

doin
biz ina
Digigital
Age



SCARBOROUGH
r e s e a r c h

Local. Regional. National.

• SSRM • 2007 •



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how do U do biz ina digital age? Marketers and media professionals of every stripe are challenged with succeeding in the age of text messages, iPods, DVRs and satellite communications. But it isn't about survival, it's about opportunity. "Traditional" marketing and media have a new and evolving role in the digital environment. Find out where digital and traditional meet, where they complement each other, and where they potentially clash at the 2007 SSRM. Understand the future of our business B4 ur 2 L8!

The SSRM enables you to choose your own curriculum. With tracks for broadcast TV, cable TV, radio, newspaper, out-of-home media, marketer and sports, you will engage in sessions featuring world-class speakers who will give you the insights you need for successful business in the digital age!

registr2day @ www.scarborough.com/ssrm

E-MAIL US AS AT: ssrminfo@scarborough.com



Keynote Presenters

Dan Heath

Dan Heath is focused on how to make ideas stick. Along with his brother Chip, Dan has written, *Made to Stick: Why Some Ideas Survive and Others Die*, a *New York Times*, *BusinessWeek*, and *Wall Street Journal* best seller. As Director of Duke Corporate Education, his roles include developing and designing curriculum, teaching and working closely with clients to ensure their business outcomes are met. In his keynote address "Making Your Ideas Stick in a Digital Age," Dan will show us the principles of successful ideas at work – and how we can apply these rules to make our own messages "stick" in this new digital age. Dan will also present a breakout session entitled "Made to Stick 2." Don't miss your chance to meet Dan and get an autographed copy of his best-selling book!



Terry Soto

Terry Soto is president of About Marketing Solutions, Inc., and a well-respected voice in Hispanic market strategy. An author of the groundbreaking retail industry report, *Grow with America: Best Practices in Ethnic Marketing and Merchandising*, Terry also recently published, *Marketing to Hispanics: A Strategic Approach to Assessing and Planning Your Initiative*. Terry is a frequent industry conference presenter and a regular contributor to www.retailwire.com. She lectures on Hispanic market strategy at New York University and Pepperdine University's Graduate School of Business and Management. Terry's lunch keynote, "Creating Right-Fit Strategies to Succeed in the Hispanic Market", will highlight tools and resources that companies can leverage to seize the opportunity and gain valuable insights into this sought-after market segment.



Jody Holtzman

Jody Holtzman is AARP's director of Knowledge Management. Jody has more than two decades of experience helping companies develop and implement competitive strategies and achieve their strategic market goals. At AARP, he oversees the organization's research, competitive intelligence and strategic analysis functions. A central focus of his research is to understand the needs, wants and preferences of AARP members and prospective members, their intent to join and renew their memberships, as well as their views regarding AARP's social mission and policy areas. Jody is a member of AARP's Leadership Team and Strategy Council and is a frequent speaker, leading numerous workshops on aligning strategy and research, and on organizational performance. In his keynote, Jody will share his insights and experiences using data and will discuss new programs the AARP has implemented to increase their membership.



Jonathan Carson

Jonathan Carson is a recognized authority on important online trends with a history of Internet business accomplishments. As chief executive officer of Nielsen BuzzMetrics, he manages the company's operations and client relationships. Jonathan co-founded BuzzMetrics and nurtured it from a two-person start-up to a market leader, with almost no outside capital investment. Jonathan is a leading thinker on the concept of word-of-mouth marketing. In his keynote, he will explain how Consumer-Generated Media (CGM) is reshaping the marketing landscape and share strategies on how you can turn it into a new ROI framework. During his breakout session, Jonathan will dive deeper and explain the CGM landscape, share techniques and case studies you can use to leverage it and provide new listening-centered marketing strategies.



Stuart Stevens

Stuart Stevens is one of the nation's most successful political strategists and media consultants. During the past 20 years, Stuart has been the lead strategist for some of the toughest political campaigns. Beginning his political career in his native Mississippi, Stuart worked on Thad Cochran's campaigns and has gone on to help elect more governors and U.S. Senators than any other current Republican media consultant. Together with President George W. Bush's chief media buyer, he co-directed the national and regional political strategy, research and media buying for the Bush campaigns. Stuart has appeared as a commentator and guest on *CNN*, *FOX News*, *The NewsHour with Jim Lehrer*, *The Charlie Rose Show* and *Politically Incorrect*. At his lunch presentation, Stuart will reflect on the history of political advertising and discuss today's trends for this highly sought-after advertising category. During his breakout session, Stuart will connect with his audience and answer questions on how to get on the political buy.



Josh Chasin

Josh Chasin is the principal of Warp Speed Marketing, Inc., a consultancy providing services to marketers, media companies and information providers. Josh is a 17-year veteran of Arbitron, Inc., a recent consultant to Scarborough and was also president of online research company, Northstar Interactive. During his career, Josh has been directly involved in the development of audience measurement services for TV, radio, magazines, newspapers, the Internet and out-of-home media. He has also designed various syndicated and custom media and marketing research studies, utilizing both online and offline research techniques. In his conference closing presentation, "Doing YOUR Business in a Digital Age," Josh brings together the key digital themes from this year's SSRM. He will channel these lessons into actionable insights you can put to work as you hit the ground running Monday morning. Josh is also presenting two breakouts focusing on new technology and what that means to the future of our business.



2:00-7:00
CONFERENCE
REGISTRATION

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

2:00-4:30
PRIME NEXT SOFTWARE
PRE-CONFERENCE
SESSIONS

2:00-3:00
Plug into PRIME NExT
Get connected to the newest features in PRIME NExT including the Trade Area Builder tool. Learn how to use new functions to create dynamic data reports more efficiently.

3:30-4:30
coNect 2 PRIME NExT
Need a refresher on key functions in PRIME NExT? Attend this session and recharge your ability to use the software to its greatest potential! Don't miss this opportunity to become a PRIME NExT pro. Whether you are just starting out or have been using it for years – this session will provide attendees, at any level, a chance to learn something new or refine your skills.

5:00-7:00
2007 SSRM
WELCOME RECEPTION

coNect with other attendees and Scarborough staff at the Welcome Reception. Get a head start on the week by making contacts and participating in our "Meet and Greet."

7:30
Bfast

8:00
WELCOME & OPENING
REMARKS

Get ready for an analog-free week! Bob Cohen, president and chief executive officer of Scarborough Research, kicks off the conference with an opening that will address the buzz around the digital revolution occurring in today's media and marketing industries.

8:30 - 10:00
KEYNOTE ADDRESS
MAKING YOUR IDEA STICK
IN A DIGITAL AGE

DAN HEATH, Best-Selling Author
Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, Stories. These are the core principles that make a message "stick," and for successful ideas at work. In his Keynote, Dan Heath, co-author of "Made to Stick: Why Some Ideas Survive and Others Die," will teach you how to apply these principles to make your own messages "stick" in the digital age.

10:15 - 11:15
BREAKOUT #1

1. W@ dz dis mean? (ALL LEVELS)
★ How do you sift through pages of data to find the most relevant message? How do you fit the right data insights into your strategy? Need a data translator? During this session, learn how to analyze data to yield applicable insights. From creating more effective partnerships and sponsorships to prospecting for new customers, this interactive workshop will feature recommendations of how to easily decipher the message in the data.

2. THE SPONSORSHIP RACE IS ON! (ALL LEVELS)

✚ On your mark, get set, GO! The sponsorship race is on – from the inception of the idea to the finish line! This session will cover techniques for creating stronger sponsorships, from increasing market share to customized local-market targeting. By applying Scarborough data with your creative thinking, get your sponsorship across the finish line in first place!

3. MADE TO STICK 2 (ALL LEVELS)

★ Get even STICKIER ideas by participating in this extended discussion of the core concepts delivered in Dan Heath's morning keynote address. In this workshop, learn to make the principles for ideas that stick relevant to your communication and marketing objectives.

**4. SCARBOROUGH METHODOLOGY
VERSION 1.0** (BEGINNER LEVEL)

★ New in your position? New to research? New to Scarborough? Need a methodology refresher? If your answer is "yes" to any of these questions, this is your session! Understanding these methodology basics will enhance your ability to apply our reliable and valuable consumer insights to your business.

5. ADVERTISE@MY.COM (ALL LEVELS)

🕒 With hundreds of dot-com competitors, what makes your website audience unique? This session will provide techniques and applications for selling your website advertising. Scarborough qualitative measurements are a key tool in understanding digital audiences. Apply these insights, along with ratings data, such as Integrated Newspaper Audience, to show the value of all of your properties.

11:30 - 12:30
BREAKOUT #2

1. SHPNG 4 INSIGHTS (ALL LEVELS)

▲ Dive deep into the hundreds of Scarborough retail measurements and learn about recent trends across various retail sectors. From techniques to understanding brand loyalty to ways to thwart competition and comprehend local-market dynamics, this workshop packs a retail punch.

**2. GROW YOUR HISPANIC AND BLACK
SPORTS FAN BASES** (ALL LEVELS)

✚ Growing ethnic fan bases is top priority in the sports business. How can you tap into the power of the Hispanic or Black consumer? During this session, learn how to apply Scarborough's robust information on ethnic consumers to your marketing strategy. Whether your goal is increasing fan avidity across important Black or Hispanic consumer groups, or demonstrating the value of your ethnic fan base to sponsors, this workshop will discuss the power of the ethnic consumer and give you multicultural consumer analysis techniques you can use for your team or league.

**3. SCARBOROUGH METHODOLOGY VERSION
2.0 – FOR THE ADVANCED USER**

(ADVANCED LEVEL)
★ Have you completed version 1.0 or already have a solid understanding of the Scarborough methodology? Become a true Scarborough expert in this session which will dive deep into methodology. Learn more about the ways Scarborough continuously produces high-quality data. Discover the reasons why you can have the utmost confidence in the information when you present it to your clients and prospects.

**4. TRAINING ON-DEMAND:
RECONNECT YOUR USERS** (BEGINNER LEVEL)

■ Practice makes perfect! Training On-Demand provides you with innovative ways to keep your Scarborough users engaged between formal training sessions. Everything from practical uses of games to ways to encourage staff to keep up-to-date with their Scarborough skills will be discussed. This session is ideal for anyone in a research or sales position who is responsible for motivating the rest of their business to use Scarborough.

5. WHO IS THE DIGITAL CONSUMER? (ALL LEVELS)

★ The number of technology platforms has exploded over the past 10 years: MP3 players, PDAs, satellite radio, DVRs, audio and video content delivered over the Internet or via your cell phone. Who are the multi-platform consumers? How do they differ from the general market? How do they consume traditional media? And what do they tell us about the future? In this session, Josh Chasin of Warp Speed Marketing, Inc., will provide insights on multi-platform consumers, and how you can use Scarborough data to better understand them.

12:30 - 1:00
BOOK SIGNING
DAN HEATH

12:30 - 2:15
LUNCH & KEYNOTE
ADDRESS

**CREATING RIGHT-FIT
STRATEGIES TO SUCCEED
IN THE HISPANIC MARKET**
**TERRY SOTO, Author and President of
About Marketing Solutions, Inc.**
Hispanic purchasing power in the U.S. is estimated to reach almost \$1 trillion by 2007. It is obvious why so many businesses want to capitalize on this growth. This session, presented by Terry Soto of About Marketing Solutions, Inc., will provide an in-depth view of the strategic planning process companies need to apply to effectively create market entry strategies that are in sync with their strategic, operational and organizational goals and metrics.

2:30 - 4:00
BREAKOUT #3

**1. UPGRADE YOUR CONNECTION SPEED
WITH SEGMENTATIONS** (ALL LEVELS)
▲ Targeting the right consumer in today's fragmented world is a challenge for all marketers. During this panel discussion, learn how you can utilize segmentation systems from Scarborough partners to bring more power into your marketing. Attendees will hear from Acxiom and Claritas executives about various trends in segmentations, and how integrating segmentations with Scarborough data can upgrade your marketing applications.

2. INSIDE THE MIND OF A CORPORATE SPONSOR
(ALL LEVELS)

✚ This interactive panel discussion will look at the key factors major advertisers and brands consider when creating sports marketing plans. We will discuss recent sponsorship deals and how they were planned and evaluated. This session will also highlight how agencies measure the value of these significant sports sponsorship deals. Learn new techniques for more effectively positioning your team, league, or brand directly from the experts on both sides of the business.

3. MARKETERS SPK OT (ALL LEVELS)

★ The digital world presents marketers with new planning challenges. In a high-speed age of TMI (Too Much Information), understanding the systems and processes used by marketers is paramount. This session will feature marketers in a panel discussion where they will discuss their current challenges and ideas for better marketing in the digital age.

4. SMART SELLING IN TELECOM (ALL LEVELS)

■ Competition is heating up more than ever in the telecom category, as more companies from diverse areas of business begin to offer cellular, mobile and Internet services. NOW is the time to take advantage and get on the telecom buy. Learn how Scarborough's in-depth cellular, long distance and personal-technology data is your key to telecom success.

5. SITE MAP TO PRIME NExT REPORTS
(ALL LEVELS)

■ Workshop your data analysis worries away during this interactive PRIME NExT software session. Learn what reports to pull, when, and why! Whether you're a media executive needing local insights to attract an advertiser, or a sports marketer wanting to get the best sponsorship data, this session will go in-depth to provide a site map for PRIME NExT.

4:15 - 5:15
GENERAL SESSION
**TURNING INSIGHTS INTO ACTION:
A MARKETER'S SUCCESS STORY**
**JODY HOLTZMAN, Director, Knowledge
Management, AARP**

Every marketer has a story to tell about their business. Good or bad, their experiences help shape the image and programs for the company. Join us this afternoon for a session presented by Jody Holtzman from the AARP, as he provides us with key insights and highlights of his successes using data. Learn how the AARP has been able to increase their membership through various programs and initiatives brought on by their use of research.

7:00
EVENING EVENT:
pRT til u Drop

Download your day with your fellow conference colleagues over dinner and cocktails at one of Las Vegas' premiere hot spots!



Track Guide

■ Broadcast TV	● Radio
◆ Cable TV	✚ Sports
🕒 Newspaper	▲ Marketer
✚ Out-Of-Home	★ All Sectors



**SCARBOROUGH
research**
Local. Regional. National.

BEGINNER LEVEL For new users or those looking for a refresher
ADVANCED LEVEL For seasoned users
ALL LEVELS Info valuable for all levels of users

8:00
Bfast

8:30 - 9:45
KEYNOTE ADDRESS
THE ROI OF CONSUMER-GENERATED MEDIA
JONATHAN CARSON, Chief Executive Officer of Nielsen BuzzMetrics

How are empowered super consumers using blogs, video-sharing and other digital media platforms to influence others and affect your brand? More importantly, how can you track, understand and leverage these proliferating forms of consumer expression, which are fast contributing to the erosion of traditional media and marketing channels? Jonathan Carson, CEO of Nielsen BuzzMetrics, will explain how Consumer-Generated Media (CGM) is reshaping the marketing landscape and share strategies on how you can turn it into a new ROI framework.

10:00 - 11:00
BREAKOUT #4

1. ALL-STAR SPORTS SPONSORSHIP PANEL
(ALL LEVELS)

Join some of the country's top sports sponsors during this interactive session. Learn about how they create sponsorship programs, and how insights are applied to reach target audiences. Whether you are a marketer interested in more information on how successful sponsorships are created, or a sports professional seeking insights on selling sponsorships, the Sports Sponsorship Panel is your opportunity to ask the questions that will enhance your strategies.

2. LET'S TALK ABOUT MONEY! *(ALL LEVELS)*

Do you want to know more about how to get on the banking and financial buy? Learn more about this ever-changing and growing category—from insurance companies and credit unions to the unbanked consumer. Join this session to hear how to better tap into this expanding category.

3. USING CROSS-MEDIA INSIGHTS TO BECOME A VALUED MARKETING CONSULTANT
(BEGINNER LEVEL)

During this workshop, learn how to become a more valued marketing consultant to your clients by helping them create the right media mix to advertise their business. Whether their goals are to increase sales, brand awareness, or to enhance their online properties, Scarborough's cross-media insights are an important tool in creating a comprehensive communications plan. Demonstrating the value of more than just your outlet will get your clients to view you as their marketing MVP!

4. HOW TO SUCCEED IN THE HISPANIC MARKET: THE PLANNING PROCESS *(ALL LEVELS)*

For many companies already targeting Hispanics and for those who are considering it, success is never guaranteed. Even those with a reputation for well-planned and implemented Hispanic strategies often fail to do the up-front homework, apply the necessary analytical frameworks and set the foundation. This often results in false starts and initiatives that do not achieve the necessary internal traction. This session, presented by Terry Soto of About Marketing Solutions, Inc., will give you the critical questions that must be asked and sensitive business planning issues when planning your marketing strategy.

5. PRIME NEXt FOR NEWSPAPERS *(ALL LEVELS)*

Go beyond the basic functions of PRIME NEXt and explore the applications that are unique to newspapers and their websites. Features such as Audience Coder, Media Schedule Tools and the new Integrated Newspaper Audience variables will be covered in-depth. You will learn about the multifaceted approach PRIME NEXt takes with data, what the data represents and how to quickly and easily run the reports you need.

11:15 - 12:15
BREAKOUT #5

1. SCARBOROUGH ON-DEMAND *(ALL LEVELS)*

Take a look at what Scarborough has to offer marketers—from customized solutions to providing you a helping hand and acting as an extension of your marketing department. Hear about ways other marketers have used Scarborough to get at the answers and information they need to be successful in their business!

2. SPORTS: BEST OF THE BEST *(ALL LEVELS)*

Join us for this annual conference session to hear compelling and unique ways our clients are using the data with great success. This interactive session enables attendees to learn from the successes of sports industry peers. Be sure to bring your stories to this fun session.

3. CONSUMER-GENERATED MARKETING 101
(ALL LEVELS)

How are consumers using blogs, video-sharing and other digital media platforms to influence others and impact your brand? More importantly, how can you measure, analyze and act on Consumer-Generated Media (CGM)? Jonathan Carson, CEO of Nielsen BuzzMetrics, will explain the CGM landscape. He will share techniques and case studies to leverage consumer-generated media and highlight new listening-centered marketing strategies.

4. THIS DOES NOT COMPUTE! HOW AGENCIES AND MEDIA REPS CAN COMMUNICATE MORE EFFECTIVELY *(ALL LEVELS)*

Does it ever feel like agencies and media reps are speaking a different language when it comes to applying Scarborough data? This session will discuss both points of view: the challenges media reps have communicating with agencies, and what agencies encounter when working with media reps. Attendees will get new ideas for how to present Scarborough insights in the right way, no matter what side of the business you're on.

5. CREATIVE IDEAS TO GENERATE MORE SPONSORSHIP REVENUE : LA INC. CASE STUDY *(ALL LEVELS)*

Vicki Higgins, senior director of business development for LA Inc. (The Los Angeles Convention and Visitors Bureau), will share her experience using Scarborough's consumer insights to secure corporate partners and create mutually beneficial revenue opportunities. From identifying companies that are a good sponsorship match to selling the opportunity internally as well as to potential partners, this real-life case study provides the tools you need to generate more sponsorship revenue.

12:30 - 1:00
BOOK SIGNING
TERRY SOTO

12:30 - 2:15
LUNCH & KEYNOTE ADDRESS
THE POLITICAL MEDIA BUY: THEN AND NOW

STUART STEVENS, Political Strategist
Stuart Stevens, one of the nation's most successful political strategists, will address the history of political advertising and answer questions from the audience. Stuart will share his experiences in political media planning, including his work on the George W. Bush 2004 re-election. Stuart's insights will help you learn and understand the strategy behind the media buy. Discover ways to better align your customers with the media resources they need to have more advertising impact during this *must-attend* lunch session.

2:15 - 3:15
BREAKOUT #6

1. THE THREE SCREENS *(ALL LEVELS)*

Thanks to outlets like YouTube and iTunes, video is taking root on the computer. Cellular and wireless companies are stepping up efforts to distribute video content, potentially putting a TV in every consumer's pocket, all the time. Meanwhile technologies like VOD, DVR and home-theater systems are introducing a profound change in the way we experience TV in the home. In this session, Josh Chasin will talk about the way consumers will interact with TV and video in the Era of the Three Screens.

2. GET LINKED-IN WITH BROADCAST TV: BEST OF THE BEST *(ALL LEVELS)*

Video On Demand. Digital Channels. Blogs. Mobile Broadcasts. The broadcast landscape continues to change and present new opportunities. This session will showcase how broadcast TV's "best of the best" use Scarborough data to gain valuable insights to profile and target their multi-platform audience. Learn how you can apply their strategy to connect with your viewers.

3. CREATING WINNING PRESENTATIONS: NEWSPAPER BEST OF THE BEST *(ALL LEVELS)*

Join this session to hear from the "best of the best" Scarborough newspaper users and how they were able to create valuable presentations and become an indispensable resource for their clients. In this session learn how to get your clients and prospects to consider YOU their "Most Valuable Marketing Consultant!"

4. THE POLITICAL MEDIA BUY IN-DEPTH
(ALL LEVELS)

Join Stuart Stevens for a breakout session where he will connect his audience with answers to more questions on the business of politics and how to get on the political buy. Learn specific thought processes, strategies, and tactics that can help you increase sales while helping your customers reach their political advertising objectives.

5. IT'S NOT ONLY WHAT YOU SAY, IT'S HOW YOU SAY IT! *(ALL LEVELS)*

Scarborough data gives you plenty of substance to take to a client or prospect. But bringing home the sale also requires a certain finesse with how you communicate and bring ideas to the table. This session, based on the book *People Styles At Work* by Robert Bolton and Dorothy Grover Bolton, will teach you how to make every interaction the right balance of substance (what you say) and style (how you say it). The end result is learning how to present Scarborough "substance" with the best "style."

3:30-5:00
GENERAL SESSION
DOING YOUR BUSINESS IN A DIGITAL AGE

JOSH CHASIN, Principal, Warp Speed Marketing, Inc.
From Consumer-Generated Media to Sticky Ideas; demographic and cultural shifts to changing and diverging media platforms; to segmentation and fragmentation of target markets. Things are obviously changing all around us, but what should we DO about it? In this session, join Josh Chasin of Warp Speed Marketing, Inc., as he brings together the key themes from this year's SSRM and channels these lessons into actionable insights you can put to work when you hit the ground running Monday morning.

6:30
EVENING EVENT: VIVA LAS VEGAS!

Join us for dinner and entertainment one last time as we celebrate the close of this year's SSRM – Vegas style!

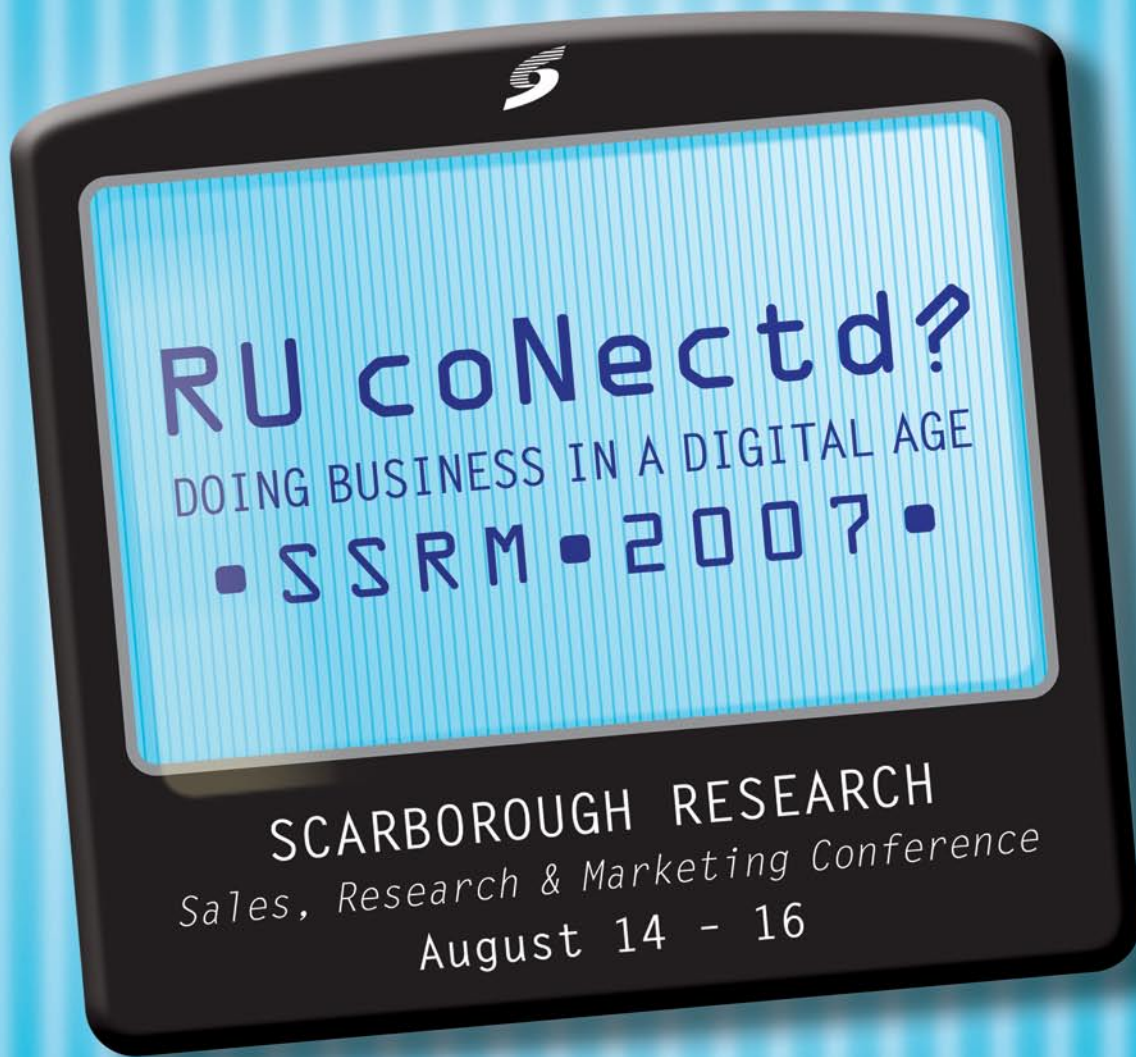


Track Guide

- Broadcast TV
- Radio
- ◆ Cable TV
- ⊕ Sports
- ⦿ Newspaper
- ▲ Marketer
- ✦ Out-Of-Home
- ★ All Sectors



BEGINNER LEVEL For new users or those looking for a refresher
ADVANCED LEVEL For seasoned users
ALL LEVELS Info valuable for all levels of users



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