

	1900 Fletcher Challenge Theatre	1700 Labatt Hall	1425 Repap Policy Room
9:00 - 9:30	Registration and Coffee Sponsored by  BOOKNET CANADA		
9:30 - 9:45	Opening Remarks		
10:00 - 10:45	<b><i>From Paper to eCatalogues</i></b> <i>The Complicated Problem of Replacing Something Simple</i> Jamie Broadhurst and Meghan MacDonald	<b><i>Feeding the Social Media Beast Without Getting Bitten</i></b> Kimberly Walsh & Hannah Classen	<b><i>Transmedia Writing and Producing Telling Stories in New Ways</i></b> Cynara Geissler, Kathleen Fraser, and John Maxwell
10:45 - 11:15	Break		
11:15 - 12:00	<b><i>The eBook Doctor</i></b> <i>Fixes and Tips for eBook Production</i> Amanda Lastoria	<b><i>New Playgrounds for Readers &amp; Writers</i></b> <i>Growing Online Book Communities</i> Mary Kellough, Nick Bouton, Julie Wilson, and Sean Cranbury	<b><i>Tools, Tips and Technology for Content Creation and Curation</i></b> Monique Trottier
12:00 - 1:00	Lunch Sponsored by  BOOKNET CANADA		
1:00 - 1:45	<b><i>The Business of eBooks</i></b> <i>Examining the Dramatic Changes in the eBook Business Over the Last Year and How Authors and Publishers Can Benefit From These Changes</i> Brendan Wilson	<b><i>Digital Reading Experiences</i></b> <i>Are Tablet and eReader Devices Making Us Dumber?</i> Haig Armen, Todd Sieling, and John Maxwell	<b><i>Writers Working With Publishers and Agents</i></b> Naomi Wittes Reichstein and Caroline Adderson
2:00 - 2:45	<b><i>Everything You Ever Wanted to Know About Library and Institutional Sales</i></b> Christoph Kapp	<b><i>Everything You Ever Wanted To Know About Google Books</i></b> Jenna Newman	<b><i>Everything You Ever Wanted to Know About Working in Publishing</i></b> Kevin Williams
2:45 - 3:00	Break – Coffee and Snacks Sponsored by  BOOKNET CANADA		
3:00 - 3:15	Round Table: Help Plan Session 5		
3:15 - 4:00		BarCamp-Style Pitch Sessions	
4:00 - 4:30	Wrap Up		