

Programming Stream • Prince of Wales**PROGRAMMING 101 WHERE TO BEGIN?**

This is a must attend session for all delegates who are new to the world of campus programming. This is the first in a series of 3 Introduction to Programming sessions that will provide you with a strong foundation for a successful year. The 101 session will provide an overview of campus programming, and will review in detail: campus resources, working with budgets, building schedules & timelines, and understanding important rules & by-laws while planning your events.”

Kenneth MacLeod • Manager of Theatre Operations & Hospitality Services, Algonquin SA

Curtis Bell • Programmer, Brock University Student Union

Marketing Stream • Duke of Albany**SOCIAL MEDIA BEST PRACTICES**

The good, the bad, and the ugly of social media. Discussion will include; social media branding strategies, growth strategies, content publishing, and how to connect with your audience.

Luis Guerrero • Dply.com

Clubs Stream • Duke of Albany**HOW TO BUILD A STRONG STUDENT LEADER**

“You’re a leader. And you’re a leader. And you’re a leader. Everyone’s a leader!”

Channel your inner Oprah and share the word with your students that they are all leaders! Diving into open conversations, this interactive session will help you discover definitions to what leadership looks like on your campus, tools to help you and your students stay motivated and ways to celebrate the awesomeness of each individual involved.

Haley Myatt • Mount Saint Vincent University

Professional Development Stream • Duke of Connaught**EVENT FINANCIAL LITERACY**

Make the most of your events by gaining greater understanding of basic event financial and accounting practices. Learn how to maintain event financial records, estimate reliable budget goals, and protect the financial investment of your event.

Kendra Matheson • Communications Officer Fanshawe College

General Stream • Suite 300**SUSTAINABILITY ON CAMPUS**

Through sustainability education programs, innovative initiatives, and even a greener campus, Mohawk College is taking strides to be a leader in sustainability. Learn how their program can impact your campus.

Alan Griffiths • Mohawk

Programming Stream • Prince of Wales**PROGRAMMING 102 VENUE & TALENT REQUIREMENTS**

This session continues where the Event Programming 101 session left off. This session will review in detail: how to build show offers, how to read & understand performance contracts & hospitality riders, and how to negotiate with agents. We’ll also discuss payment deposits, venue set-up, and basic technical requirements for any event. Whether you’re putting together a big budget show, or helping to plan a small scale event.

Kenneth MacLeod • Algonquin SA

Haley Myatt • Mount Saint Vincent University

Marketing Stream • Duke of Albany**TALKING TO THE MEDIA - THE GOOD THE BAD & THE UGLY...**

How to professionally talk to the media from beginning to end. The pro’s and con’s. Overall media management.

Elaine Gamble • Fanshawe & **Veronica Barahona** • Centennial

Clubs Stream • Duke of Albany**CLUB ONLINE SYSTEM MANAGEMENT**

At UWaterloo, our clubs host over 6,000 events a year through the use of our on-line form. Come out while we walk you through our processes to ensure each event is conducted safely and successfully. We'll also be discussing the future goals of our club system strategy which focuses on cutting out even more paperwork and streamlining processes for our student groups.

Jake Riesenkonig & Dave McDougall

Professional Development Stream • Duke of Connaught**HOW TO MANAGE YOUR TEAM**

Inspire, motivate, and lead your team to greatness.

Dave Schwartz • Executive Director - Reputation and Brand Management, Fanshawe College

General Stream • Suite 300**THE BUILDING BLOCKS OF VOLUNTEER CULTURE**

Come learn how Wilfrid Laurier University is ranked #1 in the world by LinkedIn for its volunteerism. In this session we 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.

Kelsey Richard • Laurier

Education Session #3

1:45 pm – 2:45 pm • 3rd Floor

Programming Stream • Prince of Wales**SIMPLE PA SET-UP**

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.

Andy Rensen • Western University & **Josh Try** • Western University

Marketing Stream • Duke of Albany**UNDERSTANDING YOUR BRAND**

Understanding how others view your brand, how you differentiate from other brands, how to give your target what they need and want. How to create trust and develop audience loyalty.

Jeff Lohnes

Clubs Stream • Duke of Albany**CLUB MARKETING ON A DIME**

Need some great ideas on low cost/no cost club marketing?

Cameron Wathley

Professional Development Stream • Duke of Connaught**TIME MANAGEMENT**

Work piling up? No time for you? Here are some helpful tools and tips to open up your schedule.

Western University Learning Skills

General Stream • Suite 300**BUILDING EFFECTIVE RELATIONSHIPS BETWEEN YOUR SA AND YOUR SCHOOL ADMIN**

Every student association has one very similar reality - we are a part of a bigger organism and community on Campus. That community is rooted in the Scholastic Institution and the focus of those institutions is to provide higher education not necessarily the programming the student associations need/want to provide. Building effective relationships with the Administration can make both of your collective lives better.

Jeff Armour • Western University & **Special Guest from Western University**

Programming Stream • Prince of Wales**PROGRAMMING 103 EXECUTING THE EVENT**

The final session in the three part series. In this session we will discuss advancing the event, promotions, show execution, and settlements.

Kenneth MacLeod • Algonquin SA

Kristina Wilkins • Sheridan College

Marketing Stream • Duke of Edinburgh**STREET TEAM BEST PRACTICES**

Do you have a Street Team? Why? Pay them? Volunteers? Job descriptions? Roles? Expectations?

How do you maintain them?

Zach Rychlik • Mohawk

Kevin Masterson • Fanshawe

Clubs Stream • Duke of Albany**CLUB PARTNERSHIPS AND SPONSORSHIPS**

Having a difficult time pushing your clubs to the next level? In this session learn how to provide clubs with the tools they need to seek funding and support for events and initiatives from campus partners. This session will also focus on how to build and seek partnerships inside your institution and address how to utilize cost-effective marketing as well as the do's and don'ts for marketing club events & posters.

Devin Hurst

Veronica Barahona

Professional Development Stream • Duke of Connaught**MENTAL HEALTH IMPACT ON STAFF**

We'll take the mask off the mental wellness of educators and professionals to look at the innermost thoughts of adults, barriers to mental wellness and recurring themes. This is important to normalize and externalize the conversation around mental wellness, appreciating that educators – just like students – struggle sometimes.

Nova Browning Rutherford

General Stream • Suite 300**TRENDS IN LIVE MUSIC INDUSTRY**

This session will discuss the ongoing changes in the live music industry and how programmers can best adapt to the changing market. Discuss how to build your industry network to and use it to create a successful career in the live music industry.

Tim Fraser

Brandon Eedy

Jeff Hyman

Craig Cardiff

Programming Stream • Prince of Wales**MENTAL HEALTH INITIATIVES**

We'll deep dive into different ways on campus to ignite the conversation around mental health, keeping every budget in mind. Provides passive and active ways of managing stress, anxiety, and seeking help when needed.

Jordan Axani

Marketing Stream • Duke of Albany**MARKETING REPORTS**

In this session, we'll explore how to measure the effectiveness of your digital marketing, learn how to read the data you collect, and talk about how you can use this information to improve your marketing efforts.

Jordon Hallawell • Brock

Clubs Stream • Duke of Albany**HOW TO SUPPORT STUDENTS THROUGH THEIR OWN MENTAL HEALTH**

Will you recognize a student in distress? This session will help you to identify the signs and help the student get the assistance they need.

Fanshawe College Counselling and Accessibility Services

Professional Development Stream • Duke of Connaught**LESS STRESS IN THE WORKPLACE**

Are you in a constant juggle of people's moods and attitudes? Have you lost your creative energy? This session will touch on personal & professional transitions (relationship dynamics, new routines) and how we experience and respond to stress they cause at work. As a campus and workplace wellness expert, Nova will offer advice and tools for reducing stress for yourself and your colleagues including: how to create opportunities to listen, showing strength in vulnerability, relating and empathizing, balancing self-care and care for peers, and more.

Nova Browning Rutherford

General Stream • Suite 300**"CAN I COUNT ON YOU?" – IMPROVING THE RELIABILITY OF YOUR LEADERSHIP TEAM**

Andy offers useful and immediately applicable advice for improving reliability. Through his insights, Andy demonstrates how increased reliability improves one's time management, creates successful events, and inspires TRUST in leaders!

With all student leaders and teachers balancing their time between school, family and work commitments, this program can transform how your team organizes their priorities!

Andy Thibodeau



MATTY MATHESON

Matty Matheson has transformed from early New Brunswick beginnings to the newly appointed face of the TV chef. The only difference is, Matheson hasn't followed the regular trajectory and his show *Dead Set On Life*, certainly doesn't fall under the constraints of what you expect a food-driven show to be. Now in its third season on VICELAND, the half-hour series sees Matty travelling the world, meeting friends old and new, while paying homage to the people, the dishes and the culture in each location he visits along the way.

A graduate of Humber College in 2003, Chef Matheson rose quickly through the culinary ranks having spent time at Le Select Bistro, La Palette and the unique one-table only dining experience at Oddfellows.

In 2010, Matheson along with Oddfellow founders, The Social Group, opened Parts & Labour in Toronto's Parkdale neighborhood. Shortly after, The Social Group, Matheson, and a newly appointed team of event experts launched P&L Catering, bringing Matheson's rogue culinary experiences to venues across the city. This was quickly followed by

the launch of *The P&L Burger* in 2013 after being named Toronto's best by CMT's *Burger Wars*. His relationship with VICE began in 2013 with the internet series, *Hangover Cures* where Matty and friends would scout locations to alleviate the previous night's choices. In 2014, *Keep It Canada* was born and the six episode series took viewers to amazing food destinations in the Great North to meet fellow chefs, foragers, and other food industry stars.

Reimagined in 2016, the show became *Dead Set On Life* and was one of the first original series on the newly minted VICELAND television network. Since its debut, Matheson's skill set and charisma have propelled him to internet superstardom with a dedicated social media following (190K Instagram followers). Matheson has been featured in *Bon Appetit*, *Complex*, *Highsnobiety*, *National Post*, and *Toronto Life*. Other appearances include *Last Call with Carson Daly*, AOL's *BUILD Series*, *MTV Canada*, *Canada AM*, *Global TV* and *Breakfast Television*.

With a newborn baby at home, a heavy event and promotional schedule, consulting for a variety of restaurants and a cookbook in the works, Matheson keeps up an ambitious appetite.

Programming Stream • Prince of Wales**PROGRAMMING FOR THE BAR**

What works for pub programming at your school? Come find out!

COCA & CHMA

Marketing Stream • Duke of Albany**HOW TO MARKET**

How marketing has changed / events / adapting / pubs dying / food services - overall how to market in the current student world.

Baldeep Randhawa • Algonquin College

Clubs Stream • Duke of Albany**CLUB AT THE PUB**

This session will help you explore ways to help your pub and your clubs by planning a cool event in the campus bar.

CHMA

Professional Development Stream • Duke of Connaught**BUDGETING BETWEEN BAR EVENTS - SPLITTING COSTS**

Who pays for what? And Why? Find out how other schools split their event costs with regard to staffing and programming.

CHMA & COCA

General Stream • Suite 300**EVENT SPONSORSHIP : WHAT A GOOD SPONSORSHIP REQUEST LOOKS LIKE**

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?

Jennifer Jesson • Campus Intercept

Programming Stream • Prince of Wales**TIME MANAGEMENT**

Having a tough time balancing school, your job with the SA, and time for yourself? This session will teach you some tools and tricks to free up that hectic schedule!

Western University Learning Skills

Marketing Stream • Duke of Albany**SOCIAL MEDIA INTERACTIVE WORKSHOP**

Should I indulge in social media advertising? What is new and useful in marketing to my students?

Zach Rychlik, Baldeep Randhawa, Jesse Harding & Craig Cardiff

Clubs Stream • Duke of Albany**EXPLORING DIFFERENT CLUB DEPARTMENTS (PANEL)**

Find out what other schools are doing and get your two cents in as well!

Panel

Professional Development Stream • Duke of Connaught**THE IGENERATION**

iGeneration students are growing up with a highly sophisticated media and computer environment and will be more internet savvy and expert than their Gen X and Gen Y forerunners. This session will help professionals better understand how this generation thinks, acts, and the best way to get through to them.

Lexie Ward & Max Stossel

General Stream • Suite 300**THE ART OF BEING ASSERTIVE**

“You teach people how to treat you.” But many people hesitate to ask for what they want because of a fear rooted in the hypothetical of “what if?”. This silence can lead to breakdowns in relationships, career paths, peer pressure and more, all because nothing was said. Nova worked in the hip-hop industry for over a decade, a space where wallflowers get stomped out. Learn how to silence your ‘inner evil twin’, and 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, session using humour and real life experience to develop confidence from the inside out!

Nova Browning Rutherford

STEAL THIS IDEA

Your fellow delegates from various schools 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!

STEAL
THIS IDEA

