

SIIA has various platforms that allow executives, and by extension, their companies, to establish themselves as innovators within the industry, influence industry agenda, and to set trends-instead of following them. These opportunities are vital to both growing and established companies, as thought leadership helps companies increase visibility and build brand awareness and credibility. Thought leadership opportunities include:

- Speaking at a conference:

[NetGain and Codie Awards](#)  
[Information Industry Summit](#)

- Joining a conference steering committee
- Moderating a Brown Bag Lunch or an Issue Brief
- [Joining a Working Group or Committee](#)
- Contributing to SIIA's Member Viewpoints content
- Contributing a white paper in your company's area of expertise to SIIA's publicly searchable database