



CERC Data Day: May 4, 2010
Measuring and Benchmarking Your Region's Potential
Location: CERC, 805 Brook Street, Rocky Hill
Agenda and Registration Form

Coffee and Registration	9:30am
1. Why Benchmark? Bench what? Mark what?.....	10:00am
2. Identifying Driver Industries.....	10:30am
Break.....	11:00am
3. Assessing Impacts of Projects.....	11:15am
4. How Feasible is a Proposed Development?.....	11:45am
Lunch and Drawing #1.....	12:15pm
5. Data Sources and Maps for Comparing Your Region	12:45pm
6. Business Surveys: Understanding Your Community	1:15pm
Wrap-Up and Drawing #2.....	1:45pm
Session Ends	2:00pm

The CERC Data Day is a training and information session, divided into six 30-minute components that focus on topics related to benchmarking and assessing the strengths of a community or region. Each session will be presented by a member of CERC's research team.

Cost to attend is \$50 per person and includes coffee, lunch and handouts related to each component. Each registrant will be entered to win one of two drawings: a customized map of the registrant's region (Drawing #1) and a customized demographic report of the registrant's region (Drawing #2). Sign up early, seating is limited. RSVP by April 30.

To register, please fill out the form below.

Name _____ Title _____ Organization _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

There are two ways to pay and complete your registration:

1. Mail this form with a check (payable to CERC) to: CERC, Attn: Natalie Rosenbaum, 805 Brook Street, Bldg. 4, Rocky Hill, CT 06067
2. Fax this form with credit card information to: Natalie Rosenbaum, 860-571-7150

Credit Card Type _____ Credit Card Number _____

Expiration Date _____ Signature _____

Questions? Contact Natalie Rosenbaum (860-571-7137, nrosenbaum@cerc.com)