

FOR IMMEDIATE RELEASE

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**AIIP Offers Tools and Techniques to Grow  
Information Businesses**

Cleveland-area residents are invited to take part in the 24th Annual Conference of the Association of Independent Information Professionals (AIIP), April 29-May 2, at the Hilton Garden Inn in downtown Cleveland.

The conference offers a full slate of presentations designed to offer practical tools, techniques, and solutions for the solo information professional:

- Scott A. Heintzelman, McKonly & Asbury LLP – Building Value into Your Business
- Cynthia Hetherington, Hetherington Group – Protecting Your Business
- Peter Shankman, Help A Reporter Out – It's Not Web 2.0; It's Not Web 3.0 - It's Simply Life

In addition, several pre-conference workshops (<http://aiip.org/PreConferenceWorkshops>) will be available on the following topics:

- SEC filings
- How to find clients
- Public relations tactics
- Social branding

“Our program offers a rich array of topics for information professionals, whether they're new to the independent information field, or they're already established and are looking to take their skills and businesses to the next level,” according to conference coordinator Jocelyn Sheppard. “We are also very pleased that we have a fresh mix of vendor companies exhibiting with us this year.”

The full program is available on the AIIP web site (<http://www.aiip.org/conference>). Single-day conference rates are available.

*About AIIP:*

*The Association of Independent Information Professionals (AIIP) is the premier industry association for information professionals working independently. The organization's membership consists of nearly 600 business owners from more than 25 countries. Members' firms provide information research and consulting services across a wide variety of industries. AIIP's website is [www.aiip.org](http://www.aiip.org).*

*The services provided by AIIP members include business research, competitive intelligence, market analysis, database development, training, and library management consulting. Some of the vertical industries AIIP members work in include health care, information technology, manufacturing, financial services, and education.*

*For more information about the Association of Independent Information Professionals, contact AIIP headquarters at (225) 408-4400 or [office@aiip.org](mailto:office@aiip.org)*

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