



IMA membership, Insight forums & Transforming Insight programme

2024 options & prices

Insight Management Academy

2024 Insight forums for leaders

Term 1

10 Jan	Online forum	<i>Defining our Insight team's purpose</i> <i>Shaping our team around our purpose</i>
7 Feb	Online forum	<i>Improving our Insight team's profile</i> <i>Developing our organisation's customer instinct</i>
6 Mar	Manchester forum	<i>Developing our Insight people</i>
13 Mar	Online forum	<i>Prioritising skills & capability development</i> <i>Applying coaching principles</i>
20 Mar	London forum	<i>Recognising and managing imposter syndrome</i>

Term 2

15 May	Online forum	<i>Working with our Insight team's partners</i> <i>Getting the most from our agencies</i>
12 Jun	Online forum	<i>Reviewing our Insight team's products</i> <i>The benefits of bite-sized comm's</i>
3 Jul	Manchester forum	<i>Which business priorities deserve most resource?</i>
10 Jul	London forum	<i>Improving our team's commercial thinking</i>
17 Jul	Online forum	<i>Working efficiently and 80% solutions</i> <i>Recognising and managing stress</i>

Term 3

11 Sep	Online forum	<i>Perfecting our Insight team's key processes</i> <i>Working with biases to effect team change</i>
9 Oct	Online forum	<i>Measuring Insight team performance</i> <i>Growing our knowledge asset</i>
13 Nov	Manchester forum	<i>Planning to be a transformational leader</i>
20 Nov	London forum	<i>Managing perceptions within our team</i>
27 Nov	Online forum	<i>Developing our brand within the organisation</i> <i>A transformation plan for 2025</i>

*Topics are subject to change

2024 Transforming Insight programme

Insight team development

Online workshops



Commercial thinking

17 Sep



Consultancy & detective skills

30 Apr, 25 Sep



Knowledge farming

26 Sep



Influencing skills

22 May, 3 Oct



Behavioural economics

23 May, 15 Oct



Communication planning

4 Jun, 16 Oct



Storytelling skills

13 Jun, 6 Nov



Visual communication

17 Jun, 26 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

26 Jun, 5 Dec



Advanced Insight benchmarking

Arranged on request

2024 IMA membership & programme prices

Annual membership

Tier 1	Tier 2	Tier 3
Insight forums 15 F2F & online forums	Insight forums 15 F2F & online forums	Insight forums 9 online forums
Insight network Access to 300+ members	Insight network Access to 300+ members	Insight network Access to 300+ members
Online library Up to 50 user licences	Online library Up to 15 user licences	Online library Up to 5 user licences
Insight benchmarking With 500+ Insight leaders	Insight benchmarking With 500+ Insight leaders	Insight benchmarking With 500+ Insight leaders
Expert advice Signpost resources & contacts	Expert advice Signpost resources & contacts	Expert advice Signpost resources & contacts
Team development Up to 600 credits		
£13,999	£5,999	£4,999

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

All prices are exclusive of VAT, all support except F2F (London & Manchester) 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 £266

Non-members: £399



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

Team workshop:

Members: 200 credits or £2,666

Non-members: £3,999



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 £1,333; non-members: £1,999



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

Members: 30 credits or £399; non-members: £599



Advanced Insight benchmarking

Arranged on request, please contact us to discuss.