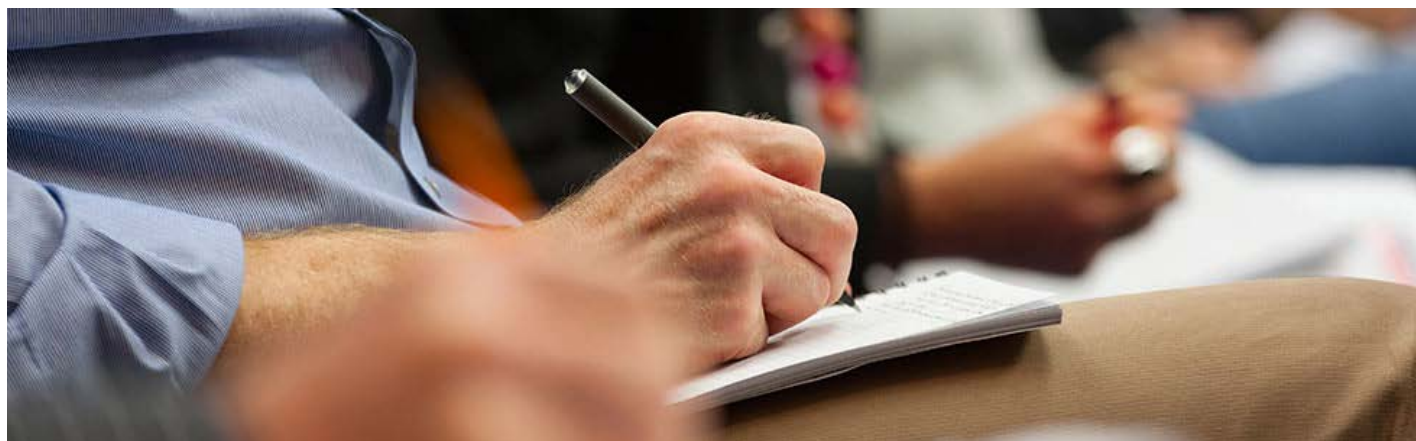


# GfK INDUSTRY-ACCREDITED RADIO RATINGS COURSE



## GfK RADIO RATINGS CERTIFICATE TRAINING COURSE

**Gain an in-depth understanding on how the radio ratings are conducted and learn how to use the radio ratings data effectively.**

The GfK Radio Ratings Certificate Training Course is free to current radio ratings subscribers, and covers all aspects of radio audience measurement in Australia.

The course is accredited by Commercial Radio Australia (CRA) and all participants will receive official joint CRA-GfK certification once they have passed a short test.

## TOPICS COVERED IN THE COURSE

### Introduction to Radio Audience Measurement in Australia

- a comprehensive overview of how the radio ratings are collected using the multi-mode methodology of sticker diary & e-diary.
- how the sample sizes are determined, selection of the respondents, how they are incentivised.
- a detailed description of data collection, harmonisation, and how it is released.

### Introduction to the Data

- an explanation of the basic statistics, how to interpret them, what relationship they have with each other, and how to use them effectively.
- Understanding and interpreting Reach & Frequency.

## COURSE DURATION

The course takes approximately 2 hours to complete.

## ADVANCED RADIO RATINGS TRAINING

We also offer advanced training on an ad-hoc basis.

The training can be customised to your needs, an example of what the advanced session can cover:

- Audience profiling
- Station loyalty
- Understanding Ebb & Flow
- Analysing your station's survey results

Participants should have previously completed the Radio Ratings Certificate course.

**Please Note:** These courses do not include software training. Please contact your Gold Standard Software Supplier for software training

## WANT MORE INFORMATION?

Contact your local GfK account representative:

Deb Hishon T: +61 2 9900 2880

Sian Gillen T: +61 3 8415 9505

Ann-Maree Nolan T: +61 2 9900 2851

# 2020 GfK RADIO RATINGS TRAINING SCHEDULE



The GfK Radio Ratings Certificate Training Course is free to current radio ratings subscribers, and covers all aspects of radio audience measurement in Australia.

For Sydney & Melbourne additional training sessions may be added depending on demand.

If you have more than 5 people interested in a training session, GfK may be able to conduct the training session on-site.

**SYDNEY:** GfK Offices, Level 8, 107 Mount St, North Sydney

**Contact:** Ann-Maree Nolan (02) 9900 2851/0413 585 332 [ann-maree.nolan@gfk.com](mailto:ann-maree.nolan@gfk.com)

	Date	Time
<b>Feb</b>	Tuesday, 4 <sup>th</sup>	10:30am-12:30pm
<b>Apr</b>	Tuesday, 7 <sup>th</sup>	10:30am-12:30pm
<b>Jun</b>	Tuesday, 9 <sup>th</sup>	10:30am-12:30pm
<b>Aug</b>	Tuesday, 11 <sup>th</sup>	10:30am-12:30pm
<b>Oct</b>	Tuesday, 6 <sup>th</sup>	10:30am-12:30pm
<b>Dec</b>	Tuesday, 1 <sup>st</sup>	10:30am-12:30pm

**MELBOURNE:** GfK Offices, Level 6, 50 Queen St, Melbourne

**Contact:** Sian Gillen (03) 8415 9505 / 0417 257 021 [sian.gillen@gfk.com](mailto:sian.gillen@gfk.com)

	Date	Time
<b>Feb</b>	Thursday, 6 <sup>th</sup>	10:00am-12:00pm
<b>Apr</b>	Thursday, 2 <sup>nd</sup>	10:00am-12:00pm
<b>Jun</b>	Thursday, 11 <sup>th</sup>	10:00am-12:00pm
<b>Aug</b>	Thursday, 6 <sup>th</sup>	10:00am-12:00pm
<b>Oct</b>	Thursday, 8 <sup>th</sup>	10:00am-12:00pm
<b>Dec</b>	Thursday, 3 <sup>rd</sup>	10:00am-12:00pm

**BRISBANE, ADELAIDE & PERTH:** Training to be conducted at Client site.

**Contact:** Ann-Maree Nolan (02) 9900 2851/0413 585 332 [ann-maree.nolan@gfk.com](mailto:ann-maree.nolan@gfk.com)

Sian Gillen (03) 8415 9505 / 0417 257 021 [sian.gillen@gfk.com](mailto:sian.gillen@gfk.com)

Training will be offered each quarter for Brisbane, Adelaide and Perth subscribers. An email seeking expressions of interest will be sent to determine level of demand. If you have urgent training requirements please contact GfK directly.

**GOLD COAST, NEWCASTLE & CANBERRA:** Training is run on an ad-hoc basis

**Contact:** Ann-Maree Nolan (02) 9900 2851/0413 585 332 [ann-maree.nolan@gfk.com](mailto:ann-maree.nolan@gfk.com)

## GfK TRAINING CONDITIONS

**You must advise GfK if you plan to attend a training session.** GfK reserves the right to turn away those who have not booked into a session if there is high demand.

**Minimum class size is 4,** and GfK reserves the right to cancel a training session due to low demand.

**GfK must be advised of any cancellations at least 48 hours before the course is due to commence** – another staff member can attend in place of a cancellation, and will not incur a fee. Please advise us if you are sending an attendee in place of a cancellation.

**Any cancellations with less than 48 hours' notice will incur a \$100 cancellation fee.**