

SEMINAR DATES & FEES FOR
January through December 2025

Research Design & Applications

Market Research Essentials: Real World Applications for Business Success

VIRTUAL: \$3,275 Jan 28-31 Apr 29-May 2
 Aug 5-8 Oct 14-17

Designing Effective Surveys: A Step by Step Workshop

VIRTUAL: \$3,275 Feb 25-28 May 13-16
 Aug 19-22 Dec 9-12

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

VIRTUAL: \$2,880 Feb 11-13 July 22-24
 Nov 11-13

Market Segmentation: From Design to Activation

VIRTUAL: \$3,275 May 6-9 Oct 28-31

Fundamentals of Pricing Research:

Analytical Techniques for Different Strategies
VIRTUAL: \$2,880 June 11-12 Oct 1-2

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

New!

Artificial Intelligence, Machine Learning & Text Analytics

VIRTUAL: \$295 Feb 19 June 18
 Oct 29

New!

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

VIRTUAL: \$295 Mar 27 Aug 26

New!

Shopper Science Toolkit: Best Practices to Understand Changing Shopper Behavior

VIRTUAL: \$295 May 22 Dec 3

Data Analysis & Reporting

New!

Data Analysis & Interpretation: Transforming Data Into Insights

VIRTUAL: \$2,950 Apr 14-17 Sept 22-25

Creating Actionable Research Reports: Insights, Storytelling, Data Visualization

VIRTUAL: \$3,275 Mar 18-21 Aug 12-15
 Nov 4-7

Moderating & Facilitating

Moderator Training Essentials: A Hands-on Workshop

VIRTUAL: \$3,390 Feb 4-7 Sept 9-12

IN-PERSON (Cincinnati): \$3,550 Apr 8-10 June 3-5
 Nov 18-20

Advanced Moderator Skills: Tools & Techniques

IN-PERSON (Cincinnati): \$3,550 July 8-10 Oct 21-23

Becoming an Effective Facilitator: Ideation to Insights

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

VIRTUAL: \$2,880 Oct 7-9

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Coaching

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