



October 19 - 21, 2011
Carriage House Inn
Calgary, Alberta

Netspeed 2011: The Human Side of Technology

Keynote Speakers:

Thursday

Libraries and the Battle for the Future

Jesse Hirsh

Broadcaster, Speaker, Researcher and Strategist

Friday

Thrillerize: The Power of Transmedia Storytelling

Kevin Franco

Enthrill Entertainment

Conference @ a Glance

Wednesday, October 19

9:00 a.m. - 4:30 p.m.	TAL Universal Core Database Training (Preconference Workshop) Location: University of Calgary
9:00 a.m. - 4:30 p.m.	The Gameification of Your Collection: Games, Gamers, and Libraries - From Noobs to Experts (Preconference Workshop) Location: University of Calgary
3:00 p.m. - 6:00 p.m.	Conference Check-in/Information Desk
7:00 p.m. - 8:30 p.m.	Gameapoloosa

Thursday, October 20

7:30 a.m. - 3:30 p.m.	Conference Check-in/Information Desk
7:30 a.m. - 8:30 a.m.	Breakfast
8:45 a.m. - 9:15 a.m.	Welcome and Greetings
9:15 a.m. - 10:30 a.m.	Keynote Address: Libraries and the Battle for the Future Jesse Hirsh, Broadcaster, Speaker, Researcher and Strategist
10:30 a.m. - 4:30 p.m.	Exhibitor Showcase
10:30 a.m. - 11:00 a.m.	Coffee Break
11:00 a.m. - 12:00 p.m.	Block A Sessions
12:00 p.m. - 1:30 p.m.	Lunch/Exhibitor Showcase
1:30 p.m. - 2:30 p.m.	Block B Sessions
2:30 p.m. - 3:00 p.m.	Coffee Break
3:00 p.m. - 4:00 p.m.	Block C Sessions
5:30 p.m. - 7:30 p.m.	Reception at the Taylor Family Digital Library

Friday, October 21

7:30 a.m. - 12:30 p.m.	Conference Check-in/Information Desk
7:30 a.m. - 8:30 a.m.	Breakfast
8:00 a.m. - 1:00 p.m.	Exhibitor Showcase
8:30 a.m. - 9:30 a.m.	Block D Sessions
9:30 a.m. - 10:00 a.m.	Coffee Break
10:00 a.m. - 11:00 a.m.	Block E Sessions
11:15 a.m. - 12:15 p.m.	Keynote Address: Thrillerize: The Power of Transmedia Storytelling Kevin Franco, Enthrrill Entertainment
12:15 p.m. - 12:30 p.m.	Conference Closing
12:30 p.m. - 1:30 p.m.	Lunch

WHY NETSPEED?

Netspeed 2011 takes you beyond bits and bytes to focus on how technology makes life easier, improves service, helps meet customer demands, provides more and better choices, improves access to resources, and connects people in new and interesting ways.

This year's conference features provocative and entertaining keynote speakers who will bring technology to life. The conference also features breakout sessions with library and technology leaders from across North America, lively networking sessions and an exhibitor showcase for technology vendors.

Netspeed 2011 will be a valuable and rewarding experience for the entire library community, from decision-makers to library and IT staff.

Join us for Netspeed 2011 and explore the human side of technology!

OPENING KEYNOTE ADDRESS

Libraries and the Battle for the Future

Jesse Hirsh, Broadcaster, Speaker, Researcher and Strategist

Libraries are the last stand for the concept of the public and the greater good. The social contract has or is being abandoned in favour of a broader culture of lawlessness encouraged by the might is right ethos of the technology sector. Yet paradoxically, technology can be used to reinforce the notion of a greater good. The danger is whether our desire for simplicity and convenience will lead us blindly into the perils of centralized and commodified computing.

Therefore, libraries play an essential role in helping to develop and expand our shared reality. This shared reality is increasingly scarce, as people withdraw from the "real" world to instead plug into cyberspace, whether via computer, mobile phone, or portable entertainment device. Rather than wait for this future to arrive we can create strategies that provide alternatives.

About Jesse

Jesse Hirsh is an internet strategist, researcher, and broadcaster. He has a weekly nationally syndicated column on CBC radio explaining and analyzing the latest developments in technology using language and examples that are meaningful and relevant to everyday life.

He owns and operates two companies: Openflows Networks Ltd., which specializes in using free and open source software for advanced interactive platforms, and Metaviews Media Management Ltd., which focuses on research and consulting around new media business models.

Jesse's passion is educating people on the potential benefits and perils of technology.

CLOSING KEYNOTE ADDRESS

Thrillerize: The Power of Transmedia Storytelling

Kevin Franco, Enthrill Entertainment

[thrill•er•ahyz] - verb, -ized, -izing.

1. To utilize transmedia storytelling methods such as social media, serial reading and audience participation to enhance the reader's enjoyment of a thriller genre book.
2. To apply the dance and/or wardrobe stylings of the famous Michael Jackson video, Thriller, to anything.

(Kevin will focus on the first definition)

About Kevin

Kevin Franco is co-founder of Enthrill Entertainment, a digital content provider and transmedia publisher. His role is of a creator of immersive experiences through transmedia storytelling and as a driver of new publishing and electronic distribution initiatives.

In 2010, Enthrill launched the world's first transmedia thriller novel, putting them in the forefront of digital publishing and garnering world-wide attention. Kevin was asked to speak at the Internet Archive last October to expand on Enthrill's ground-breaking approach to communicating the narrative of a story through social media, a browser based reader and print.

Outside of Enthrill, Kevin owns the creative firm Francomedia, which has won numerous international creative awards and was the recipient of the 2010 Marketing Award of Distinction, awarded by the Alberta Chambers of Commerce.

MIXING AND MINGLING

Netspeed offers many opportunities to have fun and connect with your colleagues, vendors and speakers.

Wednesday Evening

Gameaplooza

Join your colleagues for an evening of gaming fun led by gamer Jerremie Clyde.

Choose from a selection of games and game systems from the University of Calgary's distinctive collection. Play new games you haven't tried before and even engage in some friendly competition. For those who have limited experience with gaming, this is an opportunity to experiment with games in a fun environment.

Game time: 7:00 to 8:30 p.m. Carriage House Inn

Check the blog for details on signing up for this free event.

Thursday Evening

Reception at the Taylor Family Digital Library

This is your invitation to an exclusive evening of tours, mixing and mingling at the University of Calgary's new Taylor Family Digital Library - an innovative convergence of libraries, historical archives, arts museum, scholarly publishing and student academic support services.

Find out what the buzz is about while catching up with your friends and colleagues from across the province. Don't miss this opportunity for a festive inside look at how the Taylor Family Digital Library is supporting the quest for knowledge, understanding, creativity and innovation.

Light refreshments will be served from 5:30 to 7:30 p.m.

KEEP UP-TO-DATE

As the conference program develops further we'll keep you updated on what's new:

Check our blog: <http://netspeedalberta.blogspot.com>

Follow us on Twitter: #netspeed

Find us on the web: www.thealbertalibrary.ab.ca/netspeed

PRECONFERENCE WORKSHOPS

Preconference workshops are available at an additional cost. Delegates may register for a preconference workshop even if they don't register for the full conference.

TAL Universal Core Database Training (9:00 a.m. - 4:30 p.m.)

Join our representatives from EBSCO, Worldbook, Gale and ProQuest as they provide hands-on training for the databases in the TAL Universal Core. This training will provide general interface and product information for the resources included in the TAL Universal Core. Vendors are asked to cover a range of relevant features from basic to advanced as well as any recent changes or highlights.

Database training is open to all TAL member library staff. Register early as space is limited!

Location note: This session will take place at the University of Calgary.

Cost: \$50.00 + GST (Lunch will be provided)

The Gameification of Your Collection: Games, Gamers, and Libraries - From Noobs to Experts (9:00 a.m. - 4:30 p.m.)

Paige McGeorge, Lethbridge Public Library
Jeremie Clyde, University of Calgary

Kick off your Netspeed experience by playing, engaging, experiencing and exploring both the issues around games in libraries and the games themselves. This pre-conference event will take advantage of the U of C's new collection to provide a mix of hands-on and discussion sessions that examine game related issues for acquisitions, cataloguing, and access for all types of libraries.

Issues that will be covered include gender and games: Are there really "pink" games? Is that what users want? Can exergames, such as the Kinect and Move, really promote physical literacy and activity? Who plays games? Is reading any old book really more worthwhile than playing a game? These questions and more will be addressed by a mix of librarian, industry, and academic facilitators.

The day will not only introduce participants to games in libraries, but will also foster a support network of other library workers who are dealing with game and related media questions. It is ideal for anyone, no previous game experience required, and if you do have experience with games in your library, there will be plenty of opportunities to share your experiences and build upon those of others.

Location note: This session will take place at the University of Calgary.

Cost: \$50.00 + GST (Lunch will be provided)

KEYNOTE ADDRESS (9:15AM - 10:30AM)

Jesse Hirsh, Broadcaster, Speaker, Researcher and Strategist

Libraries and the Battle for the Future

Libraries are the last stand for the concept of the public and the greater good. The social contract has or is being abandoned in favour of a broader culture of lawlessness encouraged by the might is right ethos of the technology sector. Yet paradoxically, technology can be used to reinforce the notion of a greater good. The danger is whether our desire for simplicity and convenience will lead us blindly into the perils of centralized and commodified computing.

Therefore, libraries play an essential role in helping to develop and expand our shared reality. This shared reality is increasingly scarce, as people withdraw from the "real" world to instead plug into cyberspace, whether via computer, mobile phone, or portable entertainment device. Rather than wait for this future to arrive we can create strategies that provide alternatives.

BLOCK A SESSIONS (11:00AM-12:00 PM)

SESSION A1

Learning on the Fly: The Ups and Downs of Online and Self-Paced Staff Training

Lauren de Bruin, APLEN

There are two things which are always in short supply in every library: time and money. When it comes to staff training, online and self-paced learning are often viewed as effective solutions to the time-and-money problem. For training to be truly effective, however, its method of delivery is often as important as the lesson content itself.

Are online and self-paced training suitable for your staff development initiatives? Come explore and discuss some of the advantages and pitfalls to these styles of training.

SESSION A2

Usability: How it Changed the Way EBSCO Designs its User Interfaces

Ron Burns, EBSCO Publishing

The EBSCOhost platform with over 40 unique user interfaces serving 25 million searches a day has become the most-used, premium online information resource. The EBSCOhost platform is used by tens of thousands of institutions worldwide, representing millions of diverse end-users including librarians, students, researchers, doctors, visually impaired users, mobile users, and more.

In 2005, EBSCO started to employ a variety of usability testing practices to substantiate large and small user interface design decisions. EBSCO employs a "usability toolbox" consisting of focus groups, cafe tests, surveys, video/eyetracking labs, usage analysis, and betas. Incorporating early and continuous feedback on the multitude of ways humans access EBSCOhost technology has become standard practice within EBSCO's software development process, accounting for accessibility, accessing technologies, languages, and various types of users from the basic searcher to the most advanced researchers.

During this presentation we will explore many examples of different interfaces, feature development, testing techniques, and the results of collaboration with users.

Meeting Their Needs: Services and Technologies That Support the Student Experience, Strategic Direction and Building Community

Allan Gergel, Jeremy Pierson and Jake Cameron, University of Lethbridge Library

Learn about a new pilot service called PATSS (Peer Assisted Technology Support Students) designed to provide students with peer directed technology assistance. The PATSS provide traditional technology support with a unique twist - regularly scheduled mini-workshops addressing library-specific services and technologies, as well as technologies students can expect to interact with across campus. Explore the evolution of the service from creation to measurable outcomes, and the challenges and successes of the program.

Mobile-savvy users appreciated the launch of our mobile website which offers dynamically-driven content. Join in an exploration of our Group Workroom Booking application within the mobile website which, combined with Quick Response(QR) code technology, offers students the ability to view room schedules and perform bookings—all while conveniently standing outside of the workrooms.

Finally, we will showcase our most intriguing digital collection projects and success stories which connect our unique collections with a world-wide audience and help to build strong relationships with both internal and external communities.

SESSION A4

Graphic Novel Extravaganza

*Jay Peters, Coquitlam Public Library
Danielle Winn, University of British Columbia*

Over the past few years, graphic novels have risen dramatically in popularity and are the preferred reading material among many children, teens and adults.

Research indicates that graphic novels appeal to reluctant readers, promote multiple literacies, assist with the development of critical thinking skills, engage visual learners, and depict important social and cultural subject matter. As a result, an increasing number of educators are using them across the curriculum.

In this interactive session you will have the opportunity to participate in discussion, collaboration and group activities. Using a variety of instructional strategies, this session will focus on web-based tools (Kerpoof and ToonDo) that enable children and adults to create their own graphic novels. This session is relevant to all school, public and academic librarians who are committed to using technology to engage and stimulate student learning.

BLOCK B SESSIONS (1:30PM -2:30PM)

SESSION B1

The Provincial Technology Report: What's the Plan?

*Dr. Diana Davidson and Kerry Anderson, Public Library Services Branch, Municipal Affairs
Julia Reinhart, APLEN Director
Ron Sheppard, APLEN Standing Committee Chair*

After significant consultation with the library community, Alberta Municipal Affairs Public Library Services Branch recently released the “Alberta Public Libraries Technology Report and Recommendations”. This session will highlight the six recommendations found within the report and focus on priority projects which include infrastructure (Supernet) and seamless access to library resources. This session will also provide insights into how aspects of the plan will be rolled out.

The report has major implications for the library community over the next few years. This is your opportunity to learn about what the report means for you and find out what the buzz is all about.

SESSION B2

Update Report on “Perceptions of Libraries and Information Resources”

Daniel Boivin, OCLC

The first “Perceptions of Libraries” report was published by OCLC in 2005. This report to the OCLC membership summarized findings of an international study on information-seeking habits and preferences. The study was conducted to help us learn more about: library use; awareness and use of library electronic resources and Internet search engines; use of free vs. for-fee information; and the “Library” brand. Once it was published, numerous elements became of tremendous value for library planning.

Five years later, OCLC felt it was time to survey the landscape once more to see how these perceptions had evolved in light of our ever changing environment. Similar purposes are again explored such as users’ awareness, usage and perceptions of electronic resources, trust of libraries, awareness of resources, and patrons’ perceptions of the library, but new elements are introduced in this report and they will be shared during the session.

SESSION B3

Technology with a Smile! Community Librarians’ Use of Technology to Connect, Engage and Collaborate with Community Members in Edmonton

Christy Alyea and Joycelyn Jaca, Edmonton Public Library

Although technology seems to have penetrated most societies and communities, some people still see technology as a barrier to accessing information and services. In line with the Community-Led Service Philosophy at Edmonton Public Library, Community Librarians work with community members facing barriers to provide responsive library services based on their identified needs. This work includes using technology in innovative ways to connect people, engage them and collaborate with them in evaluating services and developing relevant and interesting programs. From Wiis to flip cameras, laptops and internet sticks, cell phones and MP3 players—there are endless possibilities for using technology to enhance customer experiences!

This presentation will focus on how Community Librarians at EPL have successfully integrated technology into their community development work. We hope to provide inspiring ideas for other libraries and give library workers a sense of how technology can be utilized and shared with positive results!

Content May Be King, But Do Kids Care?

Ian Glassford, Worldbook

One of the biggest issues with the internet is that a typical user wants quick and easy access to information, but the initial results from search engines might not be accurate, authoritative, or easy to understand.

In this session, we'll take a look at some of the features, tools and products available on LearnAlberta.ca that can be accessed to better engage and interact with users, so they can source reliable information for their research, and then do something with it.

We'll look at some features (multimedia types, variety of search options, variety of content types) as well as some of the tools (how to do research, media tools, information on 21st century skills, mobile apps) that help users make sense of the content.

BLOCK C SESSIONS (3:00PM - 4:00PM)

SESSION C1

The ORC Wiki: A Constant Green Guide and Companion!

Diane GallowaySolowan, Online Reference Centre

PD sessions are great, but where do you go when the presenter has left the building and she didn't bring handouts? Although wikis are old technology by today's standards, they also offer an enduring capacity to provide ongoing PD support using their capability to share ideas and documents.

Wiki technology offers flexible information arrangement, RSS notification updates, a quick group discussion option, and easily tracked usage stats making for a perfect PD fit. Come and learn how the ORC is using a wiki to provide PD support for teachers and school library staff as they navigate the intricacies of the ORC's 18 different digital K-12 reference resources.

SESSION C2

Convergence of Community Resources and Public Library Content - A New Form of Discovery

John Richardson, Polaris Library Systems

The volume of disparate information in local communities with respect to services, events, and materials is increasing at an overwhelming pace. Libraries have long been a natural platform for sharing and showcasing community resources, but what about community organizations showcasing library resources?

Come listen to this new approach for creating a two-way conversation and discovery between libraries and the communities they serve.

SESSION C3

Being Social with Social Media

Jim Dunbar, Shortgrass Library System

Signing your library up for a Facebook, Twitter, Foursquare, Youtube or other Social Media account is easy. What is hard is knowing how to use it in a way that will provide value to your organization. This presentation, based upon the knowledge and insights of leading social media experts, will look at how you can use Social Media to connect to your patrons and community. Learn to use Social Media for more than issuing news releases.

Text Messaging: A Mobile Information Service in Academic and Public Library Environments

*Julia Mergele, Edmonton Public Library
TBA, Medicine Hat College*

The Edmonton Public Library (EPL) and Medicine Hat College Library Services (MHC) have layered in new methods of delivering information services to their clientele over the years. Delivery methods have included in-person, telephone, e-mail (via TAL's Ask A Question), and instant messengers. Most recently each has incorporated text messaging (short message service, SMS) into their information services repertoires.

Discover how EPL and MHC have fared in their first and second years of delivery, respectively. You will learn if EPL's patrons have embraced the new service and if MHC has maintained momentum with theirs.

Attendees of this session will gain insight into: background literature, the technology, delivery models, guideline/policy formation and refinement, implementation (vendor and IT support, staff buy-in, and scale of delivery model), and questions and responses (good, bad, and ugly) that might be encountered in academic and public institutions.

Friday, October 21

BLOCK D SESSIONS (8:30AM-9:30AM)

SESSION D1

Capturing the Web: Using Archive-It to Preserve Digital Content

Michael Silver

Content on the World Wide Web is notoriously fleeting. Content that is present one day may be gone the next. Creating and maintaining digital archives can be a costly and time-consuming endeavor, especially when the content is not under your direct control.

This session will present the Internet Archive's Archive-It service which allows libraries and other organizations to select, preserve, and provide access to content on the Web. The discussion will focus on the University of Alberta Libraries' use of Archive-It to preserve digital content developed by the Heritage Community Foundation. The discussion will present a high-level overview of how Archive-It works, tips for getting the most out of the service, and possible use-case scenarios for public and academic libraries. The experience of archiving also provides insights into how coding affects the capture of an online presence by other automated tools such as search engine spiders.

Engaging Community on the Web: Red Deer Public Library's Election Forum

Dean Frey and Cory Stier, Red Deer Public Library

For the Municipal Elections in 2004, 2007, and 2010, RDPL created online Forums to provide information to voters about candidates for Mayor, City Council, and School Boards. The Forums allowed the Library to connect with the community in a very positive way, and have provided significant Marketing and Advocacy benefits over the years. The 2010 version of the website, at www.electionforum.ca, takes advantage of Web 2.0 tools to provide a more interactive experience for candidates and voters.

This presentation will provide an overview of Community Development principles underlying the project, and will look at the web and social networking tools used to develop and promote the Election Forum. The presentation will include a discussion about how other libraries might create similar projects in their own communities.

In 2011, the Election Forum project won the Minister's Award for Innovation, the CLA/Information Today Award for Innovative Technology, and the Punch Jackson Award for Excellence in Library Service.

SESSION D3

Lending eReaders: How, What and Where To From Here?

Deb Hutchison Koep, West Vancouver Memorial Library

From the time you start looking into which device is right for your library, to the moment that first eReader is checked out by a patron, developing an eReader lending program brings both excitement and challenges. Do you lend out the devices with pre-loaded titles on them? How do you train staff? What are the logistics of circulation? How do you find answers to the many questions your patrons will ask? Come to this session to discuss the joys and complexities of eReader lending programs.

SESSION D4

Universal Design: A Disability Perspective

Craig Nienaber, Aroga

Allow yourself to imagine the library experience from the perspective of an individual with a disability. Disabilities come in a variety of expressions and can be visible or invisible. Take a journey exploring the challenges encountered when attempting to access the resources available in your library and how assistive technology can be used to create a universal design that allows everyone to participate fully based on their ability.

Aroga is Canada's premiere assistive technology retailer and has helped individuals and organizations achieve independence and accessibility through assistive technology for over 23 years. Join us to learn about the populations that require accessibility options and how you can begin to take steps towards achieving the goal of accessibility for all.

Learning Objective: Develop a plan to create an inclusive experience for all abilities.

BLOCK E SESSIONS (10:00AM-11:00AM)

SESSION E1

YRL's New CCD Tool - Revolutionizing Acquisitions Workflows

Kristin Litke, Stephanie Thero and Wendy Sears Ilnicki, Yellowhead Regional Library

When vendors have technology solutions available, why would Yellowhead Regional Library (YRL) venture out to develop its own Coordinated Collection Development (CCD) Tool? Well, technology today provides a world of opportunity to re-think and re-invent the way we work, but opportunities to be innovative shouldn't be ignored because there's "something else" out there.

CCD streamlines acquisitions and makes ordering library materials as easy and effortless as shopping on Amazon.ca. YRL integrated the information librarians need to make informed selections by connecting multiple vendors, fund balances and their entire consortium's catalogue to CCD, virtually eliminating cross-referencing, spreadsheets and messy forms. Discover how CCD was designed, developed, and delivered and how CCD can revolutionize acquisitions workflows in your library!

SESSION E2

NEOS Libraries and WorldCat Local

*Kieren Bailey, Canadian University College
Dan Mirau, Concordia University College of Alberta
Teneil Vuori, Red Deer College Library*

Interested in a complete resource discovery solution to increase library resource use? Some NEOS librarians have found the answer: WorldCat Local.

WorldCat Local provides a central index of metadata from multiple providers including EBSCO, ProQuest, Gale and CSA together with open access content for one search. One click access to third party full text and open access content from OALster, Hathi Trust and Google Books is provided.

Discussions will include the implementation of the WorldCat Knowledge Base for increased full text linking accuracy, a review of the extensive usage statistics, and the mobile version available without downloading apps.

Learn how the service enables libraries to redirect users from Internet services such as Google and Yahoo through web visibility. The use of WorldCat Local social tools such as lists, reviews, ratings, and the Facebook widget and Google gadget will also be presented.

Hear what your colleagues have to share.

SESSION E3

Engaging Customers Virtually

Genevieve Luthy and Julia Brewster, Calgary Public Library

In early 2011, the Calgary Public Library implemented the Virtual Library, a new department of Customer Services. The focus of the Virtual Library is to meet the expectations of a growing number of Calgarians using digital and virtual services, and ensure that the quality of these services equal that of those delivered in CPL's physical locations. In this session, Genevieve and Julia will talk about the challenges and opportunities of integrating virtual and digital services with traditional ones.

Resistance to ebooks: Reasons for User Dissatisfaction and Challenges of Overcoming Negative Impressions

Andrew Smith and Sheila O'Hare, School of Library and Information Science of Emporia State University

While ebooks offer many benefits to libraries, including space, usability, portability and accessibility, there are still many users who are resistant to adopting this technology. Resistance may arise from previous negative experience with earlier iterations of ebooks or lack of familiarity with technology or fear of damaging the device itself. Resistance is not limited to one age group or population, but can be found across a variety of demographics.

This presentation will look at some of the major reasons for resistance to ebook use, the challenges associated with overcoming negative impressions, and some suggested strategies for minimizing ebook difficulties and promoting ebook use across a variety of populations. It will also discuss proprietary and open-source software and hardware, issues of licensing and negotiation, and suggest new directions for ebook implementation.

Digital Preservation: Policy For and Management of a Technological Solution

Andrew Waller, Libraries and Cultural Resources, University of Calgary

Libraries have traditionally provided access to and taken responsibility for the long-term preservation of materials they acquire. This was a fairly clear duty in a print-dominated world but it is much less so in a digital-centred one.

Who takes on the job of digital preservation when there are no real physical items involved, when distributed content is accessed at a distance, when libraries often lease products rather than own them, when there are outside/commercial organizations involved in preservation-like activities, and when resources for even the most "basic" or "core" library operations are frequently stretched too far? What is needed in terms of policies and actions in order for digital preservation activities to take root?

Drawing on the experience of the Council of Prairie and Pacific University Libraries (COPPUL) Private LOCKSS Network (PLN), other PLNs, and different digital preservation initiatives, this session will examine and discuss this big issue, which is pertinent to all libraries and allied institutions (museums, archives, etc).

KEYNOTE ADDRESS (11:15AM - 12:15PM)

Kevin Franco, Enthrill Entertainment

Thrillerize: The Power of Transmedia Storytelling

[thrill•er•ahyz] - verb, -ized, -iz•ing.

1. To utilize transmedia storytelling methods such as social media, serial reading and audience participation to enhance the reader's enjoyment of a thriller genre book.
2. To apply the dance and/or wardrobe stylings of the famous Michael Jackson video, Thriller, to anything.

(Kevin will focus on the first definition)

University of Calgary Libraries and Cultural Resources

University of Calgary Libraries and Cultural Resources combines the expertise and services essential in providing full access to information in a variety of formats and media that support the teaching, learning and research mandates at the University and in the surrounding community. The new state-of-the-art Taylor Family Digital Library includes a museum, art galleries, photo collections, new media art, publishing, digital and printed resources, along with an expanded Learning Commons.

The University of Calgary Libraries and Cultural Resources has kindly sponsored the Thursday reception.



Mango Languages

With convenient remote access, a fun and engaging format, and ongoing support from the Mango promotional team, Mango Library Edition is one of the most effective, relevant and budget-conscious resources your library currently offers! Over 50 Languages to Learn including ESL courses. Iphone and Ipad compatible too!

Mango has kindly sponsored Thursday lunch and Friday coffee break.



Carr McLean

Proudly Canadian owned and operated, Carr McLean has been supplying library products to customers across Canada for more than 50 years. Whether you order online, via FAX or telephone, we are committed to providing you with the very best value and service possible.

Carr McLean has kindly sponsored Netspeed 2011 delegate name pouches.



Registration Information

Registration Fees

	Early Bird	Regular
TAL Members	\$225	\$340
Non-Members	\$365	\$465
Students	\$110	\$110

Preconference workshops are \$50.

Registration Process

To register for Netspeed 2011, please visit:
<https://albertalibrary.inviteright.com/netspeed2011>

Payment may be made by VISA, MasterCard, or cheque. Please note that if paying by credit card, the name "**Netspeed 2011**" will appear on your credit card statement.

Once you have completed the online payment process, you will receive an email from "Invite Right" confirming your registration. **This will be your official receipt.**

If paying by cheque, you may select the "invoice me later" option on the payment screen. Your registration will not be confirmed until your payment is received. Cheques should be made payable to "The Alberta Library". Please mail your cheque with a copy of the registration email you will receive from "Invite Right" to:

Netspeed 2011
c/o Comlinks Events
200, 10924 - 107 Avenue
Edmonton, AB T5H 0X5

Registration Deadlines

The **Regular** registration deadline is October 12, 2011.

The **Early Bird** registration deadline is September 18, 2011 and will be strictly adhered to.

Registration Policy

Registration fees include:

- access to the Thursday evening reception
- all keynote and conference sessions
- breakfast on October 20 and October 21
- lunch on October 20 and October 21
- all coffee/nutrition breaks

Conference fees **do not** include access to the preconference workshops. Delegates may register for a preconference workshop even if they don't register for the full conference.

Cancellation Policy

Requests for refunds or cancellations must be received in writing via fax, e-mail, or mail postmarked on or before September 18, 2011. Please allow sixty (60) days after the close of the conference for refunds. Refunds and cancellations will be subject to a \$30 (plus GST) administration fee. Refund requests postmarked after September 18, 2011, will not be honoured.

Substitution for a pre-registered attendee is permitted. Substitutions must be requested **in writing** by the registered delegate by October 12, 2011. A \$30 (plus GST) administration fee will be charged.

Conference Information

Conference Location and Host Hotel

The Carriage House Inn is conveniently located on Macleod Trail, close to the C-Train, major shopping centres, and just minutes from Calgary's downtown.

Carriage House Inn
9030 Macleod Trail S.
Calgary, Alberta T2H 0M4

The Carriage House Inn is offering a limited number of rooms at special rates starting at \$135 + taxes. This rate is available only until September 18, 2011. Reservations should be made by calling the hotel and referencing "The Alberta Library Netspeed Conference".

Toll Free: 1-800-661-9566 Direct: 403-253-1101
Fax: 403-640-7526 www.carriagehouse.net

Registration Desk

Delegate check-in at the Carriage House Inn will begin Wednesday, October 19, 2011. Delegates must check-in in person. Registration packages will be released only to the delegate whose name appears on the badge.

Registered delegates and speakers must wear their conference badges for access to all conference functions.

Delegates registered in preconference workshops can pick up their registration package at the hotel on Thursday, October 20.

Conference Registration/Information Desk Hours

Wednesday, October 19 3:00 pm - 6:00 pm

Thursday, October 20 7:30 am - 3:30 pm

Friday, October 21 7:30 am - 12:30 pm

Inquiries

Registration Inquiries: Caitlin McElhone, ComLinks Events
Phone: 780-448-5957
Fax: 780-428-1030
E-mail: netspeed@comlinks.ca

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Airport Transfer

The Carriage House Inn has a special rate with Associated Cabs (\$20 per person).

The Alberta Library reserves the right to revise the program as necessary.

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