

Registration

Register by May 11 and save \$200!

Pre-Registration Rate (ends May 11, 2006)
SIIA Member \$995 | Non-Member \$1,295

Onsite Registration Rate
SIIA Member \$1,195 | Non-Member \$1,495

Additional Codie Awards Ticket
SIIA Member and Non-Members \$150

Have a specific question?

Program Information:

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Registration:

Becki Lake, blake@sii.net or +1.202.789.4459

Sponsorships:

Brian Rosenberg, brosenberg@sii.net or +1.646.649.2027

Hotel Accommodations

Westin St. Francis
Union Square
335 Powell Street (Between Post & Geary)
San Francisco, CA 94102
(415) 397-7000
www.westinstfrancis.com



Reservations:

+1.415.397.7000

Be sure to mention "SIIA" when booking your reservation.

The conference begins on Sunday night with an Opening Networking Reception and concludes on Tuesday night with the Codie Awards Gala.

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www.sii.net/cf.asp

Learn more and register at www.sii.net/cf.asp

2006 Advance Conference Program

SIIA CONTENT FORUM

Register by May 11 and save \$200!

SIIA
Software & Information
Industry Association
1090 Vermont Ave NW Sixth Floor
Washington, DC 20005-4095

ADVANCE PROGRAM INSIDE

Register by May 11 and save \$200!



The Software & Information Industry Association presents

CONTENT FORUM

Tools, Tactics & Strategies for Success

May 15-16, 2006 ♦ Westin St. Francis ♦ San Francisco, CA

Featured Speakers Include:



Chris Anderson
Editor-in-Chief
WIRED Magazine



Charlene Li
Principal Analyst –
Devices, Media & Marketing
Forrester Research, Inc.



Robert Merry
President and Publisher,
Congressional Quarterly



Dwayne Spradlin
President
Hoover's, Inc.
a subsidiary of D&B

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CONTENT FORUM

Tools, Tactics & Strategies for Success

May 15-16, 2006
Westin St. Francis • San Francisco, CA

Overview

At the 3rd annual Software & Information Industry Association (SIIA) **Content Forum**, industry leaders **Chris Anderson, Dave Callaway, Charlene Li, Robert Merry, Kevin Rose, and Dwayne Spradlin** headline a robust agenda that provides training and best practices to online content, publishing, sales, marketing, and product executives.

The Content Forum will feature a curriculum of case studies and panels covering the complete life-cycle of content, from product development to distribution. You'll leave with actionable tools to help you achieve success, profitability and growth.

The Content Forum also provides many opportunities to network, including receptions with potential partners attending the SIIA Software Strategy Summit and Ed Tech Industry Summit. And you'll meet the companies whose products and services have been voted as this year's best at the 21st annual Codie Awards Gala on May 16.

Highlights & Special Events

- Keynote from Chris Anderson on "The Long Tail"
- Keynote from Geoffrey Moore on "Dealing with Darwin: Meeting the Challenges of a Digitizing World"
- CEO panelists discuss how to create award-winning products
- Technology Panel featuring Charlene Li of Forrester Research, Digg.com's Kevin Rose and wetpaint's Ben Elowitz
- Opening Reception on Sunday, May 14, with SIIA Software Strategy Summit and Ed Tech Industry Summit attendees



Who Should Attend?

- Product management, sales, marketing and licensing executives from the electronic publishing and digital content industries.
- Analysts, bankers, consultants and technologists
- Other industry influencers



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PROGRAM AGENDA (as of 4/7/06)

SUNDAY MAY 14	
6:00 PM	Registration Opens
6:00 - 7:30 PM	Opening Networking Reception with Ed Tech Industry Summit and Software Strategy Summit conference attendees
MONDAY MAY 15	
7:30 - 8:30 AM	Registration & Continental Breakfast
8:30 - 8:45 AM	Welcome Remarks Ken Wasch , President, SIIA Ed Keating , Vice President, Content Division, SIIA
8:45 - 9:30 AM	Opening Keynote – Journalism and Technology, Technology and Journalism Robert Merry, President and Publisher, Congressional Quarterly A look at the dynamic evolution of American journalism and the role of technology in both fostering and destroying particular journalistic models.
9:30 - 10:30 AM	Case Study – The Birth of a Content Product: Choosing a Path for Product Development Learn how product innovators have chosen new paths for established content products and adapted new ideas for content products to traditional markets.
10:30 - 11:00 AM	Break
11:00 AM - 12:00 PM	Let Your Customers Tell You What Works: Mining User Data This panel will focus on several case studies that outline unique ways you can integrate your customers into your product development cycle and how they can help you make better decisions.
12:00 - 1:00 PM	Networking Lunch with Ed Tech Industry Summit and Software Strategy Summit conference attendees
1:00 - 1:45 PM	Rapid Deployment of your Content Assets: Three Approaches to Developing Information Products Three product development approaches will be the focus of this session: building from scratch, buy and bolt on, and "enhance" an existing product for sale to new markets. Industry examples of successful projects will create a roadmap to help you evaluate how to successfully implement these approaches.
1:45 - 2:30 PM	Editorial and Everyone Else: How Can You Work with These People? How can publishers ensure that editorial (aka content, production) is integrated into the product development process? This session will provide best practices companies can employ to avoid the disconnects that occur when the right hand doesn't know what the left hand is promising.
2:30 - 3:00 PM	Break
3:00 - 4:00 PM	Outsourcing/Insourcing: Are Economies of Scale the Holy Grail? This case study session will provide you with a decision making and evaluation framework to help you decide when to pursue these options including hidden costs, quality control and partner management.
4:00 - 5:00 PM	Technology: Transforming the Way Businesses Do Business Technology is rapidly changing the way content products are created, discovered and consumed. New technologies, standards and practices are emerging and evolving constantly. This session will cover the new content technologies, standards, trends and practices including tagging, wikis, Web 2.0 and Mashups.
5:30 - 7:00 PM	Networking Reception with Software Strategy Summit conference attendees <i>sponsored by Softrax and Uniloc USA, Inc.</i>
TUESDAY MAY 16	
7:30 - 8:30 AM	Registration & Continental Breakfast
8:30 - 9:30 AM	Opening Keynote – Dealing with Darwin: Meeting the Challenges of a Digitizing World Geoff Moore , Best-selling author, Managing Director of TCG Advisors, and Venture Partner at Mohr Davidow Ventures
9:30 - 10:45 AM	Sales, Marketing and Distribution in a Fragmented Market This session will address how information companies in the consumer and business-to-business markets are pursuing sales, marketing and distribution in this new world. In a panel format, we'll hear real life experiences and best practices from representatives of leading companies.
10:45 - 11:00 AM	Break
11:00 AM - 12:00 PM	Advertising: New Ad Models and Techniques for Web Content New ad methods that are tailored to the web - with elegant technical underpinnings and ever-more-creative veneers -- have grown so effective they are now draining revenues from those same print and broadcast properties. Hear from industry experts how this trend can impact your business.
12:00 - 12:45 PM	Networking Luncheon
12:45 - 1:30 PM	Luncheon Keynote Chris Anderson , Editor-in-Chief, <i>WIRED Magazine</i> and Author of <i>The Long Tail</i>
1:30 - 2:30 PM	Licensing Models, Distribution Strategies and Negotiations that Work You're considering licensing your content, are evaluating distribution partners and now need to determine an appropriate licensing model. This session will be a lively role-playing case study of a negotiation between content licensor and distribution partner/licensee.
2:30 - 3:30 PM	Search Workshop for Publishers In this workshop, you will look through the lens of the information buyer to discover whether your Web landing pages are actually working. And you will learn why search engine marketing is so powerful-it is one of the few forms of marketing that puts your message in front of a buyer at the point of interest, rather than interrupting their day with TV advertisements, telemarketing, or email offers.
3:30 - 3:45 PM	Break
3:45 - 4:45 PM	Intellectual Property: Secondary Licensing – Realizing the Full Value of your Content Content industry experts will participate in a moderated discussion on the best practices for managing intellectual property rights while realizing the full value of content assets. Discover how aggregators make it easy for their customers to re-use content and become expert at facilitating easy re-use of your materials to realize incremental revenue.
4:45 - 5:30 PM	CEO Endnote Panel A panel of CEOs that represent winners or current finalists for the SIIA's prestigious Codie Awards will discuss what it takes to create award winning products, as well as share insights on product strategies and managing the product lifecycle.
7:00 PM - 12:00 AM	21st Annual SIIA Codie Awards Gala <i>Content Division Awards sponsored by The Jordan, Edmiston Group</i>

This agenda is subject to change. Please visit www.sii.net/cf.asp for frequent program updates.

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INDUSTRY PARTNERS



Confirmed Speakers (as of 4/7/06)

Chris Anderson
WIRED Magazine

Karyn German
NewsGator

Mike O'Donnell
Data Depth Corporation

Richard Barker
Kitmondo

Peter Hause
Javien Digital Payment Solutions

Renny Ponvert
Hemscott

Jean Bedord
Shore Communications

Jonathan Hoy
LexisNexis

CJ Rayhill
O'Reilly Media

Dave Calloway
MarketWatch

Marissa Levinson
Six Apart

Matthew Roche
Offermatica

Jonathan Clark
Elsevier

Charlene Li
Forrester Research

Kevin Rose
Digg.com

Ed Colleran
Copyright Clearance Center

Randy Marcinko
Marcinko Enterprises, Inc.

Larry Schwartz
Newstex

Dawn Conway
LexisNexis

Thad McIlroy
Arcadia House

Ken Sonenclar
DeSilva & Phillips

Ben Elowitz
wetpaint.com

David Meerman Scott
Freshspot

Dwayne Spradlin
Hoovers, Inc.

Bryan Everett
LookSmart

Teri Mendelsohn
Mendelsohn Consulting

Al Wasserberger
Intellect

Steve Fadem
The Relegence Corporation

Robert Merry
Congressional Quarterly

Tolman Geffs
Jordan Edmiston Group, Inc.

Chandu Nair
Scope e-Knowledge Center

Learn more and register at www.sii.net/cf.asp