

Member eMail Communications

SIIA Welcome Follow-Up after the Call email

Subject: SIIA - Membership Benefits and Contacts

<First Name>,

Thank you again for taking some time to speak with us on the phone last week. As noted, I wanted to follow up and further detail a few items we discussed.

I attached a document which highlights how to submit your press releases, job opportunities and Blogs for re-posting and distribution to our members. Please look for our Division Update which is sent at the beginning of every month and is a great resource to see any upcoming Speaking opportunities, programs, and events.

- **Deciphering Events**: These events are exclusive and complimentary to all of our members to attend. Each event brings together industry experts and invited executives to identify, enhance and maximize operational and strategic company growth. We are always looking to our members for session development and session speakers. We currently have events focused on Finance, Customer Success, Data & Analytics, Marketing, CEO and Product Marketing scheduled through next year. If there is a particular topic where you are interested in speaking or attending, please let myself or Rhianna know.
- **Executive Video/Blog Insights**: As I mentioned on the call, we will take video interviews of our member executives at Dreamforce. However, this is not the only time we will take videos. We are looking to expand our collection of Insight videos and blogs. I will reach out with further information on this opportunity but there is no deadline as the blog or video will be published as it is completed.
- **CODiE Awards**: This award program is the only peer-recognized award program in the industry. We anticipate having nominations open in September and will send an email with the announcement. However, in the meantime we are looking for experts who are willing to judge some of the products. If you are interested in judging and getting a sneak peak at today's innovative and inspiring products, please [submit your nomination](#) today.

I will keep in mind any and all exposure and brand awareness opportunities. However, if you have any ideas or opportunities you feel would be of a great value to our membership, send them over. SIIA's content is 100% produced and driven by our membership. Again it was a pleasure speaking with you on the call and I hope you have a wonderful week!

Cheers,
Valerie

~ OR ~

Thank you again for taking some time to speak with us on the phone today. I wanted to follow up and highlight a few items we discussed. Also, I attached a document which highlights how to submit your press releases, job opportunities and Blogs for re-posting and distribution to our members, and I also

attached our Division Update. Our Division Update is a great resource to see any upcoming Speaking opportunities, programs, and events.

- **Vision From The Top:** This annual publication [is](#) a collection of interviews with SIIA member executives running some of the most exciting technology companies today. The goal of this publication is to provide insights and visionary guidance, from our member's CEOs, on some of the challenges brought on by technology trends/innovations, or guidance on some of the lessons they learned along their path to the Top. I will send a separate email which contains detailed information about this opportunity.
- **[NextGen Social Award](#):** This award program recognizes outstanding young companies in 6 sectors within the technology arena: Mobile, Social, Big Data, Security, Healthcare, and Financial Services. Nominations for the Social category expires March 31, 2014. For further information, check out the [page on our website](#) which explains the benefits on nominating, judging criteria, and criteria.
- **[Maximize 2014](#):** Going into its 9th year, Maximize is the software industry's leading ISV conference. This year we will look beyond the Cloud and dig deep into the growth strategies every ISV needs to be efficient, competitive, and successful in today's market. Our [call for speakers](#) is open until next Friday, February 7th and are looking for executives who can discuss successful growth strategies.
- **[Women in Tech Series](#)** – We recently launched a blog series which highlights Women in Technology. The goal of this blog is highlight and bring attention to the many successful women in the software industry. Rhianna will follow-up with some questions to “interview” you and also questions to highlight RealSociable.

If you have any ideas or opportunities you feel would be of a great value to our membership, send them over. As we mentioned, the content is 100% produced and driven by our membership. Again it was a pleasure speaking with you on the call and I hope you have a wonderful weekend!

Cheers,
Valerie

90 Day Renewal Message

Subject: SIIA Membership Renewal

Hi <FirstName>,

I hope you are doing well and I hope your team enjoyed their time and were able to make valuable connections at the Deciphering Finance event. I wanted to reach out as your SIIA membership is due to expire in 90 days on **December 30th**.

There are two ways to process your renewal: you can renew your membership by requesting an invoice or you can complete the [online renewal form](#). Shall I go ahead and request an invoice be generated and send it along?

Please let me know if you have any questions about the renewal or your membership benefits. I hope you enjoy the rest of your day, and I look forward to working with you further!

Cheers,

Valerie

30 Day Renewal Outreach

Hi <FirstName>!

I hope you are doing well. I wanted to follow up to my previous note as your SIIA membership is due to expire at the end of the month. There are two ways to process your renewal: you can renew your membership by requesting an invoice or you can complete the [online renewal form](#).

Shall I go ahead and send you an invoice?

I hope you enjoy the rest of your day, and I look forward to working with you further!

Cheers,
Valerie