

# Media Research Club of Chicago 11th Biennial Symposium Consumers in Control: The Future of Media Measurement

## AGENDA

- 8:30 **Registration/Breakfast - EXPO**  
- Registration sponsored by Arbitron,  
- Breakfast sponsored by TNS Media Intelligence/CMR
- 9:30 **Greetings:** Jamie Arvizu, OMD
- 9:45 **Television:** Moderated by Beth Uyenco, OMD
- Rachel Mueller-Lust, ABC Television Network
  - Tom Meyer, Davie-Brown
  - Warren Schlichting Strategy Comcast Cable
  - Davina Kent, TIVO
- 11:45 **Break/EXPO**
- 12:00 **Lunch - Sponsored by VNU**
- 1:15 **Keynote Speaker:** Steve Jones, Professor and Head of the Department of Communications, University of Illinois – Chicago
- 2:00 **Multi-Media:** Moderated by Debbie Solomon, Mindshare
- Sheila Byfield, Mindshare
  - Roberta McConochie, Arbitron
- 3:00 **Break/EXPO - Sponsored by Simmons**
- 3:15 **Gaming, Emarketing, Internet, PDA, Mobiles:** Moderated by Scott Turner, MRI
- Julie Shumaker, Electronic Arts
  - Michael Dowling, Nielsen Interactive Entertainment
  - Kate Sirkin, Starcom Mediavest Group
- 4:45 **Speaker:** Roger Baron, FCB
- 5:15 **Closing Remarks:** Jamie Arvizu and Judy Bahary
- 5:30 **Cocktails - Sponsored by Mediamark Research, Inc.**

