

2011 UEDA Advanced Executive Education Course

Raising the Profile of Economic & Community Development: Sustainability, Corporate Reputation & Revenue

April 10-12, 2011

Northwestern University Kellogg School of Management

Downtown Campus - Chicago, Illinois

Program Focus

Now more than ever, economic development activities are working with shrinking resources and often little coordination with community development, corporate volunteerism and corporate giving. Yet social responsibility and sustainability are increasingly important topics for corporate boards, company presidents and top management.

In this course you will learn how to better link economic and community development with corporations, foundations and other stake holders as well as within your own company by capitalizing on the broader corporate goals of sustainability, positive perception and reputation building and revenue responsibility.

Course topics will include:

- Strategies to leverage economic & community development and foundation giving to increase corporate reputation
- Building and measuring governmental & public affairs impact
- Better linking with upper management goals
- Enhancing revenues through social innovation

The Nation's Top Business School

This course will be held at Northwestern University's Kellogg School of Management, the country's top-ranked graduate business school - winning back-to-back number one rankings in both *BusinessWeek* and *The Economist*. With a broad understanding of current trends and challenges, the Kellogg faculty provides unique insight into and innovative solutions for today's complex problems. Presenters not only teach, research, and publish in these areas. They also consult to companies such as Kraft, McDonald's, and BP. This translates into a consistently outstanding curriculum that is being created specifically for utility economic development professionals and their allies by Donald Haider, Kellogg Professor of Management and Strategy and Tom Ticknor, UEDA Director of Executive Education.

Key Benefits

- Better relate economic and community development to corporate goals
- Create a personalized benefit system
- Learn how to enhance buy-in from corporate leadership
- Develop more effective synergies between community and economic development and corporate giving
- Learn from peers and one of the world's leading business faculty

Who Should Attend

- Corporate economic and community development managers
- Corporate, Government and Public Affairs Leadership
- Corporate Sustainability Officers
- Foundation Directors

Cost

- \$1,900 per person registration fee (*includes most meals, tuition and materials*)
- 2 nights lodging at the Affinia Chicago Hotel in the heart of the "Magnificent Mile" and just two blocks from Kellogg (discount rate of \$159 / night)