

INVITATION TO ATTEND

Market Research Workshops

Opportunities NB (ONB) is pleased to host a series of bilingual Workshops on market research proudly featuring New Brunswick expert presenters from business partners BioNB, Venn Innovation and Canada Business Network.

Why is Market Research critical to your success?

Market research is foundational to sound business planning, and the use of business information will help drive the right strategic decisions. Even the best products and services will not sell if not properly targeted toward the right customers.

If you are struggling to define your target market, challenged to investigate the wealth of market research out there or are just looking to acquire some tools of the trade, this half-day market research workshop will get you off to a running start.

Workshop Topics:

- *What is market intelligence and what is its value?*
- *Where do I begin with market research?*
- *How do I gain insights on competitors, customers and product research?*
- *Canada Business Network at your service – An overview of services and demonstration of the tools available to find suppliers, identify possible competitors, identify potential market size, and access various types of industry reports.*

Guest Presenters:

Jonathan Dunnett, [Venn Innovation](#)

Joey Volpé, [BioNB](#)

Mark Bastarache, [Canada Business Network](#)

Locations and Time:

Tuesday, March 14, 2017

Four Points Sheraton, Petit-Temis/Mont Farlagne room
Edmundston, NB

Wednesday, March 15, 2017

Atlantic Host Hotel, Salon D
Bathurst, NB

8:30 am - 11:30 am

* Registration opens at 8 am

- 8:30 am Opening remarks by ONB
- 8:40 am - 10:00 am Workshop
- 10:00 am - 10:15 am Break
- 10:15 am - 11:15 am Workshop
- 11:15 am - 11:30 am Open floor
- 11:30 am Closing by ONB followed by networking with the presenters

RSVP

Confirm in advance to guarantee your seat in one of these free and limited capacity workshops!
RSVP by email or phone to:

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Proud Business Partners:

