



# justenterprise

We've a **last couple of spaces left** on our FREE 'Market Research: A Beginner's Guide' workshop in Clydebank next week!

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** - Wednesday 7<sup>th</sup> February 2018 (9.30am to 4.00pm)

**Where** - Cunard Suite, West College Scotland, Queens Quay, Clydebank, G81 1BF

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

**How to Book** - Click [here](#) to complete the on-line registration form.

**Last couple of spaces left so please book by return to guarantee your place!**