



## **Call for Presentations**

### **Corporate Sustainability Summit May 27-29, 2009 in Austin, TX**

Call for presentations deadline is February 17, 2009

#### **About the Summit**

Attendees will include top executives, managers and professionals from North America's largest corporations. This Summit is designed to enhance the leadership role attendees' play in their corporation. The general sessions, breakouts, round tables and town hall meeting are crafted to engage and connect attendees and speakers, while providing fresh ideas, new insights, and proven strategies and tactics.

#### **Summit Theme**

Sustainability reaches into every aspect of corporate activity and ultimately impacts the bottom line. Corporations have a moral and fiduciary responsibility to operate in a sustainable manner; this requires analytical rigor, actionable information and metrics for improving performance and the development of next level products and solutions.

#### **Topic Areas**

Here are the topics areas for presentations:

- Gauging Green in an Upside Down Economy
- Managing Expectations of the CEO and Board of Directors
- Ten Essential Elements of Negotiating a Green Lease
- The Two Fronts of Green Valuation: Your Real Estate & Your Shareholders
- What's Coming from Capitol Hill on Energy Legislation
- Dealing Creatively and Effectively with Your Local Government Authorities
- PR Do's, Don'ts, and Traps to Avoid in Developing a Sustainable Image
- Sidestepping Legal & Risk Management Entanglements
- Global Supply Chain Strategies – Spotting the Weak Links
- Traditional Energy vs. Alternative Energy – Measuring the Economics
- Carbon Offsets for Dummies

## **Types of Presentations**

The Summit has four (4) general session speaker blocks. A speaker block is one 50-minute time segment, which can be broken down into two 25-minute segments. Each format should allow a minimum of 5-minutes for Q&A. The following formats can be combined into a speaker block:

- One Speaker – 25-Minutes
- One Speaker – 50-Minutes
- Two Speakers – 25-Minutes in a Point / Counter Point Format
- Two Speakers – 50-Minutes in a Point / Counter Point Format – may require moderator
- Panel Session – 50-Minutes (Maximum of 3 panel members & 1 moderator)

Breakout sessions also are in segments of 50-minutes. All breakout sessions are repeated twice; once on Day One and again on Day Two of the Summit.

The Program Committee may request that submissions be modified and combined in order to present a more comprehensive conference program.

Full-conference registration fees will be waived for all confirmed speakers.

For more information on submitting an abstract contact Jason Poole, program manager, 503-274-7162 or [proposals@CenterForCorporateSustainability.org](mailto:proposals@CenterForCorporateSustainability.org)

## ***Submitting a Proposal***

The deadline is February 17, 2009. Please submit your proposal electronically as an Adobe Acrobat file (PDF). Submit via email to: [proposals@CenterForCorporateSustainability.org](mailto:proposals@CenterForCorporateSustainability.org).

### **Submission Guidelines**

The basis of a presentation may not be the promotion or marketing of a product or service. Each proposal should include:

1. A summary of the presentation content. Please provide three learning objectives that will be accomplished in the proposed presentation. A learning objective answers the question, “At the end of this presentation, attendees will be able to...” (maximum 500 words)
2. Brief description of presentation for conference program (maximum 100 words)
3. The presentation must relate to and be submitted under one of the ten topic areas described above.
4. Technology needs. Will you use computer-generated slides or present from a presentation program? If yes, you must bring your own laptop. Indicate any other technology that you plan to bring. Include any other pertinent information about your technology requirements.
5. A brief presenter(s) biography plus references and/or a list of conference events and professional organization programs where you have delivered a presentation. While previous speaking experience is an advantage, new presenters with creative proposals of merit are encouraged to submit and will be given fair consideration.
6. Contact information: name, title, company, address, office phone & fax, email address, and web site.