







Nielsen Client Training Solutions



2009 Course Catalogue

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Introduction to Nielsen Training Solutions

Let us help you find and understand the INSIGHTS in your Nielsen information.

About Nielsen Client Training Solutions

Nielsen Client Training is dedicated to helping you better understand, retrieve and utilize key market, consumer and merchandising information. We provide professional, online and instructor led training experiences to further develop and enable clients to become more efficient and effective users of Nielsen market research information and tools.

Investing in People

Skilled and engaged employees are fundamental to business success. Strong employees can discover and capitalize on opportunities which drive company performance. Training allows employees to focus on personal development. A company that trains its employees sends a clear message that people are valued. A company that invests in its people, retains its people.

Investing in Your Organization

Information is a key element in business today. Employees who can apply information properly will contribute to business growth. Nielsen Training Solutions will provide employees with the skills they need to uncover and understand opportunities within Nielsen information.

Contact Us at Nielsen Training Solutions

905-943-8448

Nielsen Training Solutions Registration

Nielsen Training Solutions offers both free online training and fee based instructor led training.

Online Training in Nielsen Answers

To access Nielsen Training Solutions Online Tutorials go to Nielsen Answers answers.nielsen.com

- Enter your log-in ID (email address) and Nielsen Answers password. If you have forgotten your password or if your Nielsen Answers account is new and you require a password, please select the 'Have your new password sent to you by email' link.
- In the Nielsen Answers homepage, select the Help & Learn tab at the top of the screen.
- Scroll down in the Help & Learn Section to the Online Tutorial section.
- To launch the tutorials:
 - Click on the link below the tutorial title. For example, to launch Terms and Concepts, click on the link below called "Launch".
 - In the next screen, under the tutorial description, click on the tutorial link.
 - To navigate through the tutorials, click the arrows at the bottom right hand corner of the tutorial.

Technical Support

For technical assistance please contact the *Technical Support Centre*:

e-mail

Technical.Support@Nielsen.com

telephone

Local: 1 905 943 8088

Outside GTA: 1 800 746 3228

Instructor Led Training

The Nielsen Client Training Team is a group of dedicated professional trainers skilled in adult education and experts on Nielsen information and technologies.

Nielsen Training Solutions offer proven course content and materials and receive excellent post-training evaluations. We ensure that your associates develop skills in working with their Nielsen information by presenting information in manageable segments and allowing them ample opportunity to test their understanding and receive feedback on it through exercise and case studies.

To learn more about Nielsen Training Solutions classroom training, go to www.ca.nielsen.com. There you will find:

- Course Offerings & Descriptions
- Multi-Client Training Dates

To register for instructor led training programs, please contact your Nielsen account representative, or the Nielsen Training Solutions at 905-943-8448.

Cancellations

Please note **training fees are non-refundable**. Please notify us of any changes in confirmed registrations at least two weeks before the session date to avoid billing. Your last day for cancellation will be listed on your confirmation letter.



Technical
Training

Workstation Plus Fundamentals

Looking for more efficient ways to mine your information? Would you like to create professional, presentation ready reports?

Description:

Workstation Plus Fundamentals was designed to teach the needed skills to better utilize the unique features and functionalities of Nielsen's powerful software package, Workstation Plus.

This course focuses on data retrieval, report creation and template development.

Participants will learn how to best use the capabilities within Workstation Plus to efficiently access and present Nielsen information

Target Audience:

Workstation Plus Fundamentals training is geared towards users of Workstation Plus who will be involved in extracting various sources of Nielsen information.

Duration:

2 days - Interactive Classroom

Objectives:

Participants will be able to:

- Retrieve Nielsen data efficiently.
- Prepare professional reports that aid in the tracking and analysis of key business issues.
- Create report templates to further streamline the information gathering and report creation processes.
- Better manage Nielsen data through efficient saving.
- Export reports to Microsoft Office.

Prerequisites:

None

Workstation Plus Refresher

Do you want to revitalize your Workstation Plus skills? Not sure of the best way to pull your information?

Description:

Refresher training was designed to review basic data retrieval techniques to ensure users have the necessary skills to access Nielsen information efficiently and effectively.

This course focuses on data retrieval, report creation and template development. Participants will review the basic functionality of Workstation Plus and how to best utilize its key capabilities.

Target Audience:

The Refresher course was designed for individuals who have had prior training on Workstation Plus and wish to refresh and reinforce their skills.

Duration:

1 day - Interactive Classroom

Objectives:

Participants will:

- Improve their confidence, efficiency and strength in using Workstation Plus to access their Nielsen data.
- Further develop the skills to prepare professional looking reports through a review of the key functionalities within Workstation Plus.
- Reinforce the value and process of template creation.

Prerequisites:

Workstation Plus Fundamentals

Workstation Plus Advanced

Ready to take your Workstation Plus skills to a new level? Do you want to develop and maintain more sophisticated Workstation Plus reports?

Description:

This course was designed to teach current users of Workstation Plus key advanced functionalities within this powerful software package.

Advanced report creation is a key element in this course allowing users to efficiently develop and maintain reports that fulfill specific business needs. It is the ideal course for users who need to create and update monthly report templates with advanced analytic features.

Participants will learn to create report templates with customized groups and expressions and to update their reports efficiently.

Target Audience:

Individuals who have received prior Workstation Plus training and wish to go above and beyond their current skills, to develop and maintain specific, customized reports.

This course is ideal for users who need to create and update monthly report templates with advanced analytic features.

Duration:

1 day - Interactive Classroom

Objectives:

Participants will learn how to:

- Create advanced templates that facilitate the analysis of business issues through custom expressions and groups.
- Automate the report retrieval process.
- Disseminate information in a clear and efficient manner

Prerequisites:

Workstation Plus Fundamentals

NITRO Fundamentals

*Do you want to develop your skills in retrieving Nielsen information?
Would you like to efficiently input information into Microsoft applications?*

Description:

NITRO Fundamentals was designed to teach users the needed skills to better utilize the unique features and functionalities built within Nielsen's NITRO software application.

NITRO is a software program that allows users to access their Nielsen information, whether it is MarketTrack, Homescan or other Nielsen data sources. In this training course, associates will learn the essentials to efficiently retrieve Nielsen information from Nitro, which places the data into Microsoft Excel, Microsoft PowerPoint or Microsoft Word. Retrievals can be saved as report templates that can be updated or modified.

Target Audience:

NITRO Fundamentals Training is geared towards users of NITRO who will be involved with extracting various sources of Nielsen information.

Duration:

1 day - Interactive Classroom

Objectives:

Participants will be able to:

- Retrieve their Nielsen data efficiently.
- Learn how to select, format and save valuable Nielsen information.
- Better manage their Nielsen data through efficient updating and modifying of existing report templates.
- Understand the link between NITRO and Microsoft Office applications.

Prerequisites:

None

Key Account StoreView

Do you need to identify issues and opportunities at the store level? Are you looking for collaborative ways to improve execution at the store level?

Description:

Key Account StoreView was designed to teach users the needed skills to efficiently and effectively **utilize the unique features and functionalities** built within Nielsen's Key Account StoreView product.

Target Audience:

Key Account StoreView Training is geared towards users of Key Account StoreView information who will be involved with retrieving and deriving insights from store by store information.

Duration:

1 day - Interactive Classroom

Objectives:

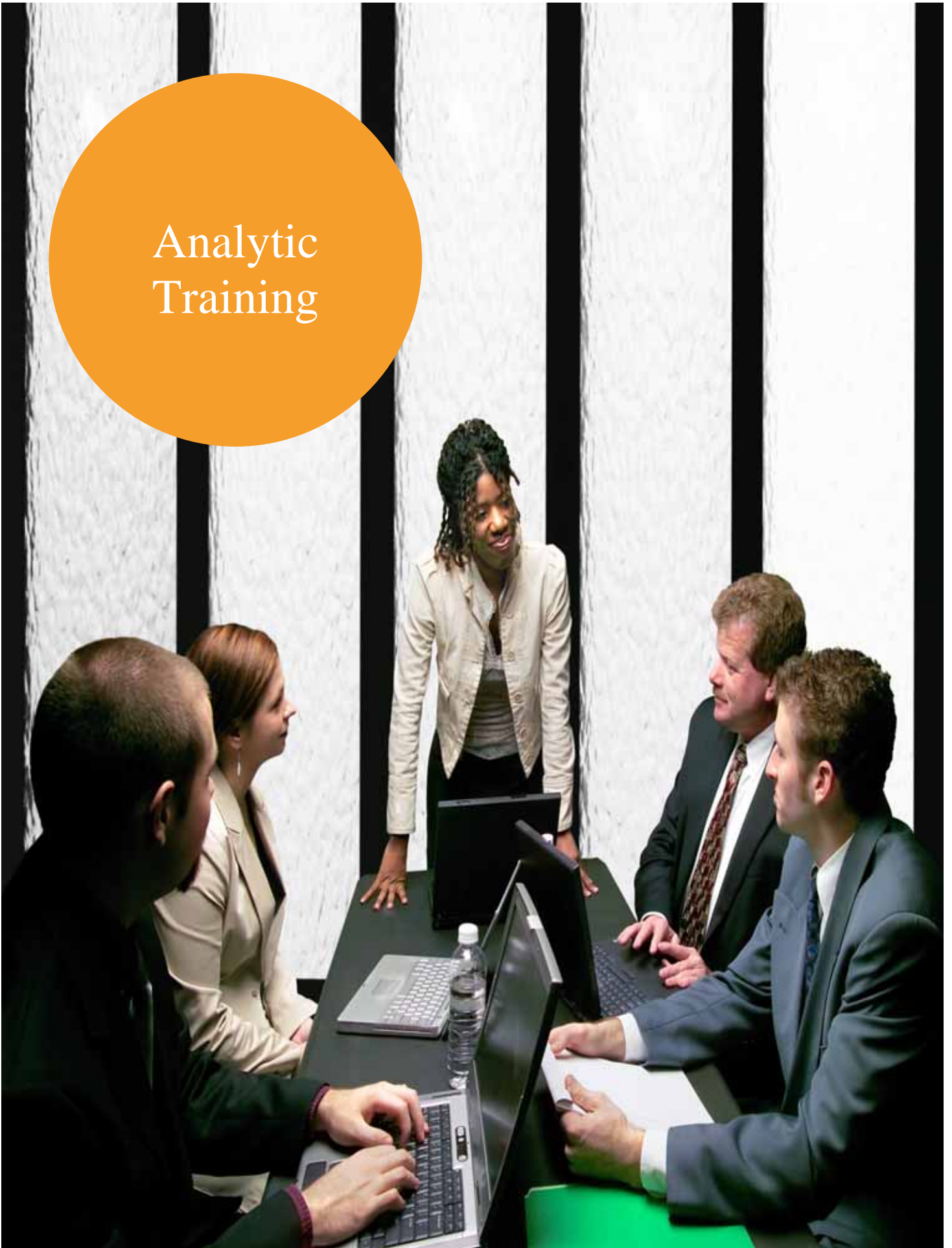
Participants will be able to:

- Understand key features, benefits and capabilities of Key Account StoreView.
- Understand the value of Key Account StoreView as a key business decision support tool.
- Gain greater insights into category performance by analyzing at the store level
- Save, print and export to Excel existing report templates.
- Customize reports using the Analyzer reporting tool.

Prerequisites:

None

Analytic Training



Marketplace Fundamentals (MarketTrack)

What are the key drivers behind current category trends? How can I analyze my business and evaluate opportunities?

Description:

Marketplace Fundamentals training focuses on Nielsen's core tracking product, its datatypes and their applications. Whether you have a MarketTrack or MarketTrack Gold database, this course creates the foundation upon which to build your Nielsen knowledge.

Participants will explore the different sources of Nielsen MarketTrack information, the tracking datatypes that can be used to identify performance issues and opportunities, and the causal datatypes which provide insight into the why behind these performance trends.

Target Audience:

Those responsible for developing and/or communicating category analyses but who are new to the MarketTrack or MarketTrack Gold product and its applications.

Duration:

2 days - Interactive Classroom

Objectives:

Participants will learn:

- The capabilities and benefits of the MarketTrack product and how MarketTrack data ties into their overall market research needs.
- The key differences in the sources of data used in MarketTrack and the analytical implications of these differences.
- How to track and report performance, benchmark against competitors on key performance indices, and identify opportunities.
- To understand opportunities, drawing insight from distribution, price and promotion data.
- To quantify opportunities for themselves and their retail customers.

Prerequisites:

None

Promotion Fundamentals (MarketTrack Gold)

How is my brand health? What is the impact of promotions to our business?

Description:

Promotion Fundamentals focuses on Nielsen's MarketTrack Gold product, its data types and applications. Participants will learn how to assess the health of their business and the effectiveness of their trade promotions.

Through interactive class exercises, participants will gain confidence in applying MarketTrack Gold data to key business issues, enabling better business decisions.

Target Audience:

Those responsible for analyzing promotions and/or brand health with limited knowledge of the MarketTrack Gold product and its applications.

Duration:

2 days - Interactive Classroom

Objectives:

Participants will learn to:

- Correctly and efficiently retrieve MarketTrack Gold information.
- Identify performance issues as being either brand or trade promotion driven.
- Determine which promotional mix best drives brand performance.
- Target specific time periods and specific accounts to drive ROI on trade spend.

Prerequisites:

Marketplace Fundamentals and Workstation Plus Fundamentals.

Consumer Fundamentals (Homescan)

Who are my consumers? How do they shop?

Description:

Consumer Fundamentals training focuses on the core report types of the Nielsen Homescan product.

Participants in Consumer Fundamentals learn where and how Nielsen sources the information within the Homescan product. Attendees will also learn how to read, interpret, and apply core Homescan reports in understanding and addressing key business questions as:

- How many consumers shop this category and how do they shop it?
- Who are my brand's buyers? Who are my competitor's buyers?
- How loyal are my buyers and has this changed?
- What other brands do my buyers purchase? What is my key competitive set?

Target Audience:

Those accountable for developing and/or communicating consumer insights but with limited knowledge of the Homescan product and its applications.

Duration:

2 days - Interactive Classroom

Objectives:

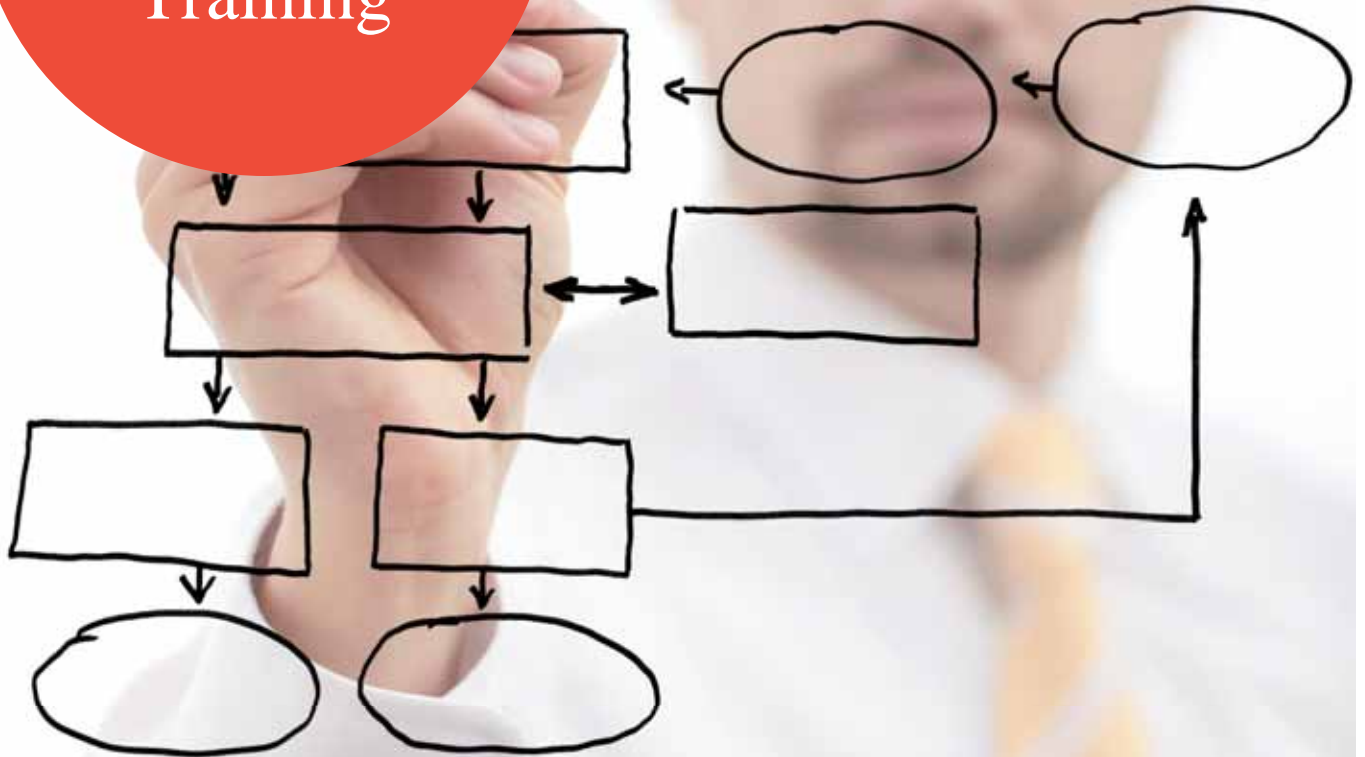
Participants will be able to:

- Describe how Homescan data ties into overall market research needs and recognize the capabilities of the Homescan product.
- Explain where and how Nielsen sources the information with the Homescan Product (Panel Basics).
- Accurately read, interpret, and apply core Homescan reports to understand and address key business issues. These core reports include Market Summaries, Demographics, Cross-Purchase Analyses and Volume Segmentations

Prerequisites:

MarketPlace Fundamentals and Workstation Plus Fundamentals.

Issue/Skill Based Training



Analytic Process

Do you need to identify issues and opportunities within your category? Faced with a business issue? Lost in the data? Do you need a focused objective and analytic path to ensure your analysis meets your audience's needs?

Description:

Analytic Process training focuses on the Nielsen Analytic Process, a structured and manageable analytic framework which can be applied to any data source leading to efficient and effective analyses.

Target Audience:

- Those responsible for conducting category reviews and frequent detailed issue analyses.
- Brand or Customer Marketing, and Category Managers with a good understanding of MarketTrack data.

Duration:

3 days - Interactive Classroom

Pre-work:

Prior to the program, participants will be asked to complete a pre-work assignment, which will take approximately 1 hour to complete.

Objectives:

At the end of this program, participants will be able to:

- Recognize the many challenges faced when doing analyses.
- Explain how the Nielsen Analytic Process Framework helps address these challenges.
- Efficiently mine category information to draw out key issues.
- Derive a SWOT analysis to help identify and present key issues.
- Develop relevant, specific and validated analytic objectives for chosen issues.
- Identify when to use a strategic or tactical approach to issue analysis and develop an appropriate analytic map.
- Clearly communicate their analysis and its implications to their audience.
- Recommend realistic, measurable courses of action.

Prerequisites:

- MarketPlace Fundamentals and/or significant experience working with MarketTrack data is required.
- Experience with Workstation Plus software is suggested.

Category Management Workshop

Do you need to identify opportunities where you can support the category management process within your organization to enhance your business objectives?

Description:

The Category Management Workshop offers participants an Introduction to the Category Management process.

In Category Management training, attendees will participate in a hands-on workshop, learning how to apply the category management principles. This training is structured around a case study through which participants will apply the category management framework to develop insights and recommendations. Working in teams, participants examine a category as a strategic business unit, set category roles, define category strategies and tactics, explore promotional opportunities, make placement recommendations, and discuss additional category plans utilizing various tools to support the category management process.

Target Audience:

Those responsible for conducting category reviews or who are influenced by category management.

Duration:

1 day - Interactive Classroom

Pre-work:

Prior to the program, participants will be asked to review two online tutorials that provide an overview of the basics of category management as well as to read a brief case study. The pre-work assignment will take approximately 2 ½ hours to complete.

Objectives:

At the end of this program, participants will be able to:

- Clearly articulate what category management is and its benefits
- Utilize category management skills to gain a competitive advantage
- Develop insight from a category perspective
- Identify opportunities where you can support the category management process within your organization to enhance your business objectives
- Identify the types of marketing information available that can support the category management process.

Prerequisites:

None



Online
Training
Courses

Basic Terms & Concepts

Duration:

1 - 1.5 Hours

Description:

Using a web based, self study format, participants learn terms & concepts fundamental to understanding MarketTrack and Homescan. With self checks for mastery embedded in the course material, a final competency check at the end verifies that the concepts are understood.

Objectives:

At the completion of this course, participants will be able to:

- Name the four common dimensions of Nielsen data and the type of information represented in each dimension.
- Define key terminology used within each of the four common dimensions.
- Define the core applications of MarketTrack and Homescan databases and list the names of common facts/terms within each. Examples of terms defined include:
 - Product hierarchy
 - Product Class
 - Characteristics
 - Channel
 - Universe
 - Sample
 - Projection
 - Volume
 - Weekly vs. 4-weekly
 - Periods
- Demonstrate an understanding of each term and concept by matching terms to their definition.

Consumer Fundamentals: An Introduction (Homescan)

Duration:

1 - 1.5 Hours

Description:

This web-based module introduces the methodology and measurement associated with the Nielsen Homescan Consumer Panel. Core Homescan facts such as Penetration, Buying Rate, Loyalty, Demographics and Deal Propensity are explained.

Objectives:

At the completion of this course, participants will be able to:

- Define the five common dimensions of Nielsen Homescan data
- Describe the Nielsen Homescan panel including selection criteria and data collection methodology
- Define key core Homescan data types. Examples of terms defined include:
 - Static
 - Penetration
 - Buying Rate
 - Volume per Trip
 - Trips per Buyer
 - Avg. Elapsed Days
 - % Sold on Perceived Deal
 - Loyalty
 - Distribution of Panel
 - Buyer Index
- Demonstrate an understanding of each term and concept by:
 - Performing calculations
 - Matching terms to their definitions

Category Management

Category Management consists of two tutorials:

Category Management - Part 1: The Framework Components

Duration:

1 Hour

Description:

This Category Management framework is one of the most widely accepted category management processes in the industry, consisting of six interrelated parts. This tutorial will explore each of the six components and demonstrate how they provide the framework for a Category Management process.

Category Management - Part 2: The Eight Step Process

Duration:

1 Hour

Description:

This Category Management framework contains the enabling components necessary to implement and maintain a category management strategy. The eight step category management process is used as a guide to the day-to-day work necessary to achieve the strategy. The process is a structured measured set of activities designed to produce a specific result for trading partners and their customers. This tutorial will explore each of the eight steps in the process and how they are used to achieve results.