



## Editorial and Content Strategy

- Date: November 21, 2013
- Time: Noon-1PM ET
- Where: Webinar
- Cost: SIIA/ SIPA/ ABM Members – FREE, Non-Member – \$ 125 – Advance Registration Required for All



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As publishers develop content, they can no longer assume that it will be read on someone's desktop computer. How can content be published to best meet user needs, regardless of which device is used to read it? You don't need to generate a new set of content just for mobile, but you can use some techniques to make it easier to consume. This webinar will describe those techniques so that users can get the same great content however they want it.



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## Speakers



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**This webinar is part of the** [Mobile Essentials Webinar Series: The Guide to Creating a Mobile Business](#)

Mobile Essentials is a new webinar series brought to you by the SIIA. It is dedicated to helping individuals understand the strategies and tactics of mobile first publishing specifically for publishers, media companies and information services providers. This series is produced by the SIIA's Business & Niche Information group – the Content, SIPA and ABM divisions - & the SIIA's Software Division. Below is a calendar of events within this series. The best part - its FREE to Members.

[\*\*Click here to see the calendar for the full series.\*\*](#)

