



Workshop Overview

This workshop will cover the variety of applications of market research, before moving onto the implementation of a robust research programme. The workshop aims to steer participants towards the best sources of data and insights and (if required) how to brief and engage an agency to do so. This course is for employees involved in marketing or communications roles primarily, but is also very beneficial for anyone involved in the research gathering, analysis or commissioning process.



Benefits

Attendees will learn the art of Information sourcing, how to conduct qualitative and quantitative research and analyse the market. They will also understand how communications work around products and/or services.

Outcomes & Content

- ✓ Quantitative research
- ✓ Methodologies and techniques
- ✓ Who to speak with?
- ✓ Questionnaires
- ✓ In house or agency?
- ✓ The brief
- ✓ What do they need?
- ✓ Timelines and deliverables
- ✓ Client Involvement
- ✓ Telling the strategy story



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.

