

CRE Quarterly Board Meeting
March 23, 2017
Lunch Served 12PM
12:30-5:00 pm ET



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

AGENDA

- 12:30 pm **Opening Comments: Billy McDowell**
- 12:40 pm **Research Updates in a Minute**
- **Audio: Buzz Knight**
 - **Big Data: Stacey Schulman**
 - **Data Quality: Pat Liguori**
 - **Local Measurement: John McMorro**
 - **Media Consumption & Engagement: Janet Gallent**
 - **Neurometrics: Howard Shimmel**
 - **Return Path Data: Cheryl Brink**
 - **ROI: Dave Poltrack**
- 12:50 pm **Key Findings from Client Survey: Robin Thomas**
- 1:00 pm **Re-imagining the CRE**
If we weren't already doing it this way, is this the way we would start?-Paul Depodesta
- **Charter**
 - **Membership**
 - **NDA**
 - **Committees-Steering, Insights to Practice, Communication, Research**
 - **Digital**
 - **Diversity**
 - **Education**
 - **Nielsen Participation**
 - **Other: Technical Advisory**
 - **How can Shelley help us even more?**
- 3:00 pm **Break**
- 3:15 pm **Steering Committee: Stacey Schulman**
- 3:30 pm **Nielsen R&D Update: Christine Pierce**
- 3:45 pm **Insights to Practice Committee: Pete Doe**
- 4:00 pm **CRE Finances**
- 4:05 pm **Futures Event: Tim Daly**
- 4:20 pm **Communications Committee: Ann Casey**
- 4:30 pm **Elections: Secretary, Steering**
- 4:40 pm **New Business**
- 5:00 pm **Adjourn**