

**CRE Quarterly Board Meeting  
September 7, 2017  
Lunch Served 12PM  
12:30-3:30 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 Nielsen, Megan Clarken, Executive Vice President, Global Product Leadership**
- 1:00 pm CRE Finances**
- 1:05 pm Research Updates in a Minute**
  - **Audio: Buzz Knight**
  - **ROI: Dave Poltrack**
  - **Data Quality: Pat Liguori**
  - **Neurometrics: Howard Shimmel**
  - **MCE, Literature Review: Janet Gallent**
  - **MCE, Viewer Talk: Janet Gallent**
- 1:20 pm Other Research Committees**
  - **Big Data: Stacey Schulman**
  - **Local Measurement, John McMorrow**
  - **Futures, Debbie Reichig**
- 2:00 pm Steering: Stacey Schulman**
- 2:15 pm Break**
- 2:30 pm Other Committees:**
  - **Insights to Practice: Pete Doe**
  - **Communications: Robin Thomas**
  - **Diversity: Annette Malave**
  - **Education**
- 3:00 pm Nielsen R&D Update: Christine Pierce**
- 3:15 pm New Business**
- 3:30 pm Adjourn**