



# “Elevating Research” Educational Forum comes to Park City’s Canyons Resort in July

Thursday, July 14, Opening Reception, 6:00 - 9:00 pm

Friday, July 15, Educational Forum, 8:00 am - 5:00 pm  
Includes Breakfast and Lunch

## Register at [SWMRA.org](http://SWMRA.org)

Full Registration \$150, Friday only \$100, Thursday only \$75

Canyons Reservations: 1-888-226-9667 Mention SWMRA

Rates available 3 days before and after event

Rooms \$129, 1 BR \$169, 2 BR \$209

Sponsorships available - contact Nancy Hernon  
[nancy@g3translate.com](mailto:nancy@g3translate.com)



### Speaker Previews (full lineup at [SWMRA.org](http://SWMRA.org))

#### “Social Media Secret Sauce or Deconstructing The Burger”

Vaughn Mordecai, President, Discovery Research Group

This presentation will provide the “secret sauce” behind social media research by providing real life tips to researchers on how to conduct social media research in a way that the method can be incorporated into their organizations.

#### “Introduction of Sophisticated Marketing Research Solutions in a Traditional Manu- facturing Firm: Practical Experiences”

Robert Goodwin, Marketing Research Director,  
Lifetime Products, Inc.

This case study will provide useful insight both to marketing research providers as they look to expand their clientele, and to research end users who seek to augment the quality and variety of marketing research tools used in their firms.

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## “Thanks!” to the sponsors of the recent Las Vegas Conference:

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