

Editor's note

by Nikita James Nanos



The PMRS Conference is quickly approaching. Between April 27 and 29, 2003, Vancouver will become the market research capital of Canada.

PMRS conferences represent a unique opportunity in our industry to share and to learn.

The team of volunteers led by **Roger Griffin**, PMRS NewViews, Conference 2003 Chair, has done an outstanding job at pulling together what will be an exceptional conference.

A review of the PMRS conference papers provided by **Ken Deal** indicates that the Vancouver conference will feature some top-notch presentations on the central themes of "Timely – Actionable – Affordable".

There will also be time to have fun. On the 27th, conference attendees will have the chance to ski, snowboard or golf at Whistler. The 28th and 29th will be packed with presentations and the conference will wrap-up with the Gala Dinner which will include entertainment and feature the PMRS Research Excellence Awards.

With all this in store, one can see why we believe that the 2003 PMRS Annual Conference and Trade Fair is "a definite must."

We lead off this issue with a submission from **Roger Griffin**, the Conference Chair. In his article "Vancouver

2003, Make it your Adventure!", Roger provides some background on the genesis of the conference and what conference participants can expect.

Next is an article by **Cam Pearce, Shirley Leong & Karim Rajwani**. "Funcouver in the Spring", outlines some very compelling reasons for attending the conference.

In order to really demonstrate the calibre of the papers and presentations you can expect, we have reprinted a paper which was voted "Best Content" and "Best Presented" at the 2002 PMRS Annual conference. "Beyond Double Jeopardy: How to Build a Brand" by **James King** and **Mark Kingsbury** is an insightful view on the drivers of brand equity.

I would like to take this opportunity to remind members and readers that our May 2003 issue of *Imprints* will focus on **B2B issues** (deadline March 20th). The June 2003 issue will be on **Advertising Research** (deadline April 20th). I encourage you to share your opinions through either a short letter to the editor or a brief article (600 to 1,200 words).

Until next month.

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