

COCA 2000 National Conference
London, ON - June, 2000
Education Sessions

Block 1 – Session 1

Orientation: New Student Delegates

Block 1 – Session 2

Orientation: Returning Delegates & Professional Staff

Block 1 – Session 3

Orientation: Associate Member Delegates

Block 2 – Session 1

What Students Want - Assessing Programming Needs

Getting to know what is in demand on campus.

Presenter:

Maggie Carnes (University of Cincinnati)

Block 2 – Session 2

Juggling 101

How to put together fun and effective activities.

Presenter:

Woodburn Life Balancing Association

Block 2 – Session 3

Winter Week Success

Successfully proven ideas on how to make winter week a success.

Presenter:

Katherine Huising (University of Alberta)

Block 2 – Session 4

Future Direction of COCA

Presenters:

Richard Anderson (Sheridan College)

Bob Hale (St. Francis Xavier University)

Earle Taylor (Executive Administrator)

Todd Shuttleworth (Breakaway Tours)

Ted Crouch (COCA Alumnus)

Block 3 – Session 1

Unorthodox Programming - Music Need Not Apply

Develop your repertoire of entertainment functions.

Presenter:

Chad Cardinal (Nipissing University)

Nathalie Carrier (Producer / Fundraiser)

Lori A. May (Fanshawe College)

Block 3 – Session 2

Contracts, Riders, and the Art of Negotiation

How to read and understand a performance contract.

Presenters:

Jayson Duggan (McMaster University)

Jack Ross (The Agency Group)

Block 3 – Session 3

Job Search Strategies and the Art of Networking

Knowing the basics in job searching and effective networking.

Presenters:

Earle Taylor (Executive Administrator)

Ellen Drake (Music Biz Seminars)

Block 3 – Session 4

Ethics 101 - Playing by the Rules

Making Ethical Decisions.

Presenter:

Gayle Spencer (Kansas State University)

Block 4 – Session 1

Promotions and Marketing - How to Sell Out

Learning new and creative ways to publicize your event.

Presenter:

Maggie Carnes (University of Charleston)

Gayle Spencer (Kansas State University)

Block 4 – Session 2

Promotions and Marketing - How to Sell Out

Repeat of earlier session for delegates from the Central Regions

Block 4 – Session 3

Cut the Crap

New and easy ideas to help organize.

Presenter:

Don Stansberry (Towson University)

Block 5 – Session 1

Grab Them, Get Them, Keep Them - Taking Care of Volunteers

How to provide a volunteer program that will benefit you.

Presenter:

Maggie Carnes (University of Cincinnati)

Block 5 – Session 2

Sound and Lighting 101 - How to Turn It On

How to read a technical rider.

Presenter:

Deb Hutchins (Independent Contractor)

Rob Menegoni (Touring Technician)

Block 5 – Session 3

Promoting Social Responsibilities in Programming

How to plan successful events while making responsible choices.

Presenter:

Bacchus Canada

Artists Against Racism

Block 5 – Session 4

Petite Programming - Make it Big!

Learn all the aspects of small size programming.

Presenter:

Tannys Laughren (Laurentian University)

Chad Cardinal (Nipissing University)

Block 6 – Session 1

Keeping up With the Trends - Is Rock and Roll Dead?

Presenter:

Barnie Sadilek (Independent Contractor)

Aaron Brophy (Chart Magazine)

Derrick Ross (DMD Entertainment)

Cori Ferguson (Cori Ferguson Promotions)

Ralph James (The Agency Group)

Rob Zifarelli (Paquin Entertainment)

Block 6 – Session 2

M&M's of Motivation and Fun

Recognize the importance of fun and creating a motivating environment.

Presenter:

Don Stansberry (Towson University)

Block 6 – Session 3

Rolling Out The Red Carpet - For First Time Programmers

Find out the secrets to surviving the oddest requests

Presenter:

Katherine Huising (University of Alberta)

Block 6 – Session 4

The Changing Role of Programmers - The Golden Age if Over, Get to Work

Trends in campus programming and how they affect you.

Presenter:

Mike McMahon (Wilfrid Laurier University)

Greg Curtis (University of Calgary)

Block 7 – Session 1

Biz Session - Canadian Talent and Why We Need It

Why Canadian Talent and the support from us is important.

Presenter:

Bill Powell - Creative Arts Inc.)

Patrick Sambrook (Eggplant Productions)

Steve Blair (Warner Music Group)

Derrick Ross (DMD Entertainment)

Ralph James (The Agency Group)

Block 7 – Session 2

Brain Software

Running your brain more effectively.

Presenter:

Mike Mandel (Mike Mandel Enterprises)

Block 7 – Session 3

Cut the Crap

New and easy ideas to help organize

Presenter:

Don Stansberry (Towson University).

Block 8 – Session 1

COCA Grads Tell All

Presenter:

Ken Craig (Independent Contractor)

Meghan Symyk (Universal Music)

Natalie Carrier (Producer / Fundraiser)

Colin Lewis (The Agency Group)

Ted Crouch (COCA Alumni)

Block 8 – Session 2

Effective Event Promotion - How to Pack Them In

Ideas on how to improve your publicity and promotion skills.

Presenter:

Cori Ferguson (Cori Ferguson Promotions)

Bernie Sadilek (Independent Contractor)

Mary Arsenault (BeBop Communications)

Tom Everett (Program Director CHRW 94.7)