Friday, December 15, 2023, 2 PM Eastern

Agenda items and discussion notes:

- Welcome/Introductions
  - Open discussion topics
    - Marketing and PR/Social tips/Videos
      - Video tends to draw new folks vs. static posts to those who already follow.
      - Start a YouTube channel
      - LinkedIn, Website, and Blog
      - 3-5 minutes for a marketing video
      - 30 seconds for tidbits
      - Integrate blogs into websites
    - How to Get Started as a Library Consultant (FAQ?)
      - This is going to be in the works to be posted as a document on our IG page
      - Part-time vs. full-time
    - Working and Consulting part-time
    - Sharing booth at ALA - there are many options for this at different prices, etc. Different levels of sponsorship. - Bryan Benilous
      - From ALA: Booth Rates (U.S. Funds)
      - Space rental is $2,800 per 10'x10' booth plus a surcharge of $50 per 10'x10' booth to fund the opening reception on the exhibit floor.
      - There is a $200 charge for each open corner.
      - Diversity Pavilion, Mobile App Pavilion COST: $1,650. Size: One-meter wide, eight-foot high kiosk includes: Velcro back panel, pavilion carpet, one 10amp electrical outlet, one stool, header, listing in print and interactive exhibits directory.
      - Small Press Table: $1,285 includes 2 chairs
      - No assignments will be made until payment is made.
    - Stephen Abram - Cards to work with clients for team building, etc. Critical thinking cards.
      - FREE THE GENIE CARDS 55 Ways to Get Unstuck, Out of the Lamp (and Create the Results You Want) [http://www.ideachampions.com/free_the_genie.shtml](http://www.ideachampions.com/free_the_genie.shtml)
      - Workshop Tactics Card Deck, Business Tool to Improve Your Influence, Confidence and Persuasion in Workshops, Meetings, Presentations and More, 54 Cards [https://a.co/d/3ChsQOU](https://a.co/d/3ChsQOU)
• Connect Deck - Inspirational & Activity-Based Cards to Strengthen Connections with Others https://a.co/d/0HZJfle
• 52 Essential Critical Thinking: Flash Cards for Problem Solving & Decision Making, Smart Games to Detect Cognitive Biases in Speech, Debate, Writing, Media, for Teens & Adults https://a.co/d/6byItCK
• CRITICAL THINKING CARDS DECK https://thethinkingshop.org/products/critical-thinking-cards-deck
• Building Blocks: Team Building Card Game for Work - 150 Conversation Starters & Ice Breakers to Get to Know Your Coworkers - Office Activities & Training Tool https://a.co/d/0bHZN7Z

■ Charging for Services - flat rate or hourly?
  • It may depend on the service population
  • Have a public vs. private sector fee.
  • Have a three-hour minimum (prep and follow-up)
  • Don't undervalue yourself.

• Upcoming meetings/events:
  o Friday, January 12, 2024, 2 pm Eastern (to include planning for IG Week session)
  o February 21, 2024, 2 pm Eastern - IG Networking Session
  o Friday, March 1, 2024, 2 pm Eastern (NOTE: different day of the month because IG Week is the first full week of March and we will want to make final plans for our session.)
  o March 7, 2 pm Eastern 2024 (IG week session)
  o Friday, May 10, 2024, 2 pm Eastern