

**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
 - 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>

- 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/6byltCK>
 - 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:
 - Friday, January 12, 2024, 2 pm Eastern (to include planning for IG Week session)
 - February 21, 2024, 2 pm Eastern - IG Networking Session
 - 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.)
 - March 7, 2 pm Eastern 2024 (IG week session)
 - Friday, May 10, 2024, 2 pm Eastern