

SIIA Education Division News

SIIA Communications Contact: John Crosby, 202.789.4469, jcrosby@siaa.net

PR Contact: Sandy Fash, C. Blohm & Associates, 608.839.9800, sandy@cblohm.com

SIIA Announces the Online Ed Tech Business Forum

Forum to be broadcast live from New York through partnership with LearningTimes

Washington, D.C. (Nov. 20, 2009) – The Education Division of the Software & Information Industry Association (SIIA) today announced that, due to the sellout at its upcoming Ed Tech Business Forum, it plans to broadcast the event live via Webcast. The conference will be held Nov. 30 and Dec. 1, 2009, in New York.

The SIIA Ed Tech Business Forum is the nation's foremost executive event focused on building revenue and profits for companies in the education technology market. In this year's Forum, executives from top organizations will share their experiences in conducting business in a global market. In addition, the program will focus on the economic landscape for companies looking at financing options now as well as future growth opportunities.

Online participants will have access to a robust program, including:

- The Innovation Incubator Business Profiles Session on Monday, Nov. 30th, at 4 p.m. EST
- General sessions on Tuesday, Dec. 1st, which run from 8:30 a.m. - 12:30 p.m. EST:
 - Embracing the Global Opportunities...Before It's Too Late
 - Where are the Investment Dollars for Ed Tech Companies? Is this the Best of Times or the Worst of Times?
 - What Does a Post-Stimulus World Look Like?
- **Luncheon Keynote by Karen Cator, Director of Education Technology, U.S. Department of Education**, on Tuesday at 12:30 p.m.
- Seminar sessions with interactive presentations on a range of practical topics on Tuesday from 2:00 p.m. – 5:00 p.m.
- And, special online-only discussions with session moderators and key panelists.

During the Online Forum, participants will be able to ask questions of the speakers and chat with other online participants. The Online Ed Tech Business Forum is made possible through a partnership with LearningTimes, the leading producer of online communities and online conferences for education and training. For more information about LearningTimes, visit www.LearningTimes.net.

SIIA members can participate in the Online Forum for \$195, while the fee for non-members is \$295. For more information regarding the event or to register to attend, visit www.edtechbusinessforum.net. Login details will be sent to registrants via email prior to the start of the Forum.

Media and bloggers interested in attending the conference should [complete the online press registration form](#), or contact John Crosby at jcrosby@siaa.net to apply for press credentials.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.sii.net.

About SIIA's Education Division

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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