



COCA 2018 Central Regional Conference Education Program Courtyard & TownePlace Suites Toronto Northeast, Markham, ON

Educational Keynote

Thursday, October 8th, 6:30 to 7:30 pm

Markham Ballroom

Mindful Communication

Jonathan Miller

In an increasingly fast-paced and complex world, Jonathan sees the need for a major shift in the way we communicate with one another. So, Jonathan founded Mindful Communication: a social enterprise focused on creating a more communicative and connected world. Mindful Communication brings together ancient mindfulness techniques, mindset coaching principles, and proven communication methodologies to deliver impactful programs that change the way individuals think about and practice communicating.

As a speaker, coach and trainer, Jonathan is dedicated to empowering others to communicate mindfully. He truly believes that the quality of our relationships determines the quality of our life, and communication is the main ingredient. Growing up, he was never taught to fully express himself or hear others in a way that fostered connection. He is now committed to sharing his newfound passion for clear communication using his world-class training methodology.

Education Sessions #1 – Choice of 3

Friday, Nov 9th, 10:45 - 11:45 am

Session 1-1

Programming 101: Winter Semester

Congrats, you made it through your fall semester and it's on to the next one! This session will provide an overview of campus programming, and will review campus recourses, working budgets, building schedule & timelines, and understanding important rules & by-laws while planning your events. We will go through how to build show offers, how to read/understand performance contracts & hospitality riders and how to negotiate with agents. We'll touch on advancing your event, promotions, show execution and settlements.

Presenters:

Kelsey Richard, Programming & Promotions Manager, Wilfrid Laurier University Students' Union
Riley Miller, Bar & Events Manager, University of Lethbridge Students' Union

Session 1-2**Targeting a Student Audience on Social**

Are you reaching students through your social channels? Do they even care? Check out this session for a comprehensive look at how you can form meaningful connections online with generations Y to Z and make your messages click.

Presenter: Amanda Sinasac, Digital Marketing Coordinator, St. Clair Student Representative Council

Session 1-3**Clubs 101**

Wondering how you can better manage or support your clubs? This session will review in detail the best practices you can make to club finances, club events, club administration, as well as ratification.

Presenter: Hibo Ahmed, Clubs Manager, Brock University Students' Union

Education Sessions #2 – Choice of 3

Friday, Nov 9th, 12:00 noon - 1:00 pm

Session 2-1**Variety is the Spice of Life**

You booked your frosh concert, now what?? Find out how Variety acts and artists can round out your programming year. There is a little something here for everyone to enjoy.

Presenters:

Kevin "Beef" Masterson, Events & Activities Manager, Fanshawe Student Union

Tim Fraser, Artist Management & Talent Buyer, Murdoch Entertainment & Degy Entertainment

Session 2-2**How to Deal with Club Conflict**

Going over how to deal with club conflicts in different scenarios. This will include club conflicts with the community, Clubs Coordinator, Faculty, and clubs with other clubs.

Presenters:

Sienna Benson, Clubs & Communities Coordinator, Algonquin Students' Association

Dave McDougall, Director of Campus Life, University of Waterloo Federation of Students

Session 2-3**Networking 101**

Learn some networking tips. Discover why networking is a useful tool. Be prepared for a lot of interactions, conversations and talking - just like a real networking event!

Presenter: Glenna Thomas, Student Life Coordinator, Seneca College

Education Sessions #3 – Choice of 3**Friday, Nov 9th, 3:00 - 4:00 pm****Session 3-1****Say Goodbye to 5% Voter Turnout**

Why spend so much time and energy on elections campaigns only to have less than 10% voter turnout! Elections are around the corner, so check out this session if you're looking to change your voter % game. This session will go over building campaigns, but also how to make it easy for students to vote for the candidates!

Presenter: Andy Hall, Manager, Marketing & Communications, Niagara College SAC

Session 3-2**Programming During a Crisis**

We often plan for the excitement of a successful year never anticipating the emergence of an on-campus crisis. In the moment of the unexpected we must respond to the events at hand. But as a crisis evolves, there is work that must continue. How are our programming methods and messages impacted? What changes must be made for service to continue. In this session, we'll examine a number of potential campus crisis' and what the impact can mean for your planning and services and how changes must be made to keep things moving.

Presenters:

Riley Miller, Bar & Events Manager, University of Lethbridge Students' Union
Tyler Hetherington, Events & Programs Coordinator, Fanshawe Student Union

Session 3-3**Risk Management for Club and Societies**

There are serious risks to student organizations that promote and ratify student clubs. This session will discuss risk management options that are available and what you can do to help decrease those risks.

Presenter: Dawn Murray, Campus Groups Coordinator, Ryerson Students' Union

Education Session #4 – Roundtable Discussions**Saturday, Nov 10th, 12:00 noon - 1:00 pm**

Topics: Campus Clubs / Workplace Culture / Let's Talk Swag / Winter Bookings / Campus Marketing.

Education Sessions #5 – Choice of 3**Saturday, Nov 10th, 2:45 - 3:45 pm****Session 5-1****Mental Health on Campus – Starting the Conversation**

Exploring the mental health needs of students on campus with interactive ideas and discussions.

Presenter: Rachel Wong, Mental Health & Wellness Promoter, Seneca College

Session 5-2

Engaging Campus Communities

This will be an interactive session on how to engage with different communities on campus and an industry perspective on trends and colleges vs universities.

Presenters:

Kiran Raju, Senior Advisor, Campus Engagement, Campus Vibe
Steve Mattar, Manager, Campus Operations, Seneca Student Federation

Session 5-3

A Closer Look at Advocacy

There are many definitions of advocacy and much debate exists regarding which one is the most appropriate to use. Having a definition of advocacy is necessary so that we have something to refer to, to check against and to encourage discussion about what we are doing.

Presenters:

Samir Abdi, Manager, Campus Operations, Seneca Student Federation
Nicole Lentini, Coordinator, Seneca Student Federation

Education Sessions #6 – Choice of 3

Saturday, Nov 10th, 4:00 - 5:00 pm

Session 6-1

Basic PA/AV Setup

Learn the ins and outs of audio system setup to get your small to medium-sized events up and going!

Presenter: Josh Try, Event Support Coordinator, Western University Students' Council

Session 6-2

Attracting, retaining, and rewarding sponsors

In this session we will discuss how to attract sponsors to your event, communicate with them before, during, and after the event, what motivates a sponsor to come to your event, and what keeps them coming.

Presenters:

Craig Berry, Sponsorship & Advertising Manager, University of Alberta Students' Union
Victoria Berry, Manager, Communications, Grain Farmers of Ontario

Session 6-3

The Burnout Gamble: Achieve More by Beating Burnout & Building Resistance

Students across the country are working and studying longer hours and harder than ever before, leaving very little time for much else. One could argue that they are living through a dark age of stress, and highly susceptible to burnout, largely due to the changing roles of work, school, and technology in their lives. So how can you begin to achieve an equilibrium that supports your physical, emotional and mental well-being? This talk explores the transition one must make from overachiever to high performer and provides a system for identifying what stage of burnout you're experiencing as well as strategies for overcoming it.

Presenter: Hamza Khan, Managing Director, Student Life Network

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