

**September 20, 2012  
8:30am - 4:30 pm ET**

**780 Third Ave.,  
New York, NY.**

**Conference Call:  
1-888-408-5406**



**PROPOSED AGENDA**

- 8:30 am Breakfast**
- 9:00 Opening Remarks, Ceril Shagrin**
- 9:15 Paul Mears, Nielsen**
- 9:45 Mike Bloxham, MBI**
- 10:15 Will Jackson, Intel**
- 10:45 Break**
- 10:55 Phil Napoli, Fordham University**
- 11:25 Discussion**
- 11:55 CRE Mission**
- 12:20 Lunch**
- 1:10 Steering Committee Greg Ross**
- 1:30 Treasurer's Report, Michael Nathanson**
- 1:40 Measurement Science Report, Paul Donato, Michael Link**
- 2:00 Committee Reports**
- Sample Quality, Ceril Shagrin
  - Social Media, Beth Rockwood
  - Return Path Measurement, Pat Liguori
  - Media Consumption and Engagement
  - Digital Research
  - Local Measurement, Billy McDowell
  - ROI, Dave Poltrack
- 3:15 Break**
- 3:25 Insights to Practice**
- 3:35 Communications Committee, Emily Vanides**
- 3:45 Education**
- 3:50 New Business**
- 4:10 Closing Remarks**
- 4:20 Adjourn**