

## CSR & IR-Maximizing Shareholder Value Forum, March 13, NYC

Organizer: Capital Link, Inc.

Date: 03.13.13, 12:00PM – 03.13.13, 06:00PM

Location: New York City

Sponsor: NYSE

Website: [forums.capitallink.com/csr/2013newyork/index.html](http://forums.capitallink.com/csr/2013newyork/index.html)

Capital Link's Forum focuses exactly on how CSR impacts a company's valuation and cost of capital. In this context, it will cover three major topics.

- From the corporate perspective it explores how CSR can impact the valuation and cost of capital for private and publicly listed companies as investors and financiers may perceive them as safer and more sustainable financing and investment choices.
- From the investors' point of view, it explores how CSR integrates among the investment criteria, what Socially Responsible Investing (SRI) is all about and its comparative return performance.
- The third topic, explores the alignment of the CSR, IR and the overall corporate communications strategy, message and function. Also, the developments in the area of Integrated Reporting Standards and updates on Reporting Solutions, standards and guidelines.

Speakers from: NYSE, CSRwire, UBS, Carbon Disclosure Project, Domini Funds, Alcoa, Intel, Johnson & Johnson, Hess Corp., Campbell Soup, Bloomberg, AT&T, Merck, G&A, IFAC, GISR, BlackRock, Con Edison, Lazard, KKR, RFK Foundation, Calvert Investments, Clinton Global Initiative, World Bank, Banco Santander, etc.

Register here <http://forums.capitallink.com/csr/2013newyork/signup.html>.

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