

CRE Quarterly Board Meeting
June 15, 2017
Lunch Served 12PM
12:30-4:00 pm ET



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

AGENDA

- 12:30 pm** **Opening Comments: Billy McDowell**
- 12:45 pm** **ARF Review: Horst Stipp**
- **A Research idea: Jonathan Steuer, Omnicomm Media Group**
- 1:00 pm** **Research Updates in a Minute**
- **Audio: Buzz Knight**
 - **Big Data: Stacey Schulman**
 - **ROI: Dave Poltrack**
 - **Data Quality: Pat Liguori**
 - **Neurometrics: Howard Shimmel**
 - **Return Path Data: Cheryl Brink**
- 1:10 pm** **CRE Finances**
- 1:15 pm** **Other Research Committees**
- **Media Consumption and Engagement, Janet Gallent**
 - **Local Measurement, John McMorrow**
 - **Futures, Debbie Reichig**
- 2:05 pm** **Operating Committees:**
- **Steering, Stacey Schulman**
 - **Charter**
 - **Membership**
 - **NDA**
 - **Insights to Practice, Pete Doe**
 - **Communications, Robin Thomas**
- 2:35 pm** **Break**
- 2:50 pm** **New Committees**
- **Diversity, Annette Malave: What does Diversity provide?**
 - **Education, Richard Zackon**
- 3:20 pm** **Nielsen R&D Update: Christine Pierce**
- 3:35 pm** **New Business**
- 3:50 pm** **Celebration**
- 4:00 pm** **Adjourn**