

CSR and Sustainable Development

Embodying the quintessential message of sustainable development within the corporate social responsibility agenda

Dubai, UAE

7th & 8th March 2010

Book and Pay

Book before 8th December 2009, pay only USD2,095

Book before 12th January 2010, pay only USD2,295

Book after 12th January 2010, pay full price USD2,495

Testimonials from past 2nd Annual Middle East Corporate Social Responsibility Forum:

"A much needed initiative in the Middle East"

Regional CSR Manager
DLA Piper

"I have enjoyed my attendance at this conference, heard many new ideas and met specialists in the CSR field"

Director, Social Services Department
Royal Commission

"Excellent event management"

Manager, CSR
EMAAR The Economic City

"Good networking opportunity"

Vice President, CSR
Dubai Group

"The content of the conference is rich"

Relations Manager
Aswaaq

"I am continuously surprised with the professionalism and candor of marcus evans representatives and related organises. Keep up the good work"

Assistant Manager
Kuwait Finance House

"Such conference is an informal 'Train the trainer exercise', It prepared me to go back to the serious world and start initiating actions"

Branding – Corporate Relations & Internal Affairs
Dubai Aluminium

"A conference was an excellent platform for networking and exchange of ideas of CSR. It's a motivation to share the knowledge I gained internally with my colleagues"

Internal Communication Manager, SAMEA Region
PepsiCo International

"We were delighted to be involved in the 2nd Middle East CSR forum, and present the NGO perspective in the debate around a subject that is fast gathering momentum in the UAE, and the region. Marcus evans is playing an important role in bringing together key players in this field"

Director of Fund Development & Communication, Africa Middle East
SOS Children Villages

Endorsers



Official Business Magazines



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Media Partner



*Early Bird & Group Discounts
Ask about our savings

"If you are a *risk taker*, and *step out from the herd*, CSR may offer you the edge"

Corporate social responsibility seems like such a complex topic, but what it really comes down to is this: to achieve sustainable development, earning and keeping the trust of people on whom you make an impact. It's about engaging and managing your stakeholders, with all the skills and competencies you can muster.



Featuring leading case studies and expert presentations by:

Guler Manisali Darman Founder and Principle
Corporate Governance and Sustainability Center, Turkey

Dr Atiq Rahman Chairman
Climate Action Network South Asia (CANSAs), Bangladesh

Dr Ayesha Al Mutawa Vice President
Centre for Healthcare Planning and Quality

Representative
Global Reporting Initiative (GRI), UK

Dr John Luff Founder
Sustainable Marketing, UK
Former Head of Global Brand and Global CSR, BT
Visiting lecturer at Nottingham University (Best CSR initiative)

Louai Al Ashfani Managing Director
Paragon Marketing Communication

Hanaa Helmy Chief Executive Officer
EFG-Hermes Foundation

Mohammed Bakkar Chief Executive Officer of Social Benefits
Dubai Community Authority

Ralph Dixon Director, Environmental Investments
YTL Property Corporation, Malaysia

Mariam Al-Foudery Vice President, Enterprise Communications and Corporate Social Responsibility
Agility

Benefits of Attending

- **Providing** useful solutions and approaches on how CSR and sustainability can tackle during and after the current economic downturn
- **Learning** from CSR best practices from the gulf region and the Middle East
- **Equipping** oneself with approaches to crisis and corporate responsibility
- **Examining** how corporate climate response is a great impact on CSR
- **Focusing** on governance and transparency to build loyalty and trust
- **Mastering** techniques to communicate and report the CSR initiative
- **Ensuring** current CSR efforts are aligned with the future direction of the business strategy

CSR and Sustainable Development

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Sales Contract

Please complete this form immediately and fax back to

BERNARDINE MICHAEL

Fax: +603 2723 6699

Name: _____

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Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

- Conference fee @**
Book before 8th December 2009, pay only USD2,095 + GST / VAT (if applicable) per delegate
Book before 12th January 2010, pay only USD2,295 + GST / VAT (if applicable) per delegate
Book after 12th January 2010, pay full price USD2,495 + GST / VAT (if applicable) per delegate
- Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price
- Online Documentation** - USD295. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Britain to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Sarah Faradilla** on +(603) 2723 6600 or e-mail sarahf@marcusevanskl.com

Register Now

PL

Contact Marketing at **marcus evans**

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Fax: +603 2723 6699

Email: bernardinem@marcusevanskl.com

Date: 7th & 8th March 2010

Venue: Dubai, UAE

marcus evans

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34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

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Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions:

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of Britain and the parties submit to the exclusive jurisdiction of the courts in London. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.