

2023 Member Events Calendar

	Feb	Mar	Apr	May	Jun	Aug	Sep	Oct	Nov	Dec
SB EVENTS				Brand-Led Culture Change May 22-24 Minneapolis (In-Person)				SB'23 San Diego Oct 16-19 San Diego (In-Person)		
MEMBER MEETINGS		Good Growth Mar 29-30 Orlando (In-Person & Virtual)								Good Growth December 7 NYC (In-Person & Virtual)
DISCUSSION GROUPS		Topic: Measuring & Communicating Social Impact Mar 15 (Virtual)			Topic: Reimagining Plastics Jun 21 (Virtual)		Topic: Measuring & Communicating Social Impact Sep 20 (Virtual)		Topic: Reimagining Plastics Nov 8 (Virtual)	
COHORT GATHERINGS	Leadership Cohort Feb 22 (Virtual)		Leadership Cohort Apr 26 (Virtual)		Leadership Cohort Jun 28 (Virtual)	Leadership Cohort Aug 30 (Virtual)		Leadership Cohort Oct 25 (Virtual)		Leadership Cohort Dec 20 (Virtual)



Member Events Descriptions

SB EVENTS	Large-scale, in-person conferences open to the public. At each event, we will offer Member-exclusive opportunities to connect, sharpen your skills, and enjoy unique experiences together.
MEMBER MEETINGS	Small-scale gatherings for the entire Member network that are focused on the broader lens of "good growth". These hybrid meetings, which take place over a full day or two half days, provide an opportunity to learn, share and collaborate on how to pursue good growth through brand transformation and brand-led culture change.
DISCUSSION GROUPS	Deep dives into specific topics of shared interest. Each of these on-going, virtual tracks offers a dedicated focus to learning, exploration and problem-solving related to a single topic that is material to the Members in the network. Each gathering is typically a 90-minute session and participants have the ability to stay connected via the Member Hub in-between. Discussion groups can be precursors to working groups.
COHORT GATHERINGS	Open-forums where Members who share a common trait (i.e., professional level, functional focus, region, stage of brand transformation, etc.) connect to share updates on their progress and support each other on the journey to becoming a sustainable brand. Through regular hour-long, virtual gatherings and in-person activations at meetings and events, cohorts create deeper, lasting connections.
WORKING GROUPS	Gatherings with the intent to fund and co-create resources that help to address systemic challenges that Members face and that a single brand is unable to solve alone. Deliverables can include new research, white papers, policies, tools, campaigns, and more.

