

SEMINAR DATES & FEES FOR  
January through June 2025

## Research Design & Applications

**Market Research Essentials: Real World Applications**  
for Business Success

VIRTUAL: \$3,275  
Jan 28-31 Apr 29-May 2

**Designing Effective Surveys: A Step by Step**  
Workshop

VIRTUAL: \$3,275  
Feb 25-28 May 13-16

**Market Research for Understanding Customers,  
Brands & Products: An Insights Toolkit**

VIRTUAL: \$2,880  
Feb 11-13

**Market Segmentation: From Design to Activation**

VIRTUAL: \$3,275  
May 6-9

**Fundamentals of Pricing Research:**

Analytical Techniques for Different Strategies

VIRTUAL: \$2,880  
June 11-12

## Short Courses: Focused Learning (2-3 hour courses)

New!

**Artificial Intelligence, Machine Learning & Text Analytics**

VIRTUAL: \$295  
Feb 19 May 14

New!

**Navigating Today's Online Sample Sources: Debunking**  
Industry Myths to Maximize Confidence in Your Data

VIRTUAL: \$295  
Mar 27

New!

**Shopper Science Toolkit: Best Practices to Understand**  
Changing Shopper Behavior

VIRTUAL: \$295  
May 22

## Data Analysis & Reporting

**Data Analysis & Interpretation: Turning Data Into Insights**

VIRTUAL DATE: TBD

**Creating Actionable Research Reports: Insights,**  
Storytelling, Data Visualization

VIRTUAL: \$3,275  
Mar 18-21

## Moderating & Facilitating

**Moderator Training Essentials: A Hands-on Workshop**

VIRTUAL: \$3,390  
Feb 4-7 June 3-6

IN-PERSON (Cincinnati): \$3,550  
Apr 8-10

**Advanced Moderator Skills: Tools & Techniques**

VIRTUAL: \$3,390  
Mar 11-14

**Becoming an Effective Facilitator: Ideation to Insights**

IN-PERSON (Cincinnati): \$2,925  
May 20-21

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