

Overview

The Marketing & Social Research Association (MSRA) Kenya in collaboration with the European Society for Opinion and Marketing Research (ESOMAR) Foundation, is excited to announce the 2016 ***“Making your Market Research have Impact” - a 2-days - Advanced Research workshop for Marketing and Social Research professionals on (13th - 14th of April 2016)*** to be held at the Jacaranda Hotel in Westlands, Nairobi, Kenya.

Who should attend?

This is a truly practical, interactive and collaborative workshop put on by global experts for industry professionals. ***The Advanced Research workshop targets practicing market research professionals. The workshop aims to sensitize market researchers on how to draw impactful insights that are actionable for clients. The main speakers will constitute the ESOMAR team from Europe and Kenyan experts who have applied it in Africa.***

Book soon as only limited places are available. For additional information contact Sylvia Radido at: info@msra.or.ke, Tel: +254 20 8024830 / 0719769016.