

The AIP Annual Conference provides opportunities for independent information professionals to network and learn from each other.

We include time for networking with other attendees as well as exhibitors and sponsors.

Conference attendees have access to the recordings, which allows for flexibility for last-minute meeting conflicts and time zone differences among a global audience.

Program topics range from future thinking to marketing to tools to use in your business.

### **New this year**

- ***Live and pre-recorded sessions*** - Some sessions will be streaming Live and others will be available On Demand so you can watch on your own schedule
- ***More networking time*** - Enjoy plenty of time to catch up with old friends and make new connections
- ***International networking times*** - Convenient opportunities to connect with fellow attendees worldwide.

# DETAILED PROGRAM

April

22

## Pre-Conference Warm-Up Sessions

**2:00 pm - 6:00 pm UTC**

2:00 - 3:00 pm UTC - **Introduction to #AIIP22 Virtual Platform.**

Socio representatives will introduce the virtual conference platform, provide attendees a formal overview of all the options and features, and will help ensure your tech setup is appropriate. You'll also have time to explore the platform, set up your profiles, and get comfortable.

3:00 - 5:00 pm UTC - **Hi, I'm {\_\_\_}: The What, Why, and How of Memorable Introductions, Parts 1 and 2.** How you introduce yourself is either a conversation starter or a conversation killer. During the first hour, Mary Ellen Bates will help you craft a memorable introduction - one that opens up the opportunity for conversation and connection. Whether you're just getting started, pivoting into something new, or wanting a fresh way to talk about the steady path you're on, there is benefit for you in this hands-on session.

During the second hour, watch a pre-recorded session with Jennifer Burke, who will take you through effective delivery in a live virtual or recorded video setting. She'll talk about tools that will help you look like a pro, how to settle in to talking to the camera, and how to extend the use of your recorded introduction for the AIIP Conference and beyond.

5:00 - 6:00 pm UTC **Networking.** Get a taste of the first of many #AIIP22 networking sessions. Grab a snack and a beverage of your choice, and take this hour to participate in a little ice-breaker exercise, reconnect with members you know and meet those you don't, and continue to get familiar with the virtual platform and the many ways to connect with one another.

# DETAILED PROGRAM

**April  
25**

## Pre-Conference Warm-Up Sessions

**4:00 pm - 8:30 pm UTC**

4:00 - 6:00 pm UTC - **Hi, I'm { }:** The What, Why, and How of **Memorable Introductions: Office Hours.** Presenters Mary Ellen Bates and Jennifer Burke continue their Friday, April 22 session with open discussion hours for follow up questions, practice, and feedback. Don't miss out on this opportunity to make the most of your recorded video introduction to #AIP22!

7:30 - 8:30 pm UTC - Introduction to #AIP22 Virtual Platform. A repeat of the Friday session with Socio representatives.

**April  
27**

## Day 1

**6:00 - 8:00 am UTC and 2:00 pm - 8:00 pm UTC**

6:00 - 8:00 am UTC - International Networking

2:00 - 2:30 pm UTC - Welcome & Opening Remarks

2:30 - 3:00 pm UTC - Awards Ceremony

3:10 - 4:00 pm UTC - Speaker Session

*Into The Still Unknown: Consulting in the Latest Next Normal*, **Richard Hulser**

Expectations were that the 'next normal' would be happening by now but that is not the case. What does that mean for your consulting business and your clients? Flexibility, adaptability, and more are key for us and our clients as everything continues to be in flux. This session includes a brief overview of consulting in the latest next normal as seen by the large consulting groups, with majority of time dedicated to group discussions of experiences and ideas on the challenges and opportunities for independent info pros.

4:15 - 5:00 pm UTC - Orientation and Conference Overview

5:00 - 8:00 pm UTC - Networking

# DETAILED PROGRAM

## Day 2

April

28

6:00 - 8:00 am UTC and 1:00 pm - 9:00 pm UTC

6:00 - 8:00 am UTC - International Networking

1:00 - 1:50 pm UTC - Networking

2:00 - 2:50 pm UTC - Keynote Speaker: **Sue Lacey Bryant**

*Embracing Technological Change: How Info-Entrepreneurs Can Prepare for the Opportunities*

Inquisitive, agile and talented thought-leaders and advisers, today's entrepreneurial information consultants are particularly well placed to maximise the opportunities presented by the 4th Industrial Revolution through which we are living and working. These are exciting times, with new opportunities to unlock the value of information for clients.

Tracing the emergence of a personal interest in technological change, Sue Lacey Bryant will touch on the health context in which she works, leading the strategic development of health libraries, incorporating a vital workstream on workforce development.

3:00 - 3:50 pm UTC - Networking. Join Keynote Speaker Sue Lacey Bryant and your fellow attendees for a guided discussion about how we as info-entrepreneurs can embrace technological change.

# DETAILED PROGRAM

## Day 2 continued

April

28

4:00 - 4:40 pm UTC - Speaker Session

*Using Digital Tech for Social Impact, **Randeep Sudan***

Randeep Sudan will share his experience in starting a social impact enterprise - Multiverz. The company is developing digital solutions that can potentially help policymakers, companies, academic institutions, and individuals better prepare for the future of work. The talk will lay out the social impact ambitions of Multiverz, the challenges along the way, and how he is trying to overcome them. The talk will emphasize the importance of partnerships and the need to keep pace with fast-changing technologies.

4:40 - 5:30 pm UTC - Networking

5:30 - 6:20 pm UTC - Speaker Session

*Are you listening? The Value of Active Listening, **Kelly Berry, Rhonda Bowen, Liz McLean***

This session will cover these discussion topics, with the goal of generating lots of chat as we share this content: What is Active Listening?, Conversational Skills & Emotional Intelligence related to Active Listening, Active Listening as an InfoPro/Solopreneur, Active Listening for Knowledge Exchange, Active Listening in Diverse Cultures, Practical Suggestions for Improving your Active Listening and Group-Sourced Takeaways at the end.

# DETAILED PROGRAM

## Day 2 continued

April

28

6:45 - 7:20 pm UTC - Speaker Session

*Helping Clients Win: Best Practices in Competitive Intelligence Research, **Tanya Humphrey, Nicolle McKinnon***

In this session you will learn:

- the types of intelligence companies need
- what is done with that intelligence
- common methodologies deployed for CI/MI
- tips and tricks for deep competitive intelligence through secondary research

7:30 - 9:00 pm UTC - Networking Event

# DETAILED PROGRAM

April

29

## Day 3

1:00 pm - 9:00 pm UTC

1:00 - 1:50 pm UTC - Networking

2:00 - 2:50 pm UTC - Roger Summit Lecture Award,  
*Moving Beyond Hope*, **Jill Hurst-Wahl**

The founding of Dialog by Roger Summit issued in an era of innovation and hope for information professionals. In every information era, we hope for the cutting edge technologies that will propel us forward. However, what we need now are not new technical variations, but the development of an expanded community. To do that, we need to move beyond hope into action.

3:00 - 4:00 pm UTC - Networking

4:00 - 4:40 pm UTC - Speaker Session

*Your Business Model: Finding What Works*, **Cindy Shamel, Deb Hunt**

In an interview format, Deb Hunt and Cindy Shamel will share experience in pivoting their businesses through part time, full time, and outside employment. They will also discuss possible exit strategies and points to consideration when it's time to close up shop.

4:40 - 5:30 pm UTC - Networking

# DETAILED PROGRAM

## Day 3 Continued

April

29

5:30 - 6:20 pm UTC - Speaker Session

*Strategic Business Intelligence Gathering, **Dan Kramer***

Applying the principles, resources, and tactics of political opposition research to strategic business intelligence gathering for your corporate, legal, and non-profit clients.

6:20 - 7:00 pm UTC - Networking

7:00 - 7:50 pm UTC - Speaker Session

*Failure is the New Success, **Janel Kinlaw***

Organizations and people are great at talking about their successes, but what about their failures? Failure can hold people and organizations back. But failure is also where valuable lessons can be learned, where change and growth can occur, and where a foundation for future success and resiliency can be laid. Learn from Janel Kinlaw on how she encountered, dealt with, and grew from past failures. Attendees will also have an opportunity to share their own experiences with failure and what they learned.

8:00 - 9:00 pm UTC - Closing Remarks and Sharing Key Takeaways

# ON DEMAND CONTENT

Available To Watch Any Time

*Build a better checklist, **Kelly Schrank***

Learn how using a comprehensive checklist created and updated for a specific task can help you differentiate workflows, systems, and activities; spell out style and formatting details, track your progress, document metrics, and give you a sense of completion and peace of mind.

*Helpful Tools When Working with Grey Literature, **Celine Belanger***

How can we speedup and optimize the process of searching for and using information from grey literature sources? In the grey literature world, relevant information is scattered in different organizations websites and documents. The habitual database tools we infopros love, like controlled vocabulary or automatic downloading of articles and references, are not at our disposal. To produce a report based on grey literature a lot of time can be spent cutting & pasting text. As infopros, time is money so we must be creative and think outside the box to get our own tools to help us be more efficient. This presentation will uncover tools that can help us familiarize ourselves with the research question and the connected vocabulary, find relevant leads and sources, optimize the process of extracting the information from online documents or websites, take notes of our research process and the threads we followed.

*Self-publishing for Information Professionals, **Birgit Bauer***

Digital printing in small numbers and Book on Demand programs make publishing a book affordable. At the same time many established publishers are faced with difficult conditions and an uncertain future and will not spend a lot of effort on unknown authors. The market has responded - even the Frankfurt Book Fair regularly dedicates a big exhibitors hall to self-publishing. Recommended by a friend, Birgit Bauer decided to take the risk, and publish her first research book. It has been available since November 2021. What are the highlights, what are the obstacles? Which costs are involved? Which extra efforts have to be factored in? How can a book be promoted and distributed? Birgit will share personal experiences of nearly half a year as an official book author and publishing company.

# ON DEMAND CONTENT

## Available To Watch Any Time

*How to Create the Right Personas: How and When to Use Them, **Denise Carter***

Understanding your customer/audience is at the heart of what we do as information professionals. Personas can be a great tool to do some in-depth profiling of your current and potential customers and/or your clients' current and potential customers. This presentation will go through the basics of building a persona and then look at how they can be further developed and used in practice to add value to your business. It will be filled with plenty of practical examples.

*The Joy of Bringing Independent Professionals Together, **Heather Carine***

Based in Adelaide, Heather Carine is the only AIP member in South Australia. To fill a void of not having a local community to meet with, in 2017, she brought together a group of independent consultants from various fields with the idea of meeting regularly to support, challenge and hold one another accountable. This group – now called the Independent Consultants' Collective – draws on her AIP experience and complements her membership of AIP. In this session, Heather will be interviewed by one of her colleagues from the independent consultants' collective to answer questions, such as - Why she needs AIP and the independent consultants' collective - Why set up a group of independent consultants in her city - How does the group differ from an AIP virtual community? - How does the consultants' collective work? - How she found the people in her independent consultants' group - Tips for setting up a similar group to support your professional growth.

*30 in 30: Weird, Wacky & Wonderful Websites You Should Know About, **Arthur Weiss, Rachel Yang***

For the last few years, the AIP conference has featured a 30 (or 60) sites in a 30 (60) minute session. We continue this tradition with a collection of sites (and tips / techniques) to be presented over a 30-minute session. Some of the sites will be weird and some wonderful. Some most people will want to stay clear of and some will go straight to attendee bookmark lists for future use.