



Workshop Overview

Strong businesses must have deep knowledge of their clients and competitors. All of this is underpinned by robust market research which is the formal process of accessing, gathering and interpreting this information and data. Market research is an ongoing process which all functions of a business take part in regardless of whether or not they formally set out to do it. Once the process is formalized however, a business can access a more extensive and useful pool of knowledge about its particular marketplace.



Benefits

Online sources are the primary means of accessing useful information around your clients, suppliers and employees. The workshop will guide participants through the development and management of a research project. From research through to delivery, information must be framed to meet customer demand.

Outcomes & Content

- ✓ Research objectives
- ✓ Conducting research
- ✓ Techniques, approaches and methodologies
- ✓ Design of research data and information
- ✓ Qualitative and quantitative research
- ✓ Market sampling
- ✓ Interviews
- ✓ Writing a brief and setting objectives
- ✓ Desk research online
- ✓ Using a market research agency



Who should attend ?

Market researchers as well as those working in marketing, communications or sales roles will benefit from the workshop. Those working in marketing roles will find this useful for expanding their knowledge of market research and how it fits into their marketing duties.

