

There are numerous ways to get involved in the Content Division of the SIIA: Participate in webinars, speak at a conference or an event, help mentor innovative companies, contribute to our publications, nominate your products for CODiE Awards, and so much more. Below are ways to get involved, specifically for SIIA Member organizations and their employees.

Working Groups and Committees
Speaking Opportunities
Industry & Market Surveys

Working Groups and Committees

SIIA Content Division Committees and Working Groups are a great way for employees of SIIA Member organizations to get involved, leverage their membership, stay in the know, and to get to know their industry peers. Working group and Committee participants work shoulder-to-shoulder with leaders from other companies to create initiatives that address priority issues facing the Content industry. If you are part of an SIIA Member organization and would like to join a committee or working group, please contact [Jenny Hansen](#).

Business Development Working Group

Meets: Second Thursday of the month - 1:00 pm ET
Chair: Claudio Pinto, Thomas Net

The Business Development Working Group is a forum for SIIA members in Business Development roles to discuss and define partnerships, discuss alliance practices, and build opportunities that create purposeful growth in revenue for SIIA member companies. The group meets monthly by phone to discuss programming to develop programming the support the SIIA membership, including:

SIIA BizDev Connect: This is a program developed by the Business Development Working Group, is a discussion forum for all SIIA Members who are involved in the function of business development for their organizations or clients. This group supports deal making, best practices, education, mentoring, and sharing of information that supports the growth in revenue for SIIA member companies. Join SIIA BizDev Connect now

The Buyer-Seller Working Group

Meets: Ad Hoc. Contact Jenny Hansen for details.

Chair: Robin Neidorf, FreePint

The Buyer-Seller Working Group is an advisory group that guides the SIIA's Buyer-Seller Project. The Buyer-Seller Project is a series of programs designed to build meaningful dialog between buyers of information and content products, and the vendors selling those products. The goal is to create shared understanding of industry-wide trends and issues, foster collaboration and create mutual understanding of each other's needs. This group meets by phone on an as needed basis to advise on programming for the Buyer-Seller Project.

Capital Formation Committee

Chairs: Mary Jo Zandy, Berkery Noyes; Dan Kortick, Wicks Group; Adam Gross, JEGI

Meets: Ad Hoc. Contact Jenny Hansen for details.

The Capital Formation Committee focuses on ways to better serve the capital development needs of the membership - both established companies looking for new technologies and ideas, emerging companies looking to connect with investment, strategic partners and others as well as investment bankers, corporate development professionals, VCs and others. The committee meets by phone on an as needed basis, generally supporting and advising the SIIA Strategic and Financial Investment Conference.

Copyright & Licensing Working Group

Chairs: Andrew Elston, iCopyright; and Ed Colleran, industry consultant.

Meets: First Tuesday of the month - 2:00 pm ET

The Copyright and Licensing Working Group Identifies key issues and trends related to licensing, business models and also translates the business impact and opportunities related to copyright and intellectual property protection. The group meets monthly by phone to discuss issues and develop best practice guides, webinars and other programming.

Enabling Technology Working Group

Chairs: Guillaume Mazieres, TEMIS; Peter Marney, Thomson Reuters

Meets: First Tuesday of the month- 1:00 pm ET

The Enabling Technology Working Group identifies technology that media, publishing and information services companies should be aware of and leverage in their businesses. The working group meets by phone on a monthly basis to identify the needs of the membership and also determine how best to educate Content Division members through webinars, conferences and roundtables throughout the year.

Content Industry Regulation and Policy Committee

Chair: Dan Duncan, McGraw-Hill

Meets: Ad Hoc. Contact Jenny Hansen for details.

The Content Industry Regulation and Policy Committee translates the policy and regulatory activity that is being done in the SIIA public affairs group so that Content Division members and non-policy professionals can understand the business impact of proposed rules and regulations and how they will impact their organizations and business models. The group meets by phone on an as needed basis, currently supporting quarterly policy briefings for the Division membership.

Speaking Opportunities

Division Conferences: If you are interested in speaking at Content Division Conferences, please contact Jenny Hansen or submit your application via each conference website. Primary division conferences include:

[Information Industry Summit](#)

[Content VIA Platforms](#)

[Strategic and Financial Investment Conference](#)

[DataContent](#)

Webinars: If you are interested in co-hosting or participating/speaking in a Content Division hosted webinar, please contact [Jenny Hansen](#).

Industry & Market Surveys

The Content Division fields a number of surveys throughout the year. If you are interested in helping the division on any of our surveys, please contact Jenny Hansen. 2012 surveys include:

Content Platform Survey

Technology Survey

Leadership Survey