

SEMINAR DATES FOR
June through **December 2025**

50th Anniversary Celebration

ENROLL BY JULY 31 TO LOCK
IN THE SPECIAL SALE PRICE
SHOWN BELOW.

Research Design & Applications

Market Research Essentials: Real World Applications
for Business Success

VIRTUAL: **\$1,638** Aug 5-8 Oct 14-17

Designing Effective Surveys: A Step by Step
Workshop

VIRTUAL: **\$1,638** Aug 19-22 Dec 9-12

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

VIRTUAL: **\$1,440** July 22-24 Nov 11-13

Market Segmentation: From Design to Activation

VIRTUAL: **\$1,638** Oct 28-31

Fundamentals of Pricing Research:

Analytical Techniques for Different Strategies

VIRTUAL: **\$1,440** June 11-12 Oct 1-2

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

New!

Artificial Intelligence, Machine Learning & Text Analytics

VIRTUAL: **\$148** Oct 29

New!

Shopper Science Toolkit: Best Practices to Understand
Changing Shopper Behavior

VIRTUAL: **\$148** Dec 3

New!

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

VIRTUAL: **\$148** Aug 26

Data Analysis & Reporting

New!

Data Analysis & Interpretation: Transforming Data
Into Insights

VIRTUAL: **\$1,475** Sept 22-25

Creating Actionable Research Reports: Insights,
Storytelling, Data Visualization

VIRTUAL: **\$1,638** Aug 12-15 Nov 4-7

Moderating & Facilitating

Moderator Training Essentials: A Hands-on Workshop

VIRTUAL: **\$1,695** Sept 9-12

IN-PERSON (Cincinnati): **\$1,775** Oct 21-23

Advanced Moderator Skills: Tools & Techniques

IN-PERSON (Cincinnati): **\$1,775** July 8-10

VIRTUAL: **\$1,695** Nov 18-21

Becoming an Effective Facilitator: Ideation to Insights

VIRTUAL: **\$1,440** Oct 7-9