

Market Research & Intelligence

AN INTENSIVE AND HIGHLY PRACTICAL
— 2 DAY COURSE —

"To understand how consumers really think and feel, it is vital to go beyond words."

- Katja Bressette

"Market research –great course really enjoyed it. Will definitely be seeing ISM again soon"

Ravan Coney , Spinney's

To enquire about the date of the next public course:

Email Us: info@ismdubai.com

Call Us: 04 4573814



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ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

Marketing Research & Intelligence Introduction

Sound marketing decisions rely on the availability of market information and market intelligence to develop strategy, to decide tactics and to measure performance.

One of the key roles of marketing professionals should be to ensure the availability of relevant and up to date information on which decisions can be made with confidence.

"Intensive, comprehensive and clear to understand."

- Mahmoud Abdou, Saudi Diesel

Purpose of this course

A marketer relies on market research to understand—and measure key drivers of customer behavior.

On this course you will learn to identify and appeal to likely buyers of your product in order to guide the success of your marketing strategy. You will master the latest market research tools in order to gain insightful information into your market, product, audience, competition and more from a global perspective.

On successful completion of the course delegates will be able to:

- Identify information needs.
- Review all sources of information.
- Understand the components of a market intelligence.
- Build competitor profiles system.
- Plan a market survey.
- Select appropriate methodologies.
- Use the internet to build market data.
- Write and design an effective research brief.
- Draw conclusions and make recommendations.

Key areas covered

01 ▶ When to use an online survey; whether focus groups, telephone interviews or one-to-one.

02 ▶ How to search more efficiently for existing published data - what can be found for free.

03 ▶ How to critically evaluate a questionnaire someone else has designed.

05 ▶ How to use the data to support marketing decisions.

07 ▶ Specifying information needs in a clear and digestible manner.

09 ▶ Primary data collection via fieldwork.

11 ▶ Managing external agency relationships.

12 ▶ Uses and applications for market intelligence.

04 ▶ How to design or improve your own questionnaire?

06 ▶ Identifying the information needs of the organisation.

08 ▶ Using the internet and library resources to locate existing information.

10 ▶ Analysing the data outputs.

"Research is about engaging in a conversation with a brand."

-Matthew Rhodes

Who should attend?

Any marketer seeking to improve their organisation's market and economic performance including those with specific market research or competitor intelligence responsibilities.

Participants

The course will have a maximum number of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries ideas and experiences.



Course Leader : Bill Levell

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.). Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation, he has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for 15 years.

"Thank you for your professionalism and I hope to come back again."

*- Al-Mutairi Nawaf,
Saudi Airlines*

COURSE REGISTRATION FORM

Marketing Research & Intelligence



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Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

01 CHOOSE YOUR PACKAGE

1 Delegate: 6,800 Dhs

2 Delegate: 12,920 Dhs

3 Delegate: 18,360 Dhs

4 Delegate: 21,760 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:	<input type="text"/>	Industry:	<input type="text"/>
Address:	<input type="text"/>	Postcode:	<input type="text"/>
Country:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

Authorized Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

04 INVOICE CONTACT AND PAYMENT - If different from above

Note: Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing	<input type="text"/>				
Tel:	<input type="text"/>	Fax:	<input type="text"/>	Email	<input type="text"/>

05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

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or please fax this form to + 971 4 457 3999
to receive your confirmation and delegate pack.



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