

March 8, 2012
1:00 - 4:30 pm ET

730 Third Ave.,
New York, NY.

Conference Call:
Toll-free: +1 (800) 288-8968



AGENDA

- | | |
|---------|---|
| 1:00 pm | Opening , Chair, Ceril Shagrin |
| 1:10 pm | Steering Committee , Greg Ross |
| 1:30 pm | Treasurer Report , Michael Nathanson |
| 1:40 pm | Measurement Science Report , Paul Donato |
| 1:55 pm | Consumer Technology Update , Scott Brown |
| 2:20 pm | Committee Reports <ul style="list-style-type: none">• Sample Quality, Ceril Shagrin• Social Media, Beth Rockwood• Local Measurement, Billy McDowell• Digital Research, Dan Murphy• Universe Estimates, Nancy Gallagher• Set Top Box, Pat Liguori• Media Consumption and Engagement Joanne Burns• ROI, Dave Poltrack |
| 3:20 pm | Online Campaign Ratings Update |
| 3:45 pm | Insights to Practice , Nancy Gallagher |
| 3:50 pm | Communications Committee , Emily Vanides, Tom Campo |
| 4:05 pm | Education , Sharon Warden |
| 4:15 pm | New Business |
| 4:30 pm | Adjourn |