

# 2026 MSK CALENDAR OF EVENTS

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



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

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