

March 12, 2015  
1:00 - 4:30 pm ET

730 Third Ave.,  
Room: Hudson Hub  
New York, NY.



## AGENDA

- 1:00 pm      Opening Comments from the Chair, Ceril Shagrin
- 1:10 pm      2015 Vision
- 1:30 pm      Nielsen R&D Update, Christine Pierce
- 1:50 pm      Steering Committee, Pat Liguori
- 1:55 pm      CRE Finances
- 2:00 pm      Research Committee Reports
- Digital Research, Brad Adgate
  - Big Data, Stacey Shulman
  - Return Path Measurement, Pat Liguori
  - ROI, Dave Poltrack
  - Social Media, Beth Rockwood
- 2:35 pm      Break
- 2:55 pm      CRE and Methodology, Janet Gallent
- 3:15 pm      Research Committee Reports (continued)
- Local Measurement, Billy McDowell
  - Sample Quality, Ceril Shagrin
  - Audio, Buzz Knight
  - Media Consumption & Engagement, Joe Abruzzo
- 3:50 pm      Other Committee Reports
- Communications Committee, Joanne Burns
  - Education Committee, Jed Meyers
  - Insights to Practice, Nancy Gallagher
- 4:10 pm      New Business (Membership, Programmatic, Other)
- 4:30 pm      Adjourn