

**September 15, 2016
1-4:30pm ET**

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



AGENDA

- 1:00 pm Opening Comments: Billy McDowell**
- 1:15 pm The Future of Currency: Joe Mandese, Gerard Broussard**
- 2:00 pm Nielsen R&D Update: Christine Pierce**
- 2:10 pm Steering Committee: Ceril Shagrin**
- 2:20 pm CRE Finances**
- 2:25 pm Insights to Practice: Eric Solomon for Pete Doe**
- 2:35pm Research Committee Updates**
- **Local Measurement: John McMorrow**
 - **Audio: Buzz Knight**
 - **Big Data: Stacey Schulman**
- 2:50pm Break**
- 3:00pm Research Committee Updates Resume**
- **Neurometrics: Howard Shimmel**
 - **Platform Evaluation: Tom Ziangas**
 - **Concurrent Screen Usage: Janet Gallent**
 - **Data Quality: Ceril Shagrin**
 - **ROI: Dave Poltrack**
 - **Virtual Reality: Jeffrey Graham**
 - **Return Path Data: Cheryl Brink**
 - **[Digital Research/Social Media]**
- 3:35 pm Other Committee Reports**
- **Communications Committee: Ann Casey**
 - **Upcoming CRE Events**
 - **[Education Committee]**
- 3:45 pm New Business**
- **Membership**
 - **CRE Mission**
 - **Publication of Findings**
 - **Other**
- 4:30 pm Adjourn**