Burke INSTITUTE

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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 24-26, 2026

Becoming an Effective Facilitator: Ideation to Insights
VIRTUAL: $2,160   Oct 7-9, 2025
IN-PERSON (Cincinnati): $2,160   Apr 14-15, 2026