

Training Program

January - June 2021



WEBINAR SERIES LEARNING WITH INSIGHT LEADERS




Power to Impact our future & business

Stan Sthanunathan
Executive Vice President
Consumer & Market Insights at Unilever

25 February 2021
@11:00am (AEDT Syd/Melb)

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ONLINE MASTERCLASS COURSE



Mastering Online & Mobile Qualitative Research

16, 23 & 30 March, 2021

Tom Woodnutt
Feeling Mutual, UK

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ONLINE COURSE



Fundamentals of Qualitative Research

18 & 19 March, 2021 2 half days

An introduction to qualitative research, including an overview of different techniques, analysis and report writing.

Nicky Fraser
Independent Qualitative Specialist, QPR

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ONLINE COURSE



Fundamentals of Quantitative Research

25 & 26 March, 2021 2 half days

Learn how to use quantitative research methods to help solve marketing and business problems.

Derek Jones
Founder & Principal
DMR Research

Monica Gessner
Research Director
Australia Online Research

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WEBINAR SERIES LEARNING WITH INSIGHT LEADERS



The problems of prediction

Ben Page
CEO, Ipsos MORI in the UK and Ireland

13 April 2021
@4:00pm (AEDT Syd/Melb)

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				Member Price GST Inc	Non-Member Price GST Inc
MASTERCLASSES QPR 50 POINTS					
Mastering Online & Mobile Qualitative Research	16, 23, 30 March	3 x 2HRS	Tom Woodnutt	\$550	\$880
Researching Trends - Wake up your inner trend watcher	3, 10, 17 June	3 x 2HRS	Els Dragt	\$550	\$880
Data Analytics Hybrid Workshops	25 May, 1, 8, 15 June	4 x 2HRS	Scott Watson, Peter Stuchbery & Emma Tommasini	\$550	\$880
LEARNING WITH INSIGHT LEADERS WEBINAR SERIES QPR 10 POINTS					
Power to Impact our future & business	25 Feb	1 HR	Stan Sthanunathan	\$88	\$120
The problems of prediction	13 Apr	1 HR	Ben Page	\$88	\$120
TOPIC WEBINARS QPR 10 POINTS					
Standards, Compliance, and Governance Update	20 Apr	1 HR	Jane Gregory	Free	NA
What do you need to know about CX?	9 Jun	1 HR	Roxie Strohmenger	\$88	\$120
Experience Driven Marketing: Human-centered marketing to deliver brand growth	22 Jun	1 HR	Fiona Blades, Professor Emma Macdonald & Jonathan Nell	\$88	\$120
COURSES					
Fundamentals of Qualitative Research	18 & 19 March	2 x 4HRS	Multiple Presenters	\$250	\$550 + 15 months membership
Fundamentals of Quantitative Research	25 & 26 March	2 x 4HRS	Multiple Presenters	\$250	\$550 + 15 months membership
FREE OR EXCLUSIVE EVENTS FOR MEMBERS					
Member Catch-up	8 Apr	1 HR	Conference Preview	Free	NA
Member Catch-up	10 Jun	1 HR	Inclusion	Free	NA