



**HARVARD
BUSINESS SCHOOL**
Association of Boston



The Nonprofit Board Summit:
Ensuring Your Nonprofit is
No Longer the Best-Kept Secret

Monday, March 9, 2020 | 1:00–7:30 PM

Boston, Massachusetts

Presented by the HBS Association of Boston Social Enterprise

AGENDA | March 9, 2020

1:00 – 1:30 PM Registration

1:30 – 3:00 PM Keynote Presentation:

Turning Your Nonprofit into a Sustainable Movement



Simon Mainwaring

Founder and CEO, We First

How do you reach a wider audience of clients, funders and supporters? How do you guide your nonprofit to share the right content on the right channels in the right way to take its community to the next level? The answer is that your brand must become a movement.

In this keynote presentation, We First CEO and *New York Times* bestselling author, Simon Mainwaring will reveal how to do that so it's not just you and your board building your organization but everyone who is touched by your brand.

Simon Mainwaring is the founder and CEO of We First, the creative consultancy that builds purpose-driven brands. We First was included in the Real Leaders list for the Top 100 Impact US Companies for 2019.

Simon has been featured in *TIME*, BBC World News, The Guardian, *Advertising Age*, *Adweek, Inc.*, *Fast Company* and on the cover of *National Speaker's Magazine*.

PRESENTED BY:



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HBSAB PREMIER SPONSORS:



Attendees will have the opportunity to choose and attend two rounds of concurrent workshops from **3:15-4:30pm** and **4:45-6:00pm**. Concurrent sessions include:

Successful Pathways to Diversity and Inclusion (D&I)

- What does true D&I progress look like and how can it be sustained through changes in leadership?
- What governance best practices can shift the organizational culture?
- What goals should be set to drive and measure culture change?

PANELISTS: **Heidi Brooks**, YouthBuild USA; **David D’Arcangelo**, State of Massachusetts; **Marguerite Fletcher**, YW Boston; **Paul Francisco**, State Street Corporation; **Colby Swettberg**, Silver Lining Mentoring; and **Mandy Taft-Pearman**, Bridgespan

Building Your Board for Maximum Impact

- What additional skillsets and experiences would be valuable on your board?
- Who should be recruiting board members and where might you find them?
- How do you engage and activate new and old members of your board?

PANELISTS: **Nathalie Kylander**, Draper Richards Kaplan Foundation; **Catherine D’Amato**, Greater Boston Food Bank; **Peter Ebb**, Urban College of Boston; **Mark Nunnally**, Bain Capital

Ensuring Success in ED/CEO Successions

- How should you prepare for a planned or unplanned executive transition?
- What are the best practices for conducting a search?
- What does it take to successfully onboard the new executive?

PANELISTS: **Carole Prest**, Indian Hill Music; **Tom Adams**, Author; **David Harris**, Interim Executive Solutions; **Cassie Scarano**, Koya Leadership Partners; **Kate Stookey**, Revels, Inc.

Developing Your Brand and Reputation: Fireside Chat with Simon Mainwaring

- How does branding contribute to revenue and sustainability in a nonprofit?
- Should the name and messaging align to the nonprofit’s purpose or mission statement, the services offered or something else?
- Who should communicate what, to whom and how?

PANELISTS: **Larry Gulko**, Brand New Day with **Simon Mainwaring**, We First

6:00 – 7:30 PM

Networking with hors d’oeuvres and drinks overlooking Boston Harbor



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2020 Nonprofit Board Summit

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Monday, March 9, 2020
1:00 – 7:30 PM

The Federal Reserve Building,
600 Atlantic Avenue Boston, MA 02210

A conference for nonprofit board members and staff:

- Increase the effectiveness of your nonprofit board,
- Network with other nonprofit board members, and
- Learn about strategies that improve impact and sustainability

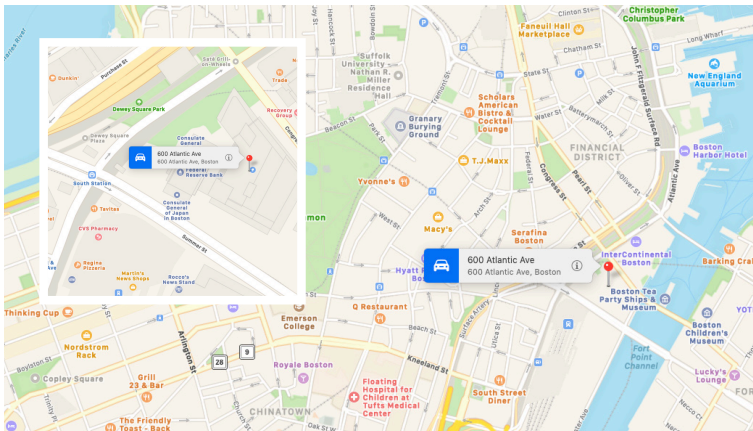
This second annual conference is designed to foster conversations and develop action plans that will build the capacity of your board and your organization.

The Summit is open to HBS / HKS alumni along with all current, former or prospective nonprofit board members and senior staff interested in improving staff/board collaboration.

Register at www.hbsab.org/2020nonprofitboardsummit

\$169 per person, \$149 for 2 or more attendees representing the same nonprofit.
\$20 per person discount for registering by January 31, 2020

Registration is limited to 300 attendees (the 2019 Nonprofit Board Summit sold out).
No walk-ins due to security requirements.



The Federal Reserve Building
600 Atlantic Avenue, Boston, MA 02210
Across from South Station.
No parking in building.