

EVENT & WEBCAST: [Data-as-Content Boot Camp](#)

DATE: Tuesday, March 26, 2013

LOCATION: The McGraw-Hill Companies, Room 209, 1221 Avenue of the Americas New York, NY
AND via WEBCAST

PRICE: SIIA members pay \$45; non-members pay \$145.

TIME: 9-11AM Eastern Time



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Overview of Data-as-Content Boot Camp for Publishers:

Maximizing your data content opportunities demands a solid understanding of data basics: how to develop a marketable dataset, and what attributes make it valuable to users. In this two hour Boot Camp, Russell Perkins will provide a great introduction for anyone interested in data and how to build high-value data products. While designed for those new to data, it's also useful for data veterans as a way to sharpen their insights and keep abreast of emerging trends.

Anyone from CEO's to Product managers who are trying to understand how data can be turned into content, how it impacts their publishing business, and how they can leverage data to create new products should attend this primer on data, content and data publishing.

What Data-as-Content Boot Camp will cover:

- Why data, why now?
- What is data? (Its different than you think!)
- Is data publishing for me & my business?
- How do I develop a new data product?
- Where does data Come from?

Presenter:



Russell Perkins,
Founder & Managing Director,
InfoCommerce Group, Inc.



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