



# FOCUS GROUP FUNDAMENTALS

Calling all research professionals! Facilitating focus groups can serve as an effective approach to gathering rich and robust data, but their success relies upon the careful selection and implementation of communication strategies. In this session, we will examine important elements to consider when conducting focus group interviews, share real-life insights and strategies for preparing for the group meeting, and address the challenges that may arise during this type of data-gathering exercise. A light lunch will be provided.

Thursday July 28 | 12:00-1:00 pm | 5142 Burton Wing  
Register at <http://www.cvent.com/d/6vqjz8>



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