SIIA Education Division News

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Ed Tech Industry Summit to Focus on "Growing Business in a Changing Market"

Conference to explore postsecondary market, personalized learning, other hot topics in San Francisco, May 22-24

Washington, D.C. (Mar. 2, 2011) – The eighth annual Ed Tech Industry Summit (ETIS), hosted by the Education Division of the Software & Information Industry Association (SIIA), will connect industry executives, highlight trends within a changing business market, and recognize companies selected as having the year's most promising innovations and the best established products or services.

2011 Program Content

During the conference, industry leaders will provide strategies, case studies and success stories that exemplify best business practices on topics within the following tracks:

- **All Things Postsecondary**: Trends, Marketing and Selling to Postsecondary Markets, eTextbooks and Digital Content, Open Education Resources/Software, and Doing Business in the Cloud
- **Personalized Learning:** Defining Personalized Learning, Case Studies: School Examples and the Role of Technology, Building Personalized Learning Solutions, Supporting Best-of-Breed Solutions, and Policy and System Enablers for Personalized Learning
- **Hot Topics:** Leveraging Opportunities in the Global Market, Game-based Learning, K-12 Market Data Analysis and Trends, Open Education Resources (OER), and Mobile Learning

Industry executives and education leaders who can share opinions, insights, and strategies on the topics listed above are encouraged to apply for speaking opportunities. **The application deadline for panel positions is March 8.** For more information, visit siia.net/etis/2011/speakers.asp.

The program also features two keynote presentations, which address strategies for growing business in a changing market. The opening keynote will be presented by Genevieve Shore, CIO and director of digital strategy for Pearson plc. Shore is responsible for the strategy, architecture, and implementation of all Pearson's worldwide IT operations, as well as the development of new digital products and services, including direct-to-consumer offerings, and digital partnerships with other companies and organizations. Previously, she worked at Penguin Group and Random House, Inc.

Margery Mayer, president of Scholastic Education and executive vice president of Scholastic Inc., will deliver the second keynote presentation on Tuesday, May 24. Mayer oversees product development, marketing, and sales for the Scholastic Education division. During her time at Scholastic, she has led the company's move into the education technology market for reading intervention, quickly establishing it as a leader in the field. She also has developed and brought to market a number of reading and language arts programs now used in more than 35,000 classrooms nationwide.

2011 Innovation Incubator Program

Learn more about the 2011 Innovation Incubator finalists during the conference Business Profiles Presentations and the *Innovation Showcase & Networking Reception* on Sunday, May 22. For more information, visit siia.net/etis/2011/incubator.asp.

2011 CODiE Awards Program
Join members of the education technology industry on Monday, May 23, during SIIA's 26th Annual *CODiE Awards Reception and Gala*, where the premier products and services for the industry will be announced and celebrated.

To learn more about the CODiE Awards program, visit siia.net/codies.

Conference Details

What: The SIIA Ed Tech Industry Summit
When: May 22-24, 2011
Where: The Palace Hotel, San Francisco

To register for the conference, visit edtechindustrysummit.net.

Media representatives can apply for complimentary press passes at siia.net/etis/2011/press_apply.asp.

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.

About SIIA's Education Division
SIIA's Education Division serves and represents over 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. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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