



Just Enterprise Business Development Workshop : Market Research: A Beginner's Guide : Glasgow

This **full day** workshop is designed to provide participants with an introduction to market research. Combining presentation with small-group discussion of research issues facing some of the participants and a social enterprise case study exercise related to market research planning, it covers the following areas:

- What is market research and why do we do it?
- Different approaches and tools
- Tips and techniques
- Working with external researchers

Who should Attend? The course is aimed at individuals in social enterprises who are non-research practitioners but who may need to undertake basic market research within their role. This could be in relation to business planning and management, funding applications or assessing the demand for new products and services

Learning Outcomes Delegates will gain an improved knowledge and understanding of the research process that they can use in their workplace to plan and deliver their own research project or help them manage the work of external researchers

When & Where Thursday 7th December 2017 (9.30am to 4.00pm) – Conference Room, Robertson House, 152 Bath Street, Glasgow, G2 4TB

Cost Free of charge for members/staff of third sector organisations

How to Book Click [here](#) to complete the on-line registration form. Places are limited and are offered on a first come, first served basis so please book early to guarantee your place.