

EFFECTIVE TECHNIQUES IN DESK RESEARCH

Course Director: **John Harrow**

Programme

| | |
|---------------|---|
| 09.45 - 10.00 | Registration and Coffee |
| 10.00 - 10.30 | Introduction |
| 10.30 - 11.35 | Accepting a Commission <ul style="list-style-type: none">• the research interview• confirming the project• managing client expectations |
| 11.35 - 11.50 | Coffee |
| 11.50 - 12.40 | Collecting the Data <ul style="list-style-type: none">• First Pass - using existing knowledge• Second Pass - the real learning |
| 12.40 - 13.00 | Statistics and how to find them |
| 13.00 - 14.00 | Lunch |
| 14.00 - 15.30 | Adding value <ul style="list-style-type: none">• original research• interpretation• presentation |
| 15.30 - 15.45 | Tea |
| 15.45 - 16.45 | Forum: <ul style="list-style-type: none">• Effective Telephone Research• Constructive feedback, how to seek and use it |
| 16.45 - 17.00 | Conclusion |