



#	Activity	Month	Date	Town & Venue
1)	MSK ACADEMY INTAKE	JANUARY	1ST-31ST	NAIROBI
2)	DIGITAL ADVERTISING AND E-COMMERCE: DRIVING CONVERSIONS AND REVENUE	FEBRUARY	16TH	VIRTUAL (2HRS)
3)	MSK MARKETING STUDENT MENTORSHIP CONFERENCE	MARCH	8TH	NAIROBI
4)	ANNUAL GENERAL MEETING (AGM)	MARCH	15TH	NAIROBI
5)	AI AND AUTOMATION: LEVERAGING TECHNOLOGY FOR MARKETING SUCCESS	MARCH	28TH-29TH	NAIROBI
6)	SOKONI MAGAZINE MARCH ISSUE	MARCH	29TH	Q1 MAGAZINE
7)	MSK MARKETERS GOLF	APRIL	12TH	NAIROBI
8)	MARKETING AS A BUSINESS DRIVER: ALIGNING MARKETING WITH ORGANIZATIONAL GOALS	APRIL	17TH-19TH	UGANDA
9)	MSK MARKETERS SUMMIT	MAY	8TH-10TH	MOMBASA
10)	PERSONALIZATION AND CUSTOMER EXPERIENCE: DRIVING GROWTH WITH CUSTOMER JOURNEY MAPPING	MAY	12TH	VIRTUAL (2HRS)
11)	MSK ACADEMY INTAKE	JUNE	1ST-30TH	NAIROBI
12)	MARKETING FOR NON-MARKETERS: EQUIPPING NON-MARKETERS FOR BUSINESS IMPACT	JUNE	6TH-7TH	NAIROBI
13)	DATA-DRIVEN MARKETING: ANALYTICS AND INSIGHTS FOR EFFECTIVE DECISION-MAKING	JUNE	27TH-28TH	NAKURU
14)	SOKONI MAGAZINE JUNE ISSUE	JUNE	28TH	Q2 MAGAZINE
15)	PUBLIC SECTOR MARKETING: INNOVATION FOR MARKETING SUCCESS	JULY	17TH-19TH	MOMBASA
16)	ADAPTING TO SHIFTING CONSUMER BEHAVIORS: INSIGHTS, TRENDS AND OPPORTUNITIES	JULY	11TH	VIRTUAL (2HRS)
17)	MARKETERS CONFERENCE	AUGUST	28TH-30TH	MOMBASA
18)	INFLUENCER MARKETING: LEVERAGING INTERNET FAME FOR BRAND SUCCESS	SEPTEMBER	12TH	VIRTUAL (2HRS)
19)	SOKONI MAGAZINE SEPTEMBER ISSUE	SEPTEMBER	30TH	Q3 MAGAZINE
20)	STRATEGIC BRAND MANAGEMENT IN THE DIGITAL AGE: BUILDING AND SUSTAINING BRAND EQUITY	SEPTEMBER	26TH-27TH	MOMBASA
21)	MOBILE MARKETING STRATEGIES: OPTIMIZING FOR A MOBILE-FIRST WORLD	OCTOBER	17TH	VIRTUAL (2HRS)
22)	CUSTOMER-CENTRIC MARKETING: BUILDING STRATEGIES AROUND EVOLVING CONSUMER NEEDS	OCTOBER	24TH-27TH	NAIVASHA
23)	MSK GALA AWARDS 2024	NOVEMBER	29TH	NAIROBI
24)	MARKETING METRICS: MEASURING AND MAXIMIZING MARKETING ROI	NOVEMBER	7TH-8TH	MOMBASA
25)	SOKONI MAGAZINE DECEMBER ISSUE	DECEMBER	31ST	Q4 MAGAZINE

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