

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

730 Third Ave.,
18th Floor
Room: Union Square Hub
New York, NY



AGENDA

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| 1:00 pm | Opening Comments from the Chair, Ceril Shagrin |
| 1:10 pm | Nielsen R&D Update, Christine Pierce |
| 1:40 pm | Steering Committee, Pat Liguori |
| 2:00 pm | Insights to Practice, Nancy Gallagher |
| 2:10 pm | CRE Finances |
| 2:15 pm | Research Committee Reports <ul style="list-style-type: none">• Social Media, Beth Rockwood• Media Consumption & Engagement, Joe Abruzzo• Digital Research, Brad Adgate• ROI, Dave Poltrack |
| 3:00 pm | Break |
| 3:10 pm | Research Committee Reports (continued) <ul style="list-style-type: none">• Local Measurement, Billy McDowell• Big Data, Stacey Shulman• Sample Quality, Ceril Shagrin• Return Path Measurement, Pat Liguori |
| 3:35 pm | Other Committee Reports <ul style="list-style-type: none">• Communications Committee, Emily Vanides• Education Committee, Jed Meyer |
| 3:50 pm | Council Elections: Chair, Treasurer, Steering Committee |
| 4:10 pm | New Business |
| 4:30 pm | Adjourn |