



For Immediate Release

HR.COM PRESENTS “THE POWER OF HUMAN NETWORKS®” Community Analytics Chosen as a Panelist for HR.com’s Latest Webinar

BALTIMORE (May 2008) – Entitled “The Power of Human Networks®,” Community Analytics’ CEO Myra Norton will team up with Ken Boughrum of Stromberg Consulting and Ketchum Communication’s Rob Flaherty to host HR.com’s latest webinar designed for Human Resource and Marketing professionals. The webcast is scheduled to air on June 5th and will be made available for listeners to access the information session beginning at 11am ET.

The interactive session will focus on developing more effective ways to engage your workforce and influence key people in your communities through the use of Network Analysis. In order to accomplish this, Norton, Boughrum, and Flaherty plan to explain how this research process enables you to map informal networks in order to more efficiently shape opinion, speed decision making, and influence behavior within organizations.

HR.com intends for its audience to not only learn more about the history and methodology of social network analysis; but more importantly, educate them on how important social networks are in today’s hyper-communication environment. Listeners will be able to take away concrete examples and key insights that will allow them to improve business performance and efficiency.

“As organizations seek to achieve greater levels of customer loyalty and drive deeper employee engagement, a concrete understanding of the influence that human networks have in the workplace will become essential for driving organizational effectiveness. I look forward to working with Ken [Boughrum] and Rob [Flaherty] and I hope that listeners are able to take away practical action items to help improve their business strategies,” said Myra Norton.

#####

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 HR.com:

HR.com is the largest online community and social network of HR professionals in the world. VIEW was developed to meet the needs of the more than 69% of HR.com’s 150,000+ members who said they

*For more information about Community Analytics, please contact:
Myra Norton | mnorton@comlytics.com | 443.263.4203*

www.communityanalytics.com



**For Immediate
Release**

HR.com Presents "The Power of Human Networks®"

wanted the "in person" event experience available to them online. These online or "virtual" conferences can offer attendees all of the education, the networking, and the vendor information they would get from an in-person conference, without the travel, expense, and time commitment.

About Ketchum Communications:

A communications innovator, Ketchum ranks among the largest global public relations agencies, operating in more than 50 countries. With five global practices – Brand Marketing, Corporate, Healthcare, Food and Nutrition, and Technology – and specialty areas that include Concentric Communications (experiential marketing, events and meetings), Ketchum Entertainment Marketing, Ketchum Global Research Network, Ketchum Sports Network, Stromberg Consulting (change management and workplace communications) and The Washington Group (lobbying and government relations), Ketchum leverages its marketing and corporate communications expertise to build brands and reputations for clients.

About Stromberg Consulting:

Stromberg Consulting is Ketchum Communication's consultancy division that focuses on change management and workplace communication. Their people have an eclectic background of consulting and business experience with advanced degrees in HR management, business administration, organizational psychology, instructional design, creative design and interactive communications. They are in the business of behavior change and focus on a single over-arching mission: To help companies achieve their business objectives by engaging the workforce to deliver results.

*For more information about Community Analytics, please contact:
Myra Norton | mnorton@comlytics.com | 443.263.4203*

www.communityanalytics.com