

June 11, 2014
1:00 - 4:30 pm ET

730 Third Ave.,
New York, NY.

Conference Call:
1-888-684-8852



DRAFT AGENDA

- 1:00 pm Opening Comments from the Chair, Ceril Shagrin
- 1:10 pm Steering Committee, Pat Liguori
- 1:30 pm CRE Finances
- 1:35 pm Update: What Nielsen Measures
- 1:45 pm Communications Committee, Emily Vanides
- 1:55 pm Research Committee Reports
- Big Data, Stacey Shulman
 - Social Media, Beth Rockwood
 - Digital Research, Bryon Schafer
 - Media Consumption & Engagement, Laura Cowan
 - ROI, Dave Poltrack
 - Sample Quality, Ceril Shagrin
 - Local Measurement, Billy McDowell
 - Return Path Measurement, Pat Liguori
- 2:45 pm Break
- 3:00 pm Bob Liodice, ANA
- 3:30 pm Other Committee Reports
- Education Committee, Jed Meyer
 - Insights to Practice, Nancy Gallagher
- 3:50 pm New Business
- 4:15 pm Adjourn