

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