

SUNBELT XXX CONFERENCE FEATURES COMMUNITY ANALYTICS

Myra Norton Serves as One of INSNA's 2010 Select Presenters

Baltimore (July 2010) - Community Analytics CEO Myra Norton was one of the select presenters recently at the esteemed Sunbelt XXX Social Network Analysis Conference in Riva del Garda, Italy. The International Social Network Analysis conference was held from June 29 to July 4. The conference drew expert networkers from around the globe looking to both learn from and share experiences with the industry's best and brightest. This year's speakers drew as much interest as the scenic and aesthetic Italian location, an element that the Sunbelt Conference has become renowned for.

Norton's presentation examined the identification of opinion leaders and influencers amongst a particular network. "In the commercial space, the question of how to identify true opinion leaders within a given population of purchasers or decision makers is of great importance," said Norton. "Identifying these individuals properly leads to more effective and efficient sales and marketing initiatives."

The particular case study presented explored the pharmaceutical space, where Norton's team studied the influence networks of physicians relative to the treatment of specific disease states. They showed how to combine the use of primary and secondary data for leadership identification. The results of the work provide a model by which minimal primary data is needed to yield accurate leadership identification. As this type of primary data collection typically requires significant investment, this finding empowers organizations to tackle the task of proper leadership identification in a much more effective and efficient manner.

Next year, the Sunbelt XXXI will be held at Trade Winds Beach Resort in St. Pete, Florida.

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About Community Analytics:

Community Analytics is a unique organization whose singular aim is to connect organizations to the relationships impacting their bottom line. We understand human networks and the roles they play in the decision making process. We combine science, art and a little bit of magic to harness the power of these networks for the greater good: more revenue for you and more relevance for your customers.

About INSNA:

Social Networks and the network perspective have been recognized as relevant and important in a number of areas of inquiry. The International Sunbelt Social Network Conference is the official conference of the International Network for Social Network Analysis (INSNA). Currently, INSNA has over 1,000 members and more people than ever are interested in attending and presenting their work at Sunbelt conferences.

*For more information about Community Analytics", please contact:
Marjorie Cota | mcota@comlytics.com | 443.263.4205*