

Online Training Program for Client Service & Operations Staff

DAY 1 24 November 2020	Activities	Facilitator	Time
	Welcome address	Oluwaseun Oyelaja NiMRA President	9.30am – 9.45am
	Session 1: What is the landscape of market research in Nigeria?	Lanre Fasakin Chairman CMRG	9.45am – 10.45am
	Session 2: Online Research in Nigeria	Ejaz Mirza & Ebere Egbule Borderless Access	10.45am – 12.00pm
	Lunch Break		12.00pm - 12.30pm
	Session 3: Introduction to Qualitative Research. Basics of qual research and projective techniques	Ugo Geri Robert Vice President NiMRA	12.30pm – 2.45pm
	Session 4: Packaging Research Materials: Brief & Proposals	Femi Daramola MD CMRG	2.45pm – 4.00pm

Day 2 25 November 2020	ACTIVITIES	Facilitator	Time
	Session 5: Introduction to Quantitative Research. Questionnaire Design	Paul Nnawobu CEO Random Dynamic Resources	9.00am – 10.30am
	Session 6: Essentials of data collection & sampling techniques	Hyacinth Jackson Project Manager Kantar Nigeria	10.30am – 12.00pm
	Session 7: Quality Control measures aimed at enhancing data integrity	Wale Kanmodi MD Qualiserve	12.00pm – 13.00pm
	Lunch Break		13.00pm – 13.30pm
	Session 8: Understanding research requirements, data analysis & presenting findings	Paul Oziegbe Account Director Kantar Nigeria	13.30pm – 3.00pm
	Session 9: Introduction to Quantitative Research Basics of quant research	Ope Dairo Group Line Director IPSOS Nigeria	3.00pm – 4.45pm
	Closure	Oluwaseun Oyelaja NiMRA President	4.45pm – 5.00pm