

# 2026 MSK CALENDAR OF EVENTS

#	ACTIVITY	MONTH	DATE	TOWN & VENUE
1)	MSK ACADEMY - PRACTITIONERS DIPLOMA IN MARKETING (PDM) INTAKE	JANUARY	1 <sup>ST</sup> - 31 <sup>ST</sup>	NAIROBI/VIRTUAL
2)	INTEGRATED BRAND BUILDING IN THE AGE OF FRAGMENTED CONSUMERS	FEBRUARY	20 <sup>TH</sup>	VIRTUAL (2HRS)
3)	CULTURE AS STRATEGY: WHEN MARKETING GETS IT RIGHT (AND WRONG)	FEBRUARY	26 <sup>TH</sup> – 27 <sup>TH</sup>	NAIROBI (TRAINING)
4)	ANNUAL GENERAL MEETING (AGM)	MARCH	25 <sup>TH</sup>	NAIROBI
5)	MSK MARKETERS GOLF	MARCH	27 <sup>TH</sup>	NAIROBI
6)	MSK STUDENTS' MENTORSHIP CONFERENCE	APRIL	10 <sup>TH</sup>	TBD
7)	CUSTOMER EXPERIENCE (CX) AS THE NEW BATTLEGROUND: DESIGNING END-TO-END EXCELLENCE	APRIL	23 <sup>RD</sup> -24 <sup>TH</sup>	NAIROBI (TRAINING)
8)	SOKONI MAGAZINE Q1 ISSUE	APRIL	30 <sup>TH</sup>	Q1 MAGAZINE
9)	PRICING, PROMOTIONS & PROFITABILITY	MAY	8 <sup>TH</sup>	VIRTUAL (2HRS)
10)	MSK MARKETERS SUMMIT 2026	MAY	28 <sup>TH</sup>	NAIROBI
11)	MSK ACADEMY - PRACTITIONERS DIPLOMA IN MARKETING (PDM) INTAKE	JUNE	1 <sup>ST</sup> – 30 <sup>TH</sup>	NAIROBI/VIRTUAL
12)	BUILDING BRANDS IN LOW-TRUST, HIGH-NOISE MARKETS	JUNE	17 <sup>TH</sup> – 18 <sup>TH</sup>	MACHAKOS (TRAINING)
13)	SOKONI MAGAZINE Q2 ISSUE	JUNE	30 <sup>TH</sup>	Q2 MAGAZINE
14)	MARKETING CONNECT	JULY	10 <sup>TH</sup>	CONNECT EVENT
15)	THE TIKTOK ECONOMY	JULY	17 <sup>TH</sup>	VIRTUAL (2HRS)
16)	SOCIAL COMMERCE: THE NEW FRONTIER OF ONLINE SHOPPING	JULY	29 <sup>TH</sup> – 30 <sup>TH</sup>	NAIROBI (TRAINING)
17)	SENIOR MARKETING AND BUSINESS LEADERS FORUM	AUGUST	7 <sup>TH</sup>	NAIROBI
18)	MSK MARKETERS CONFERENCE 2026	AUGUST	26 <sup>TH</sup> – 28 <sup>TH</sup>	MOMBASA
19)	CONTENT THAT CONVERTS	SEPTEMBER	11 <sup>TH</sup>	VIRTUAL (2HRS)
20)	SOKONI MAGAZINE – Q3 ISSUE	SEPTEMBER	30 <sup>TH</sup>	Q3 MAGAZINE
21)	PUBLIC SECTOR MARKETING, CITIZEN ENGAGEMENT & SERVICE AWARENESS	SEPTEMBER/OC TOBER	29 <sup>TH</sup> SEPT TO 1 <sup>ST</sup> OCT	MOMBASA (TRAINING)
22)	MARKETING ANALYTICS, INSIGHTS & DATA-DRIVEN DECISION MAKING	OCTOBER	8 <sup>TH</sup> – 9 <sup>TH</sup>	NAIROBI (TRAINING)
23)	PRE-GALA AWARDS BREAKFAST EVENT	OCTOBER	14 <sup>TH</sup>	NAIROBI
24)	BEYOND KEYWORDS: GEO & ZERO-CLICK CONTENT	OCTOBER	30 <sup>TH</sup>	VIRTUAL (2HRS)
25)	MSK GALA AWARDS 2026	NOVEMBER	27 <sup>TH</sup>	NAIROBI
26)	SOKONI MAGAZINE – Q4 ISSUE	DECEMBER	15 <sup>TH</sup>	Q4 MAGAZINE



MSK GALA AWARDS 2026 | SEMINARS | CONFERENCE | SUMMIT | GOLF | MAGAZINE

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