

UBC Library

Colloquium: *Harry Potter, Brands of Magic*

Hosted by the David Lam Library

Oct. 29, 12:30 pm – 2 pm
9th Floor, Henry Angus Building
2053 West Mall, UBC Vancouver campus
RSVP to hp.colloquium@ubc.ca by October 26

A diverse panel of speakers discuss the impact and influence of the Harry Potter series on the city and people of Vancouver.

This event will be live-tweeted via [@ubclibrary](https://twitter.com/ubclibrary).
Guests can share their tweets about the colloquium at [#harrypotterubc](https://twitter.com/harrypotterubc)

ABOUT THE PANELISTS

GISÈLE BAXTER

Gisèle Baxter has taught in the English Department at the University of British Columbia since 1997. Her teaching and research interests include dystopian/post-apocalyptic texts, the Gothic inheritance in literature and popular culture, children's/young adult fiction, and British Modernism. She is co-editor



of *Blast, Corrupt, Dismantle, Erase: Contemporary North American Dystopian Literature*, and of the forthcoming *The Matter of Murder: Murderous Acts, Cultural Contexts, Canadian Literary Media*. Professor Baxter will address some aspects of the development of the Harry Potter community, in particular as it coincided with significant and rapid advances in internet technology and social media, enabling a variety of communities (both adult and adolescent/pre-adolescent) and of forms of fanfiction (both canonical and alternate-universe) to emerge.

<http://faculty.arts.ubc.ca/gmbaxter/>
[@DrGMBaxter](https://twitter.com/DrGMBaxter)

JAMIE BROADHURST

Jamie Broadhurst is Vice-President, Marketing for Raincoast Books, the Canadian publishers of the *Harry Potter* series in Canada from 1998 until 2010. Broadhurst was educated at the University of Toronto and is an Adjunct and Visiting Professor for the Publishing Program at Simon Fraser University. He has worked in the publishing industry for twenty years including working with Macmillan Canada, John Wiley & Sons and Douglas & Macintyre, before finally joining Raincoast in 2004 where he now heads up the marketing department. Broadhurst is the former president of the national organization Word on the Street, a member of the National Reading Campaign and currently is a



director of the Vancouver Public Library Foundation. His son was born six weeks prior to the release of the final *Harry Potter* book. They are currently reading the series together.

Jamie will explore how the dynamics of a blockbuster changed the landscape of reading in Canada, what caused this transformation and what has been the impact on the generation of Harry Potter readers.

<http://www.raincoast.com>
[@RaincoastBooks](https://twitter.com/RaincoastBooks)

KEVIN MCNEILLY

Kevin McNeilly is an Associate Professor in the Department of English at the University of British Columbia, where he teaches on contemporary literatures, cultural studies and media aesthetics. He is also a researcher with the International Institute for Critical Studies in Improvisation. His scholarly and critical writing includes work on television drama and popular culture, popular music, jazz, and poetry and poetics. Professor McNeilly blogs about art and culture at *Frank Styles* (frankstyles.blogspot.ca) and at *Flow, Fissure, Mesh* (flowfissuremesh.com) and has published a book of poems, *Embouchure* (Nightwood Editions, 2011). For audio, video, poetry and more, please visit his website, kevinmcneilly.ca.



Professor McNeilly will share his insights on how the Hogwarts world – which actively and bemusedly shuns communications and media technology – advocates for the return of manuscript and elocution, of embodied speech and writing, embedded as it is within the non-magical, Muggle world.

<http://www.kevinmcneilly.ca>
[@therealmcneilly](https://twitter.com/therealmcneilly)

JUDITH SALTMAN

Judith Saltman is Professor at the University of British Columbia's School of Library, Archival & Information Studies. She teaches courses in children's and young adult literature and public library services for youth, and chaired the University's multidisciplinary Master of Arts in Children's Literature Program for



two decades. Her publications include: *Picturing Canada: A History of Canadian Children's Illustrated Books and Publishing* (with Gail Edwards) winner of the International Research Society of Children's Literature Book Award; *Modern Canadian Children's Books*; *The Riverside Anthology of Children's Literature*; and *The New Republic of Childhood: A Critical Guide to Canadian Children's Literature in English* (with Sheila Egoff).

Professor Saltman will speak about Harry Potter's Family Tree, positioning the series in the historical context of children's literature genres and publishing.

<http://faculty.arts.ubc.ca/jsaltman/>

PHYLLIS SIMON

Phyllis Simon is the founder and co-owner of Kidsbooks, Canada's largest children's bookstore, celebrating 32 years in business as an independent. With two locations in Vancouver and North Vancouver, Kidsbooks has been a strong supporter of literacy endeavours and has been promoting and encouraging reading amongst children, teens and adults. Phyllis' career in books began as a children's librarian with the Burnaby and Vancouver Public Libraries from 1973-1983. She is the wife of Dr. Art Hister, mother of two fabulous sons, and grandmother of two remarkable little book-lovers!



Phyllis will share with us the impact that Harry had on children's enthusiasm for reading, the bookselling community, and its consequence the publishing focus on fantasy and children's literature.

<http://www.kidsbooks.ca/>
@Kidbooks_dotca

ABOUT THE MODERATOR

DARREN DAHL

Darren Dahl is the Senior Associate Dean – Faculty, Director of the Robert H. Lee Graduate School, and the B.C Council Innovation Professor at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behavior, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Management Science*, and *Journal of Consumer Psychology*. He currently is editor-in-chief of the *Journal of Consumer Research* and serves on the editorial board of the *Journal of Marketing Research*, *Journal of Marketing*, and the *International Journal of Research in Marketing*.



Professor Dahl teaches courses in Consumer Behavior, Marketing Research, and Strategic Marketing Analysis at the undergraduate, MBA, and executive education levels. He has won awards for both his research (e.g., Sauder School of Business Senior Research Award) and his teaching (e.g., 3M Teaching Fellow, Economist Business Professor of the Year) efforts.

<http://www.sauder.ubc.ca>
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