



A look back at #AIP23

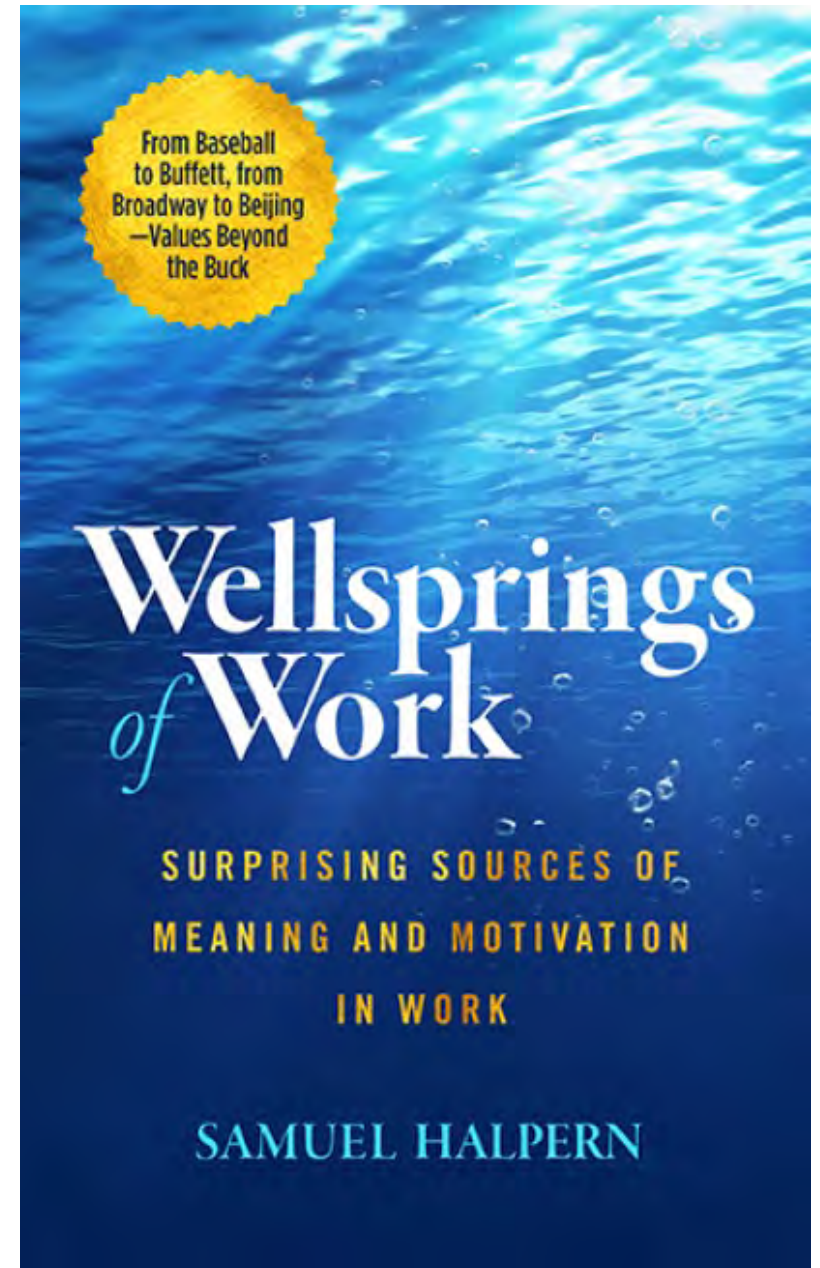
AIP Annual Conference 2023

We kicked off the #AIIP23 virtual program with **Elizabeth Hutchinson** providing tips and valuable techniques for **creating and running a membership training program**



Then we spent some time with **Samuel Halpern** as he discussed what inspired his book –

- Wondering:
 - What did my career amount to?
 - What motivated me?
 - What fulfilled me?





Our Australian colleague
Heather Carine provided us an
on demand video to help us
**build our infopreneur survive
and thrive skills**



Kicking off our in-person presentations
June Boyle introduced us to the **Secret**
Agent of Change:
The Independent InfoPro

June took us through a
journey of **change**
management and gave us
all a lot of food for thought
for how we operate our
businesses going forward

- View client systems through a change management lens
- Understand key concepts of organizational change
- Recognize the typical responses to radical change
- Look at a few organizational change models
- Participate in an exercise to build your initial “change conversations”

Our keynote **Andy Kirk** took us on a journey of inspiration gazing to get fresh inspiration for our data visualization projects...



A screenshot of a video presentation slide. The slide has a dark blue background with a repeating geometric pattern of small triangles. At the top left, there is a small button that says "Show Agenda". In the top right corner, there is a small video inset showing a man, identified as "Andy Kirk", speaking. The main text on the slide is "INSPIRATION" in large, white, all-caps letters. Below this, there are two orange rectangular boxes containing text. The first box contains the definition: "A POSITIVE EFFECT SOMEONE OR SOMETHING HAS ON OUR THINKING OR FEELING". The second box contains the word "STIMULATION" followed by a list of related terms: "AWE, DESIRE, ASPIRE, DELIGHT, EXCITE, EMULATE, ENTHUSE".



...all illustrated by some fabulous slides and images

Then our Roger Summit Lecture Awardee – **Tony Zanders** illustrated why being **global, mobile, social and local** were the paths to becoming the **modern information professional**



Tony Zanders
Founder & CEO
Skilltype, LibNFT



Tony spoke about contributors to the digital shift

Collections

Print → Digital

Software

On-prem → Cloud

Spending

Own → Subscribe

Reference

In-person → Virtual

Services

Learning → Research

Budget

UL → CIO/VPR

Power

Institution → Vendor

Succession

Ongoing → Delayed

Demographic

Gen Y → Gen Z

and what makes the **Modern Information Professional**

Global opportunity (think bigger)

Mobile (Right place, right time)

Social (Regular storytelling)

Local (Improve your community)



**Jennifer Mackovjak and
David Heinzmann from 221B**

Partners provided some
engaging stories to illustrate
how they **find facts fast**

TRACKING POLITICAL INFLUENCE

- A big-city mayoral candidate has tweeted and spoken out against our client's interests
- The industry in question is heavily regulated by local government, so the mayor's position could be trouble
- Who gives her money?
- Has she taken action in her previous elected office that helped her donors' interests?
- We're looking for windows into how she may act on new matters that our clients care about

**Jan Davis, Karen Klein,
Jan Knight & George
Puro** presented the key
**benefits of being in an
accountability group**

1. You're Not Alone
2. Productivity
3. Knowledge Sharing
4. Business Growth
5. Accountability from Anywhere

We rounded off day 1 with a presentation from Camille Matthieu on the myths and methodologies of knowledge management

Myth #1: The Quick Fix



"If we install [insert name here] KM software, that is the same thing as doing KM."

Myth #3: Hero Worship



"KM strategy is transposable. If we just copy FAANG, we'll have a roadmap for good KM."

Myth #5: Tortoises & Hares



"We are behind everybody."

Myth #2: The Platonic Ideal




"KM strategy is one-size-fits-all, and reliably produces a certain endstate when executed well."

Myth #4: Deix Machina



"Can't we just install Google/ChatGPT? Maybe we don't need to worry about all this KM stuff as tech gets better."



To kick-off day 2 in
Milwaukee **Marge
King** took us through
the steps to prepare a
killer proposal

Among the many pieces of great advice was to avoid listing accomplishments and tell stories



Focus on the customer—what are their needs

Know the pain points—what's at stake; what can they lose

Offer the solution—what are you going to do for them

Show the ROI—how you helped your client be successful

Be the super star—tell your client stories; show you deliver what you say you will

Volunteering is a strategic decision



Our fabulous panel – **Karen Klein, Mary Ellen Bates, Judith Binder, Marge King** – explained what volunteering had brought them and how richer both they, as individuals, and their businesses have become from the experience 😊

Business challenges

Then, once again,
Richard Hulser took us into the **still unknown...**

Uncertainty
Volatility
Impact across all sectors



MEGA TRENDS FOR 2030

And then
Kelly Berry
introduced us
to the **future**
proof
infopreneur...

- Demographic Shifts
- Urbanization
- Lack of Privacy
- Climate Crisis
- Resource Constraints
- Clean Technology
- AI/IoT/Machine Learning
- Global Policies
- Populism



We went from the future and the unknown back to the real-world with some practical advice from **Mary Ellen Bates** and **Marcy Phelps** as they described **(gulp)** how to have hard **conversations with clients**



Mary Ellen and Marcy shared these nuggets of wisdom amongst many more

Initial thoughts

We're a PEER, not just a provider
Know your value to your market

OWN the conversation
Clients want and expect you to take the lead

Anticipate and BRING UP potential problems
First person to speak frames the question

Giving away advice

If it costs \$0, it's often seen as worth \$0

Don't give something away just to land a job

Be generous with your time; people remember confident, generous people



And to round off our in-person meeting in Milwaukee we heard from **Roger Magnus** about his **perspective from the other side** where he shared his **tips to maximize the experience of having a vendor table at a nonprofit resource fair**



To restart our virtual presentations

Elizabeth Hutchinson helped us get the most out of LinkedIn



Elizabeth identified how to strengthen our profiles:

- Identify our target audience
- Create our brand
- Create content
- Attract instead of chasing
- Build relationships and engage
- Remember it is a slow burner

Luke Tredinnick from the Metropolitan University in London reflected on evidence based information work

This text on Mooer's law really struck a chord with attendees – describing the necessity to read, understand and think about information

EVIDENCE BASED INFORMATION WORK

2. Well-grounded decision making: information behaviours: Mooer's law

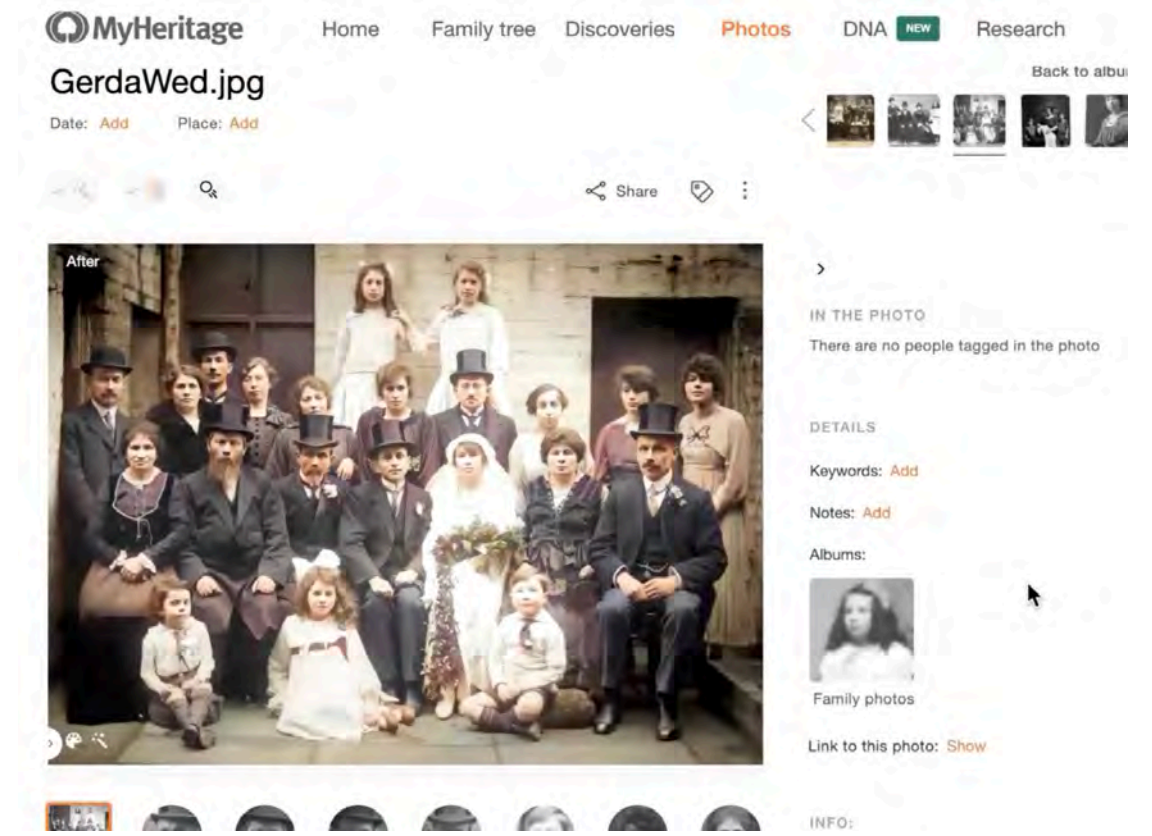
"If you have information, you must first read it, which is not always easy. You must then try to understand it. To do this, you may have to think about it. The information may require you to make decisions about it or other information. The decisions may require action in the way of a troublesome program of work, or trips or painful interviews. Understanding the information may show that your work was wrong, or that your boss was wrong, or may show that your work was needless. Having information, you must be careful not to lose it. If nothing else, information piles up on your desk—unread. It is a nuisance to have it come to you. It is uncomfortable to have to do anything about it. Finally, if you do try to use the information properly, you may be accused of puttering instead of working. Then in the end, the incorporation of the information into the work you do may often not be noticed or appreciated" (cited by Moore, 1996).



And we had the ever popular return of **30 in 30** with **Arthur Weiss** and **Rachel Yang** looking at the **weird, wacky and wonderful**



This year's run down featured dogs, cats, sketching, family trees and more... And we saw Arthur find out how many red heads were in his family...



Chrissy Geluk took us through the process of government contracting so we can discover if it something we want to do ourselves



Storytime

Dialog Solutions
Literature - Technology - Services

AIIP BUSINESS DIRECTORY

Search the AIIP Business Directory to find an expert for your next project.

- Type keywords in the Search box (Simple search screen), or use Advanced search.
- Search by Service Type here. (Read more about member services.)
- Search by Subject Expertise here.
- Or browse by Practice Area – Research, Information Management & Technology, Marketing & Communications, Training & Consulting, and Writing & Editing.

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VA Health and Health Care

Services and Locations

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SAM.GOV® Official U.S. Government Website 100% Free

The Official U.S. Government System for:

- Contract Opportunities (was fbo.gov)
- Contract Data (Reports ONLY from fpds.gov)
- Wage Determinations (was wdo.gov)
- Federal Hierarchy Departments and Subtiers
- Assistance Listings (was cfa.gov)
- Entity Information Entities, Disaster Response Registry, Exclusions, and Responsibility/Qualification (was tapis.gov) **NEW**
- Entity Reporting SCR and Bio-Preferred Reporting

Register Your Entity or Get a Unique Entity ID

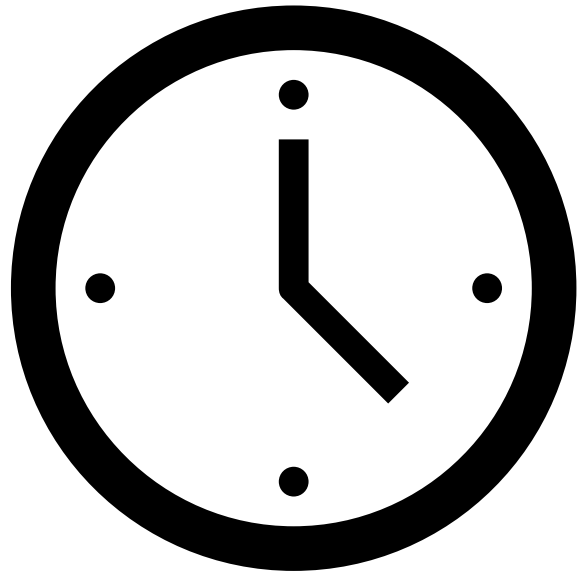
Register your entity or get a Unique Entity ID to get started doing business with the federal government.

Get Started

Renew Entity

Check Entity Status

One of our last virtual presentations was **making time for professional development**



Denise Carter talked about how and why we should all find time for our own professional development – which should always include **catching up on conference presentations we missed!**

And we finished with a look ahead to the

2024 AIIP Symposium

in St Louis, Missouri, USA

April 18-21, 2024