

## 2022 CALENDAR OF ACTIVITIES

#	ACTIVITY	MONTH	DATE	TOWN & VENUE
1	<b>MSK ACADEMY</b>	FEBRUARY	JAN 3RD – 31ST	NAIROBI
2	<b>REDEFINING MARKETING IN THE DIGITAL ERA:</b> THE NEW CUSTOMER JOURNEY. HOW TO LEVERAGE THE POWER OF CUSTOMER CONNECTIVITY AND ADVOCACY.	FEBRUARY	17TH -18TH	NAIVASHA
3	<b>PERSONAL BRANDING:</b> VITAL PRINCIPLES AND SKILLS OF PERSONAL BRANDING.	FEBRUARY	25TH	NAIROBI
4	MSK MARKETING STUDENT MENTORSHIP CONFERENCE	MARCH	4TH	NAIROBI
5	ANNUAL GENERAL MEETING	MARCH	11TH	NAIROBI
6	AFRICA MARKETING CONFEDERATION CONFERENCE (HOSTED BY MSK)	MARCH	23RD – 24TH	NAIROBI
7	<b>TRANSFORMATIONAL BRANDS:</b> "THE POWER OF CONSUMER INSIGHTS."	MARCH	17TH – 18TH	MOMBASA
8	SOKONI MAGAZINE	MARCH	31ST	MAGAZINE
9	MSK ENTRY LEVEL MARKETERS CONFERENCE	APRIL	8TH	NAIROBI
10	<b>LEADERSHIP:</b> MANAGING THE MILLENNIALS AND GENERATION Z	APRIL	29TH	NAIROBI
11	MARKET PLANNING IN A CONNECTED ERA	MAY	13TH	NAIROBI
12	<b>INNOVATION DEVELOPMENT.</b> "PROVIDING A DISCIPLINED AND CONSISTENT APPROACH TO CREATING NEW PRODUCTS."	MAY	26TH – 27TH	MOMBASA
13	SOKONI MAGAZINE	JUNE	14TH	MAGAZINE
14	<b>SELLING STRATEGIES:</b> THE ART OF VALUE BASED SELLING.	JUNE	17TH	NAIROBI
15	<b>LEADERSHIP TECHNIQUES:</b> HOW TO INFLUENCE COLLEAGUES.	JUNE	23RD – 24TH	NAIVASHA
16	MSK ACADEMY	JULY	1ST – 30TH JUNE	NAIROBI
17	<b>SUSTAINABILITY:</b> ENVIRONMENT, SOCIAL AND GOVERNANCE ESG FOR ORGANIZATIONS	JULY	15TH	NAIROBI
18	MSK MARKETERS SUMMIT	JULY	25TH – 29TH	MOMBASA
19	<b>DIGITAL MARKETING:</b> ESSENTIAL TOOLS FOR DIGITAL MARKETING SUCCESS.	AUGUST	12TH	NAIROBI
20	<b>BRAND ANALYTICS:</b> "DE-MYSTIFYING FINANCIAL TERMS, CONCEPTS OF BRANDS AND USING CUSTOMER DATA FOR MARKETING."	AUGUST	25TH – 26TH	NAIVASHA
21	SOKONI MAGAZINE	SEPTEMBER	30TH	MAGAZINE
22	CUSTOMER RELATIONSHIP MANAGEMENT	SEPTEMBER	16TH	NAIROBI
23	MARKETING FOR NON-MARKETERS	SEPTEMBER	29TH – 30TH	MOMBASA
24	<b>EXPERIENTIAL MARKETING:</b> MOVING BEYOND THE DELIVERY OF PRODUCTS & SERVICES.	OCTOBER	14TH	NAIROBI
25	MSK MARKETERS CONFERENCE	OCTOBER	27TH – 28TH	MOMBASA
26	COMPETITOR ANALYSIS	NOVEMBER	11TH	NAIROBI
27	<b>SECURING ADEQUATE FUNDING FOR YOUR BRANDS IN LEAN ECONOMIC TIMES:</b> "HOW TO SUCCESSFULLY PITCH BRAND PLANS THAT SECURE ADEQUATE FUNDING."	NOVEMBER	24TH – 25TH	NAIVASHA
28	MSK MARKETERS GOLF	NOVEMBER	26TH	NAIROBI
29	MSK GALA AWARDS 2022	DECEMBER	2ND	NAIROBI
30	<b>PRODUCT PRICING:</b> "THINKING DIFFERENTLY ABOUT THE ROLE OF PRICE IN MY OVERALL BRAND MIXES"	DECEMBER	8TH – 9TH	MOMBASA