

**March 14, 2013
1:00 - 4:30 pm ET**

**Concierge Conference Centers
780 Third Ave New York, NY
10017 Room-Grand Central**

**Conference Call:
1-888- 684-8852**



AGENDA

- | | |
|----------------|---|
| 1:00 pm | Opening, Chair, Ceril Shagrin |
| 1:15 pm | The View from Wall Street, Michael Nathanson |
| 1:45 pm | The View from CES, Scott Brown |
| 2:15 pm | The View from Nielsen, Michael Link |
| 2:40 pm | Steering Committee |
| 2:50 pm | Treasurer Report, Michael Nathanson |
| 2:55 pm | Break |
| 3:15 pm | Research Committee Reports |
| | <ul style="list-style-type: none">• Sample Social Media, Beth Rockwood• Sample Quality, Ceril Shagrin• Media Consumption and Engagement Joanne Burns, Laura Cowan• ROI, Dave Poltrack, Beth Rockwood• Local Measurement, Billy McDowell• Digital Research, Bryon Schafer• Return Path Measurement, Pat Liguori• [Big Data, Stacey Shulman] |
| 4:00 pm | Other Committees |
| | <ul style="list-style-type: none">• Insights to Practice, Nancy Gallagher• Communications Committee, Emily Vanides• Education Committee, Sharon Warden |
| 4:15 pm | New Business |
| 4:30 pm | Adjourn |