

2024 CALENDAR OF ACTIVITIES

#	ACTIVITY	MONTH	DATE	TOWN & VENUE
1	MSK ACADEMY INTAKE	JANUARY	JAN 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	28TH	NAIROBI
5	AI AND AUTOMATION: LEVERAGING TECHNOLOGY FOR MARKETING SUCCESS.	MARCH	28TH – 29TH	NAIROBI
6	SOKONI MAGAZINE MARCH ISSUE	MARCH	29TH	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	29TH – 31ST	MOMBASA
10	PERSONALIZATION AND CUSTOMER EXPERIENCE: DRIVING GROWTH WITH CUSTOMER JOURNEY MAPPING.	MAY	12TH	VIRTUAL (2HRS)
11	MSK ACADEMY INTAKE	JUNE	1ST – 30TH JUNE	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	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	AMC CONFERENCE	SEPTEMBER	25TH – 27TH	MOMBASA
18	INFLUENCER MARKETING: LEVERAGING INTERNET FAME FOR BRAND SUCCESS.	SEPTEMBER	12TH	VIRTUAL (2HRS)
19	SOKONI MAGAZINE SEPTEMBER ISSUE	SEPTEMBER	30TH	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 – 25TH	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	MAGAZINE