

C3Centricity 1-Day Catalyst Workshop
M3: More Meaningful Market Research

Overview: All too often, market research is a mere service department that is overworked and stretched in resources. It therefore rarely gets the time to review and update its ways of working. This workshop will help identify the set of MR processes, methodologies, tools (and agencies) you require to develop and deliver the knowledge and metrics crucial to your business.

Objective: To update your market research toolbox, including recommendations on methods and agencies required to measure identified KPI's to best manage your business.

Content:

- Complete review of current Market Research processes, methodologies and agencies.
- Specification of marketing mix 5P/7P elements, and identification of information required by the business for their measurement.
- Review of current metrics; identification of the most relevant KPI's for each brand or category, and the appropriate methodologies to gather them.
- Define a company management dashboard and plan of action for its development and publication.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Review of marketing plan(s), existing dashboards, KPI's and their current definitions.

For whom: Marketing, Market Research and Insight, Strategy and Planning professionals.

Materials provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.