

# AUDIENCE MEASUREMENT 2014

## THE MEASUREMENT MANDATE

**06/08/2014**

2:00–5:00pm

**Programmatic Buying: 101 to 800 level**

Empire, 7th Floor

*Something for everyone – free for ARF members!*

Choose to attend tracks from “glossary field guide” to programmer level.

2:00–2:50pm

**What is Programmatic Buying?**

Empire, 7th Floor

Ted McConnell, Principal, Ted McConnell Consulting, LLC

This primer is designed to help advertising buyers understand what programmatic is from the buyer’s perspective and why and how it should be used.

3:00–3:30pm

**The Changing Programmatic Buying Ecosystem**

Empire, 7th Floor

Alex Kantrowitz, Reporter, Ad Age

John Matthews, President & Founder, Comscient Group

A leading media analyst and marketing and technology expert discuss the current state of programmatic buying and the key considerations driving its adoption.

3:30–3:50pm

**The New TV Ecosystem**

Empire, 7th Floor

Brendan Kitts, Chief Scientist, PrecisionDemand

Groundbreaking research on programmatic buying of TV inventory.

4:00–4:50pm

**Programmatic Buying in Practice**

Empire, 7th Floor

Matt Prohaska, Principal, ProhaskaConsulting.com, Former Programmatic Advertising Director, The New York Times

Preetham Mallikarjuna, SVP of Product, Simulmedia

In small group discussions, practitioners share their strategies for using programmatic buying to drive ROI.

5:30–7:00pm

**Kickoff Cocktails**

Copacabana (268 West 47th Street)

Meet up, sync up, and get connected with speakers, the ARF Executive Leadership team and the Board of Directors; find your tribe, build your network, and transact business. Proudly sponsored by Analytic Partners.

06/09/2014

7:00am–5:00pm

**Day 1**

Embrace the future: From programmatic buying to big data/big decisions—making it happen now.

7:00am–7:30pm

**Registration**

Foyer, 6th Floor

8:15–8:45am

**Next-Generation Media Planning & Buying: Integrating TV Audience Segmentations For Online Effectiveness**

Shubert, 6th Floor

Jeff Boehme, CRO NA, Kantar Media Audiences

Discover how advanced TV audience segmentations are used for TV and online planning and buying – to deliver the best of both worlds.

**Digital in the Mix: Successes and Failures From the ROI Genome Project**

Majestic, 6th Floor

Mike Menkes, Vice President, Analytic Partners

Analytic Partners will share the latest ROI trends and digital success principles from its Intelligent Benchmark Database—the ROI genome project.

9:00–9:10 am

**The World is Changing, The Future is Now**

Main Stage: Broadway Ballroom, 6th Floor

Gayle Fuguitt, CEO and President, The ARF

9:10–9:35am

**Keynote: Converge = Marketing + Technology**

Main Stage: Broadway Ballroom, 6th Floor

Bob Lord, CEO, AOL Platforms

The convergence of technology, media, and creative and what it means for the future of the digital industry.

9:35–10:00am

**Narrated Winning Papers: Programmatic Into Action**

Main Stage: Broadway Ballroom, 6th Floor

Kate Sirkin, EVP, Research, Starcom MediaVest Group

ARF Call to Action: Kate Sirkin, EVP Research, Starcom MediaVest Group, leads this Programmatic In Action main stage section.

9:35–10:00am

**How to Evaluate Site Impact**

Main Stage: Broadway Ballroom, 6th Floor

Joline McGoldrick, Research Director, Millward Brown Digital

Hannah Pavalow, Research Analyst, Millward Brown Digital

The relationship between perceptions of online publishers and advertising effectiveness.

**Identify Your Target Audience**

Main Stage: Broadway Ballroom, 6th Floor

Roos Voorend, Methodologist, Wakooopa

Jozefien Karskens, Student, Business Analytics, VU University Amsterdam

Utilizing digital footprints to identify the target audience.

10:00–10:30am

**Meet & Greet: Stories Told, Lessons Learned**

Foyer, 6th Floor

Re-energize and create connections.

10:30–10:55am

**Keynote: The Age of Automation is Upon Us**

Main Stage: Broadway Ballroom, 6th Floor

Greg Raifman, President, Rubicon Project

The consumer is more accessible than ever, but on multiple devices. Inventory is perishable in 80 milliseconds. Technology enables the right message at the right time to the right customers.

11:10am–12:00pm

**Concurrent Winning Papers & Presentations: Tomorrow's Measurement Today and Big Data to Better Decisions**

Attend any presentation per time slot to advance your action plan.

11:10–11:30am	<b>Geo-targeting Your Audience</b> Manhattan, 8th Floor Andrew Douglas, VP, Marketing Science, and Managing Director, Research Consumer Insight, WebMD Measuring and predicting prevalence of health for efficiency and efficacy.	<b>Culture and the Second Screen</b> Liberty, 8th Floor Salvador Aceves, Chief Technology Officer, SocialDecode, Social Decode Isaac Achar, Project Management and Analysis Coordinator, Social Decode Mexican character reflected in Social TV commentary around iconic television events from the US.	<b>Evaluating Magazine Mobile App Advertising</b> Shubert, 6th Floor James Collins, Ph.D., SVP, Research, GfK MRI Pat Pellegrini, Ph.D., EVP, Media & Entertainment, Digital Market Intelligence, GfK Magazine app exposure and consumer target data improves advertising planning and buying.	<b>Online Ad Effectiveness 201</b> Majestic, 6th Floor Ogi Radić, Research Manager, Research Now Harvir Bansal, Ph.D., Co-Founder, Chief Research Officer, & Executive Vice President of Analytics, b3Intelligence New ways to validate RTB media buys and understand campaign success drivers. Presented by Research Now	<b>Causal Inference is Hard: Lessons, Recommendations and Best-Practices</b> Empire, 7th Floor Rick Bruner, VP of Research and Analytics, Specific Media John Chandler, Principal & Founder, Data Insights Elea McDonnell Feit, Assistant Professor, Marketing, Drexel University Ari Osur, Director, Product Management, eBay Enterprise Marketing Solutions A deep-dive on the methodological and organizational challenges of producing high-quality ad-effectiveness research. Presented by: Facebook, Inc.
11:40am–12:00pm	<b>Silver vs. Small Screen Advertising</b> Manhattan, 8th Floor Doug Pulick, SVP of Strategic Insight and Analytics, NCM Ken Roberts, CEO, Forethought Research Movie screens still represent a valuable opportunity for brands to communicate to consumers.	<b>Seeking Brand Synergy</b> Liberty, 8th Floor Sean Merriweather, Director, Strategic Research & Analytics, Pivot Raymond Pettit, Ph.D., Chief Analytics Officer, Rentrak Branded Entertainment The difference in cognitive/emotional response between paid TV ads and brand integrations.	<b>Big Data to Build and Refine . . .</b> Shubert, 6th Floor Megan Clarken, EVP, Global Product Leadership, Nielsen Paul Donato, EVP and CRO, Nielsen Improvements to audience delivery through OCR-enabled optimization.	<b>Audience Insights: What Truly Drives Your Consumers</b> Majestic, 6th Floor Bethany Bengtson, Client Digital Strategies Analyst, Bottlenose From interest to intent to purchase, map the emotional triggers and ripple effects unearthed across your brand's various touchpoints. Presented by Bottlenose, Inc.	
12:00–1:20pm	<b>Lunch &amp; Debate: Will Programmatic Swallow All Video Advertising (&amp; TV Too)?</b> Main Stage: Broadway Ballroom, 6th Floor Sean Downey, Managing Director, Americas Platform Solutions and Innovations, Google Adam Gerber, Vice President, Sales Development and Marketing, ABC Television Network Dave Morgan, CEO and Founder, Simulmedia Tim Spengler, President, Content Marketing & Revenue Strategy, Clear Channel Media and Entertainment Lauren Wiener, President, Global Sales and Marketing, Tremor Video Resolved: By 2020, will the majority of all video advertising in the US be bought and sold programmatically? Industry leaders go point and counter-point with each other about the future of programmatic buying, and the future of the digital video and TV ad marketplaces.				
1:20–1:40pm	<b>Meet &amp; Greet: Stories Told, Lessons Learned</b>				

Foyer, 6th Floor  
Re-energize and create connections.

1:45–2:30pm

**Closing the Loop on TV**

Main Stage: Broadway Ballroom, 6th Floor

Laurel Bernard, EVP, Marketing , Fox Broadcasting Company

Joe Germscheid, Director of Consumer Engagement, Carmichael Lynch

Dave Morgan, CEO and Founder, Simulmedia

Mark Green, Managing Partner, Business Advisory Group LLC, Former SVP, Global Statistical Operations Leader, Nielsen

What happens when TV advertising's sales effects can be measured and managed at the spot level?

2:40–3:30pm

**Concurrent Winning Papers & Presentations: Tomorrow's Measurement Today and Big Data to Better Decisions**

Attend any presentation per time slot and advance your action plan.

2:40–3:00pm

**Cracking the Social Code**

Manhattan, 8th Floor

Kevin Moeller, EVP, Head of Research, N.A., UM

Heather O'Shea, VP, Research Director, UM

Three key insights that impact how advertisers and agencies should move forward in their media planning and social strategy.

**Are Your Ads Truly Making an Impression?**

Liberty, 8th Floor

Tim Avila, Senior Vice

President, Marketing

Operations , BrightRoll

Amaya Garbayo,

Associate Director,

Analytics and Portfolio

Solutions, Kellogg

Advertisers should

consider key factors

when selecting video

viewability measurement

partners.

**Mining Text for Real Time Marketing**

Shubert, 6th Floor

Olesya Moosman,

Research Lead, Twitter

Create your own "Oreo blackout moment" every day.

**Leveraging Traditional Data in a Programmatic World**

Majestic, 6th Floor

Florian Kahlert,

Managing Director, GfK

MRI, GfK Consumer

Choices North America

Jed Meyer, U.S.

Research Director,

Annalect

Scott Meyer, CEO,

Ghostery, Inc.

Christopher Reynolds,

Vice President, Data &

Marketing Analytics,

Condé Nast

Mark Zagorski, CEO,

eXelate

How to reach audiences

for which data pools and

custom segments don't

exist. Presented by GfK.

Presented by GfK

**Impact of In-App Ad Performance Through Mobile Native Targeting**

Empire, 7th Floor

Maria Domoslawska,

Vice President, Global

Digital Strategy and

Research, Research

Now

Sean Galligan, VP,

Sales & Business

Development, Flurry

Kristy Vance, Ph.D.,

Media Insights, North

America, Unilever

Learn how the

individually unique

usage patterns of the

apps we have on our

mobile devices can be

leveraged to impact

mobile ad effectiveness

and consumer

engagement.

3:10–3:30pm

**Winning the Super Ad Bowl**

Manhattan, 8th Floor

Carl Marci, Ph.D., Chairman & Chief Science

Officer, Innerscope Research

Khoi Vo, Senior Research Associate, Center for

**Shopping with Mobile & Social**

Liberty, 8th Floor

Jayne Dow, Director,

Qualitative Research &

**Social TV: Plan Media for WOM**

Shubert, 6th Floor

Brad Fay, COO, Keller

Fay Group

**With Big Data, Marketers Require a New Paradigm for Analytics**

Majestic, 6th Floor

**Neuromarketing Insight: On Mobile, ROI on Sound > ROI on Video**

Empire, 7th Floor

Neural Decision Making, Fox School of Business, Temple University First integrated neuroscience study of Super Bowl Ads offers model for understanding engagement.	Digital, Innovations, Firefly, Millward Brown Rads Jayasundera, Global Insights Lead, Marketing Science, Facebook, Inc. Understanding the role and influence of mobile and social in the shopping experience.	Graeme Hutton, Communications Research and Insights Director, Universal McCann Research that demonstrates how to plan media; TV in particular, to achieve a WOM objective.	Damon Ragusa, Founder & Chairman, ThinkVine Agent-based modeling makes better use of a wider variety of data sources for attribution, forecasting, and planning across the entire marketing system. Presented by ThinkVine.	Pranav Yadav, CEO, Neuro-Insight US Inc. Re-evaluating video and audio quality priorities on mobile.
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3:40–4:00pm

### **From Big Data to Data Driven Marketing**

Main Stage: Broadway Ballroom, 6th Floor

Jen Mennes, Director of Media and Public Relations, Post Foods

Borja Perez, SVP Digital & Social Media, Telemundo

Yong Sung, SVP, Digital Group Client Director, MediaVest

Steven Wolfe Pereira, CMO, Datalogix

Hear how a leading brand is keeping customers amidst the explosion of touchpoints.

4:00–4:35pm

### **Narrated Winning Papers: Big Data to Better Decisions**

Main Stage: Broadway Ballroom, 6th Floor

Steven Wolfe Pereira, CMO, Datalogix

ARF Call to Action: Steven Wolfe Pereira, CMO of Datalogix, leads this Big Data to Better Decisions main stage section.

4:00–4:35pm

### **Rise of Big Data & Fall of Significance**

Main Stage: Broadway Ballroom, 6th Floor

Brett Gordon, Ph.D., Associate Professor, Business, Columbia Business School

Jerome Shimizu, Chief Research Officer, InsightExpress

We now live in a Big Data world so many of our 'small world' measurement assumptions no longer apply.

### **Facebook Likes: Prediction and Targeting**

Main Stage: Broadway Ballroom, 6th Floor

Steven Gittelman, Ph.D., CEO-Chief Science Officer, Mktg, Inc

The use of Facebook Likes to address the current lack of local-level data to predict consumer behaviors and outcomes and target digital advertising.

### **Driving Business Value Through Big Data**

Main Stage: Broadway Ballroom, 6th Floor

Victor Davidson, VP, Director Analytics and Research, Havas Media

Used incorrectly big data can create more confusion than it solves while costing you millions.

4:35–5:00pm

### **Now, New, Next: From Programmatic to People**

Main Stage: Broadway Ballroom, 6th Floor

Eric Roza, CEO, Datalogix

From addressable to accountable to the future of data-driven marketing.

5:00–5:10pm

### **Erwin Ephron Demystification Award**

Main Stage: Broadway Ballroom, 6th Floor

5:10–5:15pm

### **Closing Send-Off, Day One ARF Call to Action**

Main Stage: Broadway Ballroom, 6th Floor

Gayle Fuguitt, CEO and President, The ARF

5:30–6:00pm

### **Linear Campaign Effectiveness: Tactics for Maximizing Reach, Value, and Security**

### **Everything You Ever Wanted to Know About Video on Demand, But Were Too Confused to Ask**

Shubert, 6th Floor  
Randy Cooke, VP of Research, NCC Media  
Nick Garramone, Senior Vice President, Research & eBusiness Operations, NCC  
Breaking away from the buying demos and day part silos that have historically benchmarked media value is essential for the campaign to effectively achieve brand goals.

Majestic, 6th Floor  
Bruce Goerlich, Chief Research Officer, Rentrak  
Learn about the advertising opportunities VOD affords through measurement types to tool to make buying and selling advertising more efficient and effective.

6:00–7:30pm

**Conversation & Cocktails**

Marquis Ballroom, 9th Floor

Power up. Meet your tribe. Make connections that matter. Transact business. Proudly sponsored by NCC Media and Rentrak.

**06/10/2014**

7:00am–5:00pm

**Day 2**

Measure what matters: From cross-platform engagement to business impact.

7:00am–6:30pm

**Registration**

Foyer, 6th Floor

8:15–8:45am

**From TV to Total Video: Best Practices for a Cross-Media Measurement Reality**

Shubert, 6th Floor

Manish Bhatia, Chief Revenue Officer, comScore, Inc.

Joan FitzGerald, VP Television Sales and Business Development, comScore, Inc.

Learn how companies, such as ESPN and NBC Universal, are already leveraging innovative measurement to bridge the gap between linear TV and digital. And learn how this type of measurement can aide advertisers in finding new opportunities, not disruptions, in this ever-changing landscape.

**The Connected Consumer: Content in a World on the Move**

Majestic, 6th Floor

Radha Subramanyam, EVP, Insights, Research & Analytics, Clear Channel Media and Entertainment

Americans spend 70% of their waking hours outside of their home, which has significant implications for brands, advertisers and media companies. And now, more than ever, it's about the connected consumer. Presented by Clear Channel Media & Entertainment

9:00–9:10am

**Fast Forward: Actions to Impact**

Main Stage: Broadway Ballroom, 6th Floor

Gayle Fuguitt, CEO and President, The ARF

9:10–9:35am

**The Measurement Mandate – The State of Play**

Main Stage: Broadway Ballroom, 6th Floor

Bob Liodice, President & CEO, Association of National Advertisers, Inc.

Nancy Hill, President & CEO, 4As

George Ivie, Executive Director, Media Rating Council, Inc.

Gayle Fuguitt, CEO and President, The ARF

Randall Rothenberg, President & CEO, IAB

Joan Lewis, Global Consumer & Market Knowledge Officer, Procter & Gamble

Industry leaders share the measurement mandate challenges – the background, scope, and implications for buyers and the industry at large.

9:35–10:00am

**The Measurement Mandate – Progress Report**

Main Stage: Broadway Ballroom, 6th Floor

Jane Clarke, Managing Director, Coalition for Innovative Media Measurement (CIMM)

Bill Duggan, Group EVP, Committees, Association of National Advertisers, Inc.

George Ivie, Executive Director, Media Rating Council, Inc.

Sherrill Mane, SVP, Industry Services, IAB

Jasper Snyder, EVP, Research and Innovation: Cross-Platform, The ARF

Richard Zackon, Facilitator, Council For Research Excellence

Joan Lewis, Global Consumer & Market Knowledge Officer, Procter & Gamble

"Where's the beef?" Measurement gurus share what is being done today to deliver on the measurement mandate.

10:00–10:45am

**Narrated Winning Papers: Cross-Platform and the Consumer**

Main Stage: Broadway Ballroom, 6th Floor

Joan Lewis, Global Consumer & Market Knowledge Officer, Procter & Gamble

ARF Call to Action: Joan Lewis, Global Consumer and Market Knowledge officer at Procter & Gamble, leads this Cross-Platform & The Consumer main stage section.

10:00–10:45am

**Screens, Screens Everywhere**

Main Stage: Broadway Ballroom, 6th Floor

Artie Bulgrin, SVP, Research and Analytics, ESPN Inc.

Duane Varan, CEO, MediaScience

With so many new screens emerging for TV, how can these platforms be used for effective advertising?

**Monetizing Holistic Viewer Insight**

Main Stage: Broadway Ballroom, 6th Floor

Bill Harvey, Co-Founder, Vice Chairman, and Chief Research Officer, TRA Inc.

David Poltrack, Chief Research Officer, CBS Corporation, President, CBS VISION

Learn how the game changed observing viewing situation: social, mobile, recall, intent and purchase.

**Hit or Miss: High-Definition Buying**

Main Stage: Broadway Ballroom, 6th Floor

Kimberly Conon, Vice President, Partner, Research , Universal McCann

Dino Mytides, VP, Research Partner, Universal McCann

Susie Thomas, SVP, Partner, Research, Universal McCann

Ground-breaking findings on cross-platform activation by linking single-source exposure and consumption data (TV + PC + mobile) directly with brand response metrics.

**Mobile: The Good, Bad, and Ugly**

Main Stage: Broadway Ballroom, 6th Floor

Gilad Barash, Data Scientist, Dstillery

Lauren Moores, VP, Analytics, Dstillery

Targeting mobile transactions to increase desktop brand engagement.

10:45–11:15am

**Meet & Greet: Stories Told, Lessons Learned**

Foyer, 6th Floor

Re-energize and create connections.

11:15–11:40am

**Keynote: Landing Insights Into Action**

Main Stage: Broadway Ballroom, 6th Floor

Lori Hiltz, CEO, Havas Media North America

Mike Donahue, EVP, Member Services, AAAA

From tried and true to new methods. The role of research and analytics to meet consumers' challenges. Q&A session to follow.

11:50am–12:40pm

**Concurrent Winning Papers & Presentations: Cross-Platform, Addressability, and Business Impact**

Attend any presentation per time slot and advance your action plan.

11:50am–12:10pm

**Multi-Platform Takeover**

Manhattan, 8th Floor

Joan FitzGerald, VP Television Sales and Business Development, comScore, Inc.

Optimizing engagement and ad impact across five

**Driving Data to Television**

Liberty, 8th Floor

Helen Katz, SVP,

Director of Research,

**Business-Driven Creatives**

Shubert, 6th Floor

Neha Bhargava, Lead,

Marketing Science,

**Mini Measurement Milestones**

Majestic, 6th Floor

Jon Sadow, Product Manager, Google Consumer Surveys, Google, Inc.

Using fast, low cost research to keep your finger

	platforms: TV, Internet, Smartphone, Tablet & Radio.	Starcom Mediavest Group Steve Murtos, Senior Vice President, Media Director, Starcom Mediavest Group A data-driven approach to TV in terms of quality, privacy, and measurement.	Facebook, Inc. Eurry Kim, Researcher, Facebook Inc. Deep dive into the creative elements of a Facebook ad that impact actual sales and brand metrics.	on the pulse of a campaign. Presented by Google, Inc.
12:20–12:40pm	<b>One Currency to Rule Them All</b> Manhattan, 8th Floor Rob Favre, Chief Compliance Officer & General Manager, Triton Digital Publishers and tech must unite to create and adopt a standard currency across broadcast and digital.	<b>The Dynamics of Addressable TV Ads</b> Liberty, 8th Floor Duane Varan, CEO, MediaScience Challenging key assumptions for addressable TV advertising, highlighting solutions going forward.	<b>Prescriptive Social Analytics</b> Shubert, 6th Floor Seth Duncan, Head of Analytics, W20 Group Laura Gross, Vice President, Warner Bros. Home Entertainment Global Consumer Insights & Research, Warner Bros. A predictive model that Warner Bros. uses to base social media KPIs on sales goals.	<b>From Cookies to People: Mobile Issues for People-Based Measurement</b> Majestic, 6th Floor David Jakubowski, Adtech & Atlas, Facebook, Inc. Recent research about how people are moving across devices and the significance for audience and ad-effectiveness measurement. Presented by Facebook, Inc.
12:45–1:45pm	<b>comScore Idea Exchange Lunch</b> Main Stage: Broadway Ballroom, 6th Floor Share your insights and questions about measuring what matters to drive business impact.			
1:45–2:00pm	<b>Meet &amp; Greet: Stories Told, Lessons Learned</b> Foyer, 6th Floor Re-energize and create connections.			
2:00–2:45pm	<b>At Last, Long Term Ad Effectiveness Measurement, the Single Source Solution</b> Main Stage: Broadway Ballroom, 6th Floor Jeff Doud, Director, Marketplace Analytics, Kellogg Company David Poltrack, Chief Research Officer, CBS Corporation, President, CBS VISION Leslie Wood, Chief Research Officer, Nielsen Catalina Solutions Taking the Kellogg Special K challenge, CBS and Nielsen Catalina Solutions prove that when advertising campaign's full value is measured – short and long term together – advertisers win.			
3:00–3:20pm	<b>Concurrent Winning Papers &amp; Presentations: Cross-Platform, Addressability, and Business Impact</b>			
3:00–3:20pm	Attend any presentation and advance your action plan.			
3:00–3:20pm	<b>Creating Big Wins with Online and Trade</b>	<b>Viewer Choice Results ST &amp; LT Impact of</b>	<b>M Marks the Spot: Mapping Audience</b>	



	Manhattan, 8th Floor Will Bullock, Senior Researcher, Facebook, Inc. Nina Lerner, Associate Director, dunnhumby Understanding the combined impact of digital media and in-store promotions in maximizing ROI.	<b>in Value</b> Liberty, 8th Floor Devra Jacobs, VP, Strategic Insights & Director of Media Research, Innerscope Research, Inc. Peter Leimbach, VP, Sports Sales Research, Fox Sports Differentiate with Double Box advertising, a win- win solution for both viewers and advertisers.	<b>Creative on Sales</b> Shubert, 6th Floor Jeff Doud, Director, Marketplace Analytics, Kellogg Company Satya Menon, Senior Vice President, Client Solutions & Innovation, Millward Brown Advertising creative magnifies the ROI of media – accruing as short-term sales and enhanced equity.	<b>Behaviors Across Mobile</b> Majestic, 6th Floor Oana Dan, Research Manager, Measurement Science, Nielsen Gain deep insights on mobile device usage and sharing across demographics.
3:30–4:05pm	<b>Narrated Winning Papers: From Metrics to Business Impact</b> Main Stage: Broadway Ballroom, 6th Floor ARF Call to Action: Jeffrey Graham – Global Ad Research Director at Twitter, leads this Metrics to Business Impact main stage section.			
3:30–4:05pm	<b>Do Big TV Events Work?</b> Main Stage: Broadway Ballroom, 6th Floor Jeff Boehme, CRO NA, Kantar Media Audiences Joe Shantz, Lead, Advanced Analytics, Millward Brown Digital Big advertisers pay big money for big TV events - and bigger data can prove if it's worth it.	<b>Big Data, Bad Decisions</b> Main Stage: Broadway Ballroom, 6th Floor Neena Graham, Senior Director, Marketing Strategy Analytics, Choice Hotels International Maggie Merklin, SVP, Analytic Partners Mark Wilson, Senior Director, Global, Analytic Partners Attributing online sales has been dealt a blow with the proliferation of real time digital metrics.	<b>Value of Brand Long and Short</b> Main Stage: Broadway Ballroom, 6th Floor Daniel Hopkins, Senior Vice President & Brand Marketing Manager, Bank of America Yin Lee, Engagement Manager, Ninah A demonstration of a customized MMM methodology adopted by Bank of America.	
4:05–4:25pm	<b>Stories From the Front Lines: Keeping Our Seat at the Decision Table</b> Main Stage: Broadway Ballroom, 6th Floor Robert Atencio, Global VP of Consumer Insights, Pfizer Artie Bulgrin, SVP, Research and Analytics, ESPN Inc. Natasha Hritzuk, Global Director of Insights and Analytics, Microsoft Advertising Kate Sirkin, EVP, Research, Starcom MediaVest Group Brad Smallwood, Head of Insights and Measurements, Facebook, Inc. Hear tried and true strategies and tactics from industry mavens about driving decisions and making impact.			
4:25–4:40pm	<b>Research Unplugged</b> Main Stage: Broadway Ballroom, 6th Floor Weigh in on what you've learned and what you'll take back to the office.			
4:40–4:50pm	<b>Closing Call to Action</b> Main Stage: Broadway Ballroom, 6th Floor Gayle Fuguitt, CEO and President, The ARF Build your brand, make your mark!			
5:00–6:30pm	<b>“Make Your Mark” Mentoring Event</b>			

Manhattan, 8th Floor

Young Pros limited exclusive event. Meet industry leaders, in a series of round table discussions, who have made an impact on the insights and analytics industry, and learn how you can make your mark.