



Yankee IABC Local Expert Series

The Corporate Social Responsibility Revolution: The Transformation and Reinvention of Business Communications Practice

Art Stewart, MPM

Wednesday, January 25, 2012

5:30 - 7:30PM

Draper Laboratory Cambridge, MA

In our 21st century global marketplace, the “public interest” entails a broader and broader range of issues. From local to global, public interests now involve environmental stewardship, economic impact, social maladies, business/institution continuity, and what is often referred to as the triple-bottom line (people, planet, profit). As the communications profession dramatically changes, practitioners need to master a wide range of issues and functions to thrive. Art will provide a snapshot of where the global social responsibility movement is right now, and how it is increasingly reshaping the work of the communications professional.

Art Stewart is a futurist and consulting strategist who focuses on the political, cultural, economic and sociological dynamics at the convergence of traditional business, new stakeholder empowerment and public interest values. In addition to running his consulting firm, he teaches a course in Corporate Social Responsibility that he designed at Emerson College, and is a Research Fellow at the Bentley University Center for Business Ethics.

**Location: Draper Laboratory, Hill Building (Kendall Square)
Room 1409 (first floor, to left just inside entrance)
One Hampshire Street (entrance on Broadway)
Cambridge, MA 02139**

Registration: 5:30-6:00PM

Dinner and Talk: 6:00-7:30PM

Free parking available in Draper Garage

**Cost: \$25 members and student nonmembers
\$20 students
\$30 nonmembers**

Directions & Parking: http://www.draper.com/maps_directions.html#cambridge