

SEMINAR DATES FOR
June through December 2025

50th Anniversary Celebration

ENROLL BY SEPTEMBER 30 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: \$295 Oct 29

New! **Shopper Science Toolkit:** Best Practices to Understand
Changing Shopper Behavior
VIRTUAL: \$295 Dec 3

New! **Navigating Today's Online Sample Sources:** Debunking
Industry Myths to Maximize Confidence in Your Data
VIRTUAL: \$295 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