

2021 TRAINING SCHEDULE



To register for a webinar, [click here](#) or email ims.helpdesk@nielsen.com. To schedule an in-person training session contact your Account Manager (US: 646-654-5959 / Toronto: 416-961-2840).

CLEAR DECISIONS

CROSSTAB	HOURS	START TIME [Eastern]	JAN	FEB	MAR	APR	MAY	JUNE
Crosstab Basic 101	1.5	10 am	5	2	2	6	4	1
		2 pm	19	16	16	20	18	15
Analyze Results	1	10 am	6	3	3	7	5	2
		2 pm	20	17	17	21	19	16
Reporting & Presentation Ready Charts	1	10 am	7	4	4	8	6	3
		2 pm	21	18	18	22	20	17
Advanced Coding	1.5	2 pm	26	23	23	27	25	22
Advanced Functionality	1.5	2 pm	27	24	24	28	26	23
Crosstab Snapshot	0.5	2 pm	4	2	1	1	3	7
Clear Decisions What's New	0.75	2 pm	7	8	8	5	10	14

PRINT REACH & FREQUENCY PLANNING (COST RANK & RANDF)	HOURS	START TIME [Eastern]	JAN	FEB	MAR	APR	MAY	JUNE
Build a Print Cost Rank Report & Interpret Results	1	2 pm	12	9	9	13	11	8
Getting Started - Build a Basic Print R/F Schedule	1	2 pm	13	10	10	14	12	9
R/F Views, Reports & Rates	1	2 pm	28	22	25	29	17	24

ANALYTIC & DATA VISUALIZATION TOOLS	HOURS	START TIME [Eastern]	JAN	FEB	MAR	APR	MAY	JUNE
Cluster	1	2 pm	22	19	19	23	14	18
Correspondence	1	2 pm	29	26	26	30	21	25
Quadmap	1	2 pm	15	12	12	16	7	11

REGISTER FOR A SESSION TODAY

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BROADCAST & NMI	HOURS	START TIME [Eastern]	JAN	FEB	MAR	APR	MAY	JUNE
Borealis (Canada Only)	1.0	2 pm	8	11	29	15	6	4
MarketMate TV, MarketMate Radio & MediaMix (US Only)	1.5	2 pm	14	1	31	9	5	10
MediaMix	1.0	2 pm	25	5	22	19	13	21
Local NMI Radio: Getting Started	1.0	3:30 pm	21	18	11	15	13	10
PAL (US Only)	0.5	3:30 pm	14	25	18	22	20	17

BROADCAST & NMI COURSE DESCRIPTIONS

[BOREALIS](#)

Borealis is Nielsen Media's latest web-based Television Audience Measurement application. Utilizing today's state-of-the-art-technology, this application offers the ability to process Canadian respondent level audience data simultaneously across a National, Regional and Major Market level, for both Program and Time Periods. This session will demonstrate how to use Borealis; build and submit report definitions; work with completed reports and use some of the additional features provided.

[LOCAL BROADCAST: MARKETMATE TV, MARKETMATE RADIO & MEDIAMIX](#)

This course is recommended to users who would like to learn how to create broadcast schedules and have a 360 degree view of the complete planning cycle. The class demonstrates how to create specific TV and radio schedules defined by DMA or MSA within the Marketmate TV and Marketmate Radio programs. These programs create a direct link to Media Mix allowing the combination of various media schedules; achieving one overall reach & frequency for total media activity. The session also reviews how to focus on specific ethnic groups when subscribing to Hispanic and African-American data.

[MEDIAMIX](#)

This multimedia reach and frequency analysis program uses random duplication to determine the delivery of schedules from multiple media. Learn how to import schedules directly from Clear Decisions RandF and input schedules from any source. MediaMix graphic capabilities, the charting of frequency distributions or differences between schedule options are also reviewed. **Prerequisite: Familiarity with reach/frequency scheduling**

[LOCAL NMI RADIO: GETTING STARTED](#)

This introductory session is designed to familiarize existing MarketMate Radio subscribers with the new NMI Planning Module interface.

[PAL \(Program Allocation\)](#)

PAL is a program that allocates a national schedule, consisting of Network TV, Syndication, Cable, or Magazines, on a market-by-market basis. Essentially, PAL calculates a "GRP Index" by market to show where a national schedule over- or under-delivers compared to the Total U.S. This session demonstrates how to create schedules and format reports. Attendees of this class should have a basic understanding of TV planning and/or buying.

REGISTER FOR A SESSION TODAY

CLEAR DECISIONS COURSE DESCRIPTIONS

This revolutionary software platform analyzes media and marketing data and has been designed to work the way you do. Learn how drag and drop coding, visual editing and enhanced investigative techniques will allow you to mine the data for insight far more quickly. In addition, see how custom report templates and hundreds of chart options allow you to create presentation-ready reports customized for your business needs.

Crosstab

Crosstab Basic 101

This course is recommended for new users and those who have recently entered the media industry. By the end of the session, you will have learned how to create a simple Crosstab (e.g. demographic profile, media habits) and interpret the results. This session is a prerequisite to attend all other Clear Decisions sessions.

Analyze Results

Reduce time spent mining data by learning Clear Decisions tips and tricks that will enable you to quickly identify key data and find a strong story for your target. This session will detail how to sort, rank and filter data across multiple report variables.

Reporting & Presentation Ready Charts

This session will review how to customize report variables and formats. Learn how to create presentation-ready charts instantly and save templates for future use.

Advanced Coding

Gain insights into the various coding options available within Clear Decisions that will improve efficiency building complex codes or custom targets. Features covered: Auto Code, Count Coding, Manual Coding, Visual Editing and volumetric coding.

Advanced Functionality

Learn shortcuts, time-savers and product features. Features covered: Trend, Study Update, Qualitative Media, Split Mode, Project, Statistics & Advanced Variables

Crosstab Snapshot

Short on time, but need to run a report. This session simply reviews how to create/interpret a basic Crosstab.

Clear Decisions What's New

Clear Decisions is updated regularly, this session provides a brief introduction to the latest enhancements.

Print Reach & Frequency Planning

Build a Print Cost Rank Report and Interpret Results

Develop a Cost Rank report using the Media Section filters, default rates and customized variables. Analyze data by sorting and ranking media across multiple variables and learn how to create a Favourite file to save commonly used media for future use.

Getting Started – Build a Basic Print R/F Schedule

This introductory course is recommended for new users and those who have recently entered the media industry. Users are introduced to the essentials of developing print reach/frequency schedules and interpreting commonly used reports.

Views, Reports and Rates

Refine your print reach/frequency schedules using built-in rankings, custom rates and default reports. Print schedules can be quickly adapted to identify which publications and print plans will achieve your client objectives. Prerequisite: Getting Started – Build a Basic Print R/F Schedule.

Analytic & Data Visualization Tools

Cluster

This session reviews how to build custom segments of like-minded groups in minutes using your favorite data set. Plus review options to refine clusters, add them to analysis for further insights and export presentation ready charts.

Correspondence

Learn how to complete multi-variant analysis and graphically display the results. Using the sophisticated algorithm housed in Correspondence, you will be able to analyze the discriminating attributes of a market or category.

Quadmap

Transform Crosstab data into quadrant maps that visually explain data. Learn how to export data from Crosstab to illustrate the distribution of results when compared across two criteria.

Training webinars are free with software subscription. We require 48 hour notice if you are no longer able to attend a session, if notice is not provided a \$125 cancellation fee will be charged.