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**Programme Annual Assembly and Conference on "Community Investment – How to Measure it"**  
**April 24 2007 in Zurich**

- 10.45 Arrival and coffee
- 11.00 Words of welcome, Philippe Nordmann, President, PhiliAs
- 11.05 PhiliAs annual assembly
- 12.15 Networking lunch
- 13.15 Words of welcome, Anne Keller, Head Corporate Citizenship, Swiss Re, Zurich
- 13.20 Introduction, Bettina Ferdman Guerrier, Founder & CEO, PhiliAs, Geneva
- 13.35 The need to measure CCI, Reto Hoffmann, Manager Internal Communication, Orange Communications AG, Zurich
- 13.45 The "London Benchmarking Group" model, David Logan, Director, Corporate Citizenship Company, London
- 14.45 Coffee break
- 15.00 Using the LBG model, Shelley Aggarwal, Corporate Social Responsibility, KPMG LLP, Birmingham
- 15.45 Questions and answers, discussion
- 16.00 Sum up and perspectives, Bettina Ferdman Guerrier, Founder & CEO, PhiliAs, Geneva
- 16.15 Prize Giving PhiliAs CSR Award, \*Richard Nahmani, Director, Lombard Odier Darier Hentsch & Cie, Zurich and David Halley, Business in the Community, London
- 16:30 Apéro