

### Webcast: 2009 Postsecondary Education Market Report

June 17, 2009

**Moderated by:**

Farimah Schuerman, Managing Partner, Academic Business Advisors, LLC

**Panelists:**

Glen McCandless, President, Focus Marketing

Mitchell Weisburgh, Managing Partner, Academic Business Advisors, LLC

**Discussant:**

Tammy Detrich, Senior Marketing Manager, The McGraw-Hill Companies, Inc

A web presentation by leaders in the postsecondary market with an in depth discussion of the key market issues and opportunities related to education/technology, and what current trends mean for those selling to the postsecondary market. During this webcast participants heard from authors of the [2009 Postsecondary Market Report](#) (free to SIIA members) on how to leverage the critical market intelligence provided in this SIIA publication.

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