



Social Responsibility Has to Co-Exist With Increasing Shareholder Value

Big Task Weekend brings together leaders who understand that in a global community there are trends in the marketplace that have to be incorporated into the way we now do business. Stakeholder value can be created while benefitting society – and in the process, allowing individuals to grow. Corporations are building infrastructure in emerging markets, laying the foundation for future relationship opportunities. More than ever before, the business community has embraced social responsibility as a prerequisite to “acting local.”

Since 2005, Big Task has brought together CMOs, CEOs and presidents of organizations with the common goal of exploring social trends, with the purpose of creating partnerships, joint initiatives and developing new channels of opportunity. Past and present sponsors of this exclusive event include AARP, California Health and Longevity Institute, Del Monte Foods, Kaiser Permanente, Safeway, PhRMA, McDonalds, Mars, WebMD and WellPoint.

Establishing a Social Infrastructure to Extend Your Big Task Experience

The Big Task community is a unique gathering of diverse leadership comprised of innovative, forward moving – sometimes irreverent – thinkers, who are not shy about using unorthodox approaches to improving their organizations and the communities they work and live in. The sustainable social infrastructure lives beyond the annual Weekend and permeates the lives of participants. The new connections that are forged become long lasting, meaningful and tap-able relationships providing resources that can be accessed as members move through implementation of actions.

Big Task Weekend facilitates INCITEFUL dialogue which generates action from engaged attendees. The information and insights that are shared is the most up to date thinking – not data recycled from the media. Big Task is a fusion of informative panels, presentations full of shock and awe, and life-enhancing personal development opportunities. The dialogue that emerges from breakout sessions is engendered by the diversity of people, organizations and the interactive Big Task structure.

Big Task Weekend 2008: Insight and Innovations That Drive Growth and Create Real Societal Change

While we'll continue to grow the anchor of the health and wellness track, we are expanding the mission of Big Task Weekend. We can make massive and positive change happen in our companies, the world and in ourselves by providing the right environment, agenda and permission to decrease the cycle time that it takes to build intimacy, accountability, candor and generosity toward each other. Big Task Weekend provides the opportunity for a spirited debate around the ways in which this can occur and the environment to make it happen. No meeting in the world explicitly focuses on the interface of stakeholder, society and self – Big Task Weekend will examine and tackle issues around Social Responsibility – thereby creating a forum to address the big tasks that face us as a society.

The theme of this year's event is:
Insight and Innovations That Drive Growth and Create Real Societal Change

Content tracks will include:

- Creating a culture of health and wellness
- Strengthen and support your brand through association with societal trends
- Drive revenue growth through new product offerings and joint ventures

The 2008 Big Task Weekend will be held at the Four Seasons Westlake Village, CA, October 2 – 4, 2008. If you have questions or would like more information about Big Task Weekend contact Dawn Cotterell at dcotterell@ferrazzigreenlight.com

Big Task Community Members Include:

Tony Robbins, Leadership Guru, Wayne Gattinella, CEO of Web MD, Diane Gage Lofgren, SVP of Branding for Kaiser, Mike Minasi, President of Marketing for Safeway, David Moran, President of Heinz, Todd Lachman, President of Mars Snack Foods, Bob Levi, President of Kraft, Lin MacMaster, CMO of AARP, Paul Clayton, President of Jamba Juice, Jose Fernandez, CEO of Constellation Brands, Michael Mendenhall, CMO of HP, and Marc Mathieu, CMO of Coca-Cola...
Celebrity members include Goldie Hawn and Mariel Hemingway...