

December 8, 2011  
1:00 - 4:30 pm ET

730 Third Ave.,  
New York, NY.

Conference Call:  
+1 (800) 288-8961



## AGENDA

- 1:00 pm      **Opening**, Chair, Ceril Shagrin
- 1:20 pm      **Steering Committee**, Greg Ross
- 1:30 pm      **Measurement Science Report**, Paul Donato
- 2:00 pm      **Committee Reports**
- **Local Measurement**, Billy McDowell
  - **Sample Quality**, Ceril Shagrin
  - **Social Media**, Beth Rockwood
  - **Digital Research**, Dan Murphy
  - **Universe Estimates**, Nancy Gallagher
  - **Set Top Box**, Pat Liguori
  - **Media Consumption and Engagement**
  - **ROI**, Dave Poltrack
- 3:10 pm      **Research Agenda 2012**
- 3:30 pm      **Insights to Practice**, Nancy Gallagher
- 3:35 pm      **Education**, Sharon Warden
- 3:45 pm      **Communications Committee**, Emily Vanides, Tom Campo
- 4:00 pm      **Treasurer Report**, Michael Nathanson
- 4:05 pm      **Election of Officers**
- 4:15 pm      **New Business**
- 4:30 pm      **Adjourn**