



**ADVERTISING  
RESEARCH**  
FOUNDATION

**Agenda**

Online Research Quality Council  
Tuesday, September 16, 2008  
12:00 – 3:00PM EDT

**Council Chair**

Robert Tomei  
Information Resources, Inc.

**Advancing the Learning and Proposed Metrics**

SCHEDULE	PRESENTATIONS	PARTICIPANTS
12:00 – 12:10PM	<b>Welcome and ARF Updates</b>	Joel Rubinson, The ARF Bill Cook, The ARF
12:10 – 12:25PM	<b>Introductions</b>	Robert Tomei, Information Resources, Inc. Kim Dedeker, Procter & Gamble
12:25 – 1:10PM	<b><u>Sharing Client Learning</u></b>  <b>Keeping Pace with the Consumer</b>  <b>Sample Factors that Influence Data Quality</b>	Jeff Hunter, General Mills Ron Gailey, Washington Mutual
1:10 – 1:30PM	<b>Proposed Metrics</b>	<i>Metrics Committee</i> Steve Oi, Kraft Jonathan Jephcott, Synovate
1:30 – 1:55PM	<b>Foundations of Quality: Initiative Update</b>	<i>Defining Quality Committee</i> Renee Smith, Harris Interactive Efrain Ribeiro, Ipsos
1:55 – 2:20PM	<b>Funding Launch</b>	<i>Outreach Committee</i> Steve Coffey, The NPD Group
2:20 – 2:45PM	<b>Discussion and Q&amp;A</b>	All
2:45 – 3:00PM	<b>Next Steps and Wrap up</b>	Robert Tomei, Information Resources, Inc.