

TIME (EDT) DAY ONE

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
5:00 PM	Closing Remarks