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AIIP 2008 Conference: Keynote, General Session Speakers Set

BATON ROUGE, LA October 18, 2007—The Association of Independent Information Professionals (AIIP) announced today that Jaclyn Kostner, Ph.D. will present the keynote address at the association's annual conference in 2008. The conference—Apr. 30 to May 5 in Pittsburgh, PA—will feature the theme “converge. connect. communicate.”

Attendance is open to association members and non-members. For more information visit www.aiip.org/Conference/2008/index.html.

Kostner will focus her speech on helping AIIP members and others to grow their businesses by using communication, collaboration and connection. Kostner is founder and CEO of Bridge the Distance (www.distance.com), a Colorado-based firm that helps clients improve communication in virtual settings. She is author of four books on virtual communication, including her latest, “MEGApreneur: Breakthrough Practices of the Next Generation Entrepreneur.”

“Communication is about relationships,” explains Kostner. “When relationships are virtual, much of the interaction that builds relationships is missing or is filtered away. If we want to be successful, we have to intentionally build significantly more interaction designed to grow trust, rapport, and our connectedness—when people are not face to face.”

Kostner's address will discuss how entrepreneurs such as AIIP members can take their businesses to the next level—including finding and retaining customers—in a world where collaborators are not in the same building, the same state or even the same country.

“We feel that Dr. Kostner's outstanding expertise will help our members—and other entrepreneurs—succeed in this global economy,” says Jocelyn Sheppard, Ph.D., conference coordinator and principal consultant of RedHouse Consulting Inc., www.redhouseconsulting.com.

In addition to the keynote, Kostner will be one of three general-session conference presenters. Her session will offer a set of 10 tools business owners can use to enhance communication and collaboration. Other presenters include: Raul Valdes-Perez, Ph.D., CEO of Vivísimo, who will speak on “Entrepreneurship in the Information Age” and David Farber, Ph.D., distinguished career professor at Pittsburgh's Carnegie Mellon

University, whose topic will be “Social Networking, Communications Technologies and the Information Professional.”

About AIIP

AIIP, www.aiip.org, is *the* industry association for independent information professionals. Its membership consists of more than 500 business owners from countries around the world whose firms provide information-related research and consulting services across a wide variety of industries. Some of the vertical industries AIIP members work in include scientific, medical, pharmaceutical, regulatory, information technology, education, financial services, manufacturing, non profits and life sciences.