

Media Advisory

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SIIA Announces 2010 Ed Tech Industry Summit Keynote Speakers

Conference to highlight trends in mobile and global learning during organization's 25th anniversary

Washington, D.C. (Apr. 15, 2010) – The Education Division of the Software & Information Industry Association (SIIA) announces that Eric Lauzon, Chief Information Officer of International Baccalaureate, and Margaret “Peggy” Johnson, Executive Vice President of the Americas and India for Qualcomm, will serve as keynote speakers at the seventh annual Ed Tech Industry Summit to be held May 23-25, in San Francisco.

During the Summit, Lauzon will explore education and technology in a global economy. His presentation will highlight the importance of integrating technology in education for an increased global understanding for both companies and schools. In addition, he also will address how new collaborative tools can offer unique opportunities for education technology stakeholders.

Focusing on wireless communication, Johnson will speak about strategies for successful transition to mobile solutions in education. Specifically, her presentation will center on leveraging this kind of technology to help address fundamental challenges in education and deliver students an effective 21st century experience.

“We are pleased to have industry leaders such as Eric and Peggy participate in this year’s Ed Tech Industry Summit,” said Karen Billings, Vice President of the SIIA Education Division. “Their knowledge and expertise on global collaboration and mobile technology will provide valuable information on growing trends in the education industry, and emphasize the importance of integrating these ideas in the future.”

Focusing on the theme “Going Mobile and Global,” the Summit’s program will focus on mobile learning, global strategies, and other hot topics influencing the industry. In addition, the program will focus on managing online learning and establishing global partnerships for future growth opportunities.

The Ed Tech Industry Summit also will highlight the industry’s innovators and leaders recognized by the 2010 Innovation Incubator Program and CODiE Awards Program. Selected Innovation Incubator winners will be featured in the conference Business Profiles session and the *Innovation Showcase & Networking Reception* Sunday, May 23. Winners of the 25th Annual CODiE Awards program will be announced and celebrated Monday, May 24, during the *CODiE Awards Reception and Gala*.

For more information about the 2010 SIIA Ed Tech Industry Summit, or to inquire about press registration, visit www.edtechindustriysummit.net.

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.siiia.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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