

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.

Initiatives:

### **Buy Side CODiE Review**

SIIA Content CODiE's; Select content category finalists will receive complimentary buyer reviews by actual content buyers, courtesy of FreePint.

Buy-side researchers will be writing mini-reviews of CODiE finalists in selected categories; we'll be covering 6 categories this year, as part of the first year's efforts:

- Best Business Information Solution
- Best Governance, Risk and Compliance Solution
- Best Legal Information Solution
- Best Media & Information Monitoring Solution
- Best Science and Technology Information Solution

All finalists in these categories will benefit from a mini-review (around 1200 words, written by an expert researcher).

### **Upcoming Events**

- **November 14** - [Buyer Seller Project: Evaluating \(and Presenting\) Content Products for Excellence](#) (Webinar)
- **January 30** - [Buyer Seller Forum](#) (Roundtable discussions)

### **In Case you Missed It**

**June 28, 2012** - [Establishing Effective Partnerships to Benefit End Users](#) (webcast)

**July 15, 2012** - [Buyers and Suppliers Focus on the Future](#) (SLA Roundtable)

**September 13, 2012** - [What is Product Excellence?](#) ( [PDF](#) | [Video](#) )

### Articles

- **Jul 25 2012** - [Buyers and Sellers Address Platform Diversity](#) (Article)
- **July 23, 2012** - [Getting Buyers and Sellers onto the Same Development Page](#) (Article)
- **Jan 25, 2012** - [Buyer-Supplier Forum in Partnership with the SLA](#) (Event Recap)

### Buyer-Seller Project FAQ

#### What is the Buyer Seller Project?

The Buyer Seller Project is an initiative of the SIIA's Content Division. Through a series of live and virtual events, the Buyer Seller Project brings together vendors of content products and corporate buyers of those products.

#### What are the goals?

The information industry is undergoing enormous changes in user expectations, business models, and product platforms, to name only a few issues. For the industry to move forward, buyers and sellers need to develop and maintain an understanding of each other's perspectives and needs.

Events in the Buyer Seller Project are designed to create a forum for meaningful dialog between buyers and sellers on these challenging issues. Topics to date have included:

- Buyer-Seller collaboration to better understand user behaviors
- Creative approaches to engaging with users and buyer-seller partnerships to do so
- Envisioning industry breakthroughs on multiplatform complexity
- Shared understanding of what "excellence" means in product development and execution

All topics are ones that buyers and sellers are invested in mastering. Buyer-Seller Project events help them do so together.

### Who's involved?

The Content Division of the SIIA produces the Buyer-Seller Project with the support of its advisory board. A working group made up of members of the Content Division advise and direct the programs within the project. Member company FreePint provides content development and execution services.

Through a partnership with the SLA, input from corporate buyers informs the working group in designing and executing events within the Buyer-Seller Project.

In the first 6 months of activity, over 120 individuals have participated in at least one event of the Buyer-Seller Project.

### How do I get involved?

- Get on the mailing list to get announcements of new programs within the Buyer-Seller Project by providing your email address to [Jenny Hansen](#)
- SIIA members are invited to join the advisory working group. To join reach out to [Jenny Hansen](#)
- SLA members should contact Natasha Kenner to learn more about participating in planning.