

Corporate Social Responsibility

What is it and what does it mean for marketers?



Banks are doing it, so are mining companies, even fast food companies and universities are standing up for it.

It is, of course, corporate social responsibility (CSR).

It might seem like the latest buzzword but there's no escaping the fact that CSR is becoming an increasingly important part of the business environment and decision-making.

From a law firm marketer's perspective, it is an increasingly key criterion in winning and retaining business.

This session will bring together a distinguished panel to provide a range of perspectives, hints and tips on:

- Defining CSR for your firm.
- Trends – what is happening with CSR in Australia?
- What has and hasn't worked in CSR?
- What to consider in setting up a program?
- How do you engage staff and partners?

Our Panel

Rob Reed, Senior Associate and Manager
Community Investment Program, Minter Ellison

Ari Panagiotou, Corporate Development
Manager, Royal Brisbane and Women's
Hospital Foundation

Tony Stevenson, State Director (Queensland)
Mission Australia

Date: Wednesday, 14 October 2009

Time: 5.30pm for 5.45pm start

Venue: Gadens Lawyers
Level 25, 240 Queen Street, Brisbane

Members: Free

Non-Members: \$20 (GST exempt)

RSVP: Tiah Miller
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or 3231 0654
Monday, 12 October 2009

Registration

Member *Free* Non-member *\$20*

Guest/s: 1. _____ 3. _____
 2. _____ 4. _____

Company: _____

Phone: _____ Email: _____

Postal Address: _____

For non-members: Cheque to QALFM enclosed for \$ _____

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Payment and guest names must be forwarded to QALFM four (4) days prior to the event.

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