



"Are you or your organisation M.A.D?" Making a Difference – how Corporate Social Responsibility can benefit you and your business

18th May 2011, 6pm for 6.30pm

Mint Hotel
(previously City Inn)

Corporate Social Responsibility (CSR) has come to the forefront of mission statements and business plans over the last ten years but what does it *really* mean? Is it just about writing a cheque to a charity or can it actually make a real difference to employers and employees as well as the recipients? Is it just about the money? Or is there something less tangible yet more rewarding on offer?

Our panel for this event features two people looking at CSR from different perspectives.



Nick Venning, Marketing Director, Global Industries at Pricewaterhouse Coopers

PWC are the world's leading professional services organisation with revenues in excess of \$26 billion. During a career spanning 30+ years, Nick has enjoyed a brief academic career and worked in industry, management consulting and marketing of professional services. In 1992, Nick took part in Birmingham's Common Purpose programme. This community leadership initiative was a life-changing experience.

Over many subsequent years, Nick has also been involved in promoting and fundraising for many charities. However, Nick's main focus has always been young people. In 1993, he was introduced to St Basils, a Birmingham charity working with young people who are homeless or in danger of becoming homeless and has chaired the Fundraising & External Relations Committee since 1998. During his tenure this Committee has helped the organisation raise in excess of £6m from private sector sources.



Linda Sherriff

Linda Sherriff, a chartered accountant, worked as a finance director in various industries ranging from textiles through property and construction to drop forging, before working as an internal consultant at the University of Birmingham.

She has been involved both individually and through her employers and golf club in raising funds for a number of charities, with a particular involvement in fund raising for Sense, the deaf blind charity. Linda is taking part in her 6th trek for Sense in October 2011, when she will be trekking in Darjeeling at altitudes between 3000 to 4000metres.

<http://www.justgiving.com/SheriffsInDarjeeling2011>

After the presentations all members of the panel will be happy to answer questions and to continue the discussion over dinner.



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I would like to book ____ place(s) for the "How to make a Difference" event on 18th May 2011 and enclose my cheque made payable to "Women in Business Association". The event costs £18 for members and £21 for guests including a glass of wine and dinner.

Please note refunds are not paid on cancellations made less than 8 days before the event, and anybody who books but doesn't turn up will be charged for this event.

Name: _____

Guest(s): _____

Company: _____

Email: _____ Tel No: _____

Please return this slip together with your cheque by **13 May 2011** to Kim Beckford, Women in Business Association, c/o One Eleven, Edmund Street, Birmingham, B3 2HJ

Tel: 0121 234 0139

Fax: 0121 234 0079

E-mail: kbeckford@hbj-gw.com

Website: www.wiba.co.uk

Booking terms and conditions

Booking forms should be sent with payment prior to the event - payment deadlines and contact details are provided on the form.

Receipt of your booking whether by email or post indicates acceptance of liability to pay the attendance fee irrespective of whether you actually attend the event. We can accept payment by cheque or bank transfer.

Please note refunds are not paid on cancellations made less than 8 days before the event. Wiba reserves the right to refuse admission if payment is not received prior to an event.

Important notes: The booking constitutes a legally binding contract. It may be necessary for reasons beyond WiBA's control to change content, timings, speakers, date or venue of an event. Whilst every effort will be made to prevent this, in the unlikely event of a meeting being cancelled, WiBA will make a full refund but disclaim any further liability. Please note that payment must be made in full at time of booking.