



## TUESDAY, AUGUST 2

### 2:00-7:00 Conference Registration

Stop by the SSRM registration area to pick up your conference credentials. The SSRM Conference staff will help you choose the right path for your breakout sessions and create the best learning experience for your skills and goals.

### 2:00-7:00 Scarborough Software Café

Grab some java and learn software tips from the pros. The Software Café is the perfect place to receive one-on-one demonstrations of the latest software features as well as in-depth trainings on all the software functions. Whether you need a quick shot of facts on how to pull a Quick View Report or detailed information on calculating household expenditures, the Software Café staff has the answers to all of your software questions.

### 2:00-4:00 PRIME NExT Pre-Conference Seminars

Get a jump start on the PRIME revolution! Start your SSRM Conference with in-depth PRIME NExT training sessions designed to help revolutionize the way you use Scarborough data. These workshops will highlight software functions designed to help you make the most of your data investment. Attend one or all of these pre-conference sessions and learn software tips and pointers that you can use immediately.

#### 2:00-2:30 Refresh Your PRIME Skills

Brush up on the PRIME NExT basics in this refresher course, ideal for veteran users or PRIME newcomers.

#### 2:45-3:15 What's New?

Learn about the latest features to PRIME NExT, and how you can benefit from these new enhancements.

#### 3:30-4:00 PRIME Power Users\*

Experience the full extent of the data analysis power behind PRIME. Join us to move your software skills to the next level and uncover functions you may not be using effectively or at all.

*\* requires working knowledge of PRIME NExT software.*

### 5:00-7:00 Boston Tea Party and Welcome Reception

Grab a drink and connect with other SSRM revolutionaries at the Boston Tea Party and Welcome Reception. Get a head-start on the week by making new contacts and participating in our "Meet and Greet," which will feature representatives from Scarborough's various divisions and partner companies.



### WEDNESDAY, AUGUST 3

8:00 Breakfast

8:30 Welcome and Opening Remarks

Get ready for a revolutionary week! Bob Cohen, President and Chief Executive Officer of Scarborough Research, kicks-off the conference with an opening address about the revolution occurring in today's media and marketing industries.

9:00 Revolutionize Your Brand

Are you worn out by the frenzied pace of change in our new, "whateveryouwanttocallit" economy? Are you puzzled and aggravated by your suddenly impotent marketing and sales efforts? Well, you can stop worrying. Fundamental shifts in commerce and customer psychology have permanently changed the business landscape for years to come. During this opening keynote presentation, author, speaker, and provocateur, Tom Asacker, presents ideas and insights from his new book, "A Clear Eye For Branding." Thought provoking and entertaining, this presentation is guaranteed to challenge, entertain and inspire!

10:15 BREAKOUT #1

1. Become a Valued Consultant to Your Clients and Prospects

Your clients want more than media plans from you – they seek marketing insights. Learn how to become their valued consultant using Scarborough as your conduit. From providing multi-media information to detailing target market insights, you will learn new techniques for getting your clients to regard you as an essential member of their team.  
(Cable TV, Broadcast TV, Radio, Outdoor, Newspaper)

2. The Automotive Market Revolution

Automotive is one of America's top industries, influencing business from Detroit to Main Street USA. Find out how Scarborough data can assist you in more effectively tapping into the automotive market. Hear about industry trends, such as the impact of gasoline pricing and multicultural consumer preferences on the auto market. Learn about how to apply this information on your Main Street.  
(Cable TV, Broadcast TV, Radio, Outdoor, Newspaper)

3. Scarborough Methodology Boot Camp

New in your position? New to research? New to Scarborough? Need a methodology refresher? If you answered "yes" to any of these questions, it's time to go to Boot Camp! Our research and data collection management teams will provide detailed information on Scarborough methodology. Attending this session will enhance your understanding of methodology and improve your ability to apply Scarborough insights.  
(All Tracks) **Beginner Level Session**



#### BREAKOUT #1 (cont'd)

##### 4. Agency Life 101

Want an insider perspective on the advertising, media or marketing agencies that you work with on a daily basis? Seeking to revolutionize the way agencies regard your media outlet? During this workshop, get the inside scoop on agency life, and how corporate structure, culture and today's business climate are influencing the way agencies do business.

(Outdoor, Broadcast TV, Radio, Cable TV, Newspaper)

##### 5. It's Not Always What You Say, But How You Say It!

You may have gone pro when it comes to pulling Scarborough reports, but how can you best communicate your messages? This interactive session will make your data come alive and will teach you how to tell a compelling story using Scarborough information. After all, it isn't about the numbers – it's about what they mean!

(Sports)

##### 6. Multicultural Consumer Analysis

Today's marketplace is rich with information on Hispanic and African-American consumers. But how can you best harness it? In order to be successful, marketers need to become more focused on how they target these important consumer groups. Learn how to create effective African-American and Hispanic consumer segmentations during this session. (Marketer)

11:30

#### BREAKOUT #2

##### 1. The Revolutionary Hispanic Marketplace

In recent years, the Hispanic marketplace has experienced a revolution unlike any other consumer group. This session will provide you with the latest Scarborough insights on Hispanic consumers and demonstrate how you can maximize your use of multicultural information. Learn about how purchasing patterns, local market nuances, language preferences and culture are all influencing the emerging generation of Hispanic consumerism.

(All Tracks)

##### 2. How Customers Choose

Tom Asacker, our keynoter, hosts this interactive session about how customers make choices. He believes that people's feelings are what ultimately drive purchase decisions, loyalty, and spirit within organizations. Discover how you can develop a brand that makes an impact by taking into consideration the emotional and self-expressive benefits delivered by your organization.

(All Tracks)



### BREAKOUT #2 (cont'd)

#### 3. Use Scarborough to Peak an Advertiser's Interest in a Few Simple Steps

Become your company's qualitative expert by following our famous three-step process of creating effective consumer analysis. Impress your prospective advertisers by telling a compelling story that will get you on the buy. After all, the stories that are the most straightforward usually have the biggest impact!

(Cable TV, Broadcast TV, Radio, Outdoor, Newspaper)

#### 4. Scarborough Methodology: Expert Training

So, you've been through Scarborough boot camp, or already understand the Scarborough methodological basics, and you're ready for the next challenge. Become a true Scarborough expert in this session which will dive deeper into methodology and marketplace nuances. Learn more about the ways Scarborough continuously produces high-quality data. Discover the reasons why you should have the utmost confidence in the information when you present it to your clients and prospects.

(All Tracks) [Advanced Level Session](#)

#### 5. Building an Offense to Sales Objections

No matter what the team, league or venue, we all encounter similar sales challenges while standing in the front line in the battle of the sports industry! Eliminate sales hesitations using Scarborough data as your tool. This session will examine common sales arguments and discuss how the power of data and creative thinking can help combat client and prospect concerns.

(Sports)

#### 6. Radio Industry All-Stars

During this panel discussion, radio professionals will share their viewpoint on the industry today. They will provide case studies, and their perspective on sales, research and the marketplace as a whole. Find out how techniques can create a sales revolution at your station by tapping into new categories and consumer segments.

(Radio)



12:30-2:00 Lunch & Keynote Speaker

New Strategies for Marketing in an Age Where the Consumer is in Control

Consumers have gained unprecedented control over their media and content, and marketers are facing an increasingly complex web of challenges. Media fragmentation, the "TIVO factor," video and MP3 players, blogging, as well as a growing resistance among consumers against marketing messages, are making it increasingly difficult for marketers to break through the clutter. How can you compete effectively in this environment? eMarketer CEO Geoff Ramsey, a leading figure in the Internet advertising and research communities, will cut through the hype, misinformation and contradictory research data to provide a clear picture of how you can succeed in the age of consumer control.

2:15 BREAKOUT #3

1. It's All About YOU on the Internet

The personalization of marketing on the Internet means that consumers are receiving -- and demanding -- communications that are extremely targeted. How are you, as a marketer or media professional, tapping into this trend? How do you make your message stand out? During this session, Geoff Ramsey, president & CEO of eMarketer, will provide his perspective on ways to leverage the Internet for its unique targeting capabilities. He will also foster discussion about best practices for marketing online.

(Broadcast TV, Cable TV, Newspaper, Radio)

2. PRIME NExT: Revolutionizing the Way You Use Scarborough

Discover the most valuable PRIME features that make Scarborough data work for you. Join this session run by the 1-800-PRIME help line staff and Scarborough's software director. Maximize your use of the latest features and enhancements to the software. Join us to see how PRIME can empower you to quickly create professional-looking, presentation-ready reports and maps to take your sales efforts to the NExT level.

(Newspaper, Broadcast TV, Cable TV)

3. Winning the War for Consumer Loyalty: Strategic Positioning Skills

When it comes to customer loyalty, it's all about the real estate you own in your client's minds. Where is your organization in the consumer's mind? Tim Daniel, an applied behavioral scientist, will discuss how the consumer's mind works, and how you can identify and re-position yourself within it. It's time to win the real estate war!

(Broadcast TV, Radio, Outdoor, Cable TV, Newspaper)



#### BREAKOUT #3 (cont'd)

##### 4. African-American Consumers: The Luxury Audience

Scarborough analysis indicates that African-American consumers are big spenders in many categories, such as cars, cell phones and wine. Learn how to better tap into this consumer group through understanding local market nuances, shopping habits and demographics.

(Radio, Broadcast TV, Cable TV, Newspaper, Outdoor)

##### 5. The Voice of the Sponsor

During this panel discussion, hear from leading sports advertisers and what they look for when developing partnerships and promotions. Learn to better understand their business challenges and marketing goals. Discern what is important to the sports advertiser, and how research helps them make more informed decisions.

(Sports, Marketer)

##### 6. Media Planning for Marketers: One Retailer's Case Study

Is your media planning process becoming too cookie-cutter? Scarborough information is a powerful tool that can revolutionize your planning and differentiate your brand in a saturated media world. This session will include a retailer case study that highlights how plans were created and implemented based on detailed consumer information in varying local markets based on everything from buying habits to demographics.

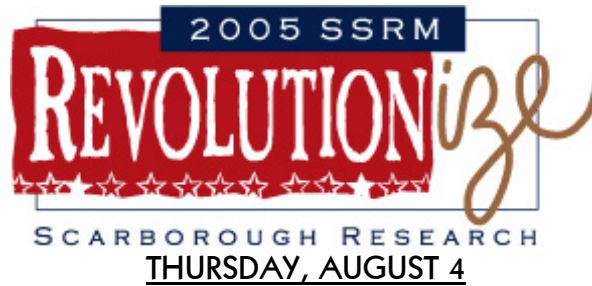
(Marketer)

#### 4:00-5:15 Agencies and Advertisers: A Panel Discussion

Talk about a revolution! From digital video recorders to product placement, co-branding to diversity marketing, today's advertising agencies and the advertisers they serve are faced with a variety of marketing conundrums. This panel discussion features leaders in today's agency and advertising industries who will address "head-on" the issues on Madison Avenue today. Here is your opportunity to ask the questions you've been waiting to ask the ad shops!

#### 6:15 EVENING EVENT

Join us for dinner and an entertaining evening as we paint the city of Boston red!



8:00 Breakfast

8:30 Make Some Noise!

Start your day with a roaring presentation from Ken Schmidt, the former director of communications at Harley-Davidson Motor Company. Ken will share a fascinating story about his experiences at Harley-Davidson, playing an active role in one of the most celebrated turnarounds in corporate history. Ken will talk about how the company built an entirely new corporate culture, rekindled relationships with customers, and reached out to new ones in completely untraditional ways.

9:45 BREAKOUT #4

1. Now What?

What is your plan B when you aren't #1 for a specific category or advertiser? How can you best illustrate the value of your viewer? What do you do when the advertiser you have a meeting with isn't specifically listed in Scarborough? There are scores of ways to show the value of your viewer when you encounter one of these obstacles. Attend this breakout session to help you think-outside the box and become a creative Scarborough thinker, and write your Plan B!

(Broadcast TV)

2. Lost In Translation

In this encore session from the 2004 SSRM, you will learn how to make the Scarborough data come alive and tell a story. While you are a pro at reading Scarborough reports and knowing exactly what the numbers mean, do you know what happens when the reports leave your hands? How can you be sure that the true meaning is not lost in translation? In this beginner level session, we will provide a road map on how to explain data in a language that everyone is sure to understand.

(Radio, Broadcast TV, Newspaper, Outdoor, Cable TV) **Beginner Level Session**

3. Reveal the Spending Power

What is the spending power of your target market? Show your clients and prospects the best ways to identify and reach their most lucrative prospective customers. Attend this meaningful session to discover one of the most powerful Scarborough data applications--purchasing power. Using these compelling reports, you can speak in the universal language of money to express the value of your media outlet in dollars and cents.

(Broadcast TV, Cable, Radio, Outdoor, Newspaper)



#### BREAKOUT #4 (cont'd)

##### 4. Targeting Today's Gay Consumer

In the US today, Gay/Lesbian consumers account for about as much spending power as Hispanic or African-American consumers. In this session we'll explore some data and insights on this growing niche market pulled from the OpusComm G/L Census. In addition, we will discuss some marketing strategies for effectively targeting the segment. (Cable TV, Broadcast TV, Radio, Outdoor, Newspaper, Marketer)

##### 5. There is No Off-Season

Reaching out to your fans year round can increase fan avidity and keep your brand top-of-mind for advertisers. Join this session to learn unique ideas for reaching out to your fans while they are not primarily engaged in your sport and partner with your advertisers in continuous marketing campaigns. Additionally, sharpen your skills on incorporating Scarborough into your Sponsor Summit.

(Sports)

##### 6. PRIME NExT for Marketers and Advertisers

PRIME NExT is a powerful data analysis tool for marketers to gain insights into consumer behavior. Join this session led by Scarborough Advertiser Marketing training specialists and Maria De Lorenzis, Scarborough's Director of Product Management. Learn how to harness the power of PRIME NExT and how features and applications can add value to your strategies.

(Marketer)

11:00

#### BREAKOUT #5

##### 1. Are You the Next "Apprentice"?

Do you have what it takes to compete in Scarborough's Apprentice competition? But here you aren't competing for a job – you're competing for a share of the buy!

Participants in this session will take part in an Apprentice-style game, and will need to bring a pitch to a marketer. The winner gets a prize. Good luck!

(Broadcast TV, Outdoor, Cable TV)

##### 2. Where You Stand is What You See: Data Visualization Skills

How do you visualize data? How do your clients? During this workshop, learn about how people perceive things differently – especially complex data. Attendees will acquire new skills for presenting information in a way that will resonate better with their audience.

(All Tracks)



#### BREAKOUT #5 (cont'd)

##### 3. Negotiation Skills: Closing the Deal

Achieve better day-to-day outcomes, enhance your leadership skills, and become more proficient in decision making during this interactive workshop. Kathi Graham-Leviss from XB Coaching will give you new tools for maximizing negotiating outcomes and inventing new avenues whereby you and your client benefit. SSRM attendees at every level will learn ways to deal with the complex problems they face every day. (All Tracks)

##### 4. Targeting Top Advertising Categories

Identify today's top advertising categories and learn how to better target them during this session. Josh Chasin from Warp Speed Marketing helps you uncover prospecting techniques. This session will be filled with Scarborough insights on hot topics in business today – information you can apply to your own presentations.

(Radio, Broadcast, Newspaper, Outdoor, Cable TV)

##### 5. Scarborough Sports Marketing Hall of Fame

Want insider ideas on how to apply Scarborough information in a creative, effective way? During this workshop, your sports colleagues will share their best practices. Learn new ways to use Scarborough to increase ticket sales, corporate partnership sales and renewals, media planning and sponsor re-caps. (Sports)

##### 6. Successfully Integrating Scarborough Into Your Organization

How do you engage your entire organization in applying research insights? Brandon Jaffuel, Strategic Sales Solution Manager, E. & J. Gallo Winery, will discuss how Gallo is integrating Scarborough across their organization, and will highlight the successes they've experienced as a result. This presentation will give you new tools and ideas for how you can better leverage Scarborough insights at your company.

(Marketer)

12:30-2:00 Lunch & Keynote Speaker

#### Engaging the "Game Boy" Generation

Have you noticed that the newest generation of consumers entering the market and employees entering the workplace are really different? Their brains have been wired by the Game Boy, and it is an extreme challenge to keep them engaged. Tim Daniel, the Director of Noll & Associates' Organization Performance Group, will help us identify these generational distinctions. Tim will take us through the cultural events and environmental elements for these young adults that make them react and think differently as consumers and employees. What can you do as a marketing professional or a manager to relate and better appreciate these young consumers of today who are the leaders of tomorrow?



2:15

#### BREAKOUT #6

1. Negotiation Skills: Closing the Deal (repeat)

Achieve better day-to-day outcomes, enhance your leadership skills, and become more proficient in decision making during this interactive workshop. Kathi Graham-Leviss from XB Coaching will give you new tools for maximizing negotiating outcomes and inventing new avenues whereby you and your client benefit. SSRM attendees at every level will learn ways to deal with the complex problems they face every day. (All Tracks)

2. Create Custom Circulation and Advertising Applications

Apply Scarborough insights to your circulation and advertising, and better understand the audience of your paper. During this workshop, attendees will learn how they can combine subscriber information with Scarborough insights to create more targeted advertising applications. (Newspaper)

3. Extreme Makeover: The Research Edition

ABC's Extreme Makeover Home Edition is known for renovating houses so they're new and fresh for their families, but, at the same time, true to the family's history and personality. Apply this concept to your next sales pitch. Learn about your customers using Scarborough insights, and solicit the "big reveal" reaction Extreme Makeover is known for during your next presentation.

(Broadcast TV)

4. Recent Cable Initiatives: What does this mean for the MSO?

What types of consumer research products and services are available for spot cable? What initiatives can you take advantage of today? This session will reveal details of Scarborough's custom re-contact studies and mid-market initiatives, now available to cable.

(Cable)

5. Translating Scarborough Data Into Outdoor \$ales!

In an industry where everything is inventory, detailed knowledge of consumer shopping, media and lifestyle behaviors is more important than ever – especially when you're competing for your share of the ad buy. Learn how to be more effective in outdoor media sales through better application of consumer information. This session will provide tools and techniques you can use to tell a compelling story about your medium today. (Outdoor)



#### BREAKOUT #6 (cont'd)

##### 6. Customer Relationship Management: A Revolution of Consumer Insights

Today's database applications have revolutionized the way marketers engage in CRM. During this session, hear about how one marketer created a unique CRM application through bringing together customer information with other market research. Hear how you can tap into this remarkable resource for your next CRM project.

(Marketer)

#### 4:00-5:00 Turning Insights Into Action: One Marketer's Approach

Consumers ages 50+ account for a disproportionately large share of the nation's wealth, but remain underserved by the marketing community. AARP – America's voice of the 50+ population, is charged with turning this around. During this session, Linda Fisher, Ph.D., Director, National Member Research, AARP, will talk about how her company is influencing the marketing and media communities using Scarborough insights as her tool. She will discuss how AARP's marketing organization is changing the face of the 50+ consumer through integrating their own research with Scarborough findings. This case study presentation will provide new thoughts on how you can get the most out of the research you use every day.

#### 6:30 EVENING EVENT

You've put in two full days at the SSRM, it's time to kick-back and have some fun!

### FRIDAY, AUGUST 5

8:30 Breakfast

#### 9:00 Profiling with Scarborough – Reaching Your Customers and Understanding the Competition

Todd Ervin, senior manager, primary market research for Nextel, about what this leading telecommunications company has done to enhance its customer profiling capabilities. Todd will share how to apply these insights to your marketing strategy and increase the ROI for your marketing efforts.

#### 10:15-12:00 WORKSHOPS (Breakout #7)

##### Newspaper Workshop

1. Multi-media Selling: In this interactive workshop, you will learn how to better position your paper. Scarborough now offers individual newspaper website readership information. This session will review ways to tap into these measurements and how you can bring it to your sales team.



10:15-12:00 WORKSHOPS (Breakout #7, cont'd)

2. PRIME NExT Newspaper Applications: Sure, you know PRIME, but do you fully understand how to apply the latest in-depth newspaper information to your business? The newest software features and applications will be demonstrated during this session.

#### Broadcast TV Workshop

Explore all the different and innovative ways that Scarborough data can be used throughout a TV station. See presentations and one-sheet examples spanning across non-traditional categories to compelling maps to cross-departmental research. Learn from these seasoned Scarborough users who will share their successes for designing and implementing presentations. Examples will include presentations not only for sales, but also for News, Promotions, Creative, Political, VALS, Reality TV, MapPoint, and others.

12:00 Conference Adjournment