

SIIA serves as the industry's foremost advocate and thought leader representing education technology and content providers. Many division initiatives are designed to validate and showcase new technologies and demonstrate their use and effectiveness in education. Advocacy and thought leadership opportunities for members include:

- [Contributing to the Vision K-20 Initiative](#) - SIIA's Vision K-20 project is playing a leading role in assisting educators, students, faculty, parents, school board members, policy makers to understand technology's role in facilitating 21st Century education.
- Speaking at SIIA events
- [Ed Tech Business Forum](#) : Reach an audience of senior managers from all sectors of the Ed Tech industry.
- [Ed Tech Industry Summit](#) : Share your organization's perspective on emerging trends and opportunities with more than 300 conference attendees.
- Webcasts and Audiocasts - Webcasts are a popular way to highlight your organization's expertise to the industry.
- [Joining an Education Division Committee or Working Group](#) - Shape and contribute to industry thought leadership and initiatives as a member of a topical SIIA working group.

[EduGames, Simulations, and Social Networking Working Group](#) - understand the value, market, business models, and approaches to this application of education technology.

[Print to Digital Working Group](#) - Work with peers to address the many challenges of migrating products from print to digital formats.

[Transformation to Web-based Working Group](#) - Members are addressing the challenge of providing new products and support while maintaining support for older, legacy products.

[Innovations Working Group](#) - This group aims to raise the visibility of innovations that are shaping the future of the industry and education.

- Conference Presentations - SIIA is regularly invited to prominent K-12 and postsecondary conferences (such as FETC and NECC), providing opportunities to showcase member

companies, new ed tech trends, and division initiatives and research.