explore consumer engagement strategies that serve the community first, while building brand loyalty in an effort to gain market share.
1456	Tues., June 29	2:30 PM	4:00 PM	Making the Business Case for Skills-Based Volunteering	Int	Both financial capital and human capital are key to successful community engagement. Learn how companies have made the business case for integrating skills-based volunteering into a corporate citizenship strategy with proven results.

1464	Tues., June 29	2:30 PM	4:00 PM	Understanding the Technology Life Cycle	Beg	Implementing a technology platform can be a complex & daunting process. Learn how to plan for, and successfully implement, the right technology tool for your community programs to manage communications, employee engagement, reporting and evaluation.
1327	Tues., June 29	4:30 PM	6:00 PM	When the Going Gets Tough: Maintaining Successful Community Engagement Programs in a Down Economy	Int	As the down economy continues to present corporate volunteer programs with tough challenges, this workshop will give you the tools you need to tackle them head-on. Learn how to truly motivate employee volunteers and creatively engage stakeholders during a down economy.
1383	Tues., June 29	4:30 PM	6:00 PM	Understanding the Talent Development Benefits & Metrics of Pro Bono Engagement: Develop your Employees & Measure Your Success	Adv	This panel will feature corporate experts who have successfully incorporated employee talent development into their pro bono programs. This advanced session will also discuss the use of metrics to measure success of programs and benchmarking.
1461	Tues., June 29	4:30 PM	6:00 PM	Taking Team Based Volunteer Models to New Levels of Organizational Development	Beg	Learn from corporate practitioners in Human Resources and Organizational Development about how team-based volunteering can meet HR and business goals. Learn to manage meeting the company's need for effectiveness and employees' desire to follow their hearts.
1314	Wed., June 30	7:00 AM	8:00 AM	CVC: The Next Generation Welcome Breakfast	Beg	Join the CVC Network for breakfast to explore how your Corporate Volunteer Council can evolve into the next generation. Come join us to learn how to ensure members understand, and can articulate, the value of your CVC in these challenging times.
1448	Wed., June 30	8:30 AM	10:00 AM	Global Companies Volunteering Globally	Int	A look at volunteer service programs from a global perspective focusing on the global trends and issues currently affecting these programs. Also review the outcomes and lessons learned from the IAVE Global Corporate Volunteer Research Project.
1457	Wed., June 30	8:30 AM	10:00 AM	Measurement 201: Measuring the Return on Investment of Employee Volunteer Programs	Int	Expand your evaluation toolkit beyond the outputs yielded from EVPs to impact calculations. Participants will learn how to measure impact, social change and business - demonstrating ROI for EVP both internal and external stakeholders.
1459	Wed., June 30	8:30 AM	10:00 AM	Tweets, Posts & Flips: Shaping the Way You Think About Informing, Educating and Engaging Your Internal and External Stakeholders	Int	Social media can be a strategic force in the engagement of internal and external volunteers. Learn how to use social media proactively to create an authentic communications space that engages your stakeholders and pushes the service conversation forward.
1462	Wed., June 30	8:30 AM	10:00 AM	Developing Employees through Service	Int	How can you use your EVP as a development tool, thereby enhancing employees' skills while serving the community? Explore best practices, tools and methods to help you build volunteer leaders in your company and enhance the value of your EVP.
1466	Wed., June 30	10:30 AM	12:00 PM	Speed Meeting: EVP Chat Room	Int	We are pleased to offer a Speed Meeting to give you a chance to learn about a variety of EVP topics in a short amount of time. Participate in conversations facilitated by your peers, who are experts on a variety of subject matters.