

March 13, 2014
1:00 - 4:30 pm ET

780 Third Ave.,
New York, NY.

Conference Call:
1-888-684-8852



AGENDA

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| 1:00 pm | Opening Comments from the Chair, Ceril Shagrin |
| 1:15 pm | Steering Committee, Pat Liguori |
| 1:25 pm | Nielsen Audio Meeting |
| 1:30 pm | CRE Finances |
| 1:35 pm | A Word from our Sponsor, Lynda Clarizio |
| 1:45 pm | Guest appearance, Susan Whiting |
| 1:55 pm | Research Committee Reports I <ul style="list-style-type: none">• Big Data, Stacey Shulman• Social Media, Beth Rockwood• Digital Research, Bryon Schafer• Media Consumption & Engagement, Laura Cowan• ROI, Dave Poltrack |
| 2:40 pm | Break |
| 2:50 pm | Research Committee Reports II <ul style="list-style-type: none">• Sample Quality, Ceril Shagrin• Local Measurement, Billy McDowell• Return Path Measurement, Pat Liguori• Commercial Pod Length, Hadassa Gerber |
| 3:10 pm | Other Committees <ul style="list-style-type: none">• Insights to Practice, Nancy Gallagher• Communications Committee, Emily Vanides• Education Committee, Jed Meyer |
| 3:35 pm | Organization of Research, Discussion |
| 4:15 pm | New Business |
| 4:30 pm | Adjourn |