



**ADVERTISING
RESEARCH**
FOUNDATION

Agenda

Engagement Council in Chicago
Wednesday, August 20, 2008
1:30 – 3:30PM CDT

Council Chairs

Greg Whiteman
Manager, Market Research
U.S. Postal Service

Consumer Behavior and Influencing Bottom Line

SCHEDULE (CDT)	PRESENTATIONS	PARTICIPANTS
1:30 – 1:35PM	Welcome	Marc Nightingale, The ARF
1:35 – 1:45PM	Introductions	Greg Whiteman, US Postal Service
1:45 – 2:05PM	Examining the Effect of the Media Environment on Ad Engagement	John Fetto, Experian Consumer Research Ellen Romer, Experian Consumer Research
2:05 – 2:25PM	Engagement Mapping	John Chandler, Microsoft/Atlas
2:25 – 2:45PM	Kellogg's USA Media Engagement Update	Mike Mickunas, The Kellogg Company
2:45 – 3:15PM	Discussion and Q&A	All
3:15 – 3:30PM	Next Steps and Wrap Up	Greg Whiteman, US Postal Service