



ONLINE EVENT

The role of media in promoting the culture of giving and influencing the public perception of philanthropy

20 MAY 2021 | 4:00pm BST

FORMAT: Webinar

CHAIR: *Cath Dovey, Co-Founder,
Beacon Collaborative*

PANEL: *Charles Keidan, Executive Editor,
Alliance Magazine; Alexander Rhodes,
Head of Mishcon Purpose, Mishcon de Reya
LLP; others to be confirmed.*

CPD: 60 minutes (1 self-certified CPD point)

In collaboration with



What role does media play in philanthropy today?

Philanthropy is often negatively pictured in the media, and this has impacted public trust in philanthropy and philanthropists, and therefore in giving.

What role does media play in philanthropy today? Why does it matter? How can we harness public opinion as a force for good? How could we educate (U)HNWI on the opportunities and benefits of giving? What risks do philanthropists and their advisors have to manage related to the media?

At this event, speakers will discuss the role of media related to philanthropic giving and accountability, analyzing media coverage during the past years.

We will also explore issues related to the perception of philanthropy; in which way media has changed the perception of philanthropists and charitable organisations; and what role media can play in championing the global issues that the society is facing, whether it be climate change, environment, or inequality.

TOPICS TO BE COVERED INCLUDE:

- Media attitudes to philanthropy and philanthropists
- Social media campaigns
- Trust in philanthropy

REGISTER BY 19 MAY 2021

Register online at www.philanthropy-impact.org

This event is free for Philanthropy Impact members. Fee for non-members: £30 not-for-profit organisations/ £40 for-profit.

Prior registration is required. Following registration, registrants will receive an email containing instructions for joining the webinar.

Attendees will have the opportunity to ask live questions of the speakers during the web-event.

Our mission: To grow modern philanthropy and social investment, and encourage impact investing by developing the relevant skills and knowledge of professional advisors to (U)HNWI'