

FREE EVENT
FOR MEDIA PLANNERS

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most important planning
meeting of the year.

TelevisionWeek™ ANNUAL
**MEDIA
PLANNING
CONFERENCE**

MODERATOR



Chuck Ross
Publisher and Editorial Director
TelevisionWeek

Join *TelevisionWeek* and two panels of planning professionals as we discuss these vital topics:

Engagement

What is this new metric called engagement? How is it being measured and what does it mean? How can we use it to buy and sell media?

Ratings

Nielsen is changing the ratings data again to include DVRs. Now there's a whole new language to learn. What does it all mean...and how important is it to planners?

Panelists to be announced.

MODERATOR



Mark Dominiak
Principal Strategist, Insight Garden
TelevisionWeek Media Planner Writer

Tuesday, February 28, 2006

8:30 to 10:30 a.m. • Grand Hyatt New York • Free for planners; \$295 for others
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