



**COCA 2002 National Conference  
Guelph, ON - June, 2002  
Education Sessions**

***Block 1 – Session 1***

Time - Use it or Lose it

This intense 90-minute presentation focuses on the problems of everyday life that make it difficult for the college/university students to focus on and control the daily events in their lives. Using humour and visual stimulus to accentuate prominent points, Ken Fritz interacts with students and leads them to logical conclusions about better time management and organizational skills.

**Presenter:**

Ken Fritz (NACA)

***Block 1 – Session 2***

Building Relationships with Associates

We all meet the associates that are a part of campus life, but do we really take advantage of their services? How does a student programmer begin a successful relationship with an associate and how long will it last? Todd & Omar will help you discover the bonuses of dealing with associates in a professional and beneficial manner.

**Presenter:**

Todd Shuttleworth (Breakaway Tours)

Omar Al-Joulani (The Agency Group)

***Block 1 – Session 3***

Life in Motion

Seen it all? Heard it all? Not yet. Try this brand new way to start your day and your life. We promise everything, including your hands, will be up in the air when you attend this session. Here is the chance to explore a fully interactive method for organizing your world.

**Presenter:**

Brad Seville (Wild Rosinis Comedy Juggling)

## ***Block 2 – Session 1***

### Survival Skills for the New Professional

The new professional in campus activities faces many challenges, both personally and professionally. Prepare yourself to become an “established professional” by discussing these challenges and experiences and discovering strategies for success.

**Presenter:**

Chris Geiger (State U. of West Georgia)

## ***Block 2 – Session 2***

### True Colours - Working as a Team

This session will urge you to open up and discover the personality traits of others and yourself. This can help you modify your communication to get more information, appreciate those you work with, and lead you and your co-workers to a more pleasant work experience.

**Presenter:**

Tracey Paveling

Donna Manore Smith (TPDS Consultants)

## ***Block 2 – Session 3***

### Unorthodox Programming - Music Need Not Apply

Campus programming does not always have to include music. If your campus is located in an area surrounded by external pubs and concert halls you may need to look elsewhere to provide quality entertainment for your student population. Maybe live music does not always fly with the students at your campus. If you are looking to develop your repertoire of entertainment functions, this session is for you.

**Presenter:**

Chad Cardinal (U. of Nipissing)

## ***Block 3 – Session 1***

### Marketing Strategies for your Student Government / Programming Board

Does your group have something to offer to students, or are you in need of new members? Are you trying to communicate your goals to administration? Then you need to develop market strategies that will: Get attention, hold interest, arouse desire, and obtain the desired action. Remember your Programming board won't survive if the students don't know what you do and how to get involved.

**Presenter:**

Justin Lawhea (Kent State)

## ***Block 3 – Session 2***

### Travelling with Success

This open discussion will target the travel industry. If your campus gets involved with promoting travel or helping students pick a company that's right for them, this session is for you. Learn the ins and outs of travel, what companies can offer you, and how to make the most out of your association with travel people.

**Presenter:**

Emily Barner (Tracel Cuts)

TJ Donnelly (Breakaway Tours)

David Temple (TNT Tours)

### ***Block 3 – Session 3***

#### Winter Week Bliss

How do you turn freezing cold and snow filled courtyards into fun for your students? Is it possible to have a great time with the dreary winter months? If you think students cannot find fun in winter week, this session is for you. Jennifer Wanke will be sharing her time-proven techniques on how to get students involved, indoors and out! If you are dreading the winter campus blues, come see what creativity and fun can do for your students!

**Presenter:**

Jennifer Wanke (U. of Alberta)

### ***Block 4 – Session 1***

#### Dealing with Difficult Members

At some point, most student leaders will be faced with a “difficult member”. This interactive session will give you the opportunity to experience different types of difficult members, and to develop strategies for dealing with these members.

**Presenter:**

Chris Geiger (State University of West Georgia)

### ***Block 4 – Session 2***

#### Contracts, Riders & The Art of Negotiation

This session will cover the basics of how to read and understand a performance contract, a hospitality rider, and how to negotiate to your advantage. Effective planning is half the battle, so if you know what you are talking about and what you are signing and agreeing to, then you will have a much more enjoyable time with your activities.

**Presenters:**

Jack Ross (The Agency Group)

Greg Curtis (U of Calgary)

### ***Block 4 – Session 3***

#### Four Important "P's" for Impact Programming

This session will explore the four “P’s” of presentation, production, promotion, and publicity as they relate to comedy, variety, lecture and interactive events on campus. Each of these events requires different, use of the four “P’s” to be successful. We will open discussion to examine the positive and not to successful special events, which occurred at your campus. Finally, our handout will list over 100 different ideas for event programming; expect to participate in a quick planning exercise in regards to planning an event. Candy for all, prizes for some.

**Presenter:**

John B. Young (Fanshawe College)

Bruce Devlin (U of New Brunswick, Fredericton Campus)

### ***Block 5 – Session 1***

#### **Cracking the Code: Discovering the Secrets to a Successful Advisor / Advisee Relationship**

Are you getting the most out of your advisor/advisee relationship? This interactive session addresses common roadblock in developing and maintaining successful advisor/advisee partnerships. Participants will discuss how to initiate a working relationship, how to address conflict, and how to maintain enthusiasm in an otherwise routine advisor/advisee partnership.

**Presenter:**

Justin Lawhead (Kent States)

### ***Block 5 – Session 2***

#### **Small Programming Budgets**

This session will cover all aspects of small programming, whether it concerns your population or your pocketbook. There are no small budget, only small excuses. Tannys know that a smaller campus can still provide services and activities that seem big to the students but don't put a hole in your organizational budget. Find out her secrets to make a small program work in a big way!

**Presenter:**

Tannys Laughren (Laurentian U.)

### ***Block 5 – Session 3***

#### **Cut the Crap Roundtable**

This roundtable is designed to be the ultimate experience in experiences. Come to this table to purge yourself of all the things you would like to forget in the previous year of programming. If you are a first time programmer do not fret, chances are you witnessed everything that happened on your campus and would offer a fresh point of view. For the returning programmers, Dave and Chad will be looking forward to cross-examining you for all it's worth. The group will analyze every event as to what went right, and what went horribly wrong and offer some solutions.

**Presenter:**

Chad Cardinal (U. of Nipissing)

Dave Anderson (SAIT)

### ***Block 6 – Session 1***

#### **Bad Decisions, Accidents & Mistakes**

This 75-90 minute presentation focuses on the problems that result in Bad Decisions, Accidents, and Mistakes. In everyday life, these problems interfere with everyone's functioning, either alone or in a group. Using information from serious research as well as humor and real life examples, Ken Fritz talks, mentors, instructs, educates, and leads individuals and groups to logical conclusions about how to deal with, learn from, and profit. Form Bad Decisions, Accidents, and Mistakes.

**Presenter:**

Ken Friz (Ken Fritz and Associates)

## ***Block 6 – Session 2***

### **Better Grades in Less Time**

Want to save hours of wasted time? This session will show you how to successfully read faster, comprehend more, and increasing your concentration. Interactive and engaging, this session is uplifting and educational. You will learn to improve study skills and coherency, improving your grades and your abilities while laughing at this exciting session!

**Presenter:**

Mindy Hury (Tuerack Training)

## ***Block 6 – Session 3***

### **Bar Managers Roundtable #1 Trends in the Market**

This roundtable session will open discussion on trends in the market and how you can utilize these to make a big impact on your establishment. Sponsorship, promos and creative resources can make a small bar strike big with the right ingredients. These presenters will share ideas and create debate of what works, what stinks, and how you can find a better way to use resources to your advantage.

**Presenter:**

Steve Sullivan (Fanshawe College)

Bob Hale (St. Francis Xavier U.)

Greg Stephenson (U. of Calgary)

## ***Block 7 – Session 1***

### **COCA Grads Tell All - Moving On & Moving Up**

What happens when you leave the comfort of a campus? Do some of us make it big, or is there a bigger struggle in the real world? These guests have been in your shoes and will express their experiences on how they made it from campus programming to the big time, or not. If you have plans to make entertainment your life long practice, come see what these people have to say about the process and what they have learned along the way. Their advice is based on experience and they will be happy to answer your questions.

**Presenter:**

Meg Symczyk (Universal)

Colin Lewis (The Agency Group)

Nathalie Carrier( College Boreal)

Omar Al-Joulani (The Agency Group) And Others

## ***Block 7 – Session 2***

### **Bar Manager's Roundtable #2: Customer Service**

In this roundtable, Steve Sullivan will lead to discussion on how to improve customer service. Working with campus programmers can either be a blessing or a curse and this session will discuss the ways and means to make the most out of your situation in order to provide top-notch customer service and a pleasant, work environment. Whether you are a bar manager or a programmer, this session will help you find a way to a more successful operation.

**Presenter:**

Steve Sullivan (Fanshawe College)

## ***Block 7 – Session 3***

### **Job Search Strategies & The Art of Networking**

Michael Lewis is President of Michael Lewis Training, Motivation and Development...a London; Ontario based training and development firm founded in 1993. He is also an instructor and lecturer at The University of Western Ontario and Fanshawe College in London; in area on Entrepreneurship and Business Development and has spoken at C.O.C.A IN 1997 AND 1998. Last year, he spoke to approximately 35,000 people at 418 training and speaking events such as conferences and workshops on topics of personal development and growth strategies. This year he will share his motivational style of training to provide tips on finding a job and how to network for success!

#### **Presenter:**

Micheal Lewis (ML Motivation & Training)