

# COCA 2015 – Education Program

(as of May 23/15)

## Education Program – Summary

Sponsored by FACTOR / Canada

### Education Session #1 – Choice of Sessions Tuesday, June 9 - 9:30 – 10:30 am

- 1.1 Programming 101 – Where to begin? – Ken MacLeod (Algonquin) & Kristina Wilkins (Sheridan) – SCC7
- 1.2 Events & Marketing: The Chicken or The Egg – Chris Green & Curtis Bell (Brock) – SCC5
- 1.3 Clubs 101 - Everything you need to know to run a clubs dept. – Michael Wooder (McMaster) – SCC3
- 1.4 Inspiring Others to Lead – Gayle Spencer (Univ. of Illinois at Urbana-Champaign) – SCC6

### Education Session #2 – Choice of Sessions Tuesday, June 9 - 10:45 – 11:45 am

- 2.1 Programming 102 – Venue & Talent – Ken MacLeod (Algonquin) & Kristina Wilkins (Sheridan) – SCC7
- 2.2 Marketing Confidently Through Brain Science: A Neuroscience approach to Marketing – Diana Lucaci (True Impact Marketing) via video conference – SCC5
- 2.3 Student ideas need cash! A model for Club Funding – Rose Martin-Baumgartner (NAIT) – SCC1
- 2.4 Risk Management for Campus Events – Jim Henry (HUB International Limited) – SCC3
- 2.5 Making an Event, an EVENT! - Brian Gardner (Maryville Univ. of St. Louis) – SCC6

### Education Session #3 – Choice of Sessions Tuesday June 9 – 1:45 - 2:45 pm

- 3.1 This PA's for You – Chuck Erman (Camrose Regional Exhibition) – SCC5
- 3.2 Advanced Social Media – Gathering Consumer Intelligence – Brian Siddle (Strong Coffee Mktg.) – SCC7
- 3.3 Risk Management for Campus Clubs – Jim Henry (HUB International Limited) – SCC1
- 3.4 Attracting Top Talent- Matt Rolfe (Barmetrix) – SCC3
- 3.5 Building Great Boards & Governance for your Organization – Toby Cummings (NACA) – SCC6

### Education Session #4 – Choice of Sessions Wednesday, June 10 - 9:30 – 10:30 am

- 4.1 Programming 103 – Executing the Event – Ken MacLeod (Algonquin) & Curt Bell (Brock) – SCC7
- 4.2 Can We Collaborate on Marketing?- Chris Green (Brock) & Steve Kosh (Mohawk) – SCC3
- 4.3 Building Bridges - Developing Effective Club Partnerships - Michael Wooder (McMaster) – SCC1
- 4.4 Advising Student Organizations – Gayle Spencer (Univ. of Illinois at Urbana-Champaign) – SCC6
- 4.5 Crossing Into The Neutral Zone: Working with International Artists - Tim Fraser (Fanshawe) – SCC5

### Education Session #5 – Round Table Hot Topics Wed. June 10 - 10:45 - 11:45 am – Emerald Lakes

### Education Session #6 – Choice of Sessions Wednesday, June 10 - 1:45 –2:45 pm

- 6.1 Diversity & Awareness Programming - Dr. Justine Shuey – Sexologist & Jason Moseley (COCA) – SCC5
- 6.2 Creative Content: Catching Attention & Making an Impact - Steve Kosh (Mohawk) – SCC6
- 6.3 Recruitment, Recognition & Retention of Club Volunteers – Maureen Workman (MacEwan) – SCC3
- 6.4 Dealing with Campus Programmers: the Proper Way to Treat Them - Dan Valkos – SCC1
- 6.5 Life After Programming Panel – Ken MacLeod (Algonquin) – SCC7

### Education Session #7 – Choice of Sessions Thursday June 11 - 9:30 – 10:30 am

- 7.1 The Building Blocks of Volunteer Culture – Deborah Lam (Laurier) – SCC5
- 7.2 Social Media: Protecting Your Personal & Professional Brand – Jenny Lau (NAIT) – SCC3
- 7.3 Agent - Programmer Relations Panel – Al Legault (McMaster) – SCC7
- 7.4 Sponsorship 101: good sponsorship requests – Jessica Gorassi (Campus Intercept) – SCC1
- 7.5 Like A Boss! The Art of Being Assertive & Get What You Want! – Nova Browning Rutherford – SCC6

### Education Session #8 – Keynote: Lisa Orrell Thur. June 11 – 10:45 – 11:45 am – Mayfield Theatre

### Education Session #9 – Choice of Sessions Thursday June 11 - 1:45 – 2:45 pm

- 9.1 Bar Managers / Programmers Panel – COCA & CHMA Members – SCC7
- 9.2 Marketing Open Session: What Did You Learn? – Chris Green (Brock) & Steve Kosh (Mohawk) – SCC6
- 9.3 Music Licensing: what you need to know – Tim Hardy (SOCAN) & Serge Cassano (Re:Sound) – SCC3
- 9.4 True Colors: learning about you - Brian Gardner (Maryville Univ. of Saint Louis) – SCC5

### Education Session #10 - Steal This Idea Friday, June 12 - 11:15 am - 12:15 pm – Mayfield Theatre Presentations by: Humber College, Univ. of Lethbridge, SAIT, UBC, Red River College, Western University.