

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
(VIC/SA)

Ann-Maree Nolan T: +61 2 9900 2851
(NSW/QLD/ACT)

Michelle Potter T: +61 424 552 273
(WA/SA)



2019 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.

Please Note: Dates and times may change or additional dates may be added subject to demand

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

Contact: Ann-Maree Nolan (02) 9900 2851/0476 813 520 ann-maree.nolan@gfk.com

	Date	Time
Feb	Tuesday, 5 th	10:30am-12:30pm
Mar	Tuesday, 19 th	10:30am-12:30pm
May	Tuesday, 7 th	10:30am-12:30pm
Jun	Tuesday, 18 th	10:30am-12:30pm
Jul	Tuesday, 30 th	10:30am-12:30pm
Sept	Tuesday, 10 th	10:30am-12:30pm
Oct	Tuesday, 22 nd	10:30am-12:30pm
Nov	Tuesday, 26 th	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

	Date	Time
Feb	Tuesday, 5 th	10:00am-12:00pm
Mar	Tuesday, 5 th	10:00am-12:00pm
Apr	Tuesday, 9 th	10:00am-12:00pm
May	Tuesday, 14 th	10:00am-12:00pm
Jun	Tuesday, 11 th	10:00am-12:00pm
Jul	Tuesday, 16 th	10:00am-12:00pm
Aug	Tuesday, 13 th	10:00am-12:00pm
Sept	Tuesday, 24 th	10:00am-12:00pm
Oct	Tuesday, 15 th	10:00am-12:00pm
Nov	Tuesday, 26 th	10:00am-12:00pm

BRISBANE: Training to be conducted at Client site.

Contact: Ann-Maree Nolan (02) 9900 2851 ann-maree.nolan@gfk.com

Please note: Times will be confirmed closer to the training sessions. Additional days maybe added depending on demand.

	Date
Feb	w/c 11 th
May	w/c 20 th
Aug	w/c 12 th
Dec	w/c 2 nd



2019 GfK RADIO RATINGS TRAINING SCHEDULE

ADELAIDE: Training to be conducted at Client site.

Contact: Michelle Potter 0424 552 273 michelle.potter@gfk.com

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

Training will be offered once per quarter, with exact dates to be confirmed.

PERTH: Training is run on an ad-hoc basis

Contact: Michelle Potter 0424 552 273 michelle.potter@gfk.com

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

Contact: Ann-Maree Nolan (02) 9900 2851/0476 813 520 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.