

GfK INDUSTRY-ACCREDITED RADIO RATINGS COURSE



GfK RADIO RATINGS CERTIFICATE TRAINING

Gain an understanding of 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

Introduction to Radio Audience Measurement in Australia

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

Introduction to the Data

- an explanation of the basic statistics, how to interpret them, and how to use them effectively.
- Understanding and interpreting Reach & Frequency.

COURSE DURATION

The course takes approximately 1 hour 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:

Sian Barron T: 0403 301 318

Ann-Maree Nolan T: 0413 585 332

2023 GfK RADIO RATINGS TRAINING SCHEDULE



All training will be conducted remotely via Teams / Zoom until further notice. Training will be offered to each Network/Agency for all subscribers. An email seeking expression of interest will be sent each month to determine level of demand. If you have urgent training requirements, please contact GfK directly.

Remote Training Schedule:

	Date	Time
Feb	Tuesday, 14 th	10:30am & 1:00pm
Mar	Tuesday, 28 th	10:30am & 1:00pm
May	Tuesday, 16 th	10:30am & 1:00pm
July	Tuesday, 18 th	10:30am & 1:00pm
Sept	Tuesday, 12 th	10:30am & 1:00pm
Nov	Tuesday, 28 th	10:30am & 1:00pm

* Please note depending on demand more sessions can be offered.

GfK Training Conditions

You must advise GfK if you plan to attend a training session by accepting the training invitation via teams. Training invitations can be forwarded to other team members.

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. If the training session falls under 4 people, the session will be cancelled.

E-Learning – GfK Radio Ratings – Introduction to the data.

Our e-learning course gives subscribers the flexibility to complete the GfK Radio Ratings training at a time that suits them. On completion of the course participants will be able to use the four basic radio statistics effectively and understand the relationship between the statistics; as well as be able to understand and interpret Reach & Frequency.

For more information on Remote or E-learning courses contact:

Ann-Maree Nolan 0413 585 332 ann-maree.nolan@gfk.com

Sian Barron 0403 301 318 sian.barron@gfk.com