



## ROUNDTABLE PROGRAM

### PEPC MEMBERS ONLY



*In order to promote the increased networking of ideas, the PEPC provides, **for members only**, a series of informal discussions on particular topics of interest to allow all of those attending to participate.*

### “THE ART OF IMPACT”

**Thursday, December 13, 2018**

**12:00 – 1:30 p.m.**

**1735 Market Street  
5<sup>th</sup> Floor Conference Center  
Philadelphia, PA 19103**

**OVERVIEW:** Philadelphia’s vibrant cultural sector does more than delight millions of people each year with entertaining performances and inspiring exhibits. Arts and culture fuels over \$4 billion of economic impact each year and is a significant driver of tourism. But the arts are also a powerful tool for social impact in neighborhoods and communities across our region, from educating our young people and reducing isolation among seniors to relieving PTSD in veterans and helping people on the autism spectrum.

At this session the Greater Philadelphia Cultural Alliance, which tracks the economic and social impact of arts and culture and the fiscal health of the nonprofit cultural sector, will review its latest research, including a recent study of how perceptions of impact motivate giving among high-net-worth donors and what cultural organizations are doing to address many of our region’s most pressing challenges. This informative session will expand your understanding of how the arts are relevant and why they are one of Philadelphia’s most valuable public assets.

**SPEAKER:** **Michael Norris, Chief Strategy Officer, Greater Philadelphia Cultural Alliance**  
*Michael Norris joined the Cultural Alliance as Vice President of External Relations in 2012, and became the Chief Strategy Officer in 2017. He directs the Alliance’s policy, community engagement and development initiatives.*

**COST:** No charge! Must be a PEPC Member to attend. **Space is limited!**

**NOTE:** Bring your own lunch.

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### REGISTRATION FORM

#### **December 13, 2018 - ROUNDTABLE PROGRAM**

Name: \_\_\_\_\_ Discipline: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Return by Fax:** 856-727-9504

**Register Online:** [www.philaepc.org](http://www.philaepc.org)

**Questions:** 215-486-6215 (*Registrations will not be accepted via phone*)

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