A look back at #AllIP23

AllIP 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 positive effect someone or something has on our thinking or feeling”

Stimulation: 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 spoke about contributors to the digital shift

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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.
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 #2: The Platonic Ideal
"KM strategy is one-size-fits-all, and reliably produces a certain endstate when executed well."

Myth #3: Hero Worship
"KM strategy is transposable. If we just copy FAANG, we'll have a roadmap for good KM."

Myth #4: Deux Ex Machina
"Can't we just install Google/ChatGPT? Maybe we don't need to worry about all this KM stuff as tech gets better."

Myth #5: Tortoises & Hares
"We are behind everybody."
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 😊
Then, once again, Richard Hulser took us into the still unknown…
And then Kelly Berry introduced us to the future proof infopreneur…
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.

"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
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