



Council Co-Chairs
Mike Hess, OMD
Leslie Wood, LWR, Inc.

AGENDA
Media Effectiveness Council (Chicago)
Thursday, May 15, 2008
1:30 – 3:30PM

Understanding Consumers

SCHEDULE	PRESENTATIONS	PARTICIPANTS
1:30 – 1:35PM	<i>Welcome</i>	Marc Nightingale, The ARF
1:35 – 1:50PM	<i>Introductions</i>	Mike Hess, OMD Leslie Wood, LWR, Inc.
1:50 – 2:15PM	<i>Dealing with Conundrum: Understanding Consumers' Interactions with Emerging Media</i>	Ashish Singru, Microsoft
2:15 – 2:40PM	<i>Global Channel Planning with Consumer-Generated Metrics: Learning from the Market ContactAudit (MCA)</i>	Chris Charyk, Americas INTEGRATION
2:40 – 3:05PM	<i>Channel Planning: OMD Practice and Learning</i>	Irina Fadeyeva, OMD
3:05 – 3:25PM	<i>Discussion and Q & A</i>	ALL
3:20 – 3:30PM	<i>Next Steps and Wrap Up</i>	Mike Hess, OMD Leslie Wood, LWR, Inc.