

## **COMMUNITY ANALYTICS' CEO PRESENTS AT THE 2010 QRCA ANNUAL SESSION**

### **Myra Norton Presents "Leveraging the Power of Human Networks to Drive Sales"**

PHILADELPHIA (April, 2010) – Myra Norton, CEO of Community Analytics, has been asked to deliver her presentation "Leveraging the Power of Human Networks to Drive Sales" at the 2010 QRCA Annual Session. Norton's presentation provides a data-driven approach to uncovering the existing relationships of trust and advice seeking among one's audience. The qualitative researchers attending the conference will walk away from Norton's presentation with some practical applications of network science to incorporate in both the work they perform for clients and in the way they build their own businesses.

The event will take place in Philadelphia on the weekend of October 13-15, 2010. The 2010 QRCA Annual Session will feature almost 30 content-rich workshop presentations and special guest speakers. Chosen from a strong field of presentation submissions, Myra Norton has been invited to share her tips for success. The event promises the latest and most inspiring ideas, techniques and technological advancements in Qualitative research.

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#### **About the QRCA:**

QRCA (Qualitative Research Consultants Association) is a not-for-profit organization that promotes excellence in all aspects of qualitative research. Through QRCA, members have access to nearly 1000 Qualitative Research Consultants throughout the world. QRCA Research Consultants include focus group moderators, facilitators, interviewers, and planners in many types of qualitative research. Their expertise includes focus groups, individual depth interviews (IDIs), ethnography, observational research, usability research, idea generation, and other qualitative approaches in-person and online.

#### **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.

*For more information about Community Analytics", please contact:  
Marjorie Cota | [mcota@comlytics.com](mailto:mcota@comlytics.com) | 443-263-4205*

[www.communityanalytics.com](http://www.communityanalytics.com)