

For Immediate Release:

ROI Institute Awards CRP Designation to Catalyst Performance Group Associate Connie Nau

Catalyst Performance Group of Appleton, WI announced that The ROI Institute of Birmingham, Alabama has awarded its **CRP** designation (Certified Return on Investment Professional) to **Connie Nau, CMP**.

The ROI Certification provides assurance that the individual is capable of implementing the ROI Methodology and conducting ROI impact studies. This certification is the only process available to provide evidence and assurance about capability in measurement and evaluation, including return on investment.

Armed with ROI data, companies can defend existing programs, justify future spend and fuel evidence-based continuous improvement of incentives, meetings, events, rewards, recognition and loyalty programs.

The ROI Institute has developed and refined a worldwide accepted method of measuring ROI that includes isolation techniques and strict guiding principles, all in an effort to create results that are credible with C-Level executives. "ROI Methodology is used to conduct literally thousands of studies a year in over 40 countries," says Jack Phillips, Chairman of the ROI Institute. "Our partnership with Catalyst allows us to meet the specialized needs of engagement programs and help companies confidently redeploy loyalty, incentive and rewards programs knowing that they have credible ways to forecast and measure ROI."

Follow developments at www.ROIofEngagement.com and www.twitter.com/ROIofEngagement.

For more information contact info@catalystperformancegroup.com.

####

About Catalyst

Catalyst Performance Group helps clients achieve greater success by engaging their people with the intelligent design, expert fulfillment, and credible results measurement of incentives, meetings and events, rewards and recognition, and integrated marketing. We create breakthrough strategies that move people using research-based, holistic, and award neutral methodology.

www.catalystperformancegroup.com



About ROI Institute

ROI Institute, Inc. is the leading resource on research, training, and networking for practitioners of the Phillips ROI Methodology™. Founded in 1992, the ROI Institute is a service-driven organization which strives to assist professionals in improving their programs and processes through the use of the ROI Methodology.

www.roiinstitute.net

