



TREMBLANT FORUM

Corporate responsibility
and sustainability

TREMBLANT FORUM 07, FOURTH EDITION

Thursday, September 20, 2007 in Mont-Tremblant, Quebec.

The Tremblant Forum has become one of Canada's most important venues for the exchange of ideas on some of the biggest challenges and opportunities faced by companies, governments, and members of civil society.

This year's theme is *Responsible communications for a sustainable reputation*. Continuous improvement in corporate responsibility and sustainability performance depends on the level of awareness, commitment and motivation of ALL stakeholders, from Boards of Directors and employees to customers and suppliers, from investors and regulators to activists and neighbours.

While policies and standards provide a framework for action, it is only through consistent and credible communications that any progress can be made and sustained. Tremblant Forum 07 will bring together some of the world's top sustainability communicators in lively sessions moderated by respected international journalists.

1) *Creating value through values*

Best practices in fair trade, ethical branding, and cause marketing, with a special focus on values-based communications. Moderator: Marc Gunther, Senior Writer, Fortune magazine

3) *Stakeholder engagement as a strategic advantage*

Real life cases that have transformed response into dialogue, engagement into partnerships, with a special focus on NGO relations. Moderator: Toby Heaps, President and Editor, Corporate Knights

3) *Corporate responsibility and the media*

The role and responsibility of the media as conduit, filter and influencer in driving the sustainability agenda. Moderator: Francois Bugingo, President, Reporters Without Borders

4) *Risks into opportunities*

Trends in environmental, social and governance materiality and product stewardship, with a special focus on disclosure. Moderator: Jeffrey Simpson, National Affairs Columnist, Globe & Mail

Tremblant Forum registrants can enjoy the welcoming cocktail and networking event on the evening of the 19th or arrive the morning of the 20th for the day-long session, including popular networking breaks, a luncheon and closing cocktail. Bus transportation is included for those requiring it.

Please contact Anik Le Marquand at info@forumtremblant.org or 514-843-2342 for more information.

