Measurable Marketing in a Digital World
Agenda for May 26, 2011

7:30 AM – 9:00 AM  Breakfast and Registration

Morning Session: What Should We be Measuring?

9:00 AM – 9:05 AM  Russ Winer, NYU Stern
• Welcome and Overview of Conference

9:05 AM – 9:20 AM  A. Dawn Lesh, NYU Stern
• Capture Expectations for the Conference (Collaborator®)

9:20 AM – 9:30 AM  Rex Briggs, Marketing Evolution
• “Fifteen Years of Online Advertising Effectiveness Measurement”

9:30 AM – 11:00 AM  Mack Turner, Bank of America
• “Rethinking Marketing Metrics, Processes and Outcomes in a Digital Age”
Frank Cotignola, Kraft
• “Digital Measurement and Social Media Listening”

11:00 AM – 11:15 AM  Break

11:15 AM – 12:30 PM  Panel Discussion: Digital Media Measurement
Randy Bucklin, UCLA (Moderator)

Sherrill Mane, IAB POV
• “Making Measurement Make Sense”

Panel:
• Josh Chasin, comScore
• Andy Fisher, Starcom MediaVest Group
• Mainak Mazumdar, Nielsen
• Jerome Shimizu, InsightExpress
**Lunch and Keynote Speaker**

*KMC Room 550*

12:30 PM – 2:00 PM  
**Robert Birge, CMO, Kayak.com**  
- “Online to Offline Marketing”

**Afternoon Session: Cross-Media Measurement and Implementation**

2:00 PM – 3:30 PM  
**Kalyan Raman, Kellogg, Northwestern**  
- “Media Consumption and Cross Media Synergies”  
**Charles Thomas, USAA and Drew Talbott, Acxiom**  
- “USAA Case Study”

3:30 PM – 3:45 PM  
**Break**

3:45 PM – 5:00 PM  
**Panel Discussion: Cross Media Effectiveness Measurement**  
**E. Craig Stacey, NYU Stern**  
**Rex Briggs, Marketing Evolution** (Co-Moderators)

Panel:  
- Anindya Ghose, NYU Stern  
- Jon Gibbs, Nielsen  
- Bill Havlena, DynamicLogic  
- Carl Mela, Duke University

5:00 PM – 5:30 PM  
**Russ Winer**  
- Summary and Next Steps  
**A. Dawn Lesh**  
- Closing with Collaborator®

5:30 PM – 6:45 PM  
**Reception (KMC Room 550)**