

COCA 2016 Central Regional Conference

Fleming College – Peterborough, ON

Detailed Schedule



Thursday, November 10th

12:00 noon - 6:30 pm	Registration	Hotel Lobby / Tarragon
4:30 pm – 5:30 pm	Dinner on your Own	
5:30 pm – 7:00 pm	Welcome Reception Sponsored by: ACL Student Benefits / We Speak Student	Riverside / Bernie's
6:00 pm – 6:30 pm	Special Showcase - The Ault Sisters	Riverside / Bernie's
7:00 pm - 7:30 pm	Break	
7:30 pm	Bus to Fleming College	
8:00 pm – 11:30 pm	Mainstage Showcase 1. Ferraro 2. Ginger Ale & The Monowhales 3. Pieter Oliver 4. The Alpacas 5. LITEYEARS	The Steele Centre
11:30 pm	Bus to Holiday Inn	

Friday, November 11th

9:00 am - 5:00 pm	Registration in COCA office	Tarragon Room
8:30 am - 9:30 am	Breakfast	Garden Court
9:30 am – 9:45 am	Break	
9:45 am - 10:45 am	Educational Sessions #1 LOW BUDGET / NO BUDGET EVENT IDEAS Programming & Events Stream Are you struggling to come up with engaging, fresh programming on a shoestring budget? Come learn how to put together a dynamic and successful calendar of events while working with a small budget. Presenter: Curtis Bell • Event Programmer • Brock University SU	Regency B

COCA 2016 Central – Detailed Schedule (cont'd)

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BIG BUDGET / GRAND EVENT IDEAS

Regency C

Programming & Events Stream

Are you looking to pull out all the stops and blow your students away? Come learn the tricks of making an event so epic your students will never forget it!

Presenter:

Baldeep Randhawa • Events Programmer • Algonquin College SA

CAMPUS CLUBS WITH LOW OR NO DOUGH

Regency A

Clubs & Volunteers Stream

This session will talk about the many ways that student groups can leverage their good will to get goods and services for free, or next to it. What type of low cost marketing tools can your students use to help them promote, recruit, and advertise at low-cost. What partnerships can students create in order to receive extra funding event assistance and much, much more.

Presenters:

Devin Hurst • Events Coordinator • St. Clair College-Windsor SRC

Veronica Barahona • Event & Clubs Coordinator • Centennial College Student Association

10:45 am – 11:00 am

Break

11:00 am - 12:00 pm

Ed Sessions #2

BUILDING EFFECTIVE BUSINESS RELATIONSHIPS: THE AGENT/PROGRAMMER PANEL

Regency A

Programming & Events Stream

This moderated panel will discuss a number of pressing industry topics: relationship maintenance, business practices, negotiation, and more. This is a great opportunity to find out what booking agents and programmers need from each other to build a mutually beneficial relationship.

Panelists:

Whitney Piper • Steele Centre Manager • Fleming College SAC
Al Legault • Campus Events Director • McMaster University SU
Ari Kagan • Agent • Yuk Yuk's On Tour
Lynne Dubuc • Campus & Youth Agent • NSB

COCA 2016 Central – Detailed Schedule (cont'd)

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SOCIAL MEDIA TRENDS

Regency B

Marketing Stream

So you have some followers/friends on your social accounts, now what? Learn to effectively use your social media accounts to increase engagement. Reach your students and generate an active online community. Learn when you should boost a post or purchase ads or to just let it grow in popularity organically.

Presenter:

Zach Rychlik • Marketing & Communications Manager • Mohawk SA

CLUB START-UP AND RECRUITMENT

Regency C

Clubs & Volunteers Stream

Having trouble knowing where to begin when starting a new club? This session is designed to take you through the process of starting a new club from the ground up. As well, we will teach various recruitment efforts to help students find members for their clubs.

Presenter:

Sarah-Jayne Riley • Student Services & Clubs Coordinator • Fleming College SAC

12:00 noon – 12:15 pm

Break

12:15 pm - 2:00 pm

Lunch with Keynote – Jordan Axani

Garden Court

Presented by: **Disruptt Speakers Bureau**

Sponsored by: **ACL Student Benefits / We Speak Student** and **Chil Print & Promotions**

2:00 pm – 2:30 pm

Break

2:30 pm - 4:00 pm

Ed Session #3

MENTAL HEALTH INITIATIVES PANEL (plenary session)

Regency B

This panel will cover anything and everything that student organizations and student service departments can do to contribute to mental health awareness/services on campus. What are schools doing now to promote mental health awareness? Are schools providing training and services for students to teach fellow peers and colleagues? Learn ways that campus activities staff and student leaders, who deal with so much already, can genuinely relate to current mental health issues. What can we do to help our students find help when they need it and how can we best communicate that information to students.

Panelists:

Jordan Axani, BSocSci • Mental Wellness Speaker & Social

COCA 2016 Central – Detailed Schedule (cont'd)

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Researcher

Tim Piper, MSW • Counsellor • Fleming College

Kevin Kokoska, MEd, RCC • Clinical Counsellor • Vancouver, BC

Curtis Bell, BHK • Programming & Event Manager • Brock

University Students' Union

4:00 pm - 4:15 pm	Break	
4:15 pm - 5:15 pm	Central Regional Meeting	Regency B
5:15 pm - 5:30 pm	Break	
5:30 pm	Bus to Fleming College	
6:00 pm - 7:30 pm	Variety Showcase 1. Patrick Haye – MC 2. FireGuy 3. Kevin Kokoska, Theatrical Therapist 4. Buzz Collins	The Steele Centre
7:30 pm - 8:30 pm	Dinner	The Steele Centre
9:00 pm - 11:00 pm	Comedy Showcase 1. Christophe Davidson – MC 2. Andrew Barr 3. Dena Jackson 4. Aisha Brown 5. Dom Pare	The Steele Centre
11:00 pm	Bus to Hotel	

Saturday, November 12th

9:00 am - 5:00 pm	Registration in COCA office	Tarragon Room
8:30 am - 9:30am	Breakfast	Regency A & B
9:30 am – 9:45 am	Break	
9:45 am - 10:45 am	Ed Sessions #4 VARIETY IS THE SPICE OF LIFE Programming & Events Stream This session will discuss all forms of variety entertainment be it jugglers, hypnotists, comedians and more. What types of venues work best for variety events? Can you use a variety as an opener for and concert with a major music act? These are just some of the questions that will be answered. Presenters: Kevin Masterson • Events & Activities Manager • Fanshawe SU Tim Fraser • CEO • Murdoch Music	Saffron South

COCA 2016 Central – Detailed Schedule (cont'd)

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COMMUNITY RESOURCES (AKA OUTSOURCING)

Saffron North

Marketing Stream

Sometimes we just don't have the resources required to achieve our goals, outsourcing services is one way to address this challenge. As small non-profit organizations we big appetites for results getting to the finish line with the help of professionals in your community or online may be the answer to your success. Before signing on the dotted line there are many questions to be answered. This candid session with presenters' from both sides of the table will provide you with the tools required to protect your organization from unscrupulous service providers

Presenters:

Heather Watson • Marketing & Communications Consultant • acorn 30
Chris Smith • General Manager • Fleming College SAC

WORKING WITH PARTNERS ABROAD

Regency C

Clubs & Volunteers Stream

Learn how the Algonquin Students' Association Clubs and Communities department works with global partners abroad to provide students with an Alternative Spring Break teaching English in the Dominican Republic. You will learn everything you need to know about hosting a trip on your campus.

Presenter:

Patrick Newell • Clubs & Communities Coordinator •
Algonquin Students' Association

10:45 am – 11:00 am

Break

11:00 am - 12:00 pm

Ed Sessions #5

PROGRAMMING & EVENTS – QUESTIONS / ANSWERS / INFO SHARING

Saffron South

Programming & Events Stream

At the end of the conference do you still have questions or concerns that haven't been dealt with? If so, bring your thoughts to this session and our veteran delegates will do their best to give you the info you need to walk away satisfied or at least know where to go to find out more.

COCA 2016 Central – Detailed Schedule (cont'd)

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MARKETING WRAP-UP & TOPICS FOR THE NATIONAL

Saffron North

Marketing Stream

When it's all said and done, do you still have questions? Here your chance to continue discussing the "hot marketing stream topics" of the conference. Your roundtable facilitator will revisit any topic you'd like more insight on.

CLUBS & VOLUNTEERS – CLOSING DISCUSSION & SHARING BEST PRACTICES

Regency C

Clubs & Volunteers Stream

Have you attended an awesome clubs session but you still have questions? Missed out on something you wanted to attend? Don't worry; this wrap-up session is designed to answer all things about clubs! Come check it out!

12:00 noon – 12:15 am

Break

12:15 pm -1:45pm

Lunch / Keynote – Kim Katrin Milan

Regency A & B

Presented by: **National Speakers Bureau**

Sponsored by: **Magical Midways**

1:45 pm – 2:00 pm

Break

2:00 pm

Bus to Fleming

2:30 pm - 4:00 pm

Campus Activities Biz Hall (trade show)

KTTC Wing, Fleming

4:00 pm

Bus to Smithaven

4:30 pm - 5:30 pm

Smithaven Brewery – Tour & Tasting

687 Rye Street

5:30 pm

Bus to Hotel

6:00 pm - 7:30 pm

Dinner on your own

- walk to The Junction after dinner

7:30 pm - 9:45 pm

Singer/Song writer Showcase

Junction, 257 George St N

1. Angela Saini

2. Patrick James Clark

3. Oddane Taylor

4. Lauren Mann