



PHILIPPINE ASSOCIATION OF ACADEMIC/RESEARCH LIBRARIANS, INC.

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08 February 2018

Dear Colleagues:

The Philippine Association of Academic/Research Librarians, Inc. (PAARL) will be holding the 2018 Summer Conference with the theme "**User Experience (UX) Matters! : Looking at Library Services from a User Perspective**" on 25-27 April 2018 at Fersal Hotel, Puerto Princesa City, Palawan.

The conference aims to gather insights on how library users perceive library services, collections, facilities, and spaces. By gathering insights directly from the library users, academic and research librarians would have a better understanding of actual user needs and demands, thus, enabling librarians to craft highly responsive and effective strategies and plans.

CPD Points and CHED endorsement are being processed for this conference.

The total conference fee is PHP7,500 pesos broken down as follows:

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|---|------------------|
| Registration fee inclusive of meals (3 lunches, 3 morning and afternoon snacks), conference kit, handouts, and certificates payable to the Philippine Association of Academic/ Research Librarians, Inc., BPI Family Savings Bank branch, Account number: 005951-0782-06 . (note: minimal charges may apply for inter-branch deposits) | P6,100.00 |
| Accommodation for three (3) days, two (2) nights (triple sharing) at Fersal Hotel, Puerto Princesa with complimentary breakfast, payable directly to the hotel. Cheque payments must be made payable to Westfront Hotel Services Corporation . (note: PAARL, Inc. shall not be liable for any issues/problems arising from accommodation payments made directly to the hotel.) | P1,400.00 |

Pre-registration is required to help facilitate arrangements with the hotel. Online registration form is available at <https://goo.gl/4yFWrZ>.

For inquiries, please contact the undersigned.

May we also request wide dissemination of this invitation to your colleagues and friends.

Thank you and we look forward to your continued support and participation.

Very truly yours,

FERNAN R. DIZON, PH.D.

Vice-President and Chair, Conference Committee

Noted by:

CHITO N. ANGELES

President