

2023 CALENDAR OF ACTIVITIES

#	ACTIVITY	MONTH	DATE	TOWN & VENUE
1	MSK ACADEMY INTAKE	FEBRUARY	JAN 2ND – 31ST	NAIROBI
2	LEVERAGE SOCIAL MEDIA TO GROW YOUR BUSINESS: SETTING UP AN EFFECTIVE SOCIAL MEDIA MARKETING STRATEGY	FEBRUARY	16TH	VIRTUAL (2HRS)
3	MSK MARKETING STUDENT MENTORSHIP CONFERENCE	MARCH	3RD	NAIROBI
4	ANNUAL GENERAL MEETING	MARCH	10TH	NAIROBI
5	DESIGN THINKING: THE POWER OF CUSTOMER CENTRIC APPROACH.	MARCH	30TH – 31ST	NAIROBI
6	SOKONI MAGAZINE MARCH ISSUE	MARCH	31ST	MAGAZINE
7	INFLUENCER MARKETING: BUILDING TRUST & BRAND AWARENESS	APRIL	6TH	VIRTUAL (2HRS)
8	LEADERSHIP FRUSTRATIONS: DON'T LET THE CRACKED EGG DIVIDE YOU	APRIL	27TH – 28TH	NAKURU
9	MSK MARKETERS SUMMIT	MAY	26TH	NAIROBI
10	MSK ACADEMY INTAKE	JUNE	1ST – 30TH JUNE	NAIROBI
11	UNLOCK THE VALUE OF DATA: TRANSLATING CONSUMER INSIGHTS AND DATA TO DRIVE BUSINESS GROWTH	JUNE	29TH – 30TH	MOMBASA
12	SOKONI MAGAZINE JUNE ISSUE	JUNE	30TH	MAGAZINE
13	MARKETING FOR RESULT: ESTABLISHING PRODUCTIVE RELATIONSHIPS WITH CUSTOMERS.	JULY	13TH	VIRTUAL (2HRS)
14	CUSTOMER JOURNEY MAPPING & PERSONAS: WALK IN YOUR CUSTOMERS SHOES.	AUGUST	24TH – 25TH	NAIVASHA
15	MANAGING AN AGENCY: HOW TO GET THE BEST OUT OF YOUR PARTNER MARKETING AGENCIES	SEPTEMBER	14TH	VIRTUAL (2HRS)
16	SOKONI MAGAZINE SEPTEMBER ISSUE	SEPTEMBER	30TH	MAGAZINE
17	BRAND ACTIVATIONS THAT DRIVE RESULTS: MOVING BEYOND THE DELIVERY OF PRODUCTS & SERVICES.	SEPTEMBER	28TH – 29TH	MOMBASA
18	SEEING VS READING: IS VIDEO THE FUTURE OF MARKETING	OCTOBER	12TH	VIRTUAL (2HRS)
19	MSK MARKETERS CONFERENCE	OCTOBER	26TH – 27TH	MOMBASA
20	MSK MARKETERS GOLF	NOVEMBER	10TH	NAIROBI
21	SERVICES MARKETING: POSITIONING SERVICES IN COMPETITIVE MARKETS.	NOVEMBER	23RD – 24TH	MOMBASA
22	MSK MARKETERS GOLF	NOVEMBER	10TH	NAIROBI
23	MSK GALA AWARDS 2023	DECEMBER	1ST	NAIROBI
24	REINVENTING YOUR BRAND: CREATING A WELL-DEFINED, STRATEGIC BRAND IDENTITY THAT LASTS.	DECEMBER	7TH – 8TH	NAIVASHA
25	SOKONI MAGAZINE DECEMBER ISSUE	DECEMBER	31ST	MAGAZINE