

**June 16, 2016
1:00 - 4:00 pm ET**

**Convene Conference Center
Pershing Hub
101 Park Avenue at 41st
NY, NY 10178**



AGENDA

- 1:00 pm Opening Comments, Billy McDowell**
- 1:10 pm Words from the MRC, George Ivie**
- 1:25 pm Nielsen R&D Update, Christine Pierce**
- 1:40 pm CRE Agenda 2017 and Beyond**
- 2:00 pm Steering Committee, Ceril Shagrin**
- 2:10 pm CRE Finances**
- 2:15 pm Insights to Practice, Pete Doe**
- 2:25 pm Neurometrics, Howard Shimmel
Big Data, Stacey Schulman**
- 2:45 pm Break**
- 2:55pm Research Committee Updates**
 - **Audio, Buzz Knight**
 - **Platform Evaluation, Tom Ziangas**
 - **Concurrent Screen Usage, Janet Gallent**
 - **Data Quality, Ceril Shagrin**
 - **Local Measurement, John McMorrow**
 - **ROI, Dave Poltrack**
 - **Virtual Reality, Jeffrey Graham**
 - **Digital Research/Social Media**
- 3:40 pm Other Committee Reports**
 - **Communications Committee, Ann Casey**
 - **Upcoming CRE Events**
 - **Education Committee**
- 3:55 pm New Business**
- 4:05 pm Adjourn**