

# COCA 2015 – Education Program - Details

(as of May 23/15)

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## **Education Session #1 – Choice of Sessions**

**Tuesday, June 9 – 9:30 – 10:30 am**

### **1.1**

#### **Programming 101 – Where to begin?**

Tuesday, Jun 9 - 9:30 am

**Room:** SCC7

**Presenters:** Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA  
Kristina Wilkins, Programming Manager, Sheridan College SU

**Audience:** New Programmers – student leaders & staff

#### **Description:**

Starting from scratch! This is a must attend session for all delegates who are new to the world of campus programming. This series of 3 Programming sessions will provide you with a strong foundation for a successful programming year. The first session will provide an overview of campus programming, and will review, in detail: campus resources, working with budgets, building schedules & timelines, and understanding some important rules & by-laws you'll need to keep in mind when programming.

### **1.2**

#### **Events & Marketing: The Chicken or The Egg?**

Tuesday, Jun 9 - 9:30 am

**Room:** SCC5

**Presenters:** Chris Green, Manager, Marketing & Communications, Brock University SU  
Curtis Bell, Event Programmer, Brock University SU

**Audience:** Student Leaders and Staff dealing with Marketing and/or Events

#### **Description:**

Events and Marketing are intrinsically linked. During this session we will discuss the process from event idea to marketing/promotion creation and execution. We will discuss where things can go wrong and how to best keep communications open between departments.

### **1.3**

#### **Clubs 101 - Everything you need to know to run an effective clubs department on your campus**

Tuesday, Jun 9 - 9:30 am

**Room:** SCC3

**Presenters:** Michael Wooder, Student Life Development Coordinator, McMaster University SU

**Audience:** Campus Clubs Coordinators/Managers – student leaders & staff

#### **Description:**

Inspiring self-directed student life enhancement: Why your Clubs system can (*and should*) be the most important service you offer your students.

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1.4

## **Inspiring Others to Lead**

Tuesday, Jun 9 - 9:30 am

**Room:** SCC6

**Presenter:** Gayle Spencer, PhD, Director, Illinois Leadership Center, University of Illinois at Urbana-Champaign

**Audience:** Veteran Programmers / Managers

### **Description:**

Inspiring others to lead begins with each of us. What does it take to be a leader that transforms others to be the best they can be? In this session, we will explore what it takes to inspire others, and develop a plan to work on being more transformative leaders for others.

## **Education Session #2 – Choice of Sessions**

**Tuesday, June 9 – 10:45 – 11:45 am**

2.1

## **Programming 102 – Venue & Talent Requirements**

Tuesday, Jun 9 - 10:45 am

**Room:** SCC7

**Presenters:** Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA  
Anna Hilliar, Programming & Events Manager, AMS of UBC Vancouver

**Audience:** New Programmers – students/staff

### **Description:**

This session continues where the Programming 101 session left off. This second of three sessions will cover how to put together show offers, how to read and understand performance contracts & hospitality riders, and how to negotiate with agents. We'll also discuss payment deposits, venue set-up, and review basic technical requirements for any event. Whether you're putting together a big budget show, or a small scale event – you'll be sure to pick up some helpful hints from this session.

2.2

## **Marketing Confidently Through Brain Science: a neuroscience approach to marketing**

Tuesday, Jun 9 - 10:45 am

**Room:** SCC5

**Presenter:** (via video conference)  
Diana Lucaci, CEO, Founder of True Impact Marketing; and Canadian Chair,  
Neuromarketing Science and Business Association (NMSBA)

**Audience:** Marketing Staff, Event Programmers

### **Description:**

Neuroscience and biometrics technologies complete the big picture by measuring a customer's gut feeling reaction to a package or an environment. This results in highly predictive, never-be-seen insights. Join us to learn about:

- The science of motivation and the latest methods of measuring customer intelligence
- Neuroscience tips for marketing effectively in the digital space
- Designing better packaging and a better customer experience in store
- The impact of physical and printed media on the brain.

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## 2.3

### **Student ideas need cash! Support student club leader ideas & initiatives through Grant Funding.**

Tuesday, Jun 9 - 10:45 am

**Room:** SCC1

**Presenters:** Rose Martin-Baumgartner, Campus Clubs Manager, NAITSA

**Audience:** Campus Club Coordinators/Managers; stakeholders involved with Student Affairs.

**Description:**

The NAITSA Club Funding Model is presented in this session. Students are at the grass roots level of knowing what their peers like and want to do but typically do not have the funds to run events. Through funding we can support their creative ideas, fundraisers and initiate involvement and engagement at the student level. This presentation shares the funding model and the logistics NAITSA has used for the past 4 years.

## 2.4

### **Risk Management for Campus-wide Events**

Tuesday, Jun 9 - 10:45 am

**Room:** SCC3

**Presenters:** Jim Henry, CCIB, Senior Account Executive, HUB International Limited

**Audience:** Programmers – student leaders & staff

**Description:**

From the perspective of campus events, many with alcohol involved, this session will cover liability, insurance and how to protect your student association and your students.

## 2.5

### **Making an Event, an EVENT!**

Tuesday, Jun 9 - 10:45 am

**Room:** SCC6

**Presenter:** Brian Gardner, Assistant Dean of Students & Director of Student Involvement, Maryville University of Saint Louis & Chair, NACA Board of Directors

**Audience:**

**Description:**

Don't just hope it happens! Come learn the 5 E's of truly making your event, an EVENT on your campus.

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## Education Session #3 – Choice of Sessions

**Tuesday, June 9 - 1:45 – 2:45 pm**

### 3.1

#### **This PA's for You**

Tuesday, Jun 9 - 1:45 pm

**Room:** SCC5

**Presenter:** Chuck Erman, General Manager, Camrose Regional Exhibition

**Audience:** New event programmers

#### **Description:**

A hands-on session for new student delegates. During this hour we will demonstrate the assembly of a small PA system, plus review the basic technical jargon that is used in contract riders. We will teach you how to read a technical rider, what each term means so that one may better understand the production necessary for your venue. If you are presently unsure what a snake, truss, genie or gaffer means. This session is a must for you.

### 3.2

#### **Advanced Social Media – Gathering and Using Consumer Intelligence**

Tuesday, Jun 9 - 1:45 pm

**Room:** SCC7

**Presenter:** Brian Siddle, Director of Community & Content, Strong Coffee Marketing

**Audience:** Delegates in marketing, communications, public relations, management

#### **Description:**

Social media allows marketers to gain intelligence on their audiences, markets and competitors. Savvy organizations can use this data to fine tune their social media strategy. This session will explore ways to collect intelligence, how to interpret this data and the impact it can have on day to day social media activity.

### 3.3

#### **Risk Management for Campus Clubs**

Tuesday, Jun 9 – 1:45 pm

**Room:** SCC1

**Presenters:** Jim Henry, CCIB, Senior Account Executive, HUB International Limited

**Audience:** Campus Clubs Coordinators/Managers – student leaders & staff

#### **Description:**

Campus Clubs provide a unique risk. There are often hundreds of them on a given campus and they are all planning events and programs for their members. This session will help you to deal with educating your club leaders on issues such as liability, insurance and how to protect your school, your central student association, and club members from unnecessary risks.

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## 3.4

### **Attracting Top Talent**

Tuesday, Jun 9 - 1:45 pm

**Room:** SCC3

**Presenter:** Matt Rolfe, CEO, Barmetrix

**Audience:** All delegates

#### **Description:**

This session will: Introduce a system for attracting top talent and weeding out imperfect candidates; Address the benefits of targeted, promise-driven training over supplying endless manuals; and Teach supervisors how to measure outcomes, not checklists of rules for staff.

## 3.5

### **Building Great Boards and Governance for Your Association or Committee**

Tuesday, Jun 9 - 1:45 pm

**Room:** SCC6

**Presenters:** Toby Cummings, Executive Director, National Association for Campus Activities

**Audience:** All Delegates

#### **Description:**

Working with volunteers to move your organization and its mission forward is no easy task. In this session we will explore tried and true methods of organizational governance and committee effectiveness that will result in volunteer leader success. Many leaders have seldom worked in a volunteer board or committee environment where they are primarily responsible for the outcome. At the conclusion of our time together you will walk away with a volunteer leadership handbook template that will help get you started toward great governance in any volunteer-driven organization.

## **Education Session #4 – Choice of Sessions**

### **Wednesday, June 10 - 9:30 –10:30 am**

## 4.1

### **Programming 103 – Executing the Event**

Wednesday, Jun 10 - 9:30 am

**Room:** SCC7

**Presenters:** Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA  
Curtis Bell, Event Programmer, Brock University SU

**Audience:** New Programmers – students/staff

#### **Description:**

This is the third of three sessions put together to help you understand the basics of campus programming. In this final session we'll talk about event promotion, advancing an event, show execution, show settlements, and we'll highlight the importance of the work that happens once an event is done. We'll be sure to leave lots of time for questions – this is your chance to clarify any outstanding questions you have about event planning & talent booking!

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4.2

### **Can We Collaborate: The blueprint to planning a successful regional Marketing “Meet-Up”**

Wednesday, Jun 10 - 9:30 am

**Room:** SCC3

**Presenters:** Chris Green, Manager, Marketing & Communications, Brock University SU  
Steve Kosh, Manager, Marketing & Communications, Mohawk College SA

**Audience:** Marketing officers – student leaders and staff

**Description:**

In 2013 five (5) Marketing Managers wanted to do the unthinkable....work with other schools to share best practices and ideas on how to best engage and reach students on our respective campuses. During this session we will give you the blueprint on how to execute your own Marketing “Meet-up”.

4.3

### **Building Bridges - Developing Effective Partnerships for Campus Clubs**

Wednesday, Jun 10 - 9:30 am

**Room:** SCC1

**Presenters:** Michael Wooder, Student Life Development Coordinator, McMaster University SU

**Audience:** Campus Clubs Coordinators/Managers – student leaders & staff

**Description:**

This session is designed to help you help your clubs work most effectively with partners on campus - international, athletics, and others. Managing people, money, time and risk, we will explore the management of resources in supervising countless student-led clubs on your campus.

4.4

### **Advising Student Organizations**

Wednesday, Jun 10 – 9:30 am

**Room:** SCC6

**Presenter:** Gayle Spencer, PhD, Director, Illinois Leadership Center, University of Illinois at Urbana-Champaign

**Audience:** All student leaders and staff

**Description:**

This session will focus on three key components of student organization advising: understanding the roles & responsibilities of advisors; exploration of risk management and ethical challenges associated with advising student organizations; and training and transitions of officers and members. Participants will have an opportunity to engage in dialogue around real student organization advising issues and increase their capacity for serving as more effective advisors. Participants will receive resources which will enable them to offer advisor trainings on their own campuses.

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## 4.5

### **Crossing Into The Neutral Zone : Working with International Artists**

Wednesday, Jun 10 - 9:30 am

**Room:** SCC5

**Moderator:** Tim Fraser, Events & Activities Programmer, Fanshawe SU / Murdoch Music Mgmt.

**Panelists:** Chris Wynters, Executive Director, Alberta Music, Edmonton AB  
Brian Gardner, Maryville University of Saint Louis & Chair, NACA Board of Directors  
Greg Curtis, Tooth Blackner Presents, Calgary AB  
Baldeep Randhawa (Mohawk College/Burlington Sound of Music Festival)

**Audience:** All Delegates - Programmers, Artists, Music Industry Reps

**Description:**

Booking acts from around the globe can be an exciting moment in any promoter's life. Our panel of music industry veterans will go over the ups and downs, including pointing out some pitfalls you will want to avoid when bringing international acts to your campus

### **Education Session #5 – Round Table Hot Topics**

Wednesday June 10 - 10:45 - 11:45 am

**Room:** Alpine Lakes Room (Emerald, Amethyst, Morraine, Maligne)

**Topics & Presenters:**

- 1 – Icebreakers, Energizers, Activities and Introductions! - Dr. Justine Shuey
- 2 - Tricks of the Marketing Trade - Chris Green
- 3 - The Ace of Clubs: super ideas for successful campus groups - Michael Wooder
- 4 - Live Music on Campus: what's in your schedule? - Al Legault
- 5 - Programming for a Captive Audience: fun& games at lunch - Tim Fraser
- 6 - Programming Lite: events without alcohol - Kevin Masterson
- 7 - Good Governance: tips & best practices - Toby Cummings
- 8 – What's with the New Pres? Issues of campus leadership - Gayle Spencer
- 9 – What Did You Say? Better communications with your members - Brian Gardner
- 10 – Stepping up: volunteering for COCA - Bill Kitchen & Earle Taylor

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## Education Session #6 – Choice of Sessions

**Wednesday June 10 - 1:45 – 2:45 pm**

### 6.1

#### **Diversity & Awareness Programming**

Wednesday, Jun 10 – 1:45 pm

**Room:** SCC5

**Presenters:** Dr. Justine Shuey – Sexologist  
Jason Moseley, Chair, COCA National

**Audience:** Programmers – student leaders & staff

#### **Description:**

This session will outline the importance of creating programs on campus that appeal to more than just the lowest common denominator. Groups like mature students, foreign students, LGBTQ students, disabled students and anyone else deserving of a positive campus experience who may often be overlooked.

### 6.2

#### **Creative Content: Catching Attention & Making an Impact**

Wednesday, Jun 10 - 1:45 pm

**Room:** SCC6

**Presenter:** Steve Kosh, Marketing & Communications Manager, Mohawk College SA

**Audience:** Marketing Officers – student leaders and staff

#### **Description:**

Let's talk about using creative mediums to reach your student audience via logs, blogs and other mind blowing marketing tactics to make a lasting impression!

### 6.3

#### **The three R's of Club Volunteers: Recruitment, Recognition & Retention**

Wednesday, Jun 10 - 1:45 pm

**Room:** SCC3

**Presenter:** Maureen Workman, Clubs Manager, SA MacEwan University

**Audience:** Campus Clubs Coordinators/Managers – student leaders & staff

#### **Description:**

This session is designed to explain the importance of our biggest volunteer component on our campuses .... our Club Volunteers and Executives. Club volunteers form the backbone of many student organizations and need to be treated and respected for the ways in which they enhance student life and student engagement on our campuses. These students are often our movers and shakers on campus and bring to light many important issues affecting our students.



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### 6.4

#### **Dealing with Campus Programmers - the proper way to treat them: how to be ethical and still be in this business**

Wednesday, Jun 10 - 1:45 pm

**Room:** SCC1

**Presenter:** Dan Valkos, Associate Rep on the COCA Board

**Audience:** Primarily COCA Associates but all delegates are welcome

**Description:**

This session will talk about how to, and how not to, deal with campus programmers such as: getting upset with them will not accomplish anything, and positive motivations. We will discuss frustrations in being an agent and how to make better connections with your campus customers.

### 6.5

#### **The Road Less Traveled: life after campus programming**

Wednesday, Jun 10 - 1:45 pm

**Room:** SCC7

**Moderator:** Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA

**Panelists:** Chuck Erman, General Manager, Camrose Regional Exhibition

Greg Curtis, Tooth Blackner Presents, Calgary AB,

Josh Boser, Promoter Representative, The Union Ltd.

Mike Anderson, Executive Producer, Trixstar Productions

**Audience:** **Programming staff & student leaders graduating this year**

**Description:**

Campus programming provides a great foundation for future success in the events field. Learn how to leverage your experiences with campus programming to find and create new jobs. Hear from a panel of industry experts (and COCA alumni) as they share their stories of taking the road less traveled to achieve their goals.

## **Education Session #7 – Choice of Sessions**

### **Thursday June 11 - 9:30 – 10:30 am**

#### 7.1

#### **The Building Blocks of Volunteer Culture**

Thursday, Jun 11 - 9:30 am

**Room:** SCC5

**Presenters:** Deborah Lam, Programming & Promotions Manager, Wilfrid Laurier University SU

Kaipa Bharucha, VP Programming & Services, WLUSU - Waterloo

Kaela Roemmele, VP Programming & Services, WLUSU - Brantford

**Audience:** All Delegates

**Description:**

Come learn how Wilfrid Laurier University is ranked #1 in the world by LinkedIn for its volunteerism. The student and staff programmers at the Wilfrid Laurier University Students' Union will host this session to discuss how to build an effective volunteer culture on your campus, and how to KEEP one. This session will explain our volunteer structure as well as the strategies we use in order to provide students with numerous volunteer opportunities.

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## 7.2

### **Social Media: Protecting Your Personal & Professional Brand through Guidelines & Best Practices**

Thursday, Jun 11 - 9:30 am

**Room:** SCC3

**Presenters:** Jenny Lau, Communications & Engagement Manager, NAITSA

**Audience:** Marketing Staff

**Description:**

During this session we will work through best practices in protection your personal and professional brands on social media. We will look at Social Media Guidelines, best practices, and talk about the awareness and responsibility that social media requires for you to be successful.

## 7.3

### **Smoothing the Rocky Road: Agent - Programmer Relations**

Thursday, Jun 11 - 9:30 am

**Room:** SCC7

**Moderator:** Al Legault, Campus Events Director, McMaster University SU

**Panelists:** Joel Baskin, The Feldman Agency  
Stef Purificati, The Agency Group  
Jeff Hyman, Degy Booking

**Audience:** Booking Agents & Event Programmers (student leaders & staff)

**Description:**

What are the challenges, obstacles, and tips for booking artists on campus? This panel will shed light on building a better relationship with the agents you will deal with when booking your shows!

## 7.4

### **Sponsorship 101: what a good sponsorship request looks like**

Thursday, Jun 11 - 9:30 am

**Room:** SCC1

**Presenter:** Jessica Gorassi, Sr. Account Manager, Campus Intercept

**Audience:** All delegates

**Description:**

This session will cover the following: How to manage the client relationship; How to strategically select partners - demos, avoiding campus exclusivity agreements; Limitations of sponsorship; Importance of sponsorship; How much easier / bigger it can make your events; and What are sponsors looking for.

## 7.5

### **Like A Boss! Learn The Art of Being Assertive To Get What You Want!**

Thursday, Jun 11 - 9:30 am

**Room:** SCC6

**Presenter:** Nova Browning Rutherford, Personal Development Coach/Speaker

**Audience:** All delegates welcome

**Description:**

Make an impression that puts you in a position of power! Learn to TELL versus ASK, silence the negative self-talk, get clear and get what you want! Discover foolproof icebreakers, craft a killer 'elevator speech' and perfect your networking fundamentals! Attend this hands-on, BS-free, ed session using humour and craazaay life experience to develop confidence from the inside out!

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## **Education Session #8 – Educational Keynote – Lisa Orrell**

(with CMHA Delegates)

**Thursday June 11 – 10:45 – 11:45 pm**

**Room:** Mayfield Dinner Theatre

### **Lisa Orrell**

Lisa Orrell is globally recognized as The Generations Relations & Leadership Expert. As such, she's the author of four top-rated books on Amazon: *Millennials Incorporated*; *Millennials into Leadership*; and *Boomers into Business*. Her fourth book, *Your Employee Brand is in Your Hands*, was released in April 2014 and was recently named a finalist in *ForeWord Magazine's* 17th Annual Book Awards competition.

## **Education Session #9 – Choice of Sessions**

**Thursday June 11 – 1:45 - 2:45 pm**

### **9.1**

#### **Bar Managers / Programmers Panel**

Thursday, Jun 11 - 1:45 pm

**Room:** SCC7

**Panelists:** Adam Koch, Kitchen Manager, Sheridan College SU  
Bill Kitchen, Events Programmer, Algonquin College SA  
Joanna Pesta, Manager, Programming & Events, SA Mount Royal University  
Rod Castro, Business Operations Manager, Carleton University SA

**Audience:** **Programmers & Campus Bar Managers**

#### **Description:**

A rare opportunity to peer into the world of the Campus Event as seen through the shared eyes of your facility manager and the campus programmer. Please bring your ideas to this panel discussion and learn how the synergies of these roles are vital to producing a successful event in your campus bar.

### **9.2**

#### **Marketing Open Session: What Did You Learn / What Where You Hoping To Learn / What is Left to Discuss**

Thursday, Jun 11 - 1:45 pm

**Room:** SCC6

**Presenters:** Chris Green, Manager, Marketing & Communications, Brock University SU  
Steve Kosh, Manager, Marketing & Communications, Mohawk College SA

**Audience:** Marketing officers – student leaders and staff

#### **Description:**

We will close off the Marketing Education Sessions by holding an open forum style session. We want to know what you thought was good about the sessions we presented, what you were hoping to learn or see and talk about anything left on the table that we didn't cover or the group wants to hash out.

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## 9.3

### **Music Licensing: what you need to know**

Thursday, Jun 11 - 1:45 pm

**Room:** SCC3

**Presenters:** Tim Hardy, Member & Industry Relations, SOCAN  
Serge Cassano, Licensing Rep, Re:Sound Music Licensing Company

**Audience:** All delegates

#### **Description:**

Music plays an integral role in setting the atmosphere of your event, contributing to attendance, revenue, and overall success where music is used. This seminar will help organizers to understand what licenses may be required in order to use music for campus activities in order to take advantage of the benefits music brings to their events.

## 9.4

### **True Colors – learning about you**

Thursday, Jun 11 - 1:45 pm

**Room:** SCC5

**Presenter:** Brian Gardner, Assistant Dean of Students & Director of Student Involvement,  
Maryville University of Saint Louis & Chair, NACA Board of Directors

**Audience:** All delegates

#### **Description:**

True Colors is an exercise in self-confidence and communication! Learn more about yourself and about others – then use that knowledge to communicate more effectively.

## **Education Session #10 - Steal This Idea**

**Friday June 12 – 11:15 am - 12:15 pm**

### **Steal This Idea**

Friday Jun 12 – 11:15 am

**Room:** Mayfield Dinner Theatre

**Host:** Jenna Earnshaw, Events Assistant Manager, AMS of UBC

#### **Description:**

Your fellow delegates from various schools across Canada will be presenting campaigns, events and ideas developed at and unique to their campuses. This is your chance to see their work in action so you can steal their ideas and take them back to your campus!

#### Topics & Presenters:

1. Humber College - tba
2. University of Lethbridge - Bring us Your Losers
3. SAIT – Student Mental Health Initiatives
4. University of British Columbia - UBC Winter Classic
5. Red River College - Beyond Borders
6. Western University – One Love