

December 6, 2012
1:00 - 4:00 pm ET

780 Third Ave.,
New York, NY.

Conference Call:
1-(888) 684-8852
5808554#



AGENDA

- 1:00 pm **Opening**, Chair, Ceril Shagrin
- 1:10 pm **Steering Committee**
- 1:20 pm **Treasurer Report**, Michael Nathanson
- 1:30 pm **News from Measurement Science**, Paul Donato
- 1:50 pm **Where It's At with Pat**, Pat McDonough
- 2:05 pm **Communications Committee**, Emily Vanides
- 2:15 pm **Committee Reports**
- **Sample Quality**, Ceril Shagrin
 - **Social Media**, Beth Rockwood
 - **Return Path Measurement**, Pat Liguori
 - **Media Consumption and Engagement** Joanne Burns
- 2:50 pm **Break**
- **ROI**, Dave Poltrack
 - **Local Measurement**, Billy McDowell
 - **Digital Research**, Bryon Schafer
 - **Big Data**, Stacey Shulman
- 3:20 pm **Insights to Practice**, Nancy Gallagher
- 3:25 pm **Education Committee**, Sharon Warden
- 3:35 pm **Council Elections**
- 3:45 pm **New Business**
- 4:00 pm **Adjourn**