



# Get a Bigger Bang Out of Insight and Analytics; Sign Up for the Next 4i Webinar in “Smarter Insight” Series on October 1

*"How to Get More Value from Insights & Analytics – Optimizing the IA Function" webinar to be held at 12:00pm CST*

DEERFIELD, IL, USA, September 16, 2014 /EINPresswire.com/ -- The fall season has arrived, and with it, planning season for Insights & Analytics functions. Questions such as, “what projects should I plan for next year given my budget?”, “how can I get this work done with the reduction in resources?” and “how can I increase my return on Insight & analytic investments?” begin to emerge. In the fourth installment of 4i's "Smarter Insights" webinar series, entitled "How to Get More Value from Insights & Analytics – Optimizing the IA Function," 4i Managing Partner Dr. Eugene Roytburg and 4i Senior Advisor Kelley Peters will address these questions. The webinar will be held on October 1, 2014 at 12:00pm CST.

The fourth in a series of webinars, the Oct 1 event builds on the August webinar, which

revealed 4i's benchmark results that leveraged 4i's Insight Value Chain Model™ to define how Insight Objective, Development and Activation phases drive overall insight value and what companies should focus on first to get that value faster. "In the past five years, Insight innovators and now, more and more mainstreamers have been leveraging these recommendations to begin transforming their insight functions into more nimble, value driven and effective growth enabling organizations," said Dr. Roytburg.

Dr. Roytburg and Ms. Peters will share specific client examples for how these recommendations drove significant value, and how these case studies can help you in your current IA planning processes. The Smarter Insights series was created to help companies make better decisions for tomorrow. Participants walk away with the ability to transform their Insight and Analytics functions into a more valuable resource for better understanding and taking action around future growth opportunities. The monthly webinar series is available at no charge. Participants must register for the webinar [here](#).

## About 4i

4i's forward-looking, predictive foresight analytics driven approach helps clients uncover future growth opportunities, size future demand, develop successful growth strategies, and identify new innovations



to succeed in tomorrow's marketplace. The company's foresight analytics have been proven over time to deliver consistently accurate results that help clients realize unparalleled growth opportunities. For more information on 4i, please visit <http://4igrowth.com> or contact Eugene Roytburg, Managing Partner at 847 964 9290 or at [eugene.roytburg@4igrowth.com](mailto:eugene.roytburg@4igrowth.com)

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