### 2019 COURSE CALENDAR

All courses are available in both real-time and on-demand formats.

#### JANUARY
- **03 Open-ended Questions** (3x/11am-12:30pm/L/IAQT/O)
- **08 Quantitative Data Analysis** (4x/11am-12:30pm/L/IAQT/O)
- **09 Questionnaire Design Success** (1x/1-3:00pm/L/IAQT/O)
- **10 Questionnaire Design 201** (4x/1-2:30pm/L/IAQT/O)
- **23 Social Media Research & Sentiment Analysis** (1x/11am-1:00pm/ALL/IAQL/O)
- **30 Market Research 101** (4x/11am-12:30pm/LI/O)

#### FEBRUARY
- **05 Become an Insights Consultant Black Belt** (4x/11am-12:30pm/L3)
- **05 Infographics** (4x/1-2:30pm/LI)
- **06 Conducting Research Interviews** (1x/1-2:30pm/LI/IAQL/O)
- **07 Excel for Market Research Data Analysis** (4x/1-2:30pm/LI/IAQT/O)

#### MARCH
- **05 Introduction to SPSS** (4x/1-2:30pm/LI/IAQT/O)
- **06 Focus Group Project Management** (4x/11am-12:30pm/LI/IAQL/O)
- **06 Market Segmentation** (1x/1-3:00pm/ALL/IAQT/O)
- **07 Writing Quantitative Research Reports** (4x/1-2:30pm/L2/IAQT/O)
- **09 Data Visualization 101** (3x/1-2:30pm/LI)
- **11 Ethnographic Research for Customer Insights** (1x/1-3:00pm/LI/IAQL/O)

#### APRIL
- **03 Joint, Discrete Choice & MaxDiff** (1x/11am-1:00pm/L2/IAQT/O)
- **04 Secondary Research** (3x/11am-12:30pm/LI/IAQL/O)
- **09 Introduction to Factor & Cluster Analysis** (4x/11am-12:30pm/L2/IAQT/O)
- **09 Data Visualization 101** (3x/1-2:30pm/LI)
- **11 Ethnographic Research for Customer Insights** (1x/1-3:00pm/LI/IAQL/O)

#### MAY
- **01 Open-ended Questions** (3x/1-2:30pm/LI/IAQT/O)
- **02 Writing Qualitative Research Reports** (4x/11am-12:30pm/L2/IAQL/O)
- **03 Online Moderation Theory & Practice** (4x/11am-12:30pm/L2)
- **07 Quantitative Data Analysis** (4x/11am-12:30pm/LI/IAQT/O)
- **08 Behavioral Economics** (4x/11am-12:30pm/ALL/O)
- **22 SPSS 201** (4x/1-3:00pm/L2)
- **23 Writing for Impact: A Boot camp for Market Researchers** (4x/1-2:30pm/LI)

#### JUNE
- **04 Mobile & Online Qualitative Research Methods** (4x/11am-12:30pm/L2/IAQL/O)
- **05 Client Management Skills** (2x/11am-1:00pm/ALL)
- **06 Improving Customer Satisfaction** (1x/11am-1:00pm/L1)
- **13 Introduction to R for Survey Researchers** (4x/11am-100pm/L3/IAQT)
- **19 Writing Quantitative Research Reports** (4x/11am-12:30pm/L2/IAQT/O)
- **20 Questionnaire Design Success** (1x/1-3:00pm/LI/IAQT/O)
- **27 Market Segmentation** (1x/1-3:00pm/ALL/IAQT/O)

#### JULY
- **09 Questionnaire Design 201** (4x/11am-12:30pm/L2/IAQT/O)
- **09 Excel for Market Research Data Analysis** (4x/1-2:30pm/LI/IAQT/O)
- **10 Conducting Research Interviews** (1x/1-2:30pm/LI/IAQL/O)
- **11 Social Media Research & Sentiment Analysis** (1x/1-3:00pm/ALL/IAQL/O)
- **17 Modernizing Your PowerPoint Template** (3x/1-2:30pm/L2)
- **18 Focus Group Project Management** (4x/1-2:30pm/LI/IAQL/O)
- **24 Introduction to SPSS** (4x/11am-12:30pm/LI/IAQT/O)

#### AUGUST
- **06 Infographics** (4x/11am-12:30pm/LI)
- **06 Writing Qualitative Research Reports** (4x/1-2:30pm/L2/IAQL/O)
- **07 Introduction to Factor & Cluster Analysis** (4x/1-2:30pm/L2/IAQT/O)
- **15 Secondary Research** (3x/1-2:30pm/LI/IAQL/O)
- **21 Ethnographic Research for Customer Insights** (1x/11am-1:00pm/LI/IAQL/O)
- **22 Joint, Discrete Choice & MaxDiff** (1x/11am-1:00pm/L2/IAQT/O)

#### SEPTEMBER
- **03 Client Management Skills** (2x/11am-1:00pm/ALL/O)
- **05 Quantitative Data Analysis** (4x/1-2:30pm/LI/IAQT/O)
- **11 Open-ended Questions** (3x/11am-12:30pm/LI/IAQT/O)
- **12 Sampling Practicum for Survey Researchers** (3x/11am-12:30pm/L2)
- **17 Questionnaire Design Success** (1x/11am-1:00pm/LI/IAQT/O)

#### OCTOBER
- **03 Mobile & Online Qualitative Research Methods** (4x/11am-12:30pm/L2/IAQL/O)
- **03 Writing for Impact: A Boot camp for Market Researchers** (4x/1-2:30pm/LI)
- **08 Writing Quantitative Research Reports** (4x/1-2:30pm/L2/IAQT/O)
- **09 Questionnaire Design 201** (4x/11am-12:30pm/L2/IAQT/O)
- **29 SPSS 201** (4x/11am-10:00pm/L2)
- **30 Market Segmentation** (1x/1-3:00pm/ALL/IAQT/O)

#### NOVEMBER
- **05 Market Research 101** (4x/1-2:30pm/LI)
- **06 Introduction to SPSS** (4x/11am-12:30pm/LI/IAQT/O)
- **06 Introduction to Factor & Cluster Analysis** (4x/1-2:30pm/L2/IAQT/O)
- **07 Introduction to R for Survey Researchers** (4x/1-3:00pm/L3/IAQT)
- **14 Conducting Research Interviews** (1x/11am-12:30pm/LI/IAQL/O)
- **21 Joint, Discrete Choice & MaxDiff** (1x/11am-1:00pm/L2/IAQT/O)

#### DECEMBER
- **03 Secondary Research** (3x/11am-12:30pm/LI/IAQL/O)
- **05 Excel for Market Research Data Analysis** (4x/11am-12:30pm/LI/IAQT/O)
- **10 Writing Qualitative Research Reports** (4x/1-2:30pm/L2/IAQL/O)
- **11 Ethnographic Research for Customer Insights** (1x/1-3:00pm/LI/IAQL/O)
- **18 Social Media Research & Sentiment Analysis** (1x/1-3:00pm/ALL/IAQL/O)

---

**Legend:**

- **#x** Number of times the course meets in consecutive weeks
- **##** Time of day that the course meets (all Eastern US)
- **L#** Level of course (1, 2, 3 or ALL)
- **IA** Insights Association Certificate eligible course (QT = quant, QL = qual)
- **O** Available in Backstage Pass on-demand option.

---

1 Two on-demand formats available: A) All real-time classes are available with recordings, B) Courses indicated with a “O” are also available in a self-paced-only format. Topics, instructor, dates & times subject to change. Illness and other unexpected events may result in rescheduling of real-time events.

Thanks for being a Research Rockstar! For the most current calendar information, please visit TrainingResearchRockstar.com & for current Training Pass & Team options, visit 2019 Training.