

STRATEGIC
CORPORATE

RESEARCH

WORKSHOP:

LOOKING INSIDE THE CORPORATE WORLD

A two-day program for labour, community-based and academic researchers and activists

Friday, April 22, 9am – 5pm/Saturday, April 23, 9am – 4pm

Institute of Political Economy/FPA Professional Institute
Carleton University, Ottawa

This **two-day workshop** will equip participants with corporate research skills that may be used for organizing, collective bargaining, and community campaigns, as well as for academic research. Using the framework and material from this workshop, participants will be able to more easily access public domain information to **build corporate profiles**. Participants will also learn to identify and utilize key primary documents, and will have hands-on experience exploring a variety of employers in-depth. Finally, we will review principles of financial analysis, and how to use corporate research to **develop a wide variety of campaigns**.

The workshop will be taught by **Tom Juravich**, Professor of Labor Studies, University of Massachusetts and Adjunct Research Professor at the Institute of Political Economy at Carleton University. Professor Juravich has been conducting **strategic research**, and teaching strategic corporate research for unions, community-based organizations and in academic courses, for over a decade. He is also the creator of **StrategicCorporateResearch.org**, a comprehensive web site for conducting corporate research on firms based in both Canada and the U. S., which includes resources available at Carleton University.

Cost \$400 plus HST per person, including all materials;
\$100 plus HST for registered students

For more information contact Tom Juravich, juravich@lrrc.umass.edu
To register contact go to <https://carleton.ca/fpa-professionalinstitute/strategic-corporate-research/>

