

June 21, 2012
1:00 - 4:15 pm ET

730 Third Ave.,
New York, NY.

Conference Call:
1-877-668-4493



AGENDA

- 1:00 pm **Opening**, Chair, Ceril Shagrin
- 1:10 pm **Steering Committee**
- 1:25 pm **Treasurer Report**
- 1:30 pm **Measurement Science Report**, Michael Link
- 1:50 pm **Insights to Practice**, Nancy Gallagher
- 2:00 pm **Committee Reports**
- **Sample Quality**, Ceril Shagrin
 - **Social Media**, Beth Rockwood
 - **Local Measurement**, Billy McDowell
 - **Digital Research**
 - **Return Path Measurement**, Pat Liguori
 - **Media Consumption and Engagement**, Joanne Burns
 - **Universe Estimates**, Nancy Gallagher
 - **ROI**, Dave Poltrack
- 3:30 pm **Communications Committee**, Emily Vanides
- 3:50 pm **Education**, Sharon Warden
- 3:55 pm **New Business**
- 4:15 pm **Adjourn**