

Training courses for 2011

TGI's Centre for Excellence courses support subscribers at all stages of expertise. Morning courses are theory-based; afternoon courses concentrate on using Choices software to get the best out of your TGI data. You can choose morning, afternoon or combine the two for a comprehensive day's inspiration!

TGI Theory: Basic / Lifestyle

TGI Basic is designed for those who are new to the survey or who feel they haven't fully got to grips with it yet. Includes:

- Introduction to TGI
- How to read the data
- Case study
- Practice exercises

TGI Lifestyle will acquaint experienced users of TGI with the essentials of multivariate analysis. Includes:

- Introduction to Lifestyle
- Correspondence mapping
- Cluster grouping
- Practice exercises

Choices software

There are three Choices software courses: **Basic**, **Advanced** and **Cluster & Correspondence**.

Basic and Advanced speak for themselves; Cluster and Correspondence is specifically aimed at those who want to use Choices to conduct multivariate analysis of Lifestyle data.

Ad hoc training

The following theory courses can be booked on an ad-hoc basis:

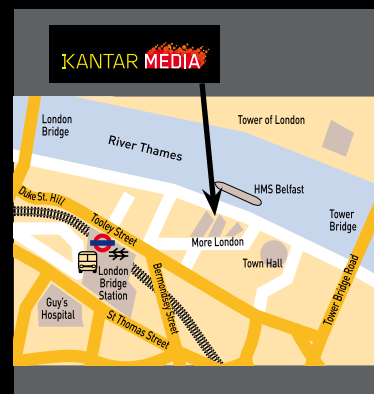
- **Introduction to Youth TGI**
- **Introduction to Premier TGI**
- **TGI Advanced** – includes:
 - Time diary
 - Duplication analysis
 - Trending
 - Averages and volumetrics

Dates and times

AM TGI THEORY	Basic (10.30 – 13.30)		Lifestyle (11.00 – 13.00)
PM CHOICES SOFTWARE	Basic (14.30 – 17.00)	Advanced (14.30 – 17.00)	Correspondence and Cluster (14.30 – 17.00)
January	18	20	
February	8, 22	10	24
March	8, 22	10	24
April	5, 19	7	21
May	10, 24	12	26
June	7, 21	9	23
July	5, 19	7	21
August	2, 16	4	18
September	6, 20	8	22
October	4, 18	6	20
November	1, 15	3	17
December	6	8	15

All courses take place at our offices at London Bridge:

6, More London Place
London SE1 2QY



+44 (0)20 8433 4000

tgihotline@kantarmedia.com

www.kantarmedia-tgigb.com