

# BrandLoyalties.com Special Commentary

**10/17/2017: Webinar Reminder: Generating Alpha From Unique "Big Data" Sets**

(Web page version is [here](#))

*In case you missed the webinar invitation last week, there are still some openings for all sessions. If you are interested in joining this 30-minute 'deep dive' into the world of Big Data and Alpha, please reply with your preferred session. We will send you login credentials ahead of the webinar.*



Collecting "Big Data" from cyberspace has become relatively easy, but capturing a robust and compliance friendly signal from all that noise has remained elusive. Veteran "Quant" Herb Blank of Global Finesse and Rick Davis, CEO and Founder of BrandLoyalties.com, are hosting a series of 30-minute webinars during the next two weeks to take you on a deep dive into:

- a. "Big Data" and how it is captured;
- b. The nature of the signals that can be produced;
- c. How those signals can produce Alpha on trading strategies;
- d. How that Alpha can enhance returns on core long-only portfolios.

To register for one of these free events, simply respond to this e-mail with your preferred session number.

All sessions are New York time (Eastern Time)

1. Thursday, October 19th 11:30am
2. Thursday, October 19th 4:30pm
3. Tuesday, October 24th, 11:30am
4. Tuesday, October 24th, 4:30pm
5. Wednesday, October 25th, 11:30am
6. Wednesday, October 25th, 4:30pm
7. Wednesday, October 25th, 8:00pm

Thank you,

Herb Blank