

3BL FORUM

BRANDS TAKING STANDS™

WHAT'S NEXT

MGM National Harbor
October 29 - 30, 2019

The Stage Is Set To Explore The 'Why' and 'How' – Submissions Due April 1, 2019

Attention purpose-driven companies, the stage is set to explore the business drivers behind innovative and impactful corporate responsibility programs. 3BL Forum: Brands Taking Stands™ – What's Next will bring corporate leaders together October 29-30 in Washington to focus on the 'why' and 'how' behind their thinking as we navigate a rapidly changing business environment.

70+ Speakers – 30+ Main Stage Sessions – 10 Issue Tables – Marketplace – Networking – Great Food

Our main stage will feature legacy companies, sustainable businesses, impact organizations and leading agencies. This two-day conversation will be curated to bring forth new perspectives, nuances in thinking, candid insights, and revelations above and beyond the ordinary.

We will explore corporate thinking on the year's challenges, how brands taking stands continues to evolve, managing new stakeholder expectations given future uncertainties, collective ideas on what the future holds.

2019 Themes

- Brands Taking Stands...the evolution continues
- A look back over the past year and what's next
- Corporate stands on burning issues
- Not legacy versus sustainable companies, but legacy and sustainable businesses
- Investor perspectives on ESG and sustainability
- Imperative of a diverse and inclusive workforce and corporate culture
- Filling the pipeline of talent for the future
- Transformative power of employees
- Expectations of an activist, action-driven generation
- Amplifying voices, not standing on the sidelines

We welcome submissions by C-Suite and other corporate senior leaders on topics related to Brands Taking Stands™ – What's Next. If you are a non-profit leader or service provider, please make sure to feature one or more of your major corporate partners as part of your submission.



HIGHLIGHTS FROM 2018 BRANDS TAKING STANDS™



300+

BUSINESS, SUSTAINABILITY,
CR & COMMUNICATIONS
LEADERS ATTENDED

IN ATTENDANCE...

33 C-SUITE, INCLUDING 21 CEOs

47 SVPs, EVPs AND VPs

58 DIRECTORS (MANAGING, EXECUTIVE, SENIOR)

Additional Titles of Attendees at the 2018 Event Included:

Chief Sustainability Officers, Chief Development Officers, CMOs, Sustainability Directors and Managers, Brand and Communications EVPs and VPs, Investor Relations and Corporate Leadership Directors and more.



2 MILLION

SOCIAL MEDIA IMPRESSIONS
FOR #BRANDSTAKINGSTANDS



550

SOCIAL MEDIA CONTRIBUTORS
FOR #BRANDSTAKINGSTANDS



21

TRIPLEPUNDIT SPECIAL
SERIES ARTICLES



150

COMPANIES AND ORGANIZATIONS
REPRESENTED

Key Brands at the Forum:

ACCP | Aflac | Allstate | American Sustainable Business Council | APCO Worldwide | Aramark | Arrow Electronics | ascena retail group | Astellas | AvalonBay Communities | BCD Travel | Becton Dickinson | Berkshire Hathaway Energy Co. | Blackbaud | Bridgestone Americas | CBRE | CECP | Cone Communications | Corporate Citizenship | CR Miami | Crowe LLP | Danone NA | Discovery Education | Dix & Eaton | DoSomething Strategic | eBay | ERM CVS | Finn Partners | General Mills | GlobeScan | Good360 | Great Lakes Advisors | GRI | Hallmark Cards | Harris Poll | IBM | ICON | KraftHeinz | LG Electronics USA | LA Times | Mars Wrigley Confectionery | McCormick & Company | Medline | MGM Resorts International | MSL | National Basketball Players Association Foundation | New York Life Foundation | Nike | NPR | Owens Corning | P&G | Penguin Random House | Pirelli Tire NA | Points of Light | PwC | PYXERA Global | Quicken Loans | Realized Worth | Rolland Paper | Scotts Miracle-Gro | Smithfield Foods | Social Driver | Southbox Ventures | Silicon Valley Community Foundation | Swarovski | TD Bank Group | The Mosaic Company | TGR Foundation | Timberland | Tupperware Brands | U.S. Chamber of Commerce | UNDP Business Call to Action | Univision | UPS | VF Corporation | Waste Management | WGL Holdings | World Central Kitchen



[Click here to view more 2018 images.](#)

[Click here to watch the 2018 video recap.](#)

**3BL Forum: Brands Taking Stands – What’s Next
2019 Call for Speakers
Submissions due by April 1, 2019**

Complete the speaker proposal form below, save the PDF and email it to forum@3blmedia.com.

We welcome submissions by CEOs and senior leaders on topics related to Brands Taking Stands. If your proposal is accepted, 3BL Forum’s Executive Producer will work with you to identify where your topic fits into the agenda and how best to showcase your thought leadership at the conference, whether a main stage panel discussion, one:one interview, issue table, break-out session or other format.

Speaker Name:

Title:

Organization:

Email:

Telephone:

Website:

Provide a link to a recent example of speaker’s presentation:

Proposed Topic Title:

Themes (Indicate which theme(s) your proposed topic relates to):

- Brands Taking Stands...the evolution continues
- A look back over the past year and what’s next
- Corporate stands on burning issues
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Overview of Speaker’s Topic (50 words):

Details of Proposed Topic (Be sure to identify how your topic relates to the conference themes.) (200 to 250 words):

Key Take-Aways (List two key take-aways the audience can expect):

- 1.
- 2.

LinkedIn Profile (URL):

Twitter Handle:

Point of Contact:

PoC Email:

PoC Telephone: