

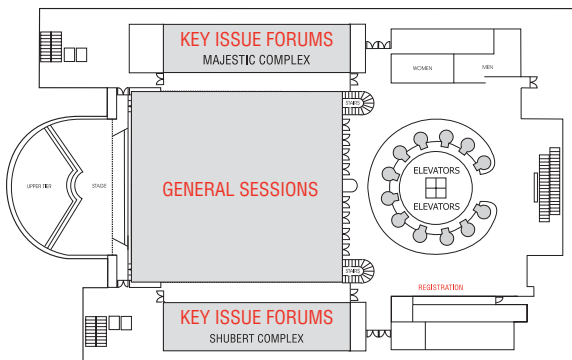
# KEY ISSUE FORUMS – MONDAY, JUNE 13

Attend any presentation in any track on mission critical topics.

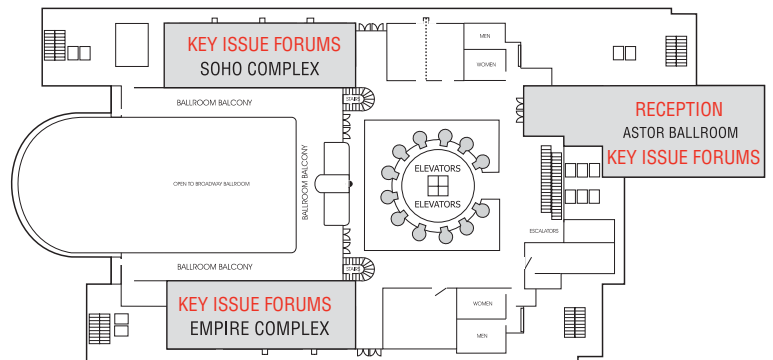
<b>Soho Complex – 7th Floor</b>	<b>Empire Complex – 7th Floor</b>	<b>Majestic Complex – 6th Floor</b>	<b>Shubert Complex – 6th Floor</b>
<b>Social Media Insights</b>	<b>Global Issues</b>	<b>Measuring ROI</b>	<b>Special Presentations</b>
<p>MODERATOR: Steve Rappaport – Knowledge Solutions Director, Advertising Research Foundation</p>	<p>MODERATOR: David Brandt – Innovation Lead-Product Space, Ipsos Open Thinking Exchange</p>	<p>MODERATOR: Jason Levin – VP, Director of Data Analytics, Carat</p>	<p>MODERATOR: Bill Cook – EVP, Research &amp; Standards, Advertising Research Foundation</p>
<p><b>11:20–11:50am</b>  <b>Social Media: Beyond Listening to Marketing Consequences</b>            Knowledge Networks and MediaPost Communications' Center for Media Research have jointly created a research series to provide marketers information on the potential payoff of their social media efforts.            Patricia Graham – Chief Strategy Officer, Knowledge Networks            Simon Kooyman – CEO, Knowledge Networks</p>	<p><b>11:20–11:50am</b>  <b>Online Brand Building in Japan</b>            Learn about various branding effects of online display ads, one of the traditional issues in online advertising. It will be examined in the context of the Japanese market, the second largest advertising market in the world.            Masao Kakiyama – Researcher and Project Manager, Yahoo! Japan Research</p>	<p><b>11:20–11:50am</b>  <b>How Out of Home Advertising Works</b>            Learn how Out of Home advertising can impact marketing in driving significant incremental sales lifts and understand how cross-media marketing effects influence allocation recommendations.            Marc Vermut – VP, Strategy, MarketShare Partners            Debbie Reichig – SVP, Business Development and Marketing, Clear Channel Outdoor</p>	<p><b>11:20–11:50am</b>  <b>A New Approach to Audience GRPs for Online Advertising</b>            Nielsen Online Campaign Ratings blends server and panel based measurement with registered user data—resulting in highly scalable and accurate reporting. This will allow the industry to compare media and feed online data into increasingly sophisticated marketing mix models. Nielsen will review key learnings from top advertiser beta campaigns.            Charles Buchwalter – SVP, Nielsen Online Campaign Ratings, The Nielsen Company            Mark Kalus – Director, Product Management, The Nielsen Company            SPONSOR: </p>
<p><b>11:55am–12:25pm</b>  <b>Understanding the Facebook Audience</b>            Facebook is a prime place for understanding consumers and the world more broadly. But marketers and advertisers have struggled to develop a framework for reaching key consumer segments.            Daniel Slotwiner – Head, Measurement Solutions Group, Facebook, Inc.            Robert D'Onofrio – Head of Audience Insights, Facebook, Inc.</p>	<p><b>11:55am–12:25pm</b>  <b>The Global Socialization of Brands</b>            UM's Wave examines how much social media influences people's attitudes and their actions towards brands and what should brands actively do in this market space.            Graeme Hutton – SVP, Director of Consumer Insights, Universal McCann            Maggie Fosdick – VP, Research Director, Universal McCann</p>	<p><b>11:55am–12:25pm</b>  <b>Metrics, Metrics Everywhere: Simplifying Campaign Evaluation</b>            Learn how alternative metrics such as site engagement or brand search can be predictors of the lower funnel attitudes and behaviors that marketers are ultimately trying to drive with their online advertising.            Jake Raroque – Senior Director, comScore, Inc.            Sebastian Fernandez – Senior Manager, Ad Effectiveness, Yahoo!</p>	<p><b>11:55am–12:25pm</b>  <b>10 Things You Need to Know About Consumers &amp; Digital</b>            As digital devices explode as new communication platforms, marketers are grappling to follow consumers into this uncharted territory. But how do consumers interact with these platforms? And how are their efforts measured? Hear GfK MRI discuss 10 things you need to know about consumers and digital.            Risa Becker – VP, Research Operations, GfK MRI            SPONSOR: </p>
<p><b>1:50–2:20pm</b>  <b>Conversation Triggers</b>            Join us for an empirical understanding of what triggers consumer conversations and a strategic plan that seeks to optimize it and measure its impact on brand health and sales.            Emily Vanides – VP Connections Research &amp; Analytics, MediaVest            Ed Keller – CEO, Keller Fay Group</p>	<p><b>1:50–2:20pm</b>  <b>Triple Play China's Way</b>            CSM Media Research discusses how to support the media industry with appropriate audience measurement methodologies, tools and data, as it adjusts to challenges brought about by three screen network convergence policy initiatives in China.            Matthew Brosenne – Business Development Director, CSM Media Research            Weidong Zheng – Deputy Manager Director, CSM Media Research</p>	<p><b>1:50–2:20pm</b>  <b>Apples to Apples: Comparable Audience GRPs for Cross Platform Campaigns</b>            Challenges faced by panel or cookie-based measurements multiply when reporting campaigns across Internet and TV. Nielsen will introduce a methodology to calculate cross-media GRPs by demo using inputs from panel and third party registration data.            Paul Donato – EVP and Chief Research Officer, The Nielsen Company            Mainak Mazumdar – SVP, Global Measurement Science, The Nielsen Company</p>	<p><b>1:50–2:20pm</b>  <b>Targeting in an Era of Privacy Concerns: Reaching Niche Audiences in a Consumer Friendly Manner</b>            As advertisers' target audiences move beyond basic demographics to focus on niche categories, brand sentiment, and other attitudinal dimensions, traditional targeting approaches not only fall short but also trigger privacy concerns. Publishers, networks, and DSP's all claim they have the "secret sauce" to reach your target, but as an advertiser, how do you really know who can deliver the goods? And in a privacy-friendly manner? You will leave this session with a simple answer.            Sean O'Neal, Chief Revenue Officer and President, Vizu Corporation            SPONSOR: </p>

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<p>MODERATOR: Steve Rappaport – Knowledge Solutions Director, Advertising Research Foundation</p> <p><b>4:15–4:45pm</b>  <b>Earned Media Optimization</b>            We outline an integrated research methodology, with origins in public relations measurement, designed to optimize the effectiveness of content sharing in marketing campaigns. Illustrative case studies from technology and financial services brands will be discussed.            Seth Duncan – Research and Development Director, Beyond</p> <p><b>4:50–5:20pm</b>  <b>Word of Mouth’s Role in Driving Sales</b>            “Word of mouth marketing” and “social media” are among the most exciting new tools in the arsenal of marketers today. But where exactly do they fit into the “owned-earned-paid” media model?            Greg Pharo – Market Research &amp; Analysis, AT&amp;T            Brad Fay – COO, Keller Fay Group            Matt Sato – Manager, Accenture</p>	<p>MODERATOR: David Brandt – Innovation Lead-Product Space, Ipsos Open Thinking Exchange</p> <p><b>4:15–4:45pm</b>  <b>Neuro Contextual Media Optimization</b>            This presentation offers an objective, scalable and measurable approach to contextual alignment that benefits networks and advertisers alike.            Pranav Yadav – CEO, Neuro Insight Pty Ltd</p> <p><b>4:50–5:20pm</b>  <b>Millennials Study Social Media to Understand How and When Their Peers Shoot and Share Video</b>            Cisco’s Consumer Products team sought to understand how 18 to 24-year old Millennials use video. This information would enable the Flip Camera team to improve their strategic and tactical marketing plans to engage this important demographic.            Michelle Vangel – Director of Innovation, Cymfony            Charlie Treadwell – Marketing Strategy Manager, Cisco</p>	<p>MODERATOR: Jason Levin – VP, Director of Data Analytics, Carat</p> <p><b>4:15–4:45pm</b>  <b>Measuring ROI, Maximizing Advertising Impact on CPG Sale</b>            This session will unveil five lessons learned in digital advertising that will help marketers maximize their marketing dollars and build their brands in the years to come.            Nick North – CMO, GfK Media            Stephan Knaeble – Division Manager, Advanced Business Solutions, GfK Panel Services</p> <p><b>4:50–5:20pm</b>  <b>The New Research is Bringing Transparency Between Marketing and Finance</b>            Mars/Wrigley has replicated their European success in causing and proving higher ROIs from TV, in the United States using TRA data and Catalyst analytics.            Bill Harvey – Vice Chairman &amp; Chief Research Officer, TRA, Inc.            Laurent Larginat – Director, Mars Marketing Lab, Mars, Incorporated</p>	<p>MODERATOR: Bill Cook – EVP, Research &amp; Standards, Advertising Research Foundation</p> <p><b>4:15–4:45pm</b>  <b>Combining Online Audience Measurement Technology with an Opt-In Panel to Further Maximize Your Insights</b>            Learn how Research Now is utilizing Quantcast’s measurement technology to build sustainable cookie panels, equipped with the ability to re-cookie panelists, and further enable advertisers to differentiate the opinions of specific users on the same machine to garner a universe of insights from trustworthy respondents exposed to online advertising campaigns.            Kyle Gollins – Client Development Manager, Media, Research Now            SPONSOR: </p> <p><b>4:50–5:20pm</b>  <b>Introducing TMR (Telmar Matterhorn ROI): The True ROI Accountability Tool</b>            Marketers know a significant amount of their media dollars are wasted, that’s why Marketing Evolution and Telmar have come together with a solution will not only help identify those dollars, but show where to shift them. Spend better and know your impact without expensive custom econometric models.            Identify what specific media placements work in every phase of the path to purchase funnel.            Rick Bruner – VP, Product Management, Marketing Evolution            John Matthews – Chief Technology Officer, Marketing Evolution            Corey V. Panno – President, Telmar North America            SPONSOR: </p>

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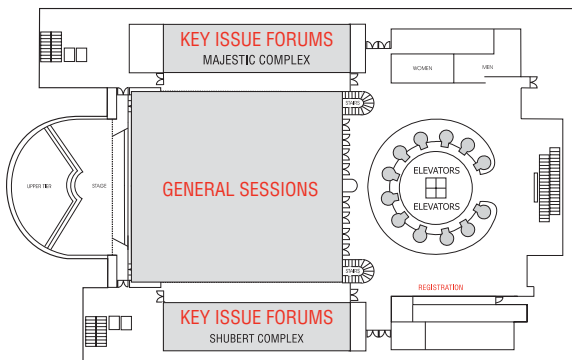
# KEY ISSUE FORUMS – TUESDAY, JUNE 14

Attend any presentation in any track on mission critical topics.

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<b>Improving Creative Impact</b>	<b>New Research Techniques &amp; Approaches – Part A</b>	<b>New Research Techniques &amp; Approaches – Part B</b>	<b>Research Quality</b>
<p>MODERATOR: Caryn Klein – VP, Research &amp; Insights, Time Inc.</p> <p><b>11:00–11:30am</b></p> <p><b>High Viewer Engagement: Friend or Foe of Advertising?</b></p> <p>This study explores the often theorized but seldom tested relationship between program engagement and advertising effectiveness. The findings address both theoretical issues as well as empirical results that offer greater insight about this important topic.</p> <p>Peter Daboll – CEO, Ace Metrix</p> <p>Michael Curran – Ph.D., Director of Insights and Analytics, Ace Metrix</p>	<p>MODERATOR: Britta Ware – VP, Research Solutions, Meredith Corporation</p> <p><b>11:00–11:30am</b></p> <p><b>Using Reach to Drive Impact</b></p> <p>Our studies indicate lightweight users respond more strongly to advertising than do heavier users of Facebook. But reaching lightweight consumers – both to advertise to them and to study them for research – is very challenging given typical methodologies.</p> <p>Brad Smallwood – Head of Measurement and Insights, Facebook, Inc.</p> <p>Sean Bruich – Measurement Research, Facebook, Inc.</p>	<p>MODERATOR: Lung Huang –VP, National Account Services, Arbitron Inc.</p> <p><b>11:00–11:30am</b></p> <p><b>The Impact of Combining Local TV and Radio on Advertising</b></p> <p>Results from Arbitron’s single-source TV and Radio PPM measurement test in Denver, CO.</p> <p>Carol Edwards – SVP Cross-Platform Sales and Marketing, Arbitron Inc.</p> <p>Rich Tunkel – Director of Radio Sales, Arbitron Inc.</p>	<p>MODERATOR: Jeni-Lee Chapman – EVP, Harris Interactive</p> <p><b>11:00–11:30am</b></p> <p><b>Improving ROI with Purchaser Data</b></p> <p>Learn the results from tests across a significant number of CPG brands across multiple categories with eight- to 10-week advertising campaigns.</p> <p>Leslie Wood – Chief Research Officer, Nielsen Catalina Solutions</p> <p>Jeff Bickel – VP, Delivery &amp; Analytics, Nielsen Catalina Solutions</p>
<p><b>11:35am–12:05pm</b></p> <p><b>Measuring Acceptance and Avoidance of TV Advertising to Maximize ROI</b></p> <p>To ensure maximum advertising ROI, marketers need to understand tuning behavior within the commercial environment.</p> <p>Mitzi Lorentzen – VP Client Solutions, Communications Development Research, Millward Brown</p> <p>Jeff Boehme – Chief Research Officer, Kantar Media Audiences</p>	<p><b>11:35am–12:05pm</b></p> <p><b>Going Granular: Using Set Top Data in Local TV Buys to Drive Marketing Decisions</b></p> <p>Starcom, together with NBC and Rentrak, executed the first local buy using STB data to provide deeper insight on audience measurement. Through a custom geographic area analysis, Starcom identified high-performing programming for the buy.</p> <p>Helen Katz – SVP Research Director, Starcom MediaVest Group</p> <p>Steve Murtos – SVP Media Director, Starcom Worldwide</p>	<p><b>11:35am–12:05pm</b></p> <p><b>3D TV: Viewer Interaction With the New Dimension for Television</b></p> <p>This study applies the control and precision afforded by the Disney Media and Advertising Lab to reveal significant insights to guide the evolution of this new medium.</p> <p>Duane Varan – Chief Research Officer and Executive Director, Disney Media &amp; Advertising Lab</p> <p>Artie Bulgrin – SVP Research and Analytics, ESPN, Inc.</p>	<p><b>11:35am–12:05pm</b></p> <p><b>Attitudes Toward Arbitron Data Collection Procedures Among Hispanics</b></p> <p>Thanks to new settlement patterns resulting in “new” Hispanic markets over the last decade and the recent national focus on immigration, there is a need to focus on how to improve Hispanic response rates to mail surveys.</p> <p>Ed Cohen – VP, Research Policy and Communication, Arbitron Inc.</p> <p>Peter Roslow – President, Roslow Research Group</p>

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<p>MODERATOR: Caryn Klein – VP, Research &amp; Insights, Time Inc.</p> <p><b>1:25–1:55pm</b>  <b>Is My Creative or Media Mix Driving My Campaign Performance?</b>            A research approach that reveals how your creative is performing in market within the context of your media mix to help maximize learnings for impact.            Marianne Peterson – Senior Campaign Insight Manager, Microsoft Corporation            Elaine Cobb – SVP, comScore, Inc.</p> <p><b>2:00–2:30pm</b>  <b>Long and Winding Road: The Gamesmanship of Shopping</b>            Digital tools have led to an energy about shopping that benefits consumers and brands. Learn how the shopping process has evolved like a game, providing a wealth of opportunities for advertisers in today's shopping landscape.            Karen Ring – VP, Research Director, Universal McCann            Edwin Wong – Director, Strategic Research &amp; Insights, Yahoo!</p>	<p>MODERATOR: Britta Ware – VP, Research Solutions, Meredith Corporation</p> <p><b>1:25–1:55pm</b>  <b>Advertising and Traffic: Learning from Online Video Data</b>            Online media portals like Google's YouTube are generating unprecedented volumes of data on usage patterns and viewing behavior. Learn about improving online advertising by understanding how ads impact online traffic.            Sundar Dorai-Raj – Senior Quantitative Analyst, Google Inc.            Dan Zigmond – Engineering Manager, Google Inc.</p> <p><b>2:00–2:30pm</b>  <b>The Effect of Digital Place-Based Media on the Path to Purchase, Shopper Experience and In-Store Purchase Decision</b>            New research shows how Digital Place-Based Media (DPBM) is emerging as an influence on purchase decisions.            Raymond Pettit – VP, Market Research, PRN Corporation            Jeff Griffin – SVP General Manager, IPG Shopper Sciences</p>	<p>MODERATOR: Lung Huang –VP, National Account Services, Arbitron Inc.</p> <p><b>1:25–1:55pm</b>  <b>Hybrid Measurement Goes Local</b>            Nielsen's vision for leveraging the digital precision of Set-Top-Box and other non-traditional sources in concert with the proven accuracy and demographics from Nielsen People Meter panels to deliver unprecedented quality and coverage for Local audience measurement.            Patrick Dineen – SVP Media Product Leadership, The Nielsen Company            Peter Doe – SVP Measurement Science, The Nielsen Company</p> <p><b>2:00–2:30pm</b>  <b>Measuring the Future, Today: What We Can Learn From Mobile</b>            The rise in mobile as a new digital channel has been accompanied by business and technology complexities that pose formidable challenges for audience measurement.            Cameron Meierhofer – EVP, Custom Analytics, comScore, Inc.</p>	<p>MODERATOR: Jeni-Lee Chapman – EVP, Harris Interactive</p> <p><b>1:25–1:55pm</b>  <b>Ensuring Data Quality in Advertising Effectiveness</b>            An exploration of the role of data weighting in advertising effectiveness studies to ensure that actionable and accurate conclusions are drawn.            Molly Elmore – VP of Market Research, Insight Express            Lynn Klein-Rosner – Senior Director of Syndicated Research, <i>The New York Times</i></p> <p><b>2:00–2:30pm</b>  <b>"Will You Marry Me?": The Importance of Nuance and Context in Questions</b>            The potential to undermine consumer honesty in research can deliver false positives and compromise the potential reality of business projections.            Vivienne Segal – President, VS Research</p>

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