



## **COCA 2006 National Conference Edmonton, AB – June 15-19, 2006 Education Sessions**

### ***Block 1 – Session 1***

#### New School Delegates

Delegates both new and returning are welcome to attend this intro series on what to expect for the conference to come. A brief overview of what COCA is and the future of the organization will be examined. Jerry from Playfair will add another dimension to this session – be welcomed into the COCA community, meet the other new delegates and begin the fun – learn to play your part in creating a high energy, responsible, fun-loving, productive COCA National 2006.

#### **Presenters:**

Chris DeVuono, Sheridan,  
Dave Anderson, SAIT  
Jerry Ewan, Playfair

### ***Block 1 – Session 2***

#### Associate Member Delegates

Associate Members are encouraged to meet at this session in order to offer an introduction to new members and a conference overview for existing members.

#### **Presenters:**

Tom Kemp SLFA,  
Earle Taylor COCA

### ***Block 2 – Session 1***

#### Event Planning 101 – Budgeting, Offering, and Contracting Entertainers

Starting from Scratch! Learn the initial steps to putting together an entertainment event on your campus; everything from developing a budget to knowing who to call will be covered. This session covers concerts, comedy, lectures and everything in between. All new delegates are encouraged to attend this session. This is the first part of a 2-session panel that will provide you with answers to the many questions you have about booking, producing and implementing programming.

#### **Presenters:**

Chad “Buddah” Cardinal Nipissing/Canadore,  
Shea Dahl UBC

## ***Block 2 – Session 2***

### **The Art of Venue Programming – Filling your calendar and making a profit**

This panel of experts (including some COCA Alumni) will reflect on their diverse experiences in facility management and provide you with tips on filling your calendar. You will walk away with concrete ideas on how to fill your black dates and create the kind of goodwill and client loyalty that will turn your venue into a booming local landmark.

#### **Panelists:**

Gerry Stoll Rexall Place,  
Greg Curtis, Tooth Blackner,  
Katherine Huising, Jubilee Auditorium,  
Christine Rogerson, University of Alberta

## ***Block 2 – Session 3***

### **Leadership - From Operational Manager to Strategic Leader**

There is a difference between Leadership and Management and in many positions you need to know when you are wearing which hat! In this session we will explore 8 Leadership Competencies that are made up of 18 Leadership Skills. Participants will get an opportunity to learn a bit about each skill and complete a self-evaluation to determine how “balanced” their Leadership approach is.

#### **Presenter:**

Darel Barker Keldar Leadership

## ***Block 2 – Session 4***

### **Yes Your Year has to End – How to Successfully Transition Student Positions**

So many times student organizations have to re-invent themselves because the past leadership left without properly transitioning the new leaders. This session will give student leaders the tools they need to develop a transitioning plan.

#### **Presenter:**

Heather Larabee University of Southern California

## ***Block 3 – Session 1***

### **Event Planning 101 – Advancing, Riders, Settlements**

You’ve got your show booked and contracted, now what? This panel will provide you with the basic knowledge, and a step-by-step approach, to producing events on your campus. We will go over riders, advancing, production, language, settlement and much more. This is your chance to get answers and clarification on questions you will be sure to have about entertainment. Ask!

#### **Panelists:**

Chad “Buddah” Cardinal Nipissing/Canadore,  
Jason Kovitch U Sask,  
Harvey Cohen The Union

### ***Block 3 – Session 2***

#### New Wave Marketing – Marketing Outside the Box

The digital world is transforming the way events are marketed, providing you with more options than ever. This panel of industry insiders will discuss some of the options out there and their potential benefits. Everything from digital flyers to Myspace.com to websites will be discussed.

**Panelists:**

Erin Kinghorn Network Records,  
Mike Dilts thesoundradio.com,  
Geoff Goddard Frontside,  
Dave Johnston The Union,  
John Dunham Universal Music Canada

### ***Block 3 – Session 3***

#### Conflict and Conflict Resolution

Learn about healthy and unhealthy ways of dealing with interpersonal conflict. We will explore what defines “unhealthy conflict” and learn how to keep from crossing the line and into it. Learn about the five different conflict management styles and when you might use each of them. Participants will gain an understanding of how the Conflict Management Model works and to apply styles correctly to management relationships more effectively.

**Presenter:**

Darel Barker Keldar Leadership

### ***Block 4 – Session 1***

#### Event Planning 101 – Basics to Marketing Your Event

Your event is booked and you’ve begun to advance it, now you need to get the people there! This panel will discuss a variety of options for promoting your event; everything from posters to Facebook will be covered. Ensure your events get the attention they deserve!

**Presenter:**

Chris DeVuono, Sheridan

### ***Block 4 – Session 2***

#### Security Issues at Campus Events and Risk Management

One of the important mandates of the Campus Programmer is to create a safe environment for all events and activities. This session will be moderated by security specialists who will teach you the dos and don’ts of security within the event industry and some programmers’ perspective of what trouble areas to look for in terms of event security.

**Presenters:**

TBA

### ***Block 4 – Session 3***

#### Diversity Programming

Does your programming reflect the make-up of your campus population? Are you programming or promoting with social responsibility and healthy/safety issues in mind? This panel will look at some of the common misconceptions on “Diversity” programming and the general cultural differences we encounter every day.

**Presenters** Heather Larabee USC; Charlene Tait Northern Alberta Alliance on Race Relations

### ***Block 5 – Session 1***

#### **Event Planning 101 – Cheap Trix: Programming for the Broke and Sober**

TV reality shows attract millions of viewers on a weekly basis. During this time we will examine successful reality type programs/games shows that have been adapted for presentation on campuses. They are relatively low budget, traditionally high participation and non-alcoholic in nature. Be prepared to share and steal ideas from your peers, you will be expected to become involved in this interactive session.

**Presenters:**

Mark Rawson Fanshawe College,  
Meaghan Carbone University of Windsor

### ***Block 5 – Session 2***

#### **How to Command a Crowd – Public Speaking Tips**

Public Speaking and controlling a crowd are key elements in a successful event. A poor M.C. can set the wrong mood for an event and can compromise the effectiveness of your message being communicated. This session will teach you how to hold a mic, how to communicate in front of a crowd and how to diffuse a situation.

**Presenter:**

Rick Bronson, The Comic Strip

### ***Block 5 – Session 3***

#### **Interviewing and Hiring Staff and Volunteers**

Interviewing skills are essential, no matter what side of the interview you are on. This interactive session will provide you with interviewing tips from both perspectives – the interviewer and the interviewee.

**Presenters:**

Heather Larabee University of Southern California,  
Alan Davis NACA

### ***Block 6 – Session 1***

#### **Training your Frosh Leaders**

Drawing on his 17 years experience as an orientation week leader and staff trainer, Andy will empower delegates with tools to help in their orientation leader training. Use Andy's insights to help remind your staff of the fun, impact and responsibilities that their position carries. Additional themes include commitment, teamwork, motivation, and handling stress.

**Presenter:**

Andy Thibodeau IMPACT presentations

## ***Block 6 – Session 2***

### **The Truths About Campuses in the Music Industry**

The Canadian music industry is complex and dynamic. Where do campuses fit in? This blue ribbon, expert panel is here to try and answer that question and many more! Topics covered will include: artist development, touring, co-presentations, marketing and promotions. Come prepared with your questions and get answers.

**Moderator:**

Ian Low, House of Blues

**Panelists:**

Erin Kinghorn, Nettwerk Records,  
Omar Al-Joulani, The Agency Group,  
Rob Wright, SL Feldman & Associates,  
Phil Champagne, Wilfrid Laurier,  
Sonja Mennie, House of Blues

## ***Block 6 – Session 3***

### **Brain Power**

Canada's five-time award winning hypnotist shows you cutting edge techniques to run your brain more effectively and to communicate with power and precision. Discover the same techniques of persuasion and influence that Mike has taught to Microsoft, Cadbury, IBM and even the RCMP. Your brain is the hardware and Mike provides the software....Brain Software!

**Presenter:** Mike Mandel Mike Mandel Enterprises