



a division of Burke, Inc.

## SEMINAR DATES & FEES FOR October 2025 through June 2026

# SALE!

25% OFF pricing  
reflected below  
valid through  
December 31, 2025

### Research Design & Applications

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

VIRTUAL: **\$2,457** Oct 14-17, 2025  
Jan 26-29, 2026  
Apr 20-23, 2026

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

VIRTUAL: **\$2,457** Dec 9-12, 2025  
Feb 9-12, 2026  
June 1-4, 2026

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

VIRTUAL: **\$2,160** Nov 11-13, 2025  
Mar 3-5, 2026  
June 16-18, 2026

**Fundamentals of Pricing Research: Analytical Techniques for Different Strategies**

VIRTUAL: **\$2,160** Oct 1-2, 2025  
May 12-13, 2026

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

**New!** **Applied Generative AI for Market Researchers:** Evolving from Machine Learning to AI Agents

VIRTUAL: \$295 Oct 29, 2025  
Feb 18, 2026

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

VIRTUAL: \$295 Dates to be determined

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

VIRTUAL: \$295 Dec 3, 2025  
June 10, 2026

### Data Analysis & Reporting

**New!**

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

VIRTUAL: **\$2,457** Mar 16-19, 2026

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

VIRTUAL: **\$2,457** Nov 4-7, 2025  
Apr 27-30, 2026

### Moderating & Facilitating

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

IN-PERSON (Cincinnati): **\$2,663** Oct 21-23, 2025  
May 5-7, 2026  
VIRTUAL: **\$2,543** March 9-12, 2026

**Advanced Moderator Skills:** Tools & Techniques

VIRTUAL: **\$2,543** Nov 18-21, 2025  
IN-PERSON (Cincinnati): **\$2,663** Feb 24-25, 2026

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

VIRTUAL: **\$2,160** Oct 7-9, 2025  
IN-PERSON (Cincinnati): **\$2,160** Apr 14-15, 2026