

## 2023 CALENDAR OF ACTIVITIES

#	ACTIVITY	MONTH	DATE	TOWN & VENUE
1	MSK ACADEMY INTAKE	FEBRUARY	JAN 2ND – 31ST	NAIROBI
2	<b>LEVERAGE SOCIAL MEDIA TO GROW YOUR BUSINESS:</b> SETTING UP AN EFFECTIVE SOCIAL MEDIA MARKETING STRATEGY	FEBRUARY	16TH	VIRTUAL (2HRS)
3	MSK MARKETING STUDENT MENTORSHIP CONFERENCE	MARCH	3RD	NAIROBI
4	ANNUAL GENERAL MEETING	MARCH	10TH	NAIROBI
5	<b>DESIGN THINKING:</b> THE POWER OF CUSTOMER CENTRIC APPROACH.	MARCH	30TH – 31ST	NAIROBI
6	SOKONI MAGAZINE MARCH ISSUE	MARCH	31ST	MAGAZINE
7	<b>INFLUENCER MARKETING:</b> BUILDING TRUST & BRAND AWARENESS	APRIL	6TH	VIRTUAL (2HRS)
8	<b>LEADERSHIP FRUSTRATIONS:</b> DON'T LET THE CRACKED EGG DIVIDE YOU	APRIL	27TH – 28TH	NAKURU
9	MSK MARKETERS SUMMIT	MAY	26TH	NAIROBI
10	MSK ACADEMY INTAKE	JUNE	1ST – 30TH JUNE	NAIROBI
11	<b>UNLOCK THE VALUE OF DATA:</b> TRANSLATING CONSUMER INSIGHTS AND DATA TO DRIVE BUSINESS GROWTH	JUNE	29TH – 30TH	MOMBASA
12	SOKONI MAGAZINE JUNE ISSUE	JUNE	30TH	MAGAZINE
13	<b>MARKETING FOR RESULT:</b> ESTABLISHING PRODUCTIVE RELATIONSHIPS WITH CUSTOMERS.	JULY	13TH	VIRTUAL (2HRS)
14	<b>CUSTOMER JOURNEY MAPPING &amp; PERSONAS:</b> WALK IN YOUR CUSTOMERS SHOES.	AUGUST	24TH – 25TH	NAIVASHA
15	<b>MANAGING AN AGENCY:</b> HOW TO GET THE BEST OUT OF YOUR PARTNER MARKETING AGENCIES	SEPTEMBER	14TH	VIRTUAL (2HRS)
16	SOKONI MAGAZINE SEPTEMBER ISSUE	SEPTEMBER	30TH	MAGAZINE
17	<b>BRAND ACTIVATIONS THAT DRIVE RESULTS:</b> MOVING BEYOND THE DELIVERY OF PRODUCTS & SERVICES.	SEPTEMBER	28TH – 29TH	MOMBASA
18	<b>SEEING VS READING:</b> IS VIDEO THE FUTURE OF MARKETING	OCTOBER	12TH	VIRTUAL (2HRS)
19	MSK MARKETERS CONFERENCE	OCTOBER	26TH – 27TH	MOMBASA
20	MSK MARKETERS GOLF	NOVEMBER	10TH	NAIROBI
21	<b>SERVICES MARKETING:</b> POSITIONING SERVICES IN COMPETITIVE MARKETS.	NOVEMBER	23RD – 24TH	MOMBASA
22	MSK MARKETERS GOLF	NOVEMBER	10TH	NAIROBI
23	MSK GALA AWARDS 2023	DECEMBER	1ST	NAIROBI
24	<b>REINVENTING YOUR BRAND:</b> CREATING A WELL-DEFINED, STRATEGIC BRAND IDENTITY THAT LASTS.	DECEMBER	7TH – 8TH	NAIVASHA
25	SOKONI MAGAZINE DECEMBER ISSUE	DECEMBER	31ST	MAGAZINE