

## SEMINAR DATES & FEES FOR January through June 2026

### Research Design & Applications

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

VIRTUAL: \$3,275 Jan 26-29  
Apr 20-23

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

VIRTUAL: \$3,275 Feb 16-19  
June 1-4

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

VIRTUAL: \$2,880 Mar 3-5  
June 16-18

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

VIRTUAL: \$2,880 May 12-13

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

New!

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

VIRTUAL: \$295 Feb 18

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 June 10

### Data Analysis & Reporting

New!

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

VIRTUAL: \$3,275 Mar 16-19

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

VIRTUAL: \$3,275 Apr 27-30

### Moderating & Facilitating

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

VIRTUAL: \$3,390 March 9-12

IN-PERSON (Cincinnati): \$3,550 May 5-7

**Advanced Moderator Skills: Tools & Techniques**

IN-PERSON (Cincinnati): \$3,550 Feb 24-26

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

IN-PERSON (Cincinnati): \$2,880 Apr 14-15