



**FOR IMMEDIATE RELEASE**

## **Association of Independent Information Professionals Announces Twentieth Annual Conference**

### **Focus on the Client theme takes business to new heights**

BATON ROUGE, LA (January 31, 2006) – The Association of Independent Information Professionals (AIIP) is pleased to announce its twentieth Annual Conference “Focus on the Client”, to be held April 20 – 23, 2006 in Miami, Florida. As the sole conference and exhibition devoted to the independent information profession, the program appeals to both the established business owner and those interested in the consulting field.

Attracting a diverse group of international information professionals each year, the conference is organized to facilitate extensive networking among participants along with an exciting lineup of speakers. This year’s theme will present an entirely new perspective as each session is geared toward achieving client satisfaction. Highlights include:

- Alice Norsworthy, Sr. Vice President of Marketing at Royal Caribbean International will speak as a long-time user of outsourced primary and secondary research services
- John Jantsch, President of Jantsch Communications and a leading expert on small business marketing will speak on creating customer loyalty and referrals
- Business intelligence expert Tom Waters will present a CI case study, highlighting how an independent information professional was key to his company’s overall project
- Three clients of AIIP members will speak on how they find and select outsourced professionals, and when they decide to engage their services
- Additional sessions on technology, communication, project presentation, the art of negotiation, and business evolution to meet clients’ changing needs

On the lighter side, the four-day event will feature a welcome reception for first-time attendees, member introductions, evening poolside dessert roundtables, and a gala evening aboard the beautiful Island Lady.

“The AIIP Annual Conference offers a unique experience for professional development and self-renewal. We have an active association year round, but there is just no substitute for face-to-face interaction,” said Jodi Gregory, AIIP President. “Add to this the Florida sunshine and we guarantee a wonderful conference in 2006”.

Exhibits will be open April 20<sup>th</sup> and 21<sup>st</sup>, featuring a firsthand look at products from Basch Subscription Services, Dialog, Factiva, Information Today, National Library of Medicine, QuickBooks, SearchItRight, Skyminder, and 10K Wizard. Free vendor training will be available on April 20<sup>th</sup>. Two pre-conference seminars will be held April 19<sup>th</sup>, with Amelia Kassel teaching her popular seminar *How to Find Clients* and Edward Vawter expanding his standing-room only 2005 AIIP conference session on RSS to a full day of *Technology for Information Professionals*.

Conference activities will be held at The Colonnade Hotel in Coral Gables, Florida, located just minutes from Miami International Airport. The early registration deadline is March 22, 2006, and the registration fee includes refreshments throughout the conference and most meals. Situated in a popular tourist area, local attractions include a wide variety of restaurants and entertainment within walking distance.

AIIP wishes to thank gold sponsors Dialog and Factiva, bronze sponsor 10K Wizard, and a growing list of specialty sponsors for their support of the 2006 Annual Conference.

Additional information and registration forms can be found at <http://www.aiip.org/Conference/2006/index.html>

### **About AIIP**

AIIP was founded in 1987. Membership today includes nearly 700 individuals representing 20 countries, and consists of owners of information-related businesses. AIIP members provide expert online and manual research, document delivery, database design, library support, consulting services, and are writers and editors. Clients of AIIP members include companies ranging from the small to the Fortune 500, government agencies, and numerous private organizations.

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