



2023 is coming to a close and as RIVA looks back on the year, we're incredibly grateful to all who have helped us make it one to remember. Connecting with our students, learning more from our respondents during research studies, and working closely with our clients has always been a rewarding experience and this year was no different. RIVA staff were also able to come together to celebrate a variety of life highlights and forty-two years as a company.

### RIVA Highlights

- ✚ In 2023, RIVA hosted 278 students through 48 classes!
- ✚ In addition to our vast course offerings, we also hosted webinars with QRCA, Facebook Live sessions, and led speaking engagements to continue sharing the knowledge of our industry.
- ✚ We introduced one new course and one newly upgraded course to our roster, offering students the chance to develop their moderator skills in a more in-depth way.
- ✚ We want to send our congratulations to Bonnie's daughter, Anna, on her wedding! We've heard it was stunning and we wish the best for you and your partner in the years ahead!
- ✚ Our Administrative Assistant, Rhea and her partner welcomed their daughter on November 5<sup>th</sup> – Congratulations!!

### QRCA Annual Conference 2024: Denver, CO

Join your fellow quallies at the 2024 annual conference January 22-25 in Denver, Colorado! This year, the conference has added an extra day to get through all the content.



The annual conference is a chance to make new connections, network with old friends, and learn from fellow industry professionals.

You might even spot a RIVA Trainer or two!

To register: <https://www.qrca.org/page/annual-conference>

### **Insights Association Annual Conference 2024: Atlanta, GA**



IA is hosting their annual conference in Atlanta, GA this year from April 8<sup>th</sup> to 10<sup>th</sup>. The conference offers attendees a great opportunity to network with and learn from some of the most influential industry leaders. Don't miss the chance to explore a variety of topics.

You'll also get to see a familiar RIVA face there, too!

To register: <https://www.insightsassociation.org/Events/Event-Info/sessionaltcd/2024AnnualConference>

### **RIVA & QRCA Webinars 2 & 3**

Get those laptops ready!

RIVA has partnered with QRCA to offer another series of webinars to help educate qualitative researchers. Webinars are sixty minutes and can be purchased individually or as a set:

<https://www.qrca.org/events/EventDetails.aspx?id=1775506&group=> .

The next events will be:

#### ***Creating Questions that Excite Respondents to Give You More***

January 12 at 11am

This webinar will cover:

- How to learn more about drivers and motivations of customers
- How to create questions to capture the language of consumers
- How to tell if you're getting the voice of the consumer
- Creating a structure to your guide

#### ***Probing: Getting to the "Aha"***

March 8<sup>th</sup> at 11am

This webinar will cover:

- The purpose of follow-up questions
- Interest in respondents' answers v. confirming a pre-conceived hypothesis
- Other traps to avoid when probing
- "Probing till you puke"
- What's so bad about "why?"

### **Save the Dates! 2024 #AskarIVATrainer Facebook Live Series**

RIVA has scheduled the following dates for our #AskarIVATrainer Facebook Live Series – all topics will be revealed closer to the date of the events:

January 12  
March 15  
May 17  
August 16  
October 25

Courses Coming in Early 2024



**RIVA**

## January 2024 Courses

**RIVA 201: Fundamentals of Moderating, In Person**  
8-11

**RIVA 201V: Fundamentals of Moderating, Virtual**  
15-18

**RIVA 201: Fundamentals of Moderating, In Person**  
29-Feb 1

The graphic features a blue background with a white starry pattern. The RIVA logo is at the top in white. Below it, the title 'January 2024 Courses' is in bold black. Three course listings are shown in white text on teal rectangular backgrounds.



**RIVA**

## February 2024 Courses

**207V: Fundamentals of IDI Moderating, Virtual**  
5-8

**201V: Fundamentals of Moderating, Virtual**  
12-15

**303V: Advanced Moderating, Virtual**  
26-29

The graphic features a background of red and pink hearts. The RIVA logo is at the top in white. Below it, the title 'February 2024 Courses' is in white cursive. Three course listings are shown in white text on pink rectangular backgrounds.



You can learn more about all of our courses and register on our website: <https://rivainc.com/browse-courses/>

*Our classes fill up quickly – the courses listed may be near or at capacity, so be sure to check our website for availability.*

### **New Courses in 2024!**

We'll be introducing two BRAND NEW courses to our line up in early 2024!

#### ***RIVA 610: Moderating Online Message Boards*** – April 2-4

An experiential course in the art of moderating asynchronous message/bulletin board online discussion groups. Students will learn and practice the techniques to make the most of this methodology for their clients.

#### ***RIVA 618: Moderating Video Chats*** – June 17-18

With more research taking place online, there are some nuances about moderating online that all qualitative researchers should know. This two-day, experiential course will teach students the differences between moderating online versus in person groups, providing tips, tools, and techniques to make your next online research chat a success!

*We have one more course entering the roster later in 2024, stay tuned!*

### **RIVA Closed**

RIVA offices will be closed December 22 – January 1 for the holiday period. We wish you all the best this holiday session, whether you are celebrating or not!

## CEO, Amber Tedesco, Reflects on 2023

As I sit and write this, I cannot believe another year has gone by so quickly. For those that do not know, RIVA is a small and mighty team dedicated to both conducting research and training individuals in the qualitative research field. People tend to know RIVA for either research or training, but do not realize we have a foot in both. Our slogan is “we do what we teach, and we teach what we do.” There is a true love and passion that’s packed into each of us to give more than what’s expected to those we work with.

As I am always looking ahead at what is coming up or planning for training and research projects, I feel as if I am never really in the moment. Looking back over the past year, I am so proud of my work family and what we’ve accomplished.

RIVA has been working on updating current class materials (thanks to all the feedback from our students and trainers) to make them more relevant due to changes in the qualitative market research industry. RIVA tackles this task typically every one to two years to ensure our materials are current. It is a HUGE undertaking, and we are almost ready for the 2024 updated version. **Reminder to our Alum... don’t get rid of your textbook(s)!** They are meant to be a resource. We’ve often heard our students refer to it regularly in their moderating career and some go back to it sometimes 20-30 years after taking the training course.



As part of RIVA’s mission to continue sharing the skills and techniques begun by our founders and grown through our experience with other researchers, we are proud to partner with QRCA on offering webinars this year and next. Additionally, our relationship with QRCA and Burke Institute allows us to award training scholarships with the Lloyd J. Harris Memorial Scholarship Fund, as well as QRCA and Insights Association (IA) for the Naomi Henderson Legacy Awards – the first of which was awarded this year. This year we also supported L&E Research in conducting Pro Bono research and I was invited back to be a guest speaker for a qualitative class at UGA.

Brittany was promoted to Qualitative Training and Research Specialist this year. She has been conducting more research, co-training, and working tirelessly on updating RIVA’s training materials.

We welcomed two new mini-RIVETTES in 2023, as well!

We just conducted our last RIVA 201 in person and virtual class for 2023. As the year ends, I would like to thank all of those that have supported and trusted us to be their research partner or trainer. A million times thank you to our Alliance Trainers, your partnership with us and dedication to our students is truly one of a kind.

We look forward to 2024!

~ Amber

## Congratulations, Rhea <3



It’s always exciting to welcome new life and in this newsletter we can congratulate our Admin, Rhea, and her partner on welcoming their first child! Little Isabella came into the world on November 5<sup>th</sup> and we’re happy to share mother and daughter are doing well.

## Thank you!

We want to extend our deepest gratitude to all of our students, clients, trainers, friends, staff, and family for making 2023 a successful year. Every one of you has helped us continue to provide the same “gold standard” we pride ourselves on for both research and training. We have been able to achieve so much this year thanks to your support and we are excited about all the great things coming in 2024!

We hope you all have a blessed holiday season ahead and enjoy ringing in the new year!



Brittany Mohammed  
Qualitative Training & Research Specialist

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*"We do what we teach and we teach what we do."*

RIVA Training Institute is now [IACET Accredited](#)

Find out more about Naomi's book at:

[[www.secretsofamastermoderator.com](http://www.secretsofamastermoderator.com)][www.secretsofamastermoderator.com](http://www.secretsofamastermoderator.com)