

Everything you need to know to run Successful Focus Groups

'A very relaxed, constructive and open learning environment.'

Delegate from Wiley-Blackwell

'An eye-opener to what can really be achieved from a focus group.'

Delegate from Elsevier

'Rachel was brilliant at bringing out key issues from our discussions and addressing them. It really gave me a new perspective on my markets.'

Delegate from Pearson on an in-company course

You may not consider yourself to be running focus groups, but if you've ever wanted to know how to get the best from discussions with small groups of customers ... this course has loads of practical advice to offer.

This fun workshop looks at ways of turning small-group discussions into professionally run focus groups, by working through the process from planning to analysis – via a role play exercise. Just how DO you keep the discussion on course, how do you judge whether your participants are giving honest opinions, and how do you avoid bias?

Content typically includes:

- The crucial planning stage. When and why focus groups? Are they right for my objectives? Do I need pre-placement material?
- Getting the right mix of participants – and a venue to match
- The importance of the topic guide. Writing questions for focus groups
- The more tightly you plan, the more spontaneous you can be. We prove it!
- Running the group: moderating skills, and the role of the note-taker
- Reading and working group dynamics
- Analysing focus groups – the tape, the transcript, and the report writing process
- Practical planning, question writing and role play exercises.

Course tutor:

Rachel Maund conducts market research campaigns, including focus groups, for clients who range from travel publishers to academic and scientific.

This course is not currently available on our 'open' training programme, but the agenda above can be tailored to your precise needs. Other market research options available too.

Why not ask us about a bespoke version of this course today?

**MORE DETAILS AT www.marketability.info/focusgroups
EMAIL rachel@marketability.info or PHONE 020 8977 2741**