

2007 Radio Training Courses

These training sessions are **free** to current subscribers of NMR Radio Ratings Data.
For dates and times of training, please refer to the 2007 Training Schedule sheet.

Theory and Software courses available this year are:

Nielsen Media Research Radio Ratings Certificate Course

A three part course covering all aspects of Radio surveys from the methodology used through to the type of data available and how to read and use it. To 'pass' each module, students will be required to undertake a small quiz. A certificate is awarded after successful completion of each module.

NOTE – this is not a software training course – **please see over the page for software courses.**

Module 1 - Understanding How Radio Surveys Are Conducted

Information covered: An introductory course covering Nielsen Media Research's radio measurement methodologies as well as explaining the 4 basic radio statistics of Share, Average Audience, Cumulative Audience and Time Spent Listening.

Who for? Sales & Marketing; Programmers; Media Buyers/Planners; Researchers etc, either as a refresher for current staff or as the perfect introduction for new staff.

Pre- Requisite: None

Length: 2 Hours

Module 2 - Understanding the Survey Numbers

Information covered: Re-caps the basic statistics and introduces others such as Exclusive Audience, Turnover, etc. Explores how the various statistics are calculated and how Cume and TSL can affect a Station's Share. The "Do's and Don'ts" of survey numbers.

Who for? Sales and Marketing; Programmers; Researchers and anyone interested in gaining extensive knowledge of survey numbers.

Pre- Requisite: Module 1 "Understanding How Radio Surveys are Conducted"

Length: 2 Hours

Module 3a - Using Survey Data in the Sales Environment

Information covered: Deals with the specific applications of the data in the sales environment. Various methods of & issues involved in building a radio campaign are explored. The concept of Optimum Frequency and the effect of audience 'turnover' are also covered.

Who for? Sales & Marketing Executives/ Managers etc.

Pre- Requisite: Modules 1 & 2

Length: 2 Hours

Module 3b - Programming with Radio Survey Data

Information covered: Deals with the specific applications of survey data in the programming environment. Topics include station share & what can change it; using the data to track audiences; or find out how loyal your listeners are; and even how to use R&F to monitor music rotation.

Who for? Programmers; Researchers etc.

Pre- Requisite: Modules 1 & 2

Length: 2 Hours

For more information on these products, please contact your Nielsen representative.

The Media

Client Service Sheet included in this Survival Kit has contact details for all states.

2007 Radio Training Courses

Nielsen Media Research Software Courses

Radio Advisor – Basic

Information covered: An introductory course to Radio Advisor – NMR's radio data software tool. Provides an overview to the system and explores in depth how to set up & read Session Ranking, Multi-Station Cume and Reach & Frequency analyses. Graphing and exporting is also covered.

Who for? Sales & Marketing; Programmers; Media Buyers/Planners; Researchers etc.

Pre- Requisite: Module 1 "Understanding How Radio Surveys are Conducted"

Length: 2 Hours

Radio Advisor – Advanced

Information covered: For people who want to be able to pull more than the basic statistics out of Radio Advisor. Great for sales planning, programming etc. Can be tailored to suit the group. Covers Ebb & Flow; Program Ranking; Station Loyalty.

Who for? Sales & Marketing; Programmers; Media Buyers/Planners; Researchers etc.

Pre- Requisite: Radio Advisor – Basic (or initial training when installed)

Length: 2 Hours

Other Nielsen Media Research Software

Training is also available to subscribers of other NMR services such as Panorama & AdEx.

Panorama

Panorama is a national multi-media database consisting of product and media consumption habits, consumer behaviours and attitudes. Data is collected via face to face interview & a self-completion questionnaire. Currency data from Radio and TV is then fused into the database providing clients with a comprehensive sales & marketing tool.

Using Panorama's Microscope software, subscribers can create in-depth profiles of listeners/ consumers; identify potential target audiences or product categories for generating advertising sales; validate advertising performance and much more. The multi-media R&F available in this system allows clients to ascertain a total reach & frequency for an advertising campaign utilising different media.

AdEx

Nielsen Media Research (NMR) provides the currency for advertising expenditure and volume measurement in Australia. AdEx measures over 95% of main media advertising across Australia each year (excluding Classifieds) and provides clients with a means to track advertising spend and activity by Media, Category, Agency, Advertiser or Product.

Using Adex's Ad*Views Reporter software, subscribers can analyse a specific client or agency's media expenditure and history; use it as a sales prospecting tool for current or potential clients; analyse the effectiveness of advertising campaigns and much more.

Nielsen Media Research Software Workshop

The Software Workshop is a practical training session showing you how to use AdEx, Panorama and Radio Advisor together to create a "story" for your Radio Station. In this session we workshop your projects so you gain the maximum benefit of using Nielsen Media Research's data.

Who for? Sales & Marketing; Media Buyers/Planners; Researchers etc.

Pre- Requisite: AdViews Reporter, Radio Advisor, Panorama

Length: 2 Hours

2007 Training Schedule

These training sessions are **free** to current subscribers of NMR Radio Ratings Data.

Please note: Dates, Times and Courses could change subject to demand.

Please see 2007 Radio Training Course sheet for more details on each course.

SYDNEY

Held at ACNielsen Centre, Level 2, 11 Talavera Rd, Macquarie Park NSW 2113

Contact: Ann-Maree Nolan, (02) 8873 7713

	Module 1 How Radio Surveys are Conducted	Module 2 Understanding the Survey Numbers	Module 3a Using Survey Data in the Sales Environment	Module 3b Programming with Radio Survey Data
Jan	Wed 17, 10am			
Feb	Wed 14, 10am	Wed 14, 2pm		
Mar	Wed 14, 10am		Wed 14, 2pm	
Apr	Wed 18, 10am	Wed 18, 2pm		
May	Wed 23, 10am			Wed 23, 2pm
Jun	Wed 20, 10am	Wed 20, 2pm		
Jul	Wed 18, 10am		Wed 18, 2pm	
Aug	Wed 15, 10am	Wed 15, 2pm		
Sep	Wed 19, 10am			Wed 19, 2pm
Oct	Wed 24, 10am	Wed 24, 2pm		
Nov	Wed 21, 10am		Wed 21, 2pm	

	Radio Advisor Basic	Radio Advisor Advanced	Panorama Introduction to*	AdViews
Jan	Thu 18, 10am	Thu 18, 2pm	Wed 31, 10am	
Feb	Thu 15, 10am	Thu 15, 2pm		Thu 1, 2pm
Mar	Thu 15, 10am	Thu 15, 2pm	Wed 7, 10am	Thu 8, 2pm
Apr	Thu 19, 10am	Thu 19, 2pm	Wed 4, 10am	Thu 12, 2pm
May	Thu 24, 10am	Thu 24, 2pm	Wed 9, 10am	Thu 10, 2pm
Jun	Thu 21, 10am	Thu 21, 2pm	Wed 6, 10am	Thu 7, 2pm
Jul	Thu 19, 10am	Thu 19, 2pm	Wed 4, 10am	Thu 5, 2pm
Aug	Thu 16, 10am	Thu 16, 2pm	Wed 1 & 29, 10am	Thu 2 & 30, 2pm
Sep	Thu 20, 10am	Thu 20, 2pm		
Oct	Thu 25, 10am	Thu 25, 2pm	Wed 3, 10am	Thu 4, 2pm
Nov	Thu 22, 10am	Thu 22, 2pm	Wed 7, 10am	Thu 8, 2pm
Dec				Thu 6, 2pm

* Panorama software and Software Workshop training will be on an adhoc basis

**Training for Adelaide & Perth are all on an ad hoc basis.
Please see below for contact in each market.**

ADELAIDE

Contact: Tara Thomas, (03) 9207 3981

PERTH

Contact: Richard Webster, 0419 904 197

NMR TRAINING CONDITIONS

Minimum Class size is 3. Once a place is booked in a course, NMR **must** receive notification of cancellations **no later than 48hrs before course commences. Someone else from your organisation can attend in your place if necessary.**

Please be considerate to others – if no notification is received and the class falls below 3 on the day, the course will be cancelled at the last moment, causing great inconvenience to other attendees who have arrived.

Cancellations less than 48hrs will incur a \$150 cancellation fee.

PTO for Melbourne & Brisbane training dates.

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.



2007 Training Schedule

MELBOURNE

Held at ACNielsen, Level 5, The Gateway, 312 St Kilda Rd, Melbourne VIC 3004

Contact: Tara Thomas, (03) 9207 3981

	Module 1 How Radio Surveys are Conducted	Module 2 Understanding the Survey Numbers	Module 3a Using Survey Data in the Sales Environment	Module 3b Programming with Radio Survey Data
Jan	Tue 16, 9am	Tue 16, 10:30am	Thu 18, 10am	
Feb	Tue 13, 9am	Tue 13, 10:30am		
Mar	Tue 13, 9am	Tue 13, 10:30am	Thu 15, 10am	
Apr	Tue 10, 9am	Tue 10, 10:30am		Wed 11, 2pm
May	Tue 15, 9am	Tue 15, 10:30am	Thu 17, 10am	
Jun	Tue 12, 9am	Tue 12, 10:30am		
Jul	Tue 10, 9am	Tue 10, 10:30am	Thu 12, 10am	
Aug	Tue 14, 9am	Tue 14, 10:30am		
Sep	Tue 11, 9am	Tue 11, 10:30am	Thu 13, 10am	
Oct	Tue 16, 9am	Tue 16, 10:30am		Wed 17, 2pm
Nov	Tue 13, 9am	Tue 13, 10:30am	Thu 15, 10am	
Dec	Tue 11, 9am	Tue 11, 10:30am		

	Radio Advisor Basic	Radio Advisor Advanced	Panorama	AdViews
Jan	Tue 16, 2pm		Wed 17, 9am	Wed 17, 11am
Feb	Tue 13, 2pm	Wed 14, 9am		
Mar	Tue 13, 2pm		Wed 14, 9am	Wed 14, 11am
Apr	Tue 10, 2pm	Wed 11, 9am		
May	Tue 15, 2pm		Wed 16, 9am	Wed 16, 11am
Jun	Tue 12, 2pm	Wed 13, 9am		
Jul	Tue 10, 2pm		Wed 11, 9am	Wed 11, 11am
Aug	Tue 14, 2pm	Wed 15, 9am		
Sep	Tue 11, 2pm		Wed 12, 9am	Wed 12, 11am
Oct	Tue 16, 2pm	Wed 17, 9am		
Nov	Tue 13, 2pm		Wed 14, 9am	Wed 14, 11am
Dec	Tue 11, 2pm	Wed 12, 9am		

BRISBANE

Held at ACNielsen, 545 Queen Street, Brisbane QLD 4000

Contact: Ann-Maree Nolan, (02) 8873 7713

	Module 1 How Radio Surveys are Conducted	Module 2 Understanding the Survey Numbers	Module 3a Using Survey Data in the Sales Environment	Module 3b Programming with Radio Survey Data
Feb	Tue 6, 10am	Tue 6, 2pm		
Mar	Tue 20, 10am		Tue 20, 2pm	
May	Tue 1, 10am	Tue 1, 2pm		
Jun	Tue 12, 10am			Tue 12, 2pm
Jul	Tue 24, 10am	Tue 24, 2pm		
Sep	Tue 4, 10am		Tue 4, 2pm	
Oct	Tue 16, 10am	Tue 16, 2pm		
Nov	Tue 27, 10am			Tue 27, 2pm

	AdViews	Panorama	Radio Advisor Basic	Radio Advisor Advanced
Feb	Wed 7, 9:30am		Wed 7, 1:30pm	
Mar		Wed 21, 9:30am	Wed 21, 1:30pm	
May	Wed 2, 9:30am			Wed 2, 1:30pm
Jun		Wed 13, 9:30am	Wed 13, 1:30pm	
Jul	Wed 25, 9:30am		Wed 25, 1:30pm	
Sep		Wed 5, 9:30am		Wed 5, 1:30pm
Oct	Wed 17, 9:30am		Wed 17, 1:30pm	
Nov		Wed 28, 9:30am	Wed 28, 1:30pm	