

COMMUNITY ANALYTICS: A FEATURED SPEAKER AT THE IRIRC

Myra Norton to Educate Members of Institutional Retirement Income Research Council (IRIRC) on Influence Network Solutions

SAN FRANCISCO (October 2008) – On October 22nd, Community Analytics’ CEO, Myra Norton, will be the featured speaker at the biannual IRIRC meeting. This Council is an independent, unbiased retirement income think tank working to advance the interests of retirement savings plan participants, plan sponsors, plan advisers and consultants. The meeting will focus on market changes, the Council’s future plans, and regulatory breakout sessions. Norton’s session on influence network solutions will educate members on the theory of social network analysis and the diffusion of innovations, and share successful commercial applications.

“The importance of relationships in the decision making process has been amplified as technology has grown and we’ve become exposed to more information. It is important to understand the academic foundations before applying them commercially,” says Norton.

Members will discuss methods to employ these theories in supporting the IRIRC mission as well as their own practices. They will return to their primary responsibilities with specific tips and tools on how to adopt a relationship-driven approach, engage with the community’s trusted advisors, and optimize sales and marketing efforts.

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About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

About The IRIRC:

The Institutional Retirement Income Research Council (IRIRC) is an independent, unbiased retirement income think tank supported by Prudential Retirement. The purpose of this group is to advance the interests of retirement savings plan participants, plan sponsors, plan advisers and consultants. Forum membership is confined to highly respected, well-known industry consultants and academics focused on solutions-oriented approaches.

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