

## Special Webcast

# Winning People's Trust Via the Sustainable Stories We Tell

September 8, 2022



# Today's Speakers



**Alex Heath**  
Managing Director: US Head of  
Social Impact & Sustainability  
**Edelman**



**Denise Dahlhoff (Moderator)**  
Senior Researcher,  
Consumer Research  
**The Conference Board**

# Topics we will cover today

- What do social impact and sustainability entail?
- What is companies' role in moving society forward?
- How do employees and consumers think about sustainability and corporate purpose?
- How to tell a coherent sustainability story to various stakeholders?



# Earn Credit



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# Upcoming webcast by the Marketing & Communications Center



- **Read the Signs! Understand and Leverage the Power of Signs and Symbols in Brand Building, Marketing and Retailing**
- Speakers: Rachel Lawes, Psychologist and Semiologist and Josh Glenn Cultural & Brand Semotician Co-Founder, Senior Analyst Semiovox
- September 15, 1:00 PM ET
- Register [here](#)



- **Don't Let Sustainability Fall Victim to the Recession**
- Speaker: Anuj Saush, Center Leader, European Governance & Sustainability Center, The Conference Board
- September 21, 11:00 AM ET
- Registration link is coming up



## **Communications Watch: Organizing Your Corporate Communications Team to Harness Your Newfound Power**

- Speaker: Jim O'Leary, U.S. Chief Operating Officer & Corporate Affairs Practice Chair, Edelman
- October 19, 11:00 AM ET
- Register [here](#)

**View all of our upcoming webcast programs at**  
<https://www.conference-board.org/webcasts/upcoming/>



# Navigating the Economic Storm

**YOUR INDISPENSABLE GUIDE THROUGH  
THE GLOBAL RECESSION**

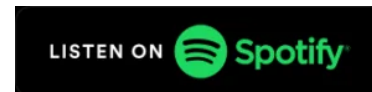
Visit: <https://www.conference-board.org/topics/recession>

# NEW Podcast Series: CEO Perspectives - Insights for What's Ahead™



Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide business executives with data-driven insights to prepare them for what's ahead.

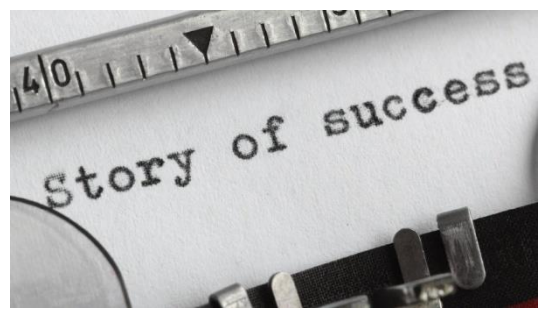
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# Join The Marketing & Communications Center

## For Insights to Fuel YOUR STORYTELLING



Powerful storytelling that sustains business growth



Insights distilled from business sources

For more information, contact [anna.walker@conference-board.org](mailto:anna.walker@conference-board.org)

