

2026 MSK CALENDAR OF EVENTS

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

