

COMMUNITY ANALYTICS TO SPONSOR AND PRESENT AT 2008 BMA ANNUAL CONFERENCE

Myra Norton to Reveal Methods for Optimizing Market Spending

BALTIMORE (May 2008) – Community Analytics, a research organization that applies the principles of social networking to drive organizational performance, will present at the 2008 BMA Annual Conference on June 11-13th in Loews Lake Las Vegas, Nevada. The Annual Conference will feature a theme of "Marketing in High-Definition: Ideas and Innovations for Visionary Marketing Plans," and intends to help business-to-business marketers crystallize their marketing programs, advance their brands, and network with their peers.

Community Analytics' Chief Executive, Myra Norton will co-host a session entitled, "Optimizing Marketing Spend through Influence Networks." Along with Steve Patrizi (Director of Advertising Sales, LinkedIn Corp.), Tom Michael (VP/Strategy Practice Lead, Jack Morton Worldwide), and Matt Goddard (Co-founder and CEO, R2integrated), the panel intends to educate attendees on methods to develop relationship capital and how community engagement empowers marketing communications. This panel discussion will align with the day's theme of "Maximizing Marketing for Business Growth."

Along with presenting, Community Analytics will also be sponsoring the event. "The BMA is an excellent organization and we are honored to partner with an association dedicated to increasing the value, importance, and impact of B2B marketing around the world," Katie Weishaar remarked.

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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 Business Marketing Association:

The BMA serves the professional and educational development interests of business-to-business marketers and their partner suppliers. Headquartered in Chicago, the BMA supports 22 chapters in major business centers throughout the United States and has membership in Canada and Europe.

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