



Doing Well + Doing Good

Join your peers for a day of thought provoking discussion exploring how we as senior professionals* can improve our current practice and redirect our career skills to do good for the causes we feel passionate about.



When: Monday 6 November 2017
8.30am- 5.00pm - followed by networking drinks

Where: Quarterdeck Restaurant, Royal New Zealand Yacht Squadron, 181 Westhaven Drive, Westhaven Marina, Auckland

This year's PRINZ Senior Professionals Event 'Doing Well + Doing Good' will focus on how we can improve our current practice and redirect our career skills to do good for the causes we feel passionate about. Facilitated by Tracey Bridges, FPRINZ, the day will focus on career development through engagement and creating value in the communities where we live and our clients and organisations do business.

From our [Research First survey](#), we know PRINZ members do a considerable amount of pro bono and voluntary work – in fact more than 60% do voluntary public relations work outside of their paid work, providing nearly \$2 million in voluntary work, at an average of \$10,000 per member. But are we making the most of our expertise and how else can we contribute?

David Raper Lead - Corporate Citizenship for Asia Pacific and Greater China Group, IBM (USA), will discuss how the Fortune 500 Company is 'doing good'. Since its launch in 2008, IBM's Corporate Service Corps (CSC) program has seen over 3000 employees consulting on over 1000 projects around the world. IBM says the programme has a triple benefit - communities have their problems solved; employees receive leadership training and development; and IBM develops new markets and global leaders. To help you determine what CSR programme might be for right for your organisation, David will talk about why IBM started the programme, how IBM measures the value of these activities and tells its CSR story, and deals with the changing expectations of customers, employees and global communities.

Many of you will be familiar with the work of the Community Comms Collective. At 'Doing Well + Doing Good', Sue McCabe, Chief Executive of the Who Did You Help Today Trust, Co-founder of the Community Comms Collective and finalist in the Westpac 2017 Women of Influence Awards will share her journey and discuss how we can personally redirect our career skills to do good.

Tracey Bridges, recently returned from the World Social Marketing Conference in Washington DC and will draw from social marketing programmes, theory and practical experience to help us understand how to bolster our PR skills with those from the social marketing toolbox to influence people's behaviour for the greater social good.

Kirsten Patterson, Chief Executive, Institute of Directors will examine how governance for not-for-profit entities – often with a broader purpose than the maximisation of wealth and a wider range of stakeholders - differs from commercial entities and how we as PR professionals are well placed to make sense of these differences at the governance table.

Our closing keynote from Savannah Peterson, Founder and Chief Unicorn of Savvy Millennial (USA) will bring a 'socially minded' Millennial viewpoint to the day's proceedings. Talk to Millennials about what they want from a job and you'll often find that 'giving back and being civically engaged' are high priorities. Should we be like them and focus more on only working in things we thoroughly enjoy and what can we learn from the über-collaborative Millennial attitude?

The PRINZ Senior Professionals Event will close with networking drinks. Join us and book your ticket [here](#).

**The 'Senior Professionals' event is suitable for practitioners with eight or more years relevant experience.*

Programme

8.30-9.00	Arrival and registration – tea and coffee
9.00-9.05	Welcome
9.05-10.35	Opening Keynote: David Raper Lead - Corporate Citizenship for Asia Pacific and Greater China Group, IBM (USA) on ‘The triple benefit of corporate social responsibility – choosing a programme that fits your needs’
10.35-11.00	Morning tea
11.00-12.00	Sue McCabe, Chief Executive of the Who Did You Help Today Trust, Co-founder and co-manager, Community Comms Collective on ‘How do we develop communications skills and redirect our career skills to do good?’
12.00-13.00	Tracey Bridges, FPRINZ on ‘Creating change is hard - bringing our best game to our social programmes’
13.00-14.30	Lunch
14.30-15.30	Kirsten Patterson, Chief Executive, Institute of Directors on ‘Governance for not-for-profits’
15.30-16.00	Afternoon tea
16.00-17.00	Closing keynote: Savannah Peterson, Founder and Chief Unicorn of Savvy Millennial (USA) on ‘Millennials are changing the world’
17.00-17.10	Close
17.10-18.00	Drinks & networking

This programme is subject to unavoidable changes. If you are travelling from out-of-town PRINZ recommends you travel the day prior to avoid unforeseen travel delays. Please read our [Payment & Cancellation policy](#).

Thank you to PRINZ partners:



Presenters



David Raper, Lead, Corporate Citizenship for Asia Pacific and Greater China Group, IBM

In this role, David leads his team to maximise the impact of IBM's investment in corporate citizenship across specific societal issues, including the environment, community economic development, education, health, literacy, language and culture. IBM's Citizenship seeks to identify and act upon new opportunities to apply its technology and expertise to societal problems, and to scale programs and initiatives to achieve maximum benefit.

Prior to joining IBM, David's career focused on government reform and not-for-profit performance. David has been the Director, Strategy and Project Delivery for the Department of Premier & Cabinet in New South Wales, Australia working with government agencies to drive performance improvements in urban transport, education, social services, crime prevention and healthcare. From 2011-2016, David was the Senior Vice President for Social Enterprises & Human Resources at Housing Works, a leading healthcare and social justice not for profit based in New York City.

David has a Bachelor of Arts and of Laws from the University of New South Wales, and a Master of Public Administration from the Harvard Kennedy School.



Kirsten Patterson, Chief Executive, Institute of Directors

Kirsten Patterson (known as KP) is the Institute of Directors Chief Executive. Formerly the Country Head of Chartered Accountants Australia and New Zealand, she is a qualified lawyer and Chartered Fellow of the Human Resources Institute of New Zealand. She has extensive governance and leadership experience, and is actively involved in community initiatives.

For nine years, KP worked at the New Zealand Rugby Union and in 2007 she was appointed as General Manager Corporate Services. A strong advocate of diversity, KP was one of the founding members of Global Women's 'Champions for Change', a group of senior executives and directors who commit to diversity in the workplace. She is also a founding member of WISPA, an organisation promoting women in sport, and mentors a number of female business leaders and an ex-Olympic athlete.

She is currently Chair of the Wellington Women's Homeless Trust, a Trustee and Board Member of the New Zealand Rugby Foundation, The Chair of the Lower Hutt Community Facilities Trust, and a member of the Audit and Risk Committee for Te Tumu Paeroa – The Maori Trustee (an organisation that supports Māori land owners in protecting and enhancing their land). In 2017 KP was named as a finalist in the Women of Influence Awards.



Sue McCabe, Chief Executive of the Who Did You Help Today Trust, Co-founder and co-manager, Community Comms Collective

Sue McCabe's career started in journalism, evolved to communications, before she moved into leadership roles. In recent years she's mixed management jobs with consultancy work in her pursuit of work-volunteering-life balance.

Sue's main pro bono activity is running the Community Comms Collective with fellow co-founder and trustee Gail Marshall. The collective is a skilled volunteering scheme providing charities in Wellington and Auckland with communications support. She is also Chief Executive of the Who Did You Help Today Trust and supports the Malaghan Institute of Medical Research as a member of its Fundraising and Development Committee.

Sue's engaged skilled volunteers in her paid employment. In her role as Chief Executive of the National Council of Women 2014-2016, specialist volunteers were essential to support the amazing gender equality work undertaken by the handful of highly talented staff.

Sue says the biggest lessons she's learnt in life have come through her volunteering, or from people who have given freely of their time and knowledge to help increase her understanding of issues that matter.



Savannah Peterson, Founder and Chief Unicorn of Savvy Millennial

Savannah is the Founder and Chief Unicorn of Savvy Millennial where she helps the people, products and brands she loves grow. Savannah was named to the 2016 Forbes 30 Under 30 list in Consumer Technology, and is a respected voice in innovation and community engagement. Savannah works with authors, startups and companies, developing go-to-market strategies and building communities. She thrives on product development and launch journey and is a super-connector of people, resources and audiences. Prior to Savvy Millennial, Savannah was the Director of Innovation Strategy at Massive Labs & Speck Design where she helped create new consumer electronics. In her New York City life, Savannah was the Director of Global Community at Shapeways, the world's largest 3D Printing community, where she empowered and enabled over 25,000 3D Printing businesses.

A true hardware nerd, Savannah has helped friends, clients, and fellow creatives raise over \$4.5M through crowdfunding. Before diving head first into design, Savannah worked at Fox Sports Northwest, the Center for Communication and Civic Engagement at the University of Washington, and founded her own Social Media Marketing Agency, Savvy Marketing Seattle. She travels the world as a public speaker, most recently featured at the Air New Zealand Inspiring Voices series, Kiwi Landing Pad Sales and Marketing Jam, South by Southwest, the Silicon Beached Festival, the Ford Research and Innovation Lab, Gasparilla Interactive, Social Fresh and more. An avid mentor for women and men in tech, she mentors and teaches at Stanford, NYU, and PACE University.

She has been featured in/on Forbes, the BBC, NBC, The Wall Street Journal, Gizmodo, CNET, The Verge, and others. When not geeking out, she's tasting wine and romping through the wild blue yonder with her rescue mutt, Martini. Savannah thrives on empowering innovative minds. This takes shape in many forms; keynote speaking, panel moderating, teaching, mentoring, livestreaming, vlogging, podcasting, hosting and any other excuse to have fun in front of a creative audience.



Tracey Bridges, FPRINZ

Tracey Bridges has built a reputation as one of Australasia's leading practitioners in the areas of strategic communications, behaviour change and issues management. A PRINZ Fellow, she has worked on projects involving public, private and not for profit organisations, and has been widely recognised for her contribution to campaigns such as 'It's not OK', 'Check, Clean, Dry' and 'Like Minds, Like Mine'. She is an experienced facilitator, and is often asked to provide professional development assistance to senior teams on topics such as leadership communications, listening, strategy development and behaviour change.

Tracey has authored a case study on the Campaign for Action on Family Violence, published in the UK Social Marketing Case Book, by Sage Publishing, and was featured in the ethics section of An Introduction to Public Relations and Communication Management, published by Oxford University Press.

Until recently Tracey lead SenateSHJ in New Zealand, and was one of the four founding partners who set up the firm in 2003. Having sold her share in the business, she is now focusing her professional attention on social causes and not-for-profits.