



COCA 2007 National Conference June, 2007 - Education Sessions

Block 1 – Session 1

New Delegates - Breaking the Ice & Mentorship

This orientation session will welcome new delegates to COCA with a short introduction and participation in a variety of ice breakers. After meeting each other, new delegates are able to break-out with COCA mentors to help bridge the gap between new and returning delegates. New delegates will have the opportunity to learn a bit more of what's to come and hopefully remove the intimidation of such a new experience.

Leader:

Dave Anderson, SAIT

Mentors:

Amber Daley, Mount Saint Vincent University

Chad "Buddah" Cardinal, Nipissing/Canadore

Christina Burns, McMaster University

Jayne Woods, Mohawk College

Ken Macleod, Algonquin College

Megan Carbone, University of Windsor

Michelle Beauchamp, Cambrian College

Block 1 – Session 2

Returning Delegates & Associates – "The State of COCA"

Not your first time a COCA? Well this skips the ice-breakers and educates you on where COCA is at. Find out what the organization is up to. Learn about Board directives and the direction in which the organization is growing. This is your chance to find out more, participate in an organization that thrives on its membership participating. There will be plenty of opportunity for comment and questions.

Presenters:

Shea Dahl, UBC & COCA Chair-elect

Tom Kemp, SL Feldman & COCA Director

Earle Taylor, COCA Executive Director

Chris DeVuono, Conference Chair

Block 2 – Session 1

Programming 101 Part A: Budgeting, Offering and Contracting Entertainers COCA 101

Starting from Scratch! Learn the initial steps to putting together and entertainment event on your campus; everything from developing a budget to knowing whom 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 of two sessions that will provide you with the answers to the many questions you have about booking, producing and implementing programming.

Presenter:

Chad “Buddah” Cardinal, Nipissing/Canadore

Block 2 – Session 2

Don’t Get Lost in Cyber Space – Keys to Online Marketing

Learn the ins and outs of Facebook and Myspace, and how to use them to effectively market to the students at your school - discussion.

Presenters:

Craig Cardiff, Singer/Songwriter;

Megan Carbone, University of Windsor

Arda Ocal, BSE Entertainment

Block 2 – Session 3

Prepare for a Career beyond COCA

Want to learn more about the perfect resume? Find out tips on how to stand out above the rest. Receive tips on how to develop a portfolio. Find out what employees are looking for in interviews.

Presenter:

Merriam Peace, President, and Resolve Management Associates

Block 3 – Session 1

Programming 101 Part B: Advancing, Riders, Settlements

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

Presenter:

Chad “Buddah” Cardinal, Nipissing/Canadore

Block 3 – Session 2

Peer Pressure – How to run an effective street team

Street level marketing can be a great marketing tool on any campus. This session will teach you how to establish your own street team, where to position your team, and the difference between active and remote marketing.

Presenter:

Paige Nienabar, VP Marketing & Promotions,
Clifton Radio and CPR Promotions

Block 3 – Session 3

Running Events with and for Clubs on your Campus

Looking to collaborate more with clubs on your campus? Administering clubs? Getting clubs to co-promote with you helps them, as they are strapped for cash, and also helps you get students out to your events. Come listen to ideas and a discussion of getting clubs involved on your campus!

Presenter:

Rich Ramos, Assistant Dean of Students, Simpson College, Iowa

Block 4 – Session 1

Marketing 101: The Basics to Promoting Your Event

You've got the event booked; now you need people to show up! What are the best ways? This session discusses the way to find a general model to follow to insure that all your programs are publicized consistently, and the basics to promoting an event on your campus, from posters to newspaper ads to radio promotions.

Presenter:

Leslie Heusted, Director of Student Involvement, Maryville University of St Louis

Block 4 – Session 2

Community Involvement & Charity Events

Getting your school involved in the community and raising money for a local charity makes your school look good and your students feel good, all while having a great time. This session looks at new ideas and different types of events that you can run to raise money for the community.

Presenters:

Rich Ramos, Simpson College, Iowa

Christina Burns, McMaster University

Block 5 – Session 1

Tech 101: Learning 'Tech Speak'

Not sure of where to begin when a tech rider comes across your desk? This is the session of what to ask, how to plan, what it should cost and more. Come prepared with questions to get the real scoop on what a tech does and what you need to know before running a show.

Presenter:

Chuck Erman, Entertainment Manager, NAIT, Edmonton

Josh Clark, Asst. Stage Manager, Avalon Room, Fallsview Casino (past Programmer, University of Western Ontario)

Block 5 – Session 2

Diversity Programming on Your Campus: Collaboration

Celebrating diversity, while remaining inclusive and maximizing attendance, is a fine line that is walked by campus programmers. There is more to diversity programming than just race. Unsure where to start? Learn the simple ways that your campus can have inclusive diversity programming without even trying hard! Collaboration is the key.

Presenter:

Jason Moseley, Centennial College

Block 5 – Session 3

How To Build Sustainable Relationships With Corporate Canada

Do you have visions of a big event but your school doesn't have the budget for it? Looking to expand your current programs with corporate funding? This session, lead by experts in building relationships between corporate Canada and campuses, will provide your student bodies with the basic skills required to attract and maintain significant corporate sponsors.

Presenters:

Elisha Wagman and Parry Rosenberg, Compound Corporation

Block 6 – Session 1

Basic Budgeting for New Campus Activities Planners

Learn how to be a smart planner, budgeter and evaluator of the way your programming board spends its money. Apply practical exercises to your board's budgeting process as well as evaluating another's budget and spending practices. Through this combination of activities, the participant will learn the sense behind the dollars.

Presenters:

Leslie Heusted, Maryville University of St Louis

Alan Davis, Executive Director, NACA – National Association for Campus Activities

Block 6 – Session 2

Cheap Trix: Programming for the Broke and Sober

A good percentage of first year (and second year) students at colleges and universities are underage and an even larger percentage are strapped for cash. How do you program for these students? Pop culture can guild the way, resulting in great programs like Idol. Come prepared to exchange ideas with your peers.

Presenter:

Mark Rawson, Fanshawe College

Block 6 – Session 3

Education Outside COCA: Developing Yourself as a Professional

Looking to expand your qualifications while working in your current position? This session will open you to the options available in your specific provinces, as well as nationally and internationally.

Presenter:

Carol Moxam, CSEP, President, Event Edge

Block 7 – Session 1

Entertainment Industry in Canada and the Campus Effect

Bands like Bedouin Soundclash were built in the campus market, but where do campuses fit into the music industry? What about in booking variety acts? Speakers? This panel will try and answer this question and many more including; artist development, touring, co-presentations, marketing and promotions.

Moderator:

Tony Lee, Agent, LiveTourArtists & Performer

Panelists:

Alan Roy, Entertainment Managers in Student Unions, UK

Jayne Tattersall, Director of Marketing, Myspace Canada

Jeff Goodman, Sonicbids, Boston

Omar Al-Joulani, The Agency Group – Los Angeles

Rich Ramos, Assistant Dean of Students, Simpson College, Iowa

Block 7 – Session 2**Show Your Students The World. Travel Programming**

Your students love to Travel! Learn how to create travel related programming that your students will both benefit from, and enjoy. It could be as easy as coordinating information sessions or more comprehensive week-long events. Topics can include volunteering or working in a third world countries, completing foreign internships, or even taking language courses in exciting locales. Learn how to do it with minimal effort and maximum student response.

Presenters:

Laura Berry, Toronto/Ottawa Promotions Manager, Travel CUTS

Katherine MacLeod, Edmonton Office, Travel CUTS

Crystal Benning, SW Ontario Promotions Manager, Travel CUTS