



PROJECT AND CONTRACT MANAGEMENT

Survey Design and Field Data Collection

3 day course

Classroom, online or in-house

Course overview

A survey produces numbers whether or not it was designed properly, and a badly worded question or an unrepresentative sample yields findings that are confidently wrong and impossible to detect afterwards. This course covers designing them soundly. Delegates work through defining what the survey must answer, sampling design including probability and non probability approaches and the size required for a usable margin of error, and questionnaire construction with the wording, ordering and response scale problems that bias answers. Enumerator training and supervision are covered, since field practice determines data quality. Digital data collection, validation and quality checks follow. Analysis and the honest reporting of confidence and limitation are addressed. The course closes on ethics, consent and data protection in field research.

What you will learn

- Define what a survey must answer before designing it
- Design a sample and determine the size a usable result requires
- Construct questions that do not bias the answer
- Train and supervise enumerators to protect data quality
- Use digital collection tools with validation and quality checks
- Analyse and report findings with their confidence and limits
- Meet ethics, consent and data protection obligations in the field

Who should attend

- Monitoring and evaluation and research staff
- Survey managers and field coordinators
- Government statistics and planning officers
- Market and social researchers
- Programme staff commissioning surveys

Course outline

- 01 Confidently wrong and undetectable
- 02 Defining the question
- 03 Probability and non probability sampling
- 04 Sample size and margin of error
- 05 Questionnaire construction and wording bias
- 06 Enumerator training and supervision
- 07 Digital collection, validation and quality checks
- 08 Analysis, reporting limits and research ethics

Upcoming dates

Dates	Venue	Format	Fee per delegate
19 to 21 October 2026	Kigali, Rwanda	Classroom	USD 995
24 to 26 February 2027	Johannesburg, South Africa	Classroom	R14,950
10 to 12 March 2027	Online	Online	R6,500



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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