

The SIIA Content Division hosts a monthly panel to explore a topic of interest to the information industry. Held monthly in New York City, these lunches provide an environment where you can be informed, educated and updated on topics of interest to the content division while networking with industry peers. If you are interested in speaking at or hosting a Brown Bag Lunch in your city, please [click here](#) for contact information.

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### UPCOMING LUNCHES

Check out our [Event Calendar](#) to see and register for a complete listing of Brown bag lunches.

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### VIDEO FROM PAST EVENTS

#### [How to Engage a Professional Audience using Twitter](#)

March 17, 2010

#### [Semantic Advertising Technology: The New Sheriff in Town?](#)

February 17, 2010

#### [The Final Frontier: Advertising Invades B2B Professional Publishing!](#) | [Slides](#)

September 23, 2009

#### [Brown Bag Lunch: Building High Performance Teams in a Tough Economy](#)

March 25, 2009

**[Brown Bag Lunch: Navigating Search - You are Where?](#)**

February 24, 2009

**[Brown Bag Lunch: Google, Kindle, iPhone: How to Leverage Hot Content Delivery Platforms for Profits](#)**

June 24

Video Highlight: [Gordon Crovitz on why newspapers are peculiar](#)

**[Cloud Computing and Content: Where Are the Best Opportunities?](#)**

November 19, 2008

**[Using the Internet for B2B Customer Acquisition](#)**

September 24, 2008

**[Publishers Get ARMEd!](#)**

June, 2008

**[Pricing and the Internet, New Rules?](#)**

April 9, 2008

**[Using Social Media to Increase Revenues](#)**

March 6, 2008

**[Understanding How Search Engine Marketing \(SEM\) Impacts Your Bottom-Line](#)**

February 28, 2008

**Managing Channel Conflict**

[Part 1](#) | [Part 2](#) | [Part 3](#)

**Meeting the Challenge of Declining Print Revenues**

[Part 1](#) | [Part 2](#) | [Part 3](#)

**[Users as Editors: What's the Key to Quality Social Media Content](#)**

December 7, 2007

**[Content is Dead, Community is King? The Promises and Risks of Social Networking in the Information Industry](#)**

October 31, 2007

**[Think Small: Why Widgets are the Next Big Thing for Content Distribution](#)**

September 20, 2007