

September 4, 2014
1:00 - 4:30 pm ET

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

1-888-600-1866



AGENDA

- 1:00 pm** **Opening Comments from the Chair, Ceril Shagrin**
- 1:10 pm** **Steering Committee, Pat Liguori**
- 1:15 pm** **Insights to Practice, Nancy Gallagher**
- 1:25 pm** **CRE Finances**
- 1:30 pm** **Guest: Steve Hasker, Nielsen**
- 2:10 pm** **Research Committee Reports**
- **Social Media, Beth Rockwood**
 - **Local Measurement, Billy McDowell**
 - **Digital Research, Bryon Schafer**
 - **ROI, Dave Poltrack**
- 2:50 pm** **Break**
- 3:00 pm** **Guest: Dave Morgan Simulmedia**
- 3:40 pm** **Research Committee Reports (continued)**
- **Big Data, Stacey Schulman**
 - **Media Consumption & Engagement, Joe Abruzzo**
 - **Sample Quality, Ceril Shagrin**
- 4:00 pm** **What Nielsen Measures: Update**
- 4:05 pm** **Other Committee Reports**
- **Communications Committee, Emily Vanides**
 - **Education Committee, Jed Meyer**
- 4:15 pm** **New Business: CRE and Nielsen R&D**
- 4:45 pm** **Adjourn**