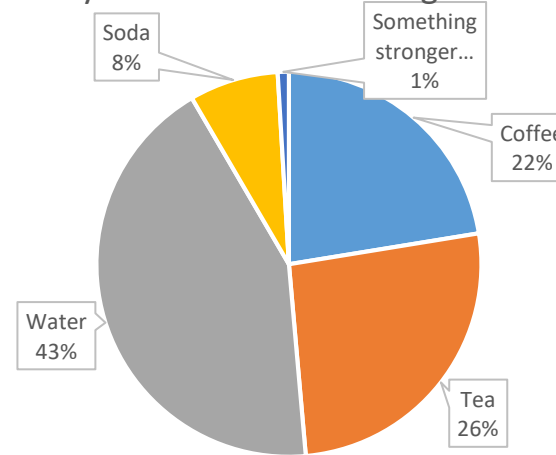
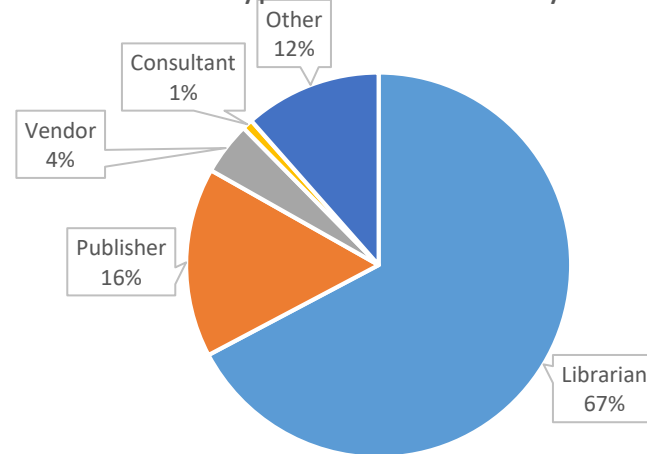


What is your afternoon beverage of choice?	
Coffee	24
Tea	28
Water	46
Soda	8
Something stronger...	1
What type of attendee are you?	
Librarian	76
Publisher	18
Vendor	5
Consultant	1
Other	13
What is your organizational role?	
Administrator, Manager, or Director	35
Public Services/Customer Services Staff	23
Collections/Technical Services Staff	27
Marketing or Sales Staff	29
Other	9
What is the biggest obstacle to marketing in your library?	
Insufficient budget or staffing resources	50
Lack of marketing expertise	20
Resistance to service changes	10
Lack of strategic or leadership support	20
Other	5

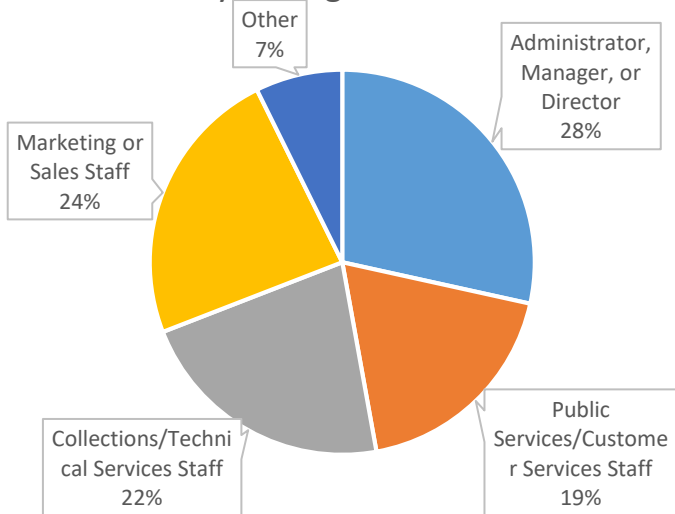
What is your afternoon beverage of choice?



What type of attendee are you?



What is your organizational role?



What is the biggest obstacle to marketing in your library?

