



# Media Alert

## **FOR IMMEDIATE RELEASE**

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## **SCARBOROUGH SALES, RESEARCH AND MARKETING CONFERENCE RETURNS TO LAS VEGAS AUGUST 14-16**

NEW YORK (June 4, 2007) – Scarborough Research, the leading local market and media research firm for identifying the shopping, media and lifestyle patterns of adults in the United States, is hosting its 12<sup>th</sup> annual Scarborough Sales, Research and Marketing Conference (SSRM) August 14-16, 2007 at Caesars Palace, Las Vegas. The conference theme, “R U coNectd? Doing Business in a Digital Age,” brings focus to the ever-changing world of media and advertising. The 2007 SSRM promises to connect attendees with the tools they need to navigate through the digital media landscape.

Bob Cohen, President and Chief Executive Officer of Scarborough Research, commented, “Our annual gathering distinguishes itself by bringing together media and marketers from different disciplines, but who share a common interest: understanding and connecting with consumers on a local market level. Local markets are where individuals live, work, shop and engage in leisure time pursuits. We are pleased to be returning to Las Vegas to celebrate localism, as it is one of America's most dynamic local markets.”

This year's event will bring together over 300 marketing, sales and research professionals from the broadcast television, cable television, newspaper, out-of-home, radio, and sports industries, as well as Fortune 1000 marketers and advertising agencies. This format enables attendees to share ideas, experiences and maximize networking opportunities. The SSRM Conference features learning tracks tailored for attendees based on their business field, including sessions designed for beginners as well as industry veterans. The SSRM offers hands-on workshops on Scarborough specific application training and software skills, designed for attendees to implement immediately.

Featured speakers at this year's event include:

- Dan Heath, co-author of the book, *Made to Stick: Why Some Ideas Survive and Others Die* will kick off the conference with his keynote entitled, "Making Your Ideas Stick in a Digital Age," followed by a breakout session entitled "Made to Stick 2."
- Terry Soto, president of About Marketing Solutions, Inc., and author of *Marketing to Hispanics - A Strategic Approach to Assessing and Planning Your Initiative*, will present her keynote entitled, "Creating Right Fit Strategies to Succeed in the Hispanic Market."
- Shereen Remez, AARP's Group Executive Officer (GEO) of Member Value, will share her insights and experiences using data and will discuss new programs the AARP has implemented to increase their membership.
- Jonathan Carson, Chief Executive Officer of Nielsen BuzzMetrics, will address the CGM landscape and share techniques and case studies to leverage consumer-generated media (CGM) and new listeningcentered marketing strategies.
- Stuart Stevens is one of the nation's most successful political strategists and media consultants. Stuart will address the history of political advertising and nuances of this highly sought-after advertising category.
- Josh Chasin, the Principal of Warp Speed Marketing, Inc., will close this year's conference with a session that brings together the key

themes from this year's SSRM and channels these lessons into actionable insights.

To register or for more information, log on to [www.scarborough.com/ssrm](http://www.scarborough.com/ssrm) or email [ssrminfo@scarborough.com](mailto:ssrminfo@scarborough.com).

### **About Scarborough Research**

Scarborough Research, a Media Rating Council (MRC) accredited media and marketing service, ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors, and demographics of American consumers. Products and services include consumer insight studies in 81 Top-Tier Markets, The Multi-Market Study, Scarborough USA+ (a national database), Hispanic studies, and custom research solutions. With more than 30 years of experience, Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations) sports teams and leagues, and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).