

# AMM Viewability Congress

**Date:** Thursday, February 4, 2016

**Time:** 8:30 a.m. - 5:00 p.m.

**Place:** AMC Movie Theater, 234 W 42nd St, NYC

**Price:** AMM members & agencies 1 free seat, all others \$150.

**Purpose:** Bring together agencies, publishers, and other stakeholders to discuss viewability guidelines. Vote on presenting these guidelines to the AMM board for incorporation into an official stance on viewability.

**Notes:** Drinks will be provided throughout the day, as well as a simple lunch.

## Directions for attendees:

- Proposed guidelines and other information available here: [ammonline.org/amm-viewability-congress](http://ammonline.org/amm-viewability-congress)
- Prepare a 5 minute testimony representing your company's stance on the proposed guidelines.
- There will be a strictly enforced time limit of 5 minutes per testimony.
- At the end of the testimony, every company will be allowed one vote.

## Agenda

<b>8:30-9:00</b>	Registration & Welcome
<b>9:00-9:15</b>	<i>Lori Raskin, AMM President:</i> Introductory Remarks, Process, & Purpose of this meeting
<b>9:15 -9:45</b>	<i>R.J. Lewis, AMM Viewability Chairperson:</i> Outlining the Agenda items for discussion and guidelines resolution, including brief explanation of each
<b>9:45-10:00</b>	Break
<b>10:00-12:00</b>	Testimony on Proposed Guidelines
<b>12:00-1:00</b>	Lunch Break – simple lunch provided
<b>1:00-3:00</b>	Testimony on Proposed Guidelines
<b>3:00-3:15</b>	Break
<b>3:15-3:30</b>	<i>R.J. Lewis &amp; Lori Raskin:</i> Q&A
<b>3:30-4:30</b>	<i>All Attendees:</i> Vote
<b>4:30-5:00</b>	<i>Lori Raskin:</i> Present Polling Results & Next Steps