

SIIA affords member companies access to and a voice in the ongoing development of industry best practices, providing valuable efficiencies to your firm. Issues like mobility, the emergence and predominance of social media, intuitive search, digital licensing, among others, are regularly discussed at the SIIA table. Members can join the conversation by:

- Participating in an SIIA Working Group:
 - New Communications Technologies
 - Search Engine Executive Council (SEEC)
 - Social Media Action Committee (SMAC)
 - Private Equity Forum (PEF)
 - Corporate Content Antipiracy Program (CCAP)
- [Attending SIIA conferences, webcasts and other events](#)
- Accessing a wide range of industry white papers
- Meeting with peers in smaller forums such as roundtables and member breakfasts