

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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Pass Programs
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Coaching

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