

Creating profitable new products is the key to top-line growth. This has always been true in the subscription publishing business, but in the days of digital media it is much more difficult. There are more competitors than ever before, and with the growth of new delivery channels, it seems as if the ground is constantly shifting under your feet.

What are publishers doing to conceptualize, develop and execute the kinds of information products that break through the clutter and lead to the growth every business needs?

The SIPA Fall Publishers Roundtable is your opportunity to be part of a small group of senior executives for a full day of roundtable-style discussion. If you are a publisher or key executive at a for-profit information company, this is a must-attend!

[Sign Up Now](#) to Guarantee Your Spot at the Table!

Event Details:

September 30, 2013

8 a.m. to 4 p.m.

SIIA Offices

1090 Vermont Ave, NW, Sixth Floor

Washington, DC 20005

You can be part of the conversation as other senior executives describe the methods used to identify new opportunities and the analysis they perform before building new information products. You'll discover how some of the best publishers identify an audience, research prices and product types, and plan the projects to gain paying customers as quickly as possible.

Admission to this program is unique:

- You **MUST** be a member of SIPA/SIIA/ABM
- You **MUST** be the publisher of an existing subscription product
- You **MUST** be prepared to share the details of your new product development process

Participants should come prepared to discuss their strategies and tactics for developing new products. This forum gives you the opportunity to describe your approach and receive an honest critique from senior executives facing the same problems you do day-in and day-out.

Whether your biggest challenge is identifying new ideas, how to prioritize the product development process, how to get the product built efficiently, or managing the marketing launch, you'll hear how other publishers like yourself have developed the key new products that build their business.

[REGISTER TODAY!](#)

The SIPA Fall Publishers Roundtable is limited to first 25 people who register. Given the importance of new product development to growing your business, you can't afford to be left out! Join us in downtown Washington DC on September 30!

Registration price is \$797 for first member, only \$397 for each additional key executive from your team!

After the roundtable, stick around for drinks and dinner with the SIPA Board!

SIPA is holding a board meeting October 1. Roundtable participants are invited to join the board for drinks and dinner (location TBA)!

Don't wait! [Register](#) now to save your seat at the table!

Meet the Moderators

David Foster is the CEO of Business Valuation Resources, the Portland, OR-based publisher of transaction, legal and other databases for the business valuation profession. In the seven years since he acquired BVR, it has grown 320%. Much of this growth resulted from successful responses to the revolution in information industry business processes during the last decade—changes that have forced BVR and other publishers to reinvent sales, marketing, product development, technology, editorial, pricing, and every other part of their operations. In addition to BVR, Foster was the co-founder of IOMA, Inc., a management publisher he sold to the Bureau of National Affairs in 1998. He has served on the Boards of 14 information industry companies, as well as a number of non-profits such as Copyright Clearance Center and Symphony Space. He speaks on management and financial trends in the information industry, and he won SIPA's Hall of Fame Award 2000. He's also a member of OutSell's publishing CEO Leadership Council.

Don Nicholas is the Chief Executive Officer for Mequoda Group. He has guided the development of more than [110 successful niche media websites](#) including Consumer Reports, HR Daily Advisor, Investing Daily, Johns Hopkins Health Alerts, Knitting Daily, Program on Negotiation at Harvard Law School and Vida Y Salud. He is an expert in new business development, digital publishing and Internet marketing. His team's Mequoda Method books, reports and posts were downloaded more than 850,000 times in 2012. This year more than 100 publishing executives will complete his quarterly Digital Publishing & Marketing Intensive where they will learn his comprehensive system for digital publishing and marketing.