

**SIIA Education Division News**

**For Immediate Release:**

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**SIIA Announces Additional Free Webcasts:  
*Marketing Postsecondary Style and  
Things You Need to Know About the Postsecondary Market***

*Ed tech execs to offer insights in marketing to and understanding the complexities of the  
postsecondary marketplace during free webcasts on February 23 and March 23*

**Washington, D.C.** (Feb. 16, 2011) –The Education Division of the Software & Information Industry Association (SIIA) announces the next two webcasts in its series of free webinars for executives in the postsecondary technology industry. Web access and telephone dial-in information for these free webcasts will be sent to registered attendees.

**February Postsecondary Webcast: *Marketing Postsecondary Style***

FEBRUARY 23, 2011 from 2 pm - 3 pm EST

TOPIC: With shrinking budgets in an increasingly competitive environment, what marketing efforts yield results in Higher Ed? Which eStrategies really work? Are drayage costs a thing of the past? Participate in this webcast to hear education marketing experts discuss what works and what doesn't in postsecondary markets.

MODERATOR: Linda Winter, President, The Winter Group

**PANELISTS:**

- Charlene Blohm, President, C. Blohm & Associates
- Jon Miller, VP Marketing, Marketo
- Christopher Ziemnicki, Leader eMarketing Solutions, MDR

Register for the free Postsecondary webcast, "Marketing Postsecondary Style" at:

<http://www.siiia.net/events/prereg.asp?eventid=1481>

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**March Postsecondary Webcast: *Things You Need to Know About the Postsecondary Market***

MARCH 23, 2011 from 2 pm - 3 pm EST

TOPIC: The higher education community spends an estimated seven billion dollars a year on technology (not including the individual spending by students and faculty), presenting enormous opportunities for companies offering products and services to the postsecondary market. But the landscape is changing and understanding the complexities of this market is a challenge. From changing student populations, to nontraditional delivery platforms, to accreditation of the institutions themselves, this webcast will provide the information you need to know about this vibrant market.

MODERATOR: William L. Dillon, Executive Vice President, National Association of College and University Business Officers (NACUBO)®

PANELISTS:

- Michelle L. Maldonado, Director, Corporate & Strategic Relationships, American Public University System®
- Mitch Weisburgh, co-founder and Managing Partner of Academic Business Advisors

Register for the free Postsecondary webcast, “Things You Need to Know About the Postsecondary Market” at: <http://www.siia.net/events/prereg.asp?eventid=1483>

**SIIA Postsecondary Technology Webinar Series Archived for On-Demand Webcasts**

The first two Webcasts in the postsecondary series are available on demand.

**On-Demand Webcast: *Accessibility by Design***

Available now at: <http://bit.ly/siiaaccessbydesign>

MODERATOR: Stephanie Weeks, Senior Director of User Experience, Blackboard.

TOPIC: This on-demand webcast outlines an organizational approach to developing accessible products, and answers questions on achieving accessibility within a product development organization, including advice on getting these initiatives off the ground.

**On-Demand Webcast: *When eLearning Goes Mobile***

Available now at: <http://bit.ly/webcastmobelearn>

MODERATOR: Robert Iskander, CEO and Founder of EduTone

TOPIC: Mobile learning is a key growth area in the postsecondary market. This webcast provides actionable information about mobile devices, and the challenges and opportunities of implementing a mobile learning environment.

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**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 500 leading software and information companies. For further information, visit [www.sii.net](http://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, the Postsecondary Sector 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. For more information, visit [www.sii.net/education](http://www.sii.net/education).

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