

September 22, 2011
9:00am - 5:00 pm ET

730 Third Ave.,
New York, NY.

Conference Call:
(866) 286-9705
Participant Code 217137



PROPOSED AGENDA

- 8:30 am Breakfast**
- 9:00 Opening Remarks, Richard Zackon**
- 9:05 Steering Committee, Greg Ross**
- 9:10 What matters, Discussion**
- 9:35 Measurement Science Report, Paul Donato**
- 9:55 What's Next for CRE: Focus, Discussion**
- 10:35 Break**
- 10:45 Treasurer's Report, Michael Nathanson**
- 10:55 ARF Proposal, Horst Stipp**
- 11:05 ROI, Dave Poltrack**
- 11:15 Local Measurement, Billy McDowell**
- 11:45 Social Media, Beth Rockwood**
- 12:15 pm Lunch**
- 1:05 What's Next for CRE: Industry/Nielsen, Discussion**
- 1:45 Sample Quality, Ceril Shagrin**
- 2:15 Universe Estimates, Nancy Gallagher**
- 2:35 Break**
- 2:45 Media Consumption and Engagement, Michael Orgera**
- 3:25 Digital Research, Dan Murphy**
- 3:35 Set Top Boxes, Pat Liguori**
- 3:45 What's Next for CRE: Organization, Discussion**
- 4:15 Communications Committee, Jessica Pantanini, Tom Campo**
- 4:30 New Business/New Chairperson**
- 4:45 Closing Remarks**
- 5:00 Adjourn**