



# IMA membership, Insight forums & Transforming Insight programme

Options & prices,  
January 2023

Insight Management Academy

# 2023 Insight forums for leaders



## Term 1

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

## Term 2

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

## Term 3

<b>13 Sep</b>	UK Online forum	<i>Insight positioning</i>
	US Online forum	
<b>11 Oct</b>	UK Online forum	<i>Communication tools and templates</i>
	US Online forum	
<b>15 Nov</b>	Manchester forum	<i>Influencing senior decision-makers</i>
<b>22 Nov</b>	London forum	
<b>29 Nov</b>	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
<b>Insight forums</b> F2F & online forums	<b>Insight forums</b> F2F & online forums	<b>Insight forums</b> Online forums
<b>Online learning</b> Up to 50 user licences	<b>Online learning</b> Up to 15 user licences	<b>Online learning</b> Up to 5 user licences
<b>Expert advice</b> Each term	<b>Expert advice</b> Each term	<b>Expert advice</b> Each term
<b>Insight benchmarking</b> Insight leader survey	<b>Insight benchmarking</b> Insight leader survey	<b>Insight benchmarking</b> Insight leader survey
<b>Insight network</b> Direct access to members	<b>Insight network</b> Direct access to members	<b>Insight network</b> Direct access to members
<b>Team development</b> Up to 600 credits		
£12,999	£5,499	£4,499

Please visit our website: [www.insight-management.org](http://www.insight-management.org)  
or email: [info@insight-management.org](mailto: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.