

The success and credibility of a qualitative research project hinge greatly on the quality of participants recruited for the study. The rapid adoption of digital data collection methods post-pandemic has presented numerous challenges for recruiters and researchers alike. This exclusive workshop, a unique opportunity at the SAMRA Annual Conference, aims to identify sustainable yet flexible solutions to these challenges. It offers a platform for research professionals to collaborate

and establish foundational guidance for respondent recruitment in the future.

Lebo Motshegoa will host a panel discussion with experienced and respected research industry experts, including Danny Manuell, research specialist at Telkom, Lynette van Duyn, business owner of Fieldworks, and Jani de Kock, research consultant at First Person, and Noluvuko Mathibe, research and insights director at African Response. The session will facilitate knowledge-sharing and learning within the research industry, fostering adaptation to this evolving recruitment landscape.

Don't miss out on these exclusive workshop sessions at this year's SAMRA Annual Conference. Space is limited, so register today to secure your spot and avoid disappointment.

For conference information and registrations visit the SAMRA Website:

<https://samra.co.za/samra-annual-conference-2024/>

For more, visit: <https://www.bizcommunity.com>