



Dear Conscious Capitalism Community Member:

I am writing to let you know that the 2020 Conscious Capitalism Annual Conference is shifting from an in-person gathering to an exclusively virtual event, to be held on the same planned dates, April 14-16, 2020.

Guided By Our Purpose

Our higher purpose continues to fuel our decisions- elevating humanity through business. As we approach the 2020 Annual Conference, we have put the safety and health of our event attendees and speakers as our first priority. Over the past week, we have been hard at work to find a solution for all of our stakeholders.

We are putting all of our effort into responding consciously to the novel coronavirus outbreak, listening to all of our stakeholders who have expressed concerns and inability to participate in person, and finding a way to ensure you, the members of our community, are receiving the education, inspiration, and tools you need to continue running your business consciously and effectively. With this in mind, we have come to realize it is not possible for us to put the conference on in person this year.

Converting To A Virtual Conference

This is why we are shifting our event from an in-person conference to a virtual conference, held on the same planned dates, April 14-16, 2020, at a reduced rate of \$295 per attendee.

The shift to a virtual conference will protect the health and safety of those stakeholders in our community who are immune compromised, suffer from pre-existing conditions, concerned for their health or the health of a loved one, as well as those who are feeling the stress of having to decide travel protocols or who are unable to travel due to travel restrictions. And, at the same time, it will make many of the same speakers and important topics readily available to you and your stakeholders to continue your work in elevating humanity through business.

Stakeholder Orientation During Uncertain Times

The climate of today's economy is dynamic and ever-changing. We are not in a position to know what tomorrow will bring but, we are able to control how we will respond to it. Our stakeholder ecosystem is constantly on our minds as we have shifted to a virtual conference model. We are putting all of our efforts into caring for our relationships with attendees, speakers, vendors, staff, and our host city.

What To Expect at the Virtual Conference

Our entire team at Conscious Capitalism, Inc. is working hard to plan and prepare for an exciting, interactive, and engaging virtual conference experience where our community can come together and share best practices and insights while connecting with one another. The program of the conference will follow that of the planned conference in Jersey City, enhanced by technology and platforms that will allow participants to engage with one another, with the speaker, and the material in new and exciting ways.

I want to thank you for your patience, understanding, flexibility and most importantly, dedication to changing the practice and perception of capitalism. Conscious Capitalism is needed by our world now, more than ever and I am proud to stand alongside you as Conscious Capitalists.

Thank you,
Alexander McCobin
CEO
Conscious Capitalism, Inc.



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