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Overview:

The Buyer-Seller Project is a series of programs designed to build meaningful dialog between buyers of enterprise-class information and content products, and the vendors selling those products. The goal is to create shared understanding of industry-wide trends and issues, foster collaboration and create mutual understanding of each other's needs. This program is produced in partnership [FreePint Research](#) and co-marketed with our friends at the [Special Library Association \(SLA\)](#).

Why the Buyer-Seller Project? The information industry is undergoing enormous changes in user expectations, business models, and product platforms, to name only a few issues. For the industry to move forward, buyers and sellers need to develop and maintain an understanding of each other's perspectives and needs. Events in the Buyer Seller Project are designed to create a forum for meaningful dialog between buyers and sellers on these challenging issues.

Who's involved? The Content Division of the SIIA produces the Buyer-Seller Project with the support of the [Buyer-Seller Working Group](#), a working group made up of members of the Content Division advise and direct the programs within the project. Member company FreePint provides content development and execution services. Through a partnership with the [SLA](#), input from corporate buyers informs the working group in designing and executing events within the Buyer-Seller Project.

How do I get involved?

- Get on the mailing list to get announcements of new programs within the Buyer-Seller Project by providing your email address to [Jenny Hansen](#)
- SIIA members are invited to join the advisory working group. To join reach out to [Jenny Hansen](#)
- SLA members are invited to participate and should contact [Natasha Kenner](#) to learn more about participating in planning.

2013 Programs

Beyond the Buyer-Seller Working Group where SIIA AND SLA members can network and discuss issues related to enterprise buying and selling of information products, SIIA members and non-members are invited to participate in the [following programs](#) .

The Buyer-Supplier Project is also providing complementary mini-reviews of CODiE finalists in selected categories - written by Buy-Side researchers from FreePint. The 2013 Content CODiE's will feature reviews in five categories. The goal of these reviews is not only to provide a value-add to CODiE finalists but to help them better understand how their products and services are viewed through the lens of a content buyer.

Archives: (Member-Only)

- **June 28, 2012** - [Establishing Effective Partnerships to Benefit End Users](#) (webcast)
- **July 15, 2012** - [Buyers and Suppliers Focus on the Future](#) (SLA Roundtable)
- **September 13, 2012** - [What is Product Excellence?](#) ([PDF](#) | [Video](#))
- **November 14** - [Buyer Seller Project: Evaluating \(and Presenting\) Content Products for Excellence](#) (Webinar)

Resources:

- **Jul 25 2012** - [Buyers and Sellers Address Platform Diversity](#) (Article)
- **July 23, 2012** - [Getting Buyers and Sellers onto the Same Development Page](#) (Article)
- **Jan 25, 2012** - [Buyer-Supplier Forum in Partnership with the SLA](#) (Event Recap)

