

PITCH YOUR INNOVATION PROGRAM

2017 LIBRARIES CONFERENCE



Who is your audience?

- Government leaders
- Funders
- The Press
- Patrons (specifically _____)
- Other _____

Program Name:

Describe the program in two sentences or less:

What problem are you solving for Patrons? For the City?

What patrons are you targeting with the program? Why?

What did you learn about them or do you know about them now?

**What's new about the service, program, or platform? To patrons?
To the city? To the library? Anywhere?**