

Social Good Master Class

September 21-22, 2014

WHAT IS IT?

A Master Class brings together some of the brightest minds to talk with pioneers and innovators around important topics. In this spirit, the Social Good Master Class has been created to offer a dynamic, interactive environment for some of today's top bloggers, social entrepreneurs, innovators and thinkers to share ideas related to global issues, social good, and the role that media and technology can play in creating a better world. We have invited some leaders in this space to share best practices, listen to ideas, and post questions about how innovation, new media, technology are transforming how we address some of today's most urgent global challenges.



The Social Good Master Class will take place in New York City, from September 21-22, to coincide with the convening of the 2014 Social Good Summit. In conjunction with the +SocialGood partners, these meetings will help set the agenda and set the stage for one of the most important discussions about the big, long-term questions and the opportunities that exist to turn them into opportunities in our new media, digital era.

#2030Now

The theme of the 2014 Social Good Master Class will reflect the theme of this year's Social Good Summit: **"#2030 Now: Connecting for Good, Connecting for All."** The convening's will provide a deeper dive into some of the issues that will be addressed on the main stage at this year's Social Good Summit. Programming will include in-depth conversations led by climate experts, Social Good Summit Partners, world explorers and some of the most influential thought leaders today with a special focus on the post 2015 agenda.



WHAT TO EXPECT

- The Social Good Master Class will be an intimate gathering of some Social Good Summit's leading minds, bringing together top bloggers, problem solvers, big thinkers, leaders in social media, technology and global development.
- Now in its fifth year, the Social Good Summit is held annually in New York during UN Week and brings together 1.5 million people from around the world who have participated in person, online, or as part of the +SocialGood platform.
- This year's Social Good Summit theme, **"#2030 Now: Connecting for Good, Connecting for All"** will challenge participants to imagine the world we want in 2030. By bringing together a unique group of influencers together for the Social Good Master Class we can build on the UN-led process to craft a post-2015 development agenda and drive discussion around whether the digital solutions we are creating today will truly have a lasting impact and How can we use innovation now to build our future.
- These special sessions will take place in the morning from 8:00 am – 11:00 am prior to the start of the Social Good Summit on Sept 21st and 22nd at the Hotel Wales and will include breakfast and "power networking."
- Just as Master Classes in an academic setting are interactive and fast-paced, these sessions are designed as smaller, informal gatherings with some of the brightest minds and innovative thinkers and doers in this space.



To learn more about the Social Good Master Class, please contact Anastasia Dellaccio adellaccio@unfoundation.org