

| TIME       | MONDAY, FEB 10   | TUESDAY, FEB 11  | WEDNESDAY, FEB 12   | THURSDAY, FEB 13  | FRIDAY, FEB 14   |
|------------|--|--|---|---|--|
| 8:45 a.m.  | <b>FRONT MATTER:</b> Review of week & facilities<br><i>K. Hanson, S. Norman &amp; J. Maxwell</i>   | <b>FRONT MATTER:</b> Check-in and intro to the day's theme<br><i>K. Hanson, S. Norman &amp; J. Maxwell</i> | <b>FRONT MATTER:</b> Check-in and intro to the day's theme<br><i>K. Hanson, S. Norman &amp; J. Maxwell</i>  | <b>FRONT MATTER (8:30):</b> Check-in and intro to the day's theme<br><i>J. Bland, S. Norman &amp; J. Maxwell</i>  | <b>FRONT MATTER:</b> Check-in and intro to the day's theme<br><i>J. Bland, S. Norman &amp; J. Maxwell</i>  |
| 9:00 a.m.  | <b>TOPIC OF THE DAY</b><br>FACULTY: <i>K. Hanson</i>   | <b>TOPIC OF THE DAY:</b><br>Learning from the customer base<br>FACULTY: <i>R. Husseini</i>                 | <b>TOPIC OF THE DAY:</b> Data and the Editor<br>FACULTY: <i>N. Provonost</i>  | <b>INTERVIEW + GROUP DISCUSSION (8:45)</b><br>Ask Us Anything: Writer and Publisher Perspectives<br>FACULTY: <i>C. Baker &amp; J. Bland</i>                     | <b>INTERVIEW</b><br>Data Lessons: How a Newsletter Can Shape a Book<br>FACULTY: <i>J. Bland &amp; E. Abdelmohammed</i> (via Skype)                         |
|            | <b>PRESENTATION (9:15)</b><br>Data Writ Large<br>FACULTY: <i>N. Genner</i>   |  |   |   |  |
| 10:15 a.m. | <b>COFFEE BREAK</b><br>(Sponsored by <i>Simon &amp; Schuster Canada</i> )  | <b>COFFEE BREAK (10:00)</b><br>(Sponsored by <i>CISP</i> )   | <b>COFFEE BREAK</b><br>(Sponsored by <i>Simon &amp; Schuster Canada</i> )   | <b>COFFEE BREAK (10:00)</b><br>(Sponsored by <i>Penguin Random House</i> )  | <b>COFFEE BREAK</b><br>(Sponsored by <i>FCAT</i> )   |
| 10:30 a.m. | <b>PRESENTATION</b><br>You're Holding it Wrong: An Introduction to Data Scepticism<br>FACULTY: <i>S. Collinson</i>                         | <b>PRESENTATION</b><br>Data in monetization<br>FACULTY: <i>Roanie Levy</i>                                 | <b>PRESENTATION (10:45)</b><br>What's Behind a Resurgence in Books Coverage<br>FACULTY: <i>J. Pereira &amp; J. Broadhurst</i>   | <b>PANEL + Q&amp;A (10:15)</b><br>What the Audience Wants: Data in Books Media, Libraries, and Festivals<br>FACULTY: <i>L. Hurtig, S. Ozirny &amp; J. Jared</i> | <b>PANEL + Q&amp;A (10:45)</b><br>What We Don't Know: Uncertainty in the Data Age<br>FACULTY: <i>J. Bland, J. Broadhurst, L. Paterson &amp; J. Pereira</i> |
| 11:30 a.m. | <b>PRESENTATION</b><br>Some Things You Need to Know About Accessibility in Publishing<br>FACULTY: <i>S. Collinson &amp; N. Genner</i>      | <b>PRESENTATION</b><br>Trends in Content Consumption: digital, print, audio<br>FACULTY: <i>N. Genner</i>   |   | <b>PANEL + Q&amp;A (11:15)</b><br>Data and Dilemmas in Bookselling<br>FACULTY: <i>H. Atleo, K. McKinnon &amp; L. Paterson</i>                                   |  |
| 12:00 p.m. | <b>LUNCH (12:30)</b> —Faculty brainstorm the afternoon's challenge (HC 2065)   | <b>LUNCH (12:30)</b> —Faculty brainstorm the afternoon's challenge (HC 2065)                               | <b>LUNCH</b> —Faculty brainstorm the afternoon's challenge (HC 2065)  | <b>LUNCH</b> —Faculty brainstorm the afternoon's challenge (HC 2065)  | <b>LUNCH AND MENTOR MEETS (2065 + 2ND FLOOR)</b>   |
| 1:30 p.m.  | <b>PRESENTATION</b><br>Shifts in Content Consumption Impacting Retail/Educational Use of Data<br>FACULTY: <i>K. Hanson &amp; N. Genner</i> | <b>PRESENTATION</b><br>The Education Market and Data<br>FACULTY: <i>R. Linka</i>                           | <b>PANEL (1:00)</b><br>Authors engaging with readers<br>FACULTY: <i>R. Harding, D. Kalla &amp; T. Boteju</i>  | <b>PRESENTATION (1:00)</b><br>The Next Book: Using Data to Shape New Projects<br>FACULTY: <i>L. Paterson</i>  | Summit wrap-up, class discussion   |
| 2:30 p.m.  | <b>GUIDED CLASS DISCUSSION</b>   | <b>AFTERNOON GROUP CHALLENGE</b><br>Groups break for challenge<br>MPUB BREAK OUT ROOMS + HC 1600           | <b>AFTERNOON GROUP CHALLENGE (2:00)</b><br>Groups break for challenge<br>MPUB BREAK OUT ROOMS + HC 1600   | <b>AFTERNOON GROUP CHALLENGE (2:15)</b><br>Groups break for challenge<br>MPUB BREAK OUT ROOMS + HC 2270   |  |
| 4:00 p.m.  | <b>MPUB MEDIA PITCHES (3:15-4:30)</b><br>ROOM 2065   |  | Discussion of groups' findings  | Discussion of groups' findings  |  |
| 5:00 p.m.  | <b>MENTOR MEETS (4:30-5:30)</b><br>2065 + CASUAL SPACES ON 1ST AND 2ND FLOORS  | <b>MENTOR MEETS (2065 + 2ND FLOOR)</b>   | <b>MENTOR MEETS (2065 + 2ND FLOOR)</b>  | <b>MENTOR MEETS (2065 + 2ND FLOOR)</b>  |  |
| EVENING    | <b>DEAN'S RECEPTION</b> (Sponsored by the Faculty of Communication, Art & Technology)<br><b>6:00-8:00 P.M.</b><br>TECK GALLERY             | <b>FREE EVENING</b>  | <b>CHERIE DIMALINE + ANGELA STERRITT</b><br>Reno or Rebuild Reception (with ABPBC)<br><b>7:00 P.M.</b> (DOORS AT 6:30 PM) ROOM 1400/10<br><b>8:30 P.M.</b> ROOM 1420/30 | <b>PIZZA &amp; BEER</b> (Sponsored by Penguin Random House)<br><b>6:00 P.M.</b><br>ROOM 2065  |  |

**NOTE:** Unless otherwise noted, events are located in room HC 1600