

TIME (EDT) DAY ONE

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11:00 AM

Introductions and What to Expect for the Day

Libraries' Role in Public Health

12:00 PM

Open Access for the Open-Minded and the Skeptical

Anaheim Public Library Power of Libraries Story and How to Replicate Success

1:00 PM

BREAK

Answering the Challenge Means Listening to the Question

2:00 PM

Library Customers and the "Marketing Funnel"

The Big Picture: Key Trends in Libraries and Technology

3:00 PM

BLUEcloud Analytics and CEP: Library reporting tool and patron engagement platform

BREAK

Meeting People Where They Are

4:00 PM

The Proof is in the Publicity

The Peaks, Valleys and Plateaus of Being a Library Leader

Closing Remarks

5:00 PM

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