



A Division of:  Marketron

June 2009 Training Schedule

Class Descriptions

Dailies: Their many uses!

Dailies (Overnights) have been part of the TvSCAN system for a while, but with the 6.10 version their uses have increased. See how Dailies apply in Flight Plan, Autopost, Trender and now Estimating!

Trender – Ranker

May Book Breakouts are coming up. Learn how to use Trender & Ranker, the main research modules of TvSCAN. Be the star of your station's Book Breakout!

Market Spending – RSP Data

NEW updates have been added to the RSP data in the 6.10 version of TvSCAN. Learn how Market Spending could help close that next local direct client!

Beginner Flight Plan


Designed for AE's new to our software. This class covers the basics of building simple Avails, Plans and Orders.

Inventory Training

Inventory training is offered on an individual basis. For instruction creating or maintaining inventory email:

fbenton@marketron.com

CLASSES ARE FREE
CLICK HERE TO
REGISTER

Date	Classes Week 1	
Tuesday, June 2 nd	9:00am MST Intro to Media	2:00pm MST Intermediate Flight Plan
Wednesday, June 3 rd	9:30am MST: Understanding Cable for Broadcast Sales	
Thursday, June 4 th	9:00am MST Beginner Flight Plan	2:00pm MST Trender / Ranker
Date	Classes Week 2	
Week of June 8 – 12	No Classes Scheduled	
Date	Classes Week 3	
Tuesday, June 16 th	9:00am MST Intermediate Flight Plan	 2:00pm MST Market Spending - RSP
Wednesday, June 17 th	 9:30am MST: Dailies (Overnights) and their many uses!	
Thursday, June 18 th	9:00am MST Intro to Media	2:00pm MST Beginner Flight Plan
Date	Classes Week 4	
Tuesday, June 23 rd	9:00am MST Trender / Ranker	2:00pm MST Autoposting
Wednesday, June 24 th	9:30am MST: Newspaper / Multi-Media Module	
Thursday, June 25 th	9:00am MST Internet Sales Module	2:00pm MST Intro to Media
Date	Classes Week 5	
Thursday, June 30 th	9:00am MST Qualitap	2:00pm MST Intermediate Flight Plan

Additional training for other Marketron products is available upon request.

Email: fbenton@marketron.com for more information.

TVScan Helpline: **1-888-239-8878**
Monday – Friday 8:00am – 6:00pm MST