



2016 Training dates

TGI would love it for you to derive maximum value from your data subscription. Together with your dedicated Key Accounts Manager being your partner for customized insights, basic and advanced TGI training offers a better understanding of TGI's data scope and value offer, and is available on the following dates:

Basic training:

29 January

13 March

06 May

08 July

02 September

22 October

Basic training is designed for those new to TGI, or those who feel they haven't yet fully gotten to grips with the survey and covers the following content:

introduction to TGI, the survey and the data (methodology); the interpretations/ differences between vertical, horizontal, index, sample and weighted sample figures; using Choices software to access the database - the database and changing surveys, factoring, words on and off, setting up sample and weighted numbers in the answer box, cross-tabbing, highlighting indices, creating a target market using coding logic, alpha searches, definition files, spec files (creating an e-mail option), sorting data, analysis screening, Private Eye ranking, exporting to Excel, graphing and saving your graphs as templates.

Advanced training:

12 February

08 April

03 June

05 August

07 October

04 November

The advanced training covers: correspondence analysis, advanced alpha search, loyalty analysis, volumetric and mean score analysis, count commands, trender analysis, search and replace, Netting (combining answers from two or more answer lists).

Time: Training is from 9:00 to 12:00

Venue: LearnFast – Nampak Building,
Ground Floor, 114 Dennis Road,
Atholl, Sandton

PLEASE NOTE: Booking cancellations must be made at least 5 working days before the scheduled training date.

No-show and late cancellations will be billed at R2 990 pp.

Book your Training dates NOW

Contact:

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or your TGI service custodian

