

# 2023 TRAINING SCHEDULE

To register for a webinar, [click here](#), or **click on each session's title/links below**, or email [national.training@nielsen.com](mailto:national.training@nielsen.com).  
To schedule a custom training session contact your Client Support/Trainer.

## CLEAR DECISIONS

CROSSTAB	HOURS	START TIME [Eastern]	JAN	FEB	MAR	APR	MAY	JUN
Crosstab Basic 101	1.5	10 am	3	7	7	4	2	6
		2 pm	18	15	15	19	17	21
Advanced Coding	1.5	2 pm	25	22	22	26	24	28
Advanced Functionality	1.5	2 pm	26	23	23	27	25	29
Crosstab Snapshot	0.5	2 pm	9	6	6	10	8	12

ANALYTIC & DATA VISUALIZATION TOOLS	HOURS	START TIME [Eastern]	JAN	FEB	MAR	APR	MAY	JUN
Cluster	1	2 pm	4	1	1	5	3	7
Correspondence	1	2 pm	5	2	2	6	4	8
Quadmap	1	2 pm	11	8	8	12	10	14

## BROADCAST & NIELSEN MEDIA IMPACT

BROADCAST	HOURS	START TIME [Eastern]	JAN	FEB	MAR	APR	MAY	JUN
MarketMate TV	0.5	2 pm	12	9	9	13	11	15
Local NMI TV: Getting Started	1.0	2:30 pm	12	9	9	13	11	15
MarketMate RADIO	0.5	2 pm	19	16	16	20	18	22
Local NMI Radio: Getting Started	1.0	2:30 pm	19	16	16	20	18	22
MediaMix	1.0	2 pm	23	13	20	24	15	26
PAL	0.5	3:30 pm	11	8	8	12	10	14

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.

### Crosstab Snapshot

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

### 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.

## 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.

# BROADCAST & NMI COURSE DESCRIPTIONS

## [MARKETMATE TV](#)

MarketMate TV provides reach and frequency delivery for local market TV schedules. The session will demonstrate how to create TV schedules with dayparts and GRPs for multiple demos and markets; how to compare reach and frequency results; as well as, how to optimize schedules based on budget or reach goals.

## [LOCAL NMI TV: GETTING STARTED](#)

Local NMI TV provides an easy, visual way to create media plan scenarios and compare weekly and aggregate reach, frequency and duplication for in-depth analysis of a single market. The session will demonstrate how to create TV schedules using custom flight dates, demos (including Hispanic and AA), dayparts, and media (including market-specific stations); how to optimize TV plan scenarios based on budget or GRP levels; as well as, how to analyze TV plan scenarios with presentation-ready charts and graphs.

## [MARKETMATE RADIO](#)

MarketMate Radio provides reach and frequency delivery for local market radio schedules. The session will demonstrate how to create radio schedules with dayparts and GRPs for multiple markets in order to compare reach and frequency results.

## [LOCAL NMI RADIO: GETTING STARTED](#)

Local NMI Reach provides an easy, visual way to create media plan scenarios and compare weekly and aggregate reach, frequency and duplication for in-depth analysis of a single market. The session will demonstrate how to create radio schedules using custom flight dates, demos (including Hispanic and AA), dayparts, and media (including market-specific stations); how to optimize radio plan scenarios based on budget or GRP levels; as well as how to analyze radio plan scenarios with presentation-ready charts and graphs.

## [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**

## [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](#)