



**Council Chair – Corey Jeffery, MTV Networks**

**AGENDA**  
**Advertising Effectiveness Council (Chicago)**  
**Tuesday, May 13, 2008**  
**1:30 – 3:30PM**

**From Single-Source to ‘Mingle-Source’:  
 How Multiple Sources of Ad Effectiveness Data  
 can Inform the Media Planning & Evaluation Process**

SCHEDULE	PRESENTATIONS	PARTICIPANTS
1:30 – 1:35PM	<i>Welcome and Introductions</i>	Corey Jeffery, MTV
1:35 – 2:10PM	<i>Understanding Ad Effectiveness through Mingle-Source Measurement</i>	Robin Garfield, Michael Pardee Scripps Networks
2:10 – 2:40PM	<i>The Nielsen Perspective on Applications of Data ‘Fusion’ in Advertising Effectiveness</i>	Howard Shimmel, Nielsen
2:40 – 3:15PM	<i>New Techniques for Measuring the Behavioral Impact of Media and Marketing</i>	Sebastian Shapiro David Dixon Ninah
3:15 – 3:25PM	<i>Discussion and Q &amp; A</i>	ALL
3:25 – 3:30PM	<i>Next Steps and Wrap Up</i>	Corey Jeffery, MTV