

## Media Advisory

### For Immediate Release:

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## SIIA Announces 2009 Ed Tech Business Forum Program

*Conference to highlight the global marketplace and a post-stimulus environment*

**Washington, D.C.** (Oct. 8, 2009) – Industry leaders from key ed tech organizations will share their experiences conducting business in a global market at the 9th annual Ed Tech Business Forum, sponsored by the Software & Information Industry Association (SIIA), Nov. 30 and Dec. 1 in New York City.

Focusing on the theme "Growing Globally," the Forum's program will highlight the opportunities and challenges that will affect U.S. ed tech companies in an increasingly global marketplace. In addition, the program will focus on the economic landscape for companies looking at financing options now as well as future growth opportunities.

Three panels comprise the morning program:

- **Embracing the Global Opportunities...Before It's Too Late** Hear about key global trends, new products that are likely to enter the U.S. market, and how businesses can take advantage and benefit from these opportunities.
- **Where are the Investment Dollars for Ed Tech Companies? Is this the Best of Times or the Worst of Times?** Learn how companies can better position themselves to raise capital through both venture capital and private equity markets in an increasingly global environment.
- **What Does a Post-Stimulus World Look Like?** Learn from ed tech leaders what customers will buy, what will motivate them to spend money in a predicted, resource-constrained world, and how K-20 education institutions may change their budgets and priorities in an effort to be more productive and cost-effective.

Speakers slated to present include:

- Steve Dowling, Executive Vice President, International and Strategic Development, Pearson Education
- Michael Doyle, Managing Director, Quayle Munro, Inc. (formerly The van Tulleken Company)
- Ntiedo (NT) Etuk, CEO and Co-founder, Tabula Digita
- Sandy Fivecoat, CEO and Founder, WeAreTeachers

- Robert Iskander, CEO and Founder, VIP Tone, Inc.
- Vineet Maden, Senior Director, Global Strategy, McGraw-Hill Education
- Mike Marchesano, Managing Director, The Jordan, Edmiston Group, Inc.
- Lisa Schmucki, CEO, edWeb
- Deborah Joy Smith, Chief Development Officer, Florida Virtual School
- Susi Steigler-Peters, National General Manager, Education, Telstra Enterprise & Government
- Sarah Robertson, Partner, Dorsey and Whitney, LLP
- Victoria Van Voorhis, CEO, Second Avenue Software

The SIIA Ed Tech Business Forum is the leading business and finance conference for the K-12 and postsecondary education markets. As in past years, the forum will include these additional program components:

- **Innovation Showcase**, where attendees can network with leaders of emerging ed tech companies or developers of ground-breaking products.
- **One-to-One Business Connections**, which arranges meetings for ed tech companies seeking revenue, distribution and strategic partnership opportunities.
- **Business Profiles Presentations**, where Innovation Incubator participants give a short introduction to products/services suitable for partnering, acquisition or investment.
- **Interactive Seminars**, helping start-ups, mid-size and large companies successfully "grow globally" and build products that are relevant to new markets.

For more information about the 2009 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 John Crosby at [jcrosby@siia.net](mailto:jcrosby@siia.net) to apply for press credentials.

### **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 for more than 500 leading software and information companies. For further information, visit [www.siia.net](http://www.siia.net).

### **About SIIA's Education Division**

SIIA's 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. 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.