September 25, 2014, Berlin, Germany: Haus der Bundespressekonferenz

**9:30**  Registration

**10:00**  Welcome  
Opening remarks by Dr. Reinhard Lang, CEO of UPJ.

**10:05**  Introduction: SAP’s Global CSR Strategy & Global Pro bono  
Alicia Lenze, Vice President of Global Corporate Social Responsibility at SAP, will provide an overview of SAP’s commitment to sustainable social impact, specifically the company’s global pro bono programs, the Social Sabbatical and Engaging for Local Impact (ELI).

**10:05**  Opening Keynote: Purposeful Global Engagement  
Deirdre White, CEO PYXERA Global  
Deirdre White will provide the opening keynote address, providing context and perspective in the great opportunity available to progressive corporations through global pro bono volunteering and purposeful global engagement.

**10:35**  Panel 1: The Participant Experience  
Celanese + IBM + John Deere + Merck  
alexander Berges (John Deere), Alexander Kennedy (Celanese), Bahram Maghsoudi (IBM) and Barbara Weiser (Merck), returned participants from companies whose programs span the world, will share their experience in the field, including what they learned about themselves and market insights they brought back to their companies.  
**Moderator:** Stephan C. Koch, UPJ

**11:25**  Panel 2: Lessons in Managing Global Pro Bono Programs  
Alexandra van der Ploeg + Daniel Elliott + Clarissa O’Callaghan  
Alexandra van der Ploeg, SAP’s Director of Corporate Social Responsibility, Daniel Elliott, Key Client Manager at PYXERA Global, and Clarissa O’Callaghan, Global Head of Pro Bono at Freshfields, will discuss different approaches to developing, launching, and managing global-and local-pro bono volunteering programs. During their discussion they will also invite audience members to share their experience.  
**Moderator:** Claudia Leibner, Probono

**12:20**  Buffet Networking Lunch  
After lunch, afternoon workshops will be offered simultaneously in English by Daniel Elliott and Laura Asiala of PYXERA Global and in German by Alicia Bonner Ness of PYXERA Global and Alexandra van der Ploeg of SAP.

**13:30**  Workshop 1: Program Development & Launch  
Experts in program design will lead attendees through an exercise that explores the priorities for global pro bono programs, how to get a program from pilot to launch, and how to successfully build a program into your company’s culture and future strategy. Program managers as Christoph Selig, Deutsche Post DHL, bring in their experiences with the development and launch of programs in the German workshop.

**14:15**  Coffee Break

**14:45**  Workshop 2: Managing & Measuring Impact  
The second workshop session will focus on the second stage of global pro bono program, including participant experience and reintegration, and successful strategies for leveraging the global pro bono experience for leadership development, market growth, and social impact. In addition to the moderators, this session will include a number of experts who will provide their perspectives on managing global pro bono programs, including Amanda Bowman, Business Development and Partnerships Director at Emerging World, who will present research in the English workshop about learning outcomes for employees.

**15:30**  Closing Keynote: Social Sabbatical in India  
Helle Dochdaahl, EMEA Head of Presales, SAP  
Helle Dochdaahl will provide first-hand executive perspective on Social Sabbatical in India, providing her strategic outlook on the program’s value to its participants and the company, and its enduring social impact.

**16:00**  - End -

**16:30**  Reception  
~ Hosted by the BMW Foundation ~