

## SAARF Joburg training sessions, RAMS release 6

The [South African Audience Research Foundation \(SAARF\)](#) will be conducting research training in Johannesburg in February and March 2013. The foundation also invites the public to attend the SAARF RAMS 2012 Release 6 on Wednesday, 13 February 2013.



### SAARF LSM training

Training on the Living Standards Measure (LSM) will be held at 54 Queens Road, Bryanston on Wednesday 20 February and Wednesday 27 March 2013 at 9.30am. The course lasts approximately two and a half hours and costs R435 (VAT inclusive) per person.

Content:

- History/Development of LSM
- Early LSM
- 1993 /1995 /2000 LSM
- New LSM and LSM Extensions
- Other SAARF Segmentation Tools (Lifestyles, Lifestages and Attitude Groups)

Attendees will be informed of the stimuli/background that led to the thrust to develop the LSM and its evolution over the years. This will also include coverage of the updates, which happened from time to time the variables and weights as well as the motivation behind the increase in the number of variables over time.

Details about the descriptors of each LSM® group and how they changed since the introduction of the LSM in 2001 will also be given.

Finally, an overview of SAARF's other segmentation tools will be covered. (Attendees will receive a SAARF Segmentation CD).

### Introduction to SAARF research

The introductory training seminars will cover the introduction to SAARF and all SAARF research (AMPS, RAMS and TAMS) and are not only directed at new users of the series of products, but also to those who feel that they would benefit from a 'refresher'.

It will be held on Tuesday, 19 February 2013, at 54 Queens Road, Bryanston from 9.30am to 4pm at a cost of R1325 (incl VAT) per person. NB: The training does not teach how to do planning nor is it a practical workshop. Dates for training in Cape Town and Durban later in the year are available on the website. Regional training requires a minimum of five paid delegates.

To register for either of these courses, go to [www.saarf.co.za](http://www.saarf.co.za) and register under the Training and Events

link.

## **SAARF RAMS release 6**

The RAMS 2012 release 6 will take place at the Bryanston Country Club and the presentation will start promptly at 9:30am.

The presentation will highlight the most important aspects of the latest RAMS release wave. The fieldwork for this wave was conducted from End-August to Mid-December 2012.

The main objective of this presentation is to update everyone on the latest movements in radio audiences and to give stakeholders the opportunity to interact with SAARF and its contractors.

The team will consist of SAARF's CEO, Paul Haupt; technical manager, Michelle Boehme; senior technical support executive, Tiffany Tracey; technical support executive, Mpho Mathebula; as well as Sue Scott and Angelique Amado from Nielsen.

The presentation will be made available on the SAARF website after the RAMS release.

Attendance is free of charge.

For more, visit: <https://www.bizcommunity.com>