



AGENDA
Advertising Effectiveness Council
Tuesday, February 5th, 2008
2:30 – 4:30PM

Chair
Corey Jeffery, Senior Director – Digital Media Research, MTV Networks

Brave New World:
Trends in Consumer-Centric MarCom and Implications for Practical Measurement

SCHEDULE	PRESENTATIONS	PARTICIPANTS
2:30 – 2:40PM	Welcome and Introductions	Corey Jeffery, MTV Networks
2:40 – 3:20PM	The End of Advertising as we Know it	Emma Knutson, IBM Global Business Services
3:20– 3:50PM	Return on Involvement – Leveraging Ad Duration and Interaction in Models of Accountability	Gregory Wilson, RedBallTiger
3:50 – 4:00PM	Q & A	ALL
4:00 – 4:15PM	2008 Council Roadmap	ALL
4:15 – 4:25PM	Open Floor Discussion Regarding Potential Council Deliverables	Corey Jeffery, MTV Networks
4:25 – 4:30PM	Closing Remarks	Corey Jeffery, MTV Networks

Next Advertising Effectiveness Council Meeting: May 15th in Chicago