

# January 2009 PPM Express Training

## Live Web Training Courses

In order to provide you with more opportunities to get up to speed, we will be conducting PPM Express Sessions, designed to educate you quickly on the "hot topics" for PPM.

We will hit one key "hot topic" in each PPM Express session and discuss a specific change from diary to PPM that will impact the buy/sell process.

These sessions will help you get quickly educated on the topics that you are likely to encounter when dealing with agency buyers and advertiser clients.

The sessions will be via Webex and will not last for more than 30 minutes and may be as short as 15 minutes, depending on content and questions.

Anyone on your staff can sign up for any or all of the PPM Express Sessions by going to [http://www.arbitron.com/portable\\_people\\_meters/ppm\\_dallas.htm](http://www.arbitron.com/portable_people_meters/ppm_dallas.htm)

The goal of these sessions is to get you thinking beyond how PPM impacts not only ratings, but also help to ensure you are prepared for the best positioning of radio given the upcoming changes.

We hope to see you and your staff members at each PPM Express Session!

**For additional information, contact:**  
Jennifer Wagner, Training Service Consultant  
[jennifer.wagner@arbitron.com](mailto:jennifer.wagner@arbitron.com)

972-385-5382



## January 2009 Schedule

Wednesday, January 28<sup>th</sup>

PPM Express 1 10:00am

PPM Express 2 12:00pm

PPM Express 3 2:00pm

Thursday, January 29<sup>th</sup>

PPM Express 1 10:00am

PPM Express 2 12:00pm

PPM Express 3 2:00pm

Friday January 30<sup>th</sup>

PPM Express 1 10:00am

PPM Express 2 12:00pm

PPM Express 3 2:00pm



### ***PPM Express #1: Compression in the Market***

\* When many stations have the same rank position~ how do you distinguish yourself?

### ***PPM Express #2: Daypart Mix***

\* Morning drive may no longer be "king"~ now what?

### ***PPM Express #3: CPP/Budget Discussion***

\* If ratings go down and rates sustain, how do you discuss that with your clients?

Use the link below to access the PPM website and look for the PPM Training section to sign up for the classes listed above  
[http://www.arbitron.com/portable\\_people\\_meters/ppm\\_dallas.htm](http://www.arbitron.com/portable_people_meters/ppm_dallas.htm)