

## Overview

The Marketing & Social Research Association (MSRA) Kenya in collaboration with the European Society for Opinion and Marketing Research (ESOMAR), is excited to announce the 2016 ***"Making your Market Research have Impact" – A 1 - day Workshop" (12th of April 2016) for Business/Clients*** 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, research users and other stakeholders. ***The Client workshop targets client research teams, research end-users, brand managers, marketers among others. The workshop is aimed at sensitizing business and brand stakeholders on how to draw effective market, business and social media plans by use of market research. 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](mailto:info@msra.or.ke), Tel: +254 20 8024830 / 0719769016