

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN AUDIO

ONLINE COURSE LISTING
2017



To register for any of the live, online learning sessions, go to:
<http://en-us.nielsen.com/sitelets/cls/nielsenaudiocalendar.html>

CONCEPTS AND FUNDAMENTALS

Diary 101 – Diary Service Fundamentals

During this session, attendees will be introduced to the Nielsen Audio Diary Service, terminology and methodology. This session is recommended for those new to radio in a diary market. 40 min.

PPM 101 – PPM Fundamentals

During this session, attendees will be introduced to the Nielsen Audio PPM Service, terminology and methodology. This session is recommended for those new to radio in a PPM market. 40 min.

Qualitative Diary 101 – Qualitative Diary Fundamentals

Qualitative basics for those with less than one year of radio experience. This session covers basic qualitative terminology, methodology of the Qualitative Diary service and the two most important questions to ask when pulling qualitative information. This class is not for those who work for stations that subscribe to Scarborough. 40 min.

Scarborough 101 – Scarborough Fundamentals

Nielsen Scarborough qualitative basics for those with less than one year of radio experience. This session covers basic qualitative terminology, methodology of the Scarborough and Mid-tier Scarborough services and the two most important questions to ask when pulling qualitative information. 40 min.

Marketing 101 – Marketing Concepts for Local/Direct Clients

The success of your advertiser's campaign lies in your hands; do you know how to get results for your local direct customers and earn repeat business? Learn the key factors of a successful campaign and how to improve marketing impact for every advertiser. 40 min.

Marketing 201 – Overcoming Objections to Buying Radio

Ever heard these? "I tried radio once, it didn't work...radio's too expensive....no one listens to radio anymore...you can't measure radio's results." What are you doing to convince your prospect otherwise? Learn how successful radio sellers overcome radio's top objections. 40 min.

Scheduling 101 – Scheduling Concepts for Local/Direct Clients

Fantastic - you have an interested prospect, a completed needs analysis and it is time to put together a schedule. Before you start to build it, learn the most effective ways to ensure your client is running at the optimum reach and frequency to meet their marketing objectives. 40 min.

TAPSCAN SOFTWARE – QUANTITATIVE REPORTS

TAPSCAN 100 – Welcome to TAPSCAN

Learn the fundamental tools needed for you to run reports in TAPSCAN. This quick session will go over building a

basic ranker, editing parameters, TAPSCAN best practices and making your reports client friendly. 20 min.

TAPSCAN 101 – Composition Reports

You'll learn how to use the composition reports in TAPSCAN to show your market, station or cluster in a whole new light. Learn effective differentiation techniques to show exactly who your listeners are and where they listen. 30 min.

TAPSCAN 102 – Retail Spending Power (RSP)

Talk about your audience in terms any advertiser understands - potential revenue. Learn to use Retail Spending Power to determine spending levels for dozens of categories in your market by demo, station or within specific time periods. 30 min.

TAPSCAN SOFTWARE – QUALITATIVE REPORTS

TAPSCAN 103 – Instant Qualitative Profile (IQP)

Learn a quick, client ready report that will show the demographics of your market, client or station using qualitative data. 30 min.

TAPSCAN 104 – Target Profile Report

Generate a quick prospecting list and pull qualitative research for your station, clients or market. This class will cover your new go to report for creating one sheets, justifying your station and being your client's media resource. 40 min.

TAPSCAN SOFTWARE - SCHEDULING

TAPSCAN 105 – TAPSCAN Scheduling

In this class, you will learn how to create a basic schedule for your client in TAPSCAN. Prerequisite: Scheduling 101. 40 min.

TAPSCAN SOFTWARE – ADVANCED REPORTS

TAPSCAN 401 – Advanced Quantitative Research Reports

This advanced course takes a deeper dive into the quantitative research reports available in Tapscan including Hour By Hour, Trenders, Duplication and Benchmarks. Find your station's strengths by utilizing data beyond a basic ranker and become a research expert. 40 min

TAPSCAN 403 – Advanced Scarborough Reports

This advanced course takes a deeper dive into the advanced Scarborough reports available in Tapscan including Quintiles, Mean & Median, Shopped vs Purchased and Qualitative Rankers. Provide research to your client about the market, their business and their media mix. 40 min.

TAPSCAN 404 – Selling Digital with Scarborough

Scarborough has a vast amount of research about digital categories and platforms. Learn how to find these

categories and how to best use them when selling your digital properties and selling against the competition. Prerequisite: Target Profile Report. 40 min.

TAPSCAN 405 – Advanced TAPSCAN Scheduling Tips

So you have the basics down for building a Tapscan schedule, but now it's time to get dangerous. This quick class will show you how to place spots by day, break apart flights and add NTR. We'll also share our best practices and troubleshooting tips for those times when that avail is due right now. 20 min.

TAPSCAN 407 – Prospecting Lab

Need to generate a quick warm lead call list? Learn three simple reports best suited to match your station to prospective client categories in this hands on class where you will pull your own prospecting list. Prerequisites: IQP and Target Profile Report. 60 min.

WORKING WITH AGENCIES

Agency 200 – Understanding Agencies

Gain an understanding of how an agency operates what an agency buyer looks for and tips for improving your relationship with your agency clients. 40 min.

Agency 201 – Working an Avail

Once you've mastered the scheduling concepts for local/direct clients, learn what estimates agencies use in scheduling and how you can maximize your efforts to get on the avail. Prerequisites: Scheduling Concepts for Local/Direct Clients and Understanding Agencies. 30 min.

ONE SHEET WORKSHOPS

TAPSCAN 301 – One Sheet Workshop – Session #1

Whether you're making your first warm call to the prospective client, setting the appointment, going on your first appointment, or closing the deal, a one sheet can help you in every step of the process! This course will take you through the steps of finding the story using Tapscan research reports and putting that information into a presentable and easy to understand one sheet you can use with potential advertisers in all aspects of the sales process. 40 min

TAPSCAN 302 – One Sheet Workshop – Session #2

A follow up to the One Sheet Workshop course. Learn step by step how to pull the research & gleam the strong nuggets of information that your station's story to a potential advertiser. From there, you will learn how to take that information and phrase it for your one sheet and we will walk thru building an actual one sheet from start to finish. Empower yourself with a sales tool that works....THE ONE SHEET! 40 min.

TAPSCAN 303 – One Sheet Workshop - Automotive

Automotive = \$\$\$\$.From start to finish, we will work in TAPSCAN to pull compelling research to create a 3-5 bullet point one sheet that can be presented to an automotive client or prospect. Whether you're a seller focused on automotive prospects or a seller having a hard time cracking the automotive category, this class is for you! 30 min.

TAPSCAN 304 – One Sheet Workshop - Grocery

Grocery chains all over the country spend a significant chunk of their advertising budget in RADIO. Primarily grocery buys are placed on a Women 25-54 demo, but whether your station is in that demo or outside of that demo, we all have listeners who are grocery shoppers and a one sheet could help you make a case for your station and get on that business! In this class, we will pull research reports, sift thru them to isolate the most compelling estimates, phrase those estimates and plug them into our grocery category one sheet. 60 minutes

TAPSCAN 305 – One Sheet Workshop - Jewelry

The holiday season is upon us! The jewelry industry spikes in sales during 3 main months each year....December (holidays), February (Valentine's Day) & May (Mother's Day). In this class, learn how to prospect for these peak sales months, pull compelling Retail Spending Power & Qualitative research & turn that research into a one sheet you can use with a jewelry client or prospect. If you're focused on closing jewelry business, then this is the class for you! 60 minutes.

TAPSCAN 306 – One Sheet Workshop – Home Improvements

Home improvement is a great category to pursue as a radio sales person. If your listeners are homeowners, there are several potential clients under the home improvement category umbrella that you can go after. HVAC, siding, windows, roofs, flooring, additions, renovations, remodeling....the possibilities are endless! Learn how to pull research reports in Tapscan 11 to prospect in this category to find out the best potential clients to go after. Once we've pulled the research, we will determine the most compelling estimates, finding your station's "story", and we will turn that into a one sheet. 60 minutes.

URBAN RADIO FOCUS

Urban Radio 201 – Overcoming Objections to the African American Audience

Are you challenged by potential clients when it comes to selling the Urban Audience? Want to know how to overcome some of the top objections to buying the Urban Audience? This class will help you to know what reports can be useful for Overcoming Objections with the Urban Audience. 40 minutes.

Urban Radio 202 – Five Quick Qualitative Stories for the African American Audience

What are some qualitative categories that will give you a better understanding about the Power of the African American consumer. This class will focus on 5 key categories that will help you to create Qualitative Stories for your African American audience. 40 minutes.

Urban Radio 203 –Top 5 Strategic Tips to Position the Urban Audience

Not sure how to position your Urban Audience to a potential client? Would you like to learn new "out of the box" thinking when it comes to positioning your Urban Audience? This class will uncover 5 quick and easy Strategic Tips by using Quantitative and Qualitative data for the Urban Audience. 40 minutes.

PROGRAMMING

Programming 201 – TAPSCAN for Programmers

Tapscan isn't just for sales! Learn what reports are available at your fingertips like duplication grid, hour by hour, multi-demo trends and rankers.

Programming 202 – Scarborough for Programmers

Learn about the lifestyles and behavior of your audience, what roads they travel, what they are shopping for, and

what media they consume using Scarborough

[Programming 203 – PDAvantage Light](#)

MaxiSer has been retired but have no fear, PDA Light is here! An enhanced version of the programmers package is available online now. Learn strategies to break out the fall book with your new tool.

[Programming 204 – PDAvantage](#)

PDAvantage is a program directors best friend! Learn which reports are critical to analyze during the fall book release, review the health of your station, and download diary comments the day the book releases! For diary markets only.

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit www.nielsen.com.