

NETNOCON 2026
GLOBAL NETNOGRAPHY CONFERENCE




İZMİR UNIVERSITY
OF ECONOMICS



SOCIAL PROGRAM NETNOCON 2026

Read this before
registration!



İzmir, Türkiye | June 17 - 19, 2026
Conference Theme: Cultural Crossroads



**30 YEARS OF NETNOGRAPHY
ONE GLOBAL COMMUNITY
JOIN US AT #NETNOCON26**



HOTEL

CONFERENCE HOTEL SWISSÔTEL BUYUK EFES, İZMİR



Swissôtel Büyük Efes İzmir is our official conference hotel for NETNOCON2026 participants. Located in the very heart of the city centre, the hotel overlooks the iconic Kordon promenade and the Izmir bay, placing guests within easy reach of the city's cultural, culinary and coastal highlights. It offers both comfort and convenience in a setting that reflects Izmir's spirit.

The conference get-together on Day 0 will take place at the conference hotel. Importantly, **all official conference transportation will operate only from this hotel.** Daily shuttle services to and from the Izmir University of Economics (IUE) campus (available only for hotel guests), as well as transport to the Gala Dinner and Community Track activities (except Flavor Crossroads) included in your registration, will depart only from the conference hotel. Participants staying elsewhere will need to arrange their own transport from their accommodation to the conference hotel.

Special Conference Rates (taxes and service charge included)

Room Only	Bed & Breakfast
• Single: EUR 120	• Single: EUR 130
• Double: EUR 120	• Double: EUR 150
• Triple: EUR 180	• Triple: EUR 200

Booking link: <https://www.swissotelbuyukefesizmir.com/tr/>

Promo code: Without breakfast: NETCOR1, with breakfast: NETCORB1

Hotel cancellation policy: 50% refund until April 15, 2026, 20% refund until May 15, 2026. From May 16, 2026 onward, the full amount will be charged as a no-show fee.

We strongly encourage participants to reserve their accommodation early to benefit from both convenience and preferential pricing. Limited rooms available.

Address:

Swissôtel BUYUK EFES,
Gaziosmanpaşa Bulvarı No: 1 35210
Alsancak, Konak İzmir



[swissotelbuyukefesizmir.com](https://www.swissotelbuyukefesizmir.com)





COMMUNITY TRACK ACTIVITIES

JUNE 17 - 19 | 2026

We have community tracks to explore the city's culture, followed by a lively Happy Hour – the perfect chance for mingling, networking, and setting the tone for an exciting week!

Community Track activities offer participants a unique opportunity to explore İzmir's rich culture, history, and creativity through guided, small-group experiences.

Attendance is limited, and each track will close once capacity is reached. Community Tracks are offered as optional add-ons and are not included in the conference registration fee. Community Tracks can only be added during the conference registration process and cannot be selected later as add-ons. You can add guests (also only during the registration process). You will be able to choose one of the tracks during registration for you and up to three guests.



DAY 0

COMMUNITY TRACK ACTIVITIES

TUESDAY | JUNE 16 | 2026

2:00-4:00 PM

To help participants experience Izmir's cultural crossroads, we offer four Community Tracks: **Flavor Crossroads**, **Artisan Crossroads**, **Faith Crossroads**, and **Historic Crossroads**. Please review the description of each track carefully before registering.

Important: Placement is first-come, first-served. If a track does not reach the minimum number of participants, it will be cancelled and your payment will be transferred to another confirmed track; refunds will not be issued.

Community Tracks must be selected during the conference registration process and cannot be added later (up to three guests may be included). Please note that activity times may be subject to minor adjustments.

1

FLAVOR CROSSROADS

@İZMİR UNIVERSITY OF ECONOMICS -
DEPARTMENT OF CULINARY ARTS

Learn how to prepare a traditional Turkish dish with expert chefs. You'll cook, taste, and explore the cultural stories behind the cuisine. Includes all ingredient costs, use of all cooking utensils and instruction from a professional chef. Participants are responsible for their own transportation. Fee: €35



2

ARTISAN CROSSROADS

KIZLARAĞASI HANI (OLD BAZAAR), THE
COPPERSMITHS' BAZAAR AND THE ANTIQUE
MARKET

Walk through Izmir's historic artisan districts and meet local craftspeople. Discover traditional techniques in copperwork, antiques, and handmade goods. Includes round-trip transportation from the conference hotel, a professional guide, and all entrance fees. Fee: €35



DAY 0

COMMUNITY TRACK ACTIVITIES

TUESDAY | JUNE 16 | 2026

2:00-4:00 PM

3

FAITH CROSSROADS

SACRED SITES & SHARED SPACES

Visit a synagogue, mosque and cathedral to experience İzmir's rich religious diversity and learn how different faith communities coexist in the city. Includes round-trip transportation from the conference hotel, a professional guide, and all entrance fees.
Fee: €35



4

HISTORIC CROSSROADS

İZMİR'S LANDMARKS

Discover İzmir's key historical sites, including Saat Kulesi (Clock Tower), the Agora, and the Asansör (Historic Elevator), while learning about the city's layered past. Includes round-trip transportation from the conference hotel, a professional guide, and all entrance fees.
Fee: €35



DAY 0

OPENING HAPPY HOUR

TUESDAY | JUNE 16 | 2026

FROM 07:00 PM

VENUE: SCAPPI RESTAURANT AT SWISSÔTEL BUYUK EFES, İZMİR

Join us for an informal opening gathering at Scappi. Recognized in the Michelin 2025 and 2026 Recommendation List and awarded 2 Hats in the Gault & Millau Turkey Guide 2024 & 2025 located **on the stunning rooftop of the Swissôtel İzmir (conference hotel)**. Scappi offers guests a flavorful journey, presenting carefully selected flavors inspired by Italy's rich culinary culture, all against the magnificent backdrop of the Izmir Bay.

The menu includes a variety of dishes such as risotto, fresh pasta, pizza prepared with the freshest ingredients, as well as original recipes for desserts. Additionally, Scappi stands out with its extensive selection of local and imported wines.

We have reserved the elegant lounge area to create a relaxed setting perfect for networking, meaningful conversations, and reconnecting with colleagues and friends.

Guests are welcome. Please note that participation, including transportation to the venue, is at your own expense. **For those staying at the conference hotel, just take the lift to the ninth floor!**

Address:

Swissôtel BUYUK EFES,

Gaziosmanpaşa Bulvarı No: 1 35210 Alsancak, Konak, İzmir



<https://www.swissotelbuyukefesizmir.com/restaurants-and-bars/scappi/>



MICHELIN
2025



MICHELIN
2026



DAY 2

GALA DINNER

THURSDAY | JUNE 18 | 2026

7:00-11:00 PM

VENUE: BELLA VISTA

We invite you to an unforgettable evening at one of the most breathtaking seaside venues overlooking the sparkling Izmir Bay.

Guests will be able to select their preferred menu option **during registration**, choosing from vegetarian or vegan–gluten-free selections, and enjoy an exquisite four-course dinner showcasing the rich flavors of Turkish cuisine through carefully crafted dishes designed to surprise and delight the palate.

Before the gala dinner, you can take part in one of the hands-on workshops showcasing traditional Ottoman craftsmanship:

- **Ceramic making:** Shape natural clay by hand and learn traditional techniques used for centuries to create decorative pottery.
- **Carpet weaving:** Experience the art of traditional Turkish weaving by practicing knotting techniques used in carpet production.
- **Paper marbling:** Create unique floating color patterns on water and transfer them onto paper using the marbling method.
- **Tile painting:** Paint traditional Ottoman-inspired motifs onto ceramic tiles while discovering the symbolism and design heritage behind this historic art form.

And that's only the beginning—many more surprises await throughout the evening. Join us for an inspiring celebration of culture, creativity, and connection... a night you will truly never forget.

All gala dinner activities are included in your registration fee. You can purchase up to three guest tickets with your registration. **Transportation for the gala dinner will be provided only from the conference hotel.**

Address:

Turan, 1649. Sk. No:93, 35540 Bayraklı/İzmir



<https://bellavistaevent.com/>



DAY 3

CLOSING RECEPTION

FRIDAY | JUNE 19 | 2026

5:30-7:30 PM

CLOSING RECEPTION AT THE İZMİR UNIVERSITY OF ECONOMICS

We will conclude our conference with a relaxed closing gathering on campus, featuring delicious finger foods, refreshing drinks, and a friendly atmosphere designed for informal networking, conversation, and celebration.

The closing reception is included in your registration.



**İZMİR UNIVERSITY
OF ECONOMICS**

Address:

İzmir Ekonomi Üniversitesi
Sakarya Caddesi No:156
35330 Balçova - İzmir



<https://www.ieu.edu.tr>



DAY 4

EPHESUS CITY TOUR (OPTIONAL) SATURDAY | JUNE 20 | 2026

FULL DAY TRIP (EXACT DEPARTURE AND RETURN TIMES TBA)

EPHESUS CITY

1H20MIN (87KM) FROM IZMIR 

Exploring Ephesus is a unique opportunity to walk through one of the best-preserved ancient cities in the world, offering deep insight into the cultural, religious, and intellectual life of the Roman and early Christian eras. More information about Ephesus [here](#). This unforgettable journey allows you to experience history where it happened, guided by experts who bring the past vividly to life.

The Ephesus city tour is offered as an optional add-on and is not included in the conference registration fee. It can only be added during the conference registration process. You can book the tour for yourself and up to three guests.

INCLUDED

- Two-way transportation to hotel
- Professional guide
- Ephesus archaeological site
- Ephesus experience museum
- Aristocrats site terrace houses

Fee: €105 per person

ADDRESS

Atatürk, Efes Harabeleri, 35920 Selçuk/İzmir



[Directions](#)



IMPORTANT DATES



March 4, 2026

Deadline for at least ONE author to register

April 18, 2026

Early bird conference registration ends

May 13th, 2026

Registration closes



17-19 JUNE 2026
#NETNOCON26
IZMIR, TURKIYE



IZMIR UNIVERSITY
OF ECONOMICS

Registration link: <https://apply.ieu.edu.tr/netnocon/>



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www.netnocon.org



netnocon-conference



netnocon



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