



IMA membership, Insight forums & Transforming Insight programme

Options & prices,
January 2023

Insight Management Academy

2023 Insight forums for leaders



Term 1

11 Jan	UK Online forum	<i>Achievements in '22 Ambitions for '23</i>
	US Online forum	
8 Feb	UK Online forum	<i>Responding to requests & saying no, nicely</i>
	US Online forum	
15 Mar	Manchester forum	<i>Insight knowledge development & knowledge management systems</i>
22 Mar	London forum	
29 Mar	UK Online forum	
	US Online forum	

Term 2

10 May	UK Online forum	<i>Essential Insight analysis & communicating numbers</i>
	US Online forum	
7 Jun	UK Online forum	<i>Following up after projects</i>
	US Online forum	
5 Jul	Manchester forum	<i>Insight strategy development</i>
12 Jul	London forum	
19 Jul	UK Online forum	
	US Online forum	

Term 3

13 Sep	UK Online forum	<i>Insight positioning</i>
	US Online forum	
11 Oct	UK Online forum	<i>Communication tools and templates</i>
	US Online forum	
15 Nov	Manchester forum	<i>Influencing senior decision-makers</i>
22 Nov	London forum	
29 Nov	UK Online forum	
	US Online forum	

*Topics are subject to change

2023 Transforming Insight programme



Insight team development

Online workshops



Commercial thinking

10 Jan, 2 May, 21 Sep



Consultancy & detective skills

18 Jan, 9 May, 27 Sep



Knowledge farming

26 Jan, 17 May, 4 Oct



Influencing skills

25 Jan, 16 May, 3 Oct



Behavioural economics

31 Jan, 24 May, 10 Oct



Communication planning

7 Feb, 8 Jun, 18 Oct



Storytelling skills

28 Feb, 14 Jun, 7 Nov



Visual communication

7 Mar, 21 Jun, 14 Nov

121 online mentoring and support



Mentoring for Insight professionals



Support hours for Insight professionals

Insight leader guidance

Online masterclasses and support



Insight leadership masterclass



Insight leadership additional support hours



Insight strategy masterclass



Insight strategy additional support hours



Insight positioning masterclass



Insight positioning additional support hours



Insight ROI masterclass



Insight ROI additional support hours

Online workshops and benchmarking



Aspiring Insight leaders

16 Mar, 28 Jun, 30 Nov



Advanced Insight benchmarking

Arranged on request

2023 IMA membership and programme prices



Annual membership

Tier 1	Tier 2	Tier 3
Insight forums F2F & online forums	Insight forums F2F & online forums	Insight forums Online forums
Online learning Up to 50 user licences	Online learning Up to 15 user licences	Online learning Up to 5 user licences
Expert advice Each term	Expert advice Each term	Expert advice Each term
Insight benchmarking Insight leader survey	Insight benchmarking Insight leader survey	Insight benchmarking Insight leader survey
Insight network Direct access to members	Insight network Direct access to members	Insight network Direct access to members
Team development Up to 600 credits		
£12,999	£5,499	£4,499

Please visit our website: www.insight-management.org
or email: info@insight-management.org

*All prices are exclusive of VAT, all support except F2F forums is provided online.
All member organisations receive a 33% discount on our Transforming Insight programme
(included in the prices opposite).*

Transforming Insight programme

Online workshops



4-hour open workshops are run with a maximum of 15 participants from a range of organisations.

Individual places:

Members: 20 credits or £249

Non-members: £379



Subject to availability, topics can also be booked for a team (max 15).

Team workshop:

Members: 200 credits or £2,499

Non-members: £3,799



Online masterclasses, support hours, mentoring & benchmarking



Masterclasses

2-hour online masterclasses can be arranged for the Insight leader or leadership group within a single organisation (max 6 participants).

Members: 100 credits or £1,249, Non-members: £1,879



Support hours can be arranged following masterclasses, and, like **mentoring**, are charged by the hour.

Members: 30 credits or £375, Non-members: £569



Advanced Insight benchmarking

Arranged on request, please contact us to discuss.