

RFID Journal Needs You

As we plan improvements to our Web site, print magazine and events for 2005, we'd like to hear from you about how we can better serve your needs.

By Mark Roberti

Aug. 9, 2004—*RFID Journal* was created with one idea in mind: to provide high-quality, objective information about RFID and its many business applications. Our goal was—and is—to provide information that helps companies take advantage of this important technology and avoid expensive implementation mistakes. We want to continually improve the Web site, print magazine and our events, and we need your help to do it.

We're currently planning for 2005. Among the improvements in the works are new features for the Web site, an expansion of the print magazine's publishing schedules from four to six issues a year and several new types of executive conferences.

And planning for next year's RFID Journal Live! executive conference is well under way. In addition to a great lineup of speakers, we have some innovative ideas that will make next year's event even better than this year's, which sold out two weeks before the conference opened. I'll be sharing more about Live! 05 and the new Web site features in the coming weeks.

We will be conducting an online survey soon to learn more about the kinds of information you would like us to present at RFID Journal Live! 2005. But I would also like to hear from you about what types of tools and resources you would like to see on our Web site, and what kinds of information—whether it's how-to stories, industry specific information, or vendor profiles—that you would like more of, both in print and online. This will help us better serve your needs.

We will also be doing more to educate companies in industries that haven't been affected by RFID yet. I've always believed that word of mouth was the best form of advertising, and our reputation for covering the news fairly and providing insightful analysis has helped us grow over the past two and a half years. (Our Web site attracts more than 100,000 unique visitors per month.) But it's now time for *RFID Journal* to reach out to businesspeople who might not have even heard of RFID, but who will soon be affected by it.

I believe there's no better way to promote *RFID Journal's* Web site, print magazine and events than to tell people how satisfied our readers and event attendees are. So again, I'm asking for your help. If you depend on the Web site or e-newsletter to stay up to date with trends in RFID, if the print magazine has helped guide your RFID strategy, or if speakers at one of our University or RFID Journal Live! events has helped you avoid a common pitfall, please send me a note.

We'd like to use these testimonials in some of our online and print promotions. These won't be crass, in-your-face ads. We just want to tell people who haven't heard of *RFID Journal* about the importance of this technology and the value we are delivering. Of course, if you feel we could be doing better in some areas, I'd like to know that, too.

All suggestions are welcome. And please, send your testimonials to mroberti@rfidjournal.com. Thank you for your help and your continued support.

Yours,

Mark

Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on the link below.

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