

**June 12, 2013
1:00 - 4:30 pm ET**

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

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



AGENDA

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|----------------|--|
| 1:00 pm | Opening Comments from the Chair, Ceril Shagrin |
| 1:10 pm | Five Minute Review |
| 1:15 pm | Roger Neal, NYC MediaLab |
| 1:30 pm | D Sangeeta, Global Head & EVP, Measurement Science |
| 2:00 pm | Research Discussion: New Project Ideas from Last Meeting |
| 2:40 pm | Break |
| 2:50 pm | Steering Committee |
| 3:00 pm | Treasurer Report, Michael Nathanson |
| 3:05 pm | Research Committee Reports <ul style="list-style-type: none">• Social Media, Beth Rockwood• Media Consumption and Engagement, Joanne Burns and Laura Cowan• ROI, Dave Poltrack• Sample Quality, Ceril Shagrin• Local Measurement, Billy McDowell• Digital Research, Bryon Schafer• Return Path Measurement, Pat Liguori• Big Data, Stacey Shulman] |
| 4:05 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 |