

### For Immediate Release

SIIA Communications Contact: Laura Greenback, 202-789-4461, lgreenback@siia.net  
PR Contact: Charlene Blohm, C. Blohm & Associates, 608-216-7300, ext. 17,  
charlene@cblohm.com

## Featured Speakers Announced for 2011 SIIA Ed Tech Business Forum

*Conference to explore strategies for ed tech companies doing business in the 'New Normal'*

**WASHINGTON, D.C. (Nov. 7, 2011)** - Industry leaders from key ed tech organizations will help education technology companies transition their businesses to meet the realities of today's market at the 11th annual Software & Information Industry Association (SIIA) Ed Tech Business Forum, from Nov. 28-29 in New York City.

The theme for the Forum is "Doing Business in the New Normal" - a particularly relevant topic in a rapidly changing education ecosystem. The Forum will also focus on the economic landscape for companies looking at financing options now, as well as growth opportunities in the future.

### Featured on the schedule are plenary addresses by:

- **Michael Moe**, Co-Founder, GSV Asset Management and GSV Advisors on "American Revolution 2.0: How Innovation is Transforming Education"
- **Cameron Evans**, US Education Chief Technology Officer, Microsoft, on "The New Normal for Technology"
- **Dr. Richard Sims**, Chief Economist, National Education Association, on "The New Normal Economy - Two Years Later"
- **Governor Bob Wise**, President of the Alliance for Excellent Education, former governor of West Virginia, and current co-chair of the Digital Learning Council on "The New Normal of Digital Learning"

The SIIA Ed Tech Business Forum is the leading business and finance conference for the K-12 and postsecondary education markets. In addition to the keynote address and panel sessions, the Forum will include:

- A special **Speed Networking** event, where participants can quickly get to know other participants.
- **Innovation Incubator Presentations and Showcase**, where a crop of new-to-market products will be demonstrated and participants will network with leaders of emerging ed tech companies and developers of ground-breaking products.
- **One-to-One Business Connections**, where ed tech company executives seeking growth can meet with key investors and potential partners.

For more information about the 2011 SIIA Ed Tech Business Forum, details regarding the Innovation Incubators program, or to register to attend, visit: [www.edtechbusinessforum.net](http://www.edtechbusinessforum.net) .

Media and bloggers interested in attending the conference should contact Laura Greenback at 410.533.1943 or [lgreenback@siia.net](mailto:lgreenback@siia.net)

### About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. Its Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. For more information, [visit www.siia.net/education](http://www.siia.net/education) .