



Workshop Overview

Some of the most common buzzwords in marketing involve 'data': 'big data' being the most frequent. A full range of skills is required however, to be able to properly implement the insights you gain into the marketing mix. Market insights need a good basis of understanding of the customer: what are their needs, attitudes and behaviours? This workshop focuses on the requirements for effectively gathering data and interpreting them to fit your business needs.



Benefits

Delegates attending this workshop will learn how to conduct effective internal audits, identify customers needs and behaviours, generate, disseminate and communicate insights.

Outcomes & Content

- ✓ Customer insights: an overview
- ✓ How to interpret and apply insights
- ✓ Disseminate and communicate insights
- ✓ Internal information audit
- ✓ Customers needs and behaviours
- ✓ Market survey methodologies
- ✓ Data and information analysis
- ✓ Quantitative and qualitative research
- ✓ Innovative approaches to data collection



Who should attend ?

This workshop will be beneficial for anyone working in the gathering and interpreting of data within an organisation. Marketers, and those working in sales and communications roles will also benefit from the understanding gained around market research and insights.

