



LearnLaunch and EDmarket Collaborate on Joint Conference to Address Emerging Trends & Investor Opportunities Facing the EDtech Market

For Immediate Release:

Allegra Tasaki
atasaki@edmarket.org
800.395.5550 ext. 1025

Asad Butt
asad@learnlaunch.com
781-248-4874

August 24, 2017: (Silver Spring, MD/Boston, MA) – The [Education Market Association](#) (EDmarket) and [LearnLaunch](#) are co-locating the [Investor Summit and Demo Day](#) with the debut of [EDchannels](#), a new industry conference dedicated to exploring emerging go-to-market edtech trends and strategies. The joint event will take place in Boston, MA on September 25-26, 2017 at the Hilton Boston Back Bay Hotel. These events will enable edtech publishers, developers, and investors to meet and connect with potential distribution channel partners to accelerate product sales and adoption, and plan a path to business success.

[LearnLaunch's Investor Summit and Demo Day](#) is the premier fall event for edtech investors, philanthropists, and senior strategic partners looking to discuss global trends that are shaping the future of learning and education, discover new investment opportunities, and create partnerships. Thought leaders, publishing executives, and leading angel, venture, and impact investors will gather in Boston for this investor-focused forum to discuss new opportunities emerging throughout the learning and education industry.

[EDchannels](#), planned by a highly-talented advisory board*, will feature high-quality, insightful programming for industry leaders who will gather to share and learn from each other, forge new partnerships, and discuss current trends affecting the distribution channels for digital education resources. EDmarket's recently published study, *EDtech Distribution in an Evolving Marketplace*, serves as a springboard for conversation about the challenges facing edtech product delivery. Leaders from many of the fastest growing companies and startups will attend [EDchannels](#) including dealers and distributors, investors, publishers and developers as well as curriculum development professionals and buying cooperatives.

"As a veteran of the education industry, I cannot emphasize enough how critical it is for your marketing and sales teams to have a channel strategy. Especially with the ESSA legislation giving more power back to the states, it is more important than ever to explore dealers, distributors and business partners. Anyone in sales and marketing will benefit from attending this conference."

— Kathy Hurley, CEO, Girls Thinking Global/Former Senior VP, Pearson Foundation



About [EDmarket](#):

The Education Market Association (EDmarket) connects people who want to succeed in the education market by providing events, resources and leadership to those who serve education. Follow us Twitter: @EDmarketassn and on LinkedIn: www.linkedin.com/in/edmarket.

About [LearnLaunch](#):

LearnLaunch is dedicated to connecting, supporting, and investing in the education technology ecosystem to drive innovation and transform learning. They offer a vibrant community, educational events, a collaborative co-working space, and a selective accelerator program to promote the growth of the edtech sector. Follow us on Twitter: @LearnLaunch.

***Advisory Board Members**

Alvin Crawford, General Manager, Education at Public Consulting Group

Rita Ferrandino, Founding Partner, Arc Capital Development

Bridget Foster, Senior VP & Managing Director, Software & Information Industry Association/Education Technology Industry Network (SIIA/ETIN)

Mark Grovic, Co-Founder, New Markets Venture Partners

Jean Hammond, Co-Founder & Partner, LearnLaunch

Kathy Hurley, CEO, Girls Thinking Global/Former Senior VP, Pearson Foundation

Chris Lohse, Consultant

Glen McCandless, President & Founder, Focus Marketing

Jim McGarry, President & CEO EDmarket

Angela Nelson, President, Stages Learning, 1st Vice Chair EDmarket

John Richards, President, cs4ed

Bill Triant, VP Strategic Partnerships and Investments, Pearson

Randy Wilhelm, CEO & Founder, Knovation