

## Media Release

### For Immediate Release

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## SIIA Releases Experts' Guide to the K-12 School Market – 2nd Edition

*Resource Guides Ed Tech Industry in Product, Business and Professional Development*

Washington, DC – June 5, 2008 – Product development, sales, policy, marketing, and public relations professionals in the education technology industry now have a new resource to help businesses develop and compete in the industry.

*The Experts' Guide to the K-12 School Market Second Edition* was released this week to an audience ranging from senior executives to project managers, many of whom purchased the first edition six years ago. A survey of previous purchasers revealed that many chief executives found the guide applicable to their corporate strategy as well as to the daily operations of their staffs across multiple departments.

Extensive changes in the education market in recent years prompted the Software & Information Industry Association (SIIA) to update this popular resource. Major industry shifts are reflected in the additions of articles addressing key topics such as NCLB, trends in technology use, software as a service, effectiveness research, and web 2.0 marketing and product platforms.

The book's eight chapters contain 63 articles by as many different authors representing SIIA member companies and industry veterans. "We're proud to collect and present insightful contributions from the software and education industries' most respected leaders and we appreciate their willingness to share their experiences and guidance," noted SIIA Education Division Vice President, Karen Billings.

SIIA hopes that this resource will be as valued by the education market as its predecessor. Glen McCandless of Focus Marketing, Inc., contributed his thoughts to both editions of the Guide and offers that "*The first edition of The Expert's Guide to the K12 School Market* proved to be one of the most popular and valuable references for companies who market and sell products and services to schools. The new edition will likely continue that legacy. It is a must-have resource for anyone who serves the K12 market – newcomers and veterans alike."

*The Experts' Guide to the K-12 School Market Second Edition* is a part of the SIIA Education Division's efforts to help the industry identify and meet the needs of 21st century schools. By providing such a forum for the exchange of experiences and information, SIIA member companies and their industry partners can more efficiently provide relevant resources while building effective and profitable businesses. The Guide is available now for download and hardcopy purchase on the SIIA website: [www.siiia.net/estore/](http://www.siiia.net/estore/).

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**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 550 leading software and information companies. For further information, visit [www.siiia.net](http://www.siiia.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.

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