

**September 10, 2015**  
**10:00 am - 4:00 pm ET**

**730 Third Ave.,**  
**Room: Greenough Hub**  
**New York, NY.**



**AGENDA**

- 10:00 am** Opening Comments from the Chair, Ceril Shagrin
- 10:10 am** ANA Masters of Measurement: CRE Update, Richard Zackon
- 10:30 am** What do our companies need from Audience Measurement  
What are the questions CRE should be asking for 2016 and beyond?
- 11:15 am** How has CRE research impacted Nielsen practice? Christine Pierce
- 11:35 am** How might CRE better organize itself for effective action?
- 12:15 pm** Lunch Break
- 1:00 pm** Neuroscience, Biometrics and Audience Measurement, Carl Marci  
Response and Discussion, Horst Stipp
- 1:50 pm** Nielsen and Third Party Data, Lynda Clarizio, Sara Erichson
- 2:05 pm** Steering Committee, Pat Liguori
- 2:10 pm** CRE Finances
- 2:15 pm** New Research Proposals
- Data Quality: Validation White Paper, Ceril Shagrin
  - Data Quality: Multi-Device Bias, Ceril Shagrin
  - Local Measurement: Machine Learning II, Billy McDowell
- 2:45 pm** Break
- 2:55 pm** Research Committee Reports
- Audio, Buzz Knight
  - Digital Research, Brad Adgate
  - Platform Evaluation, Joe Abruzzo
  - Concurrent Platform Usage, Janet Gallent
  - Big Data, Stacey Shulman
  - Social Media, Beth Rockwood
  - ROI, Dave Poltrack
- 3:30 pm** Other Committee Reports
- Communications Committee
  - Education Committee, Jed Meyers
- 3:45 pm** New Business
- 4:00 pm** Adjourn