

## [Log into The Conference Board](#)

### What is the Conference Board?

An independent, member-driven non-profit think tank focused on delivering business insights in order to help leaders navigate the biggest real-world challenges impacting business and better serve society. It connects senior executives from the global fortune 1000 companies across industries and geographies to share ideas; a staff of experts create fact-based research and consensus-driven policy statements to help leaders address their most important business issues.

### Why use Conference Board Research?

Its research is focused on challenging business assumptions with independent data and insights. From labor and economics to human capital, marketing, artificial intelligence, leadership, talent management, corporate governance, and sustainability practices, the research gives executives' objective, relevant intelligence to inform their toughest decisions. The Conference Board's thought leaders deliver insights through research publications, case studies, blogs, podcasts, and more to keep you current in a world where the rules-and the risks-change daily.

### The Content

From the CB home page, click **Centers** at the top of page; then click on the Center of interest to drill down into the research.

#### Explore Insights From Across Our Centers



**CED**  
Committee for  
Economic  
Development



**Economy,  
Strategy &  
Finance**



**Environmental,  
Social &  
Governance**



**Human Capital**



**Marketing &  
Communications**

The Conference Board's content is organized into 5 Centers; four of the Centers focus on areas which are key to critical business decision-making: **Economy, Strategy & Finance**; **Environmental, Social & Governance**; **Human Capital**; and **Marketing & Communications**. Each center is further broken down into discreet sub-topics, some of which may change overtime to reflect current global business priorities. The last center is dedicated to the **Committee for Economic Development (CED)**, The Conference Board's public policy center which focuses on national priorities to promote sustained economic growth and development.

*Publications* are the core research reports and range from a few pages to 40-60 pages, depending on the topic; the appearance is clean, easy to read, and makes excellent use of charts, tables, and other visuals to succinctly tell impactful stories. All sources are cited in-full and can include references to both Conference Board content as well as external sources.

*Case Studies* explore real-world business issues, focusing on a specific company, a definition of the problem, its process working through it, and the final resolution. The Conference Board's internal structure provides it with important access to many global organizations and the case study format is ideal for highlighting key insights into how they are grappling with today's business challenges.

*Charts* are data snapshots which highlight timely and relevant Conference Board data, including select Consumer Surveys and CEO Confidence Survey data, and more. *Conference Keynotes* provide key take-a-ways from member-only

sponsored conferences. Additionally, there is a growing repository of content available in different media, such as *webcasts* and *podcasts*.

## Browsing & Searching Content

Once you have clicked on a Center, scroll down to view the types of content; start with the *Research & Insights* section. We recommend browsing the content first, rather than keyword searching. Unless you are very familiar with the Conference Board's content and how they define their sub-topics, jumping right into keyword searching will likely cause you to miss information that could be very useful.

Use the blue boxes to the right of the search box to filter the displayed results. The "SORT BY" blue box controls your selection options for the blue box to the right of it. For example, with SORT BY DATE as the choice, you can then further refine by sub-topics. However, you can either choose Select Topics, which includes all of the sub-topics, or you can choose one sub-topic, so it is all or just one. The returned results will be grouped by year, the most recent year first. You can also SORT BY TYPE, which will allow you to select specific type of content, such as case studies, blogs, conference keynotes, publications, and more.

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A screenshot of a search interface. On the left is a search box with a magnifying glass icon and the text "Search". To its right are two blue dropdown menus. The first is labeled "SORT BY DATE" and the second is labeled "SELECT TOPICS". Both dropdown menus have a small downward-pointing triangle on their right side.

## Keyword Searching

You can conduct single word or phrase searching in the search box, but nothing more; Boolean logic is not allowed and you can only search one phrase at a time. Do not place quotes around a phrase, as they are assumed. For example, search: artificial intelligence; do not search "artificial intelligence." If you type the quotes, the following message is returned. [Search Criteria ""artificial intelligence"" not found.](#)

## Economic Data

The Conference Board is a frequently cited source of economic data, including its Consumer Confidence Survey and Measure of CEO Confidence. From the CB home page, click **Data**

### ***Higher Education Business & Economic Portfolio***

An excel spreadsheet of key top-line historical and current economic indicators from The Conference Board. In addition to raw data, the spreadsheet also includes charts and links to the Conference Board's website for each of the indexes, providing quick access to definitions and methodologies, press releases, and more. These indicators are very useful for helping gauge where the US economy is headed, how the labor market is expected to fare, and what consumers and CEOs are feeling and anticipating.

The spreadsheet includes: *US Business Cycle Indicators* (e.g., TCB Leading U.S. Economic Index, TCB U.S. Economic Index and TCB Lagging U.S. Economic Index), available monthly from 1959-present; *TCB Consumer Confidence Index* (e.g. the Present Index and the Expectation Index), available monthly from 1967-present; *TCB Employment Trends Index*, available monthly from march 1973-present; and *TCB Measure of CEO Confidence*, available quarterly from 1976-present.

### ***Data Central***

Premium data which allows you to go beyond the topline data that is found in the *Higher Education Business & Economic Portfolio* dataset. A global suite of economic indicators and databases, it includes hundreds of individual indicators and decades of history. Data Central offers a centralized, one-stop portal for finding, assessing, and exporting monthly and quarterly US economic data, including the Consumer Confidence Index (US) and Business Cycle Indicators (US). The Data Central platform allows you to combine datasets across indicators (e.g. track Consumer Confidence against the Leading U.S. Economic Index) and build your own customized, real-time suite of indicators.

