

CLA Montreal Chapter and CASLIS present a workshop you can't miss!

Prepare to Defend your Website!

Website Performance Measurement

How is your website doing?

Learn how to:

- Prove you are using your website to offer better service
- Ensure your website remains accountable
- Secure resources to make your website go forward

Who should attend?

- Are you involved with website content, design, and strategy?
- Do you want tips and tricks to maximize your web presence?
- Do you need to justify your website to upper management and stakeholders?
- Are you just interested in library websites?

Then join us!

Presenter: Kelly Kubrick, MBA and owner of www.onlineauthority.com, is an experienced consultant in internet performance measurement. Kelly oversaw the planning and launching of websites for brands such as TIME, Sports Illustrated, People, and Fortune. Kelly will use live examples of attendees' own websites to illustrate how to measure your own website's performance, report progress and show results.

Where:

McGill Library Cyberthèque
Redpath Library Building (Basement level)
3459 McTavish Street

When:

Tuesday, November 24th, 2009
From 1:00 p.m. to 4:00 p.m.

COST

CLA Members: \$25
Non-Members: \$45
CLA Student Members: Free
Student non-members: \$5

Payment by cash or cheque (payable to the Canadian Library Association) will be accepted at the door.

**Register before Friday, Nov.20th
by contacting Leticia Cuenca**

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