THE CONFERENCE BOARD

Research Working Group Application

Social Brands: Brand Engagement as a High Performance Engine for Growth

☐ Yes, we would like to participate in this Research Working Group. We understand that in order to qualify for RWG membership, our company must be an Associate member of The Conference Board. The Conference Board may use the name and logo of our organization in materials relating to this group, including, but not limited to, a list of participants in research reports and on the TCB website.

Participation fee: $16,000 per company enables two executives to participate and have access to the research and subject matter experts, peer benchmarking and reports. This fee enables covers all materials, and meals during in-person all meetings, but does not include travel & hotel to in-person meetings. The fee for companies wishing to have three participants is $18,500. A $4,000 courtesy reduction in participation fee will be extended to companies that hold a membership in one of The Conference Board's Councils on Social Media, Brand or Communications.

Member Information:	Participant 1	Participant 2	Participant 3
Name:			
Nickname for Badge:			
Title:			
Company:			
Address:			
Email Address:			
Telephone:			
Cellular:			
Accessibility or dietary needs:			
Assistant's Name			
Assistant's Email:			
Assistant's Telephone:			

Unless otherwise indicated, the participants listed on this application grant permission to The Conference Board to copyright and publish photographic portraits or pictures in which they may be included, in whole or in part, in publications, at the TCB offices, and on the TCB website.

Please return this application to Daria Lamb, Director of Research Working Groups:
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Telephone: (212) 339-0428