



For Immediate Release

COMMUNITY ANALYTICS: A FACULTY MEMBER AT WOMM-U CEO Will Facilitate Session on Activating Word of Mouth in Social Networks

BALTIMORE (April 2008) – Selected among numerous highly qualified candidates, Community Analytics' CEO, Myra Norton has been chosen to present at the 2008 Word of Mouth Marketing University Conference. This event, also known as WOMM-U, is hosted by WOMMA and will occur May 8-9th in Miami, Florida.

This type of conference is a first for WOMMA and has attracted organizations such as *The New York Times*, Carnival, Ogilvy North America, and more. The two-day symposium will be composed of a series of small, highly interactive breakout sessions. These discussions will provide attendees an opportunity to participate in intensive WOMM-conversations with 10-14 of their marketing peers.

Norton's breakout session entitled, "Activating WOM in Social Networks: Beginners," will discuss hard hitting items such as how to effectively employ social networks in authentic customer engagement initiatives, and a comparison between general social networks and relationships of trust and advice-seeking. Norton also plans to highlight best practices to provide value to consumers and connect with them, ultimately increasing participation.

"I am looking forward to the interactive, workshop-style format of the conference. This arrangement allows for the audience to immerse themselves in each other's ideas and expand on the topic in a dynamic way," Norton says of the WOMM-U conference. "I want participants to walk away with concrete plans for how they can apply a more sophisticated and targeted methodology to their current customer engagement initiatives through social media and social networks."

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About WOMMA:

WOMMA is the official trade association for the word of mouth marketing industry. They have more than 300 corporate members that are committed to building a prosperous word of mouth marketing profession based on best practices, measurable ROI, and ethical leadership.

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.

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