



**COCA 2003 National Conference
Montreal, QC - June, 2003
Education Sessions**

Block 1 – Session 1

Where do I begin? Basics of Campus Programming Part 1

Starting from Scratch. Learn the initial steps to putting together an entertainment event on your campus from working with a budget to knowing who to call. Comedy, Concerts, Celebrity speakers and everything in between... This is the first of 2 sessions that will provide you with the answers to the many questions you have about booking, producing, and implementing entertainment programming on your campus.

Presenter:

Justin Sudds (UBC)
Buddah (Nipissing University/Candore College)

Block 1 – Session 2

Ethics - Playing by the Rules

As student leaders and programmers, we use our own value systems to make decisions. What is an ethical leader? How do we make ethical decisions when planning student activities? Find out how “to do the right thing”!

Presenter:

Gayle spencer (Coordinator of Student Activities Kansas State University)

Block 1 – Session 3

Charity Ball Fundraisers

How to plan, promote and implement a successful charity ball fund-raiser on your campus. Need a creative idea to raise money, this may be it!

Presenters:

Mark Wellington (University of Western Ontario)
Jayson Duggan (McMaster University)

Block 2 – Session 1

Your show is confirmed! Now What! The Basics of Campus Programming - Part 2

The second part of learning the basic knowledge required for successful entertainment programming is a step-by-step introduction of the issues surrounding the production of an event. Going over contracts, riders, advancing, production, language and much more. There are no stupid questions. This is a chance to get answers and clarification on questions you will be sure to have an entertainment programming.

Presenter:

Justin Sudds (UBC)
Buddah (Nipissing University/Candore College)

Block 2 – Session 2

Trends & Changes in Campus Life

What do students really want? Are we meeting our constituent's needs? What really affects our programming? This workshop will help you understand and have a feel for an overview of your student groups/trends on campus. Discover tools and techniques to assess your students' needs!

Presenter:

Gayle Spencer (Coordinator of Student Activities Kansas State University)
Alan Davis (Executive Director NACA)

Block 2 – Session 3

Bar Management: Lets Discuss!

An open discussion on issues surrounding managing and running a bar on campuses; legal issues, trend, customer service, resources, understanding the student employee, etc. A chance for those involved in the operation of their campus bar to examine and exchange ideas.

Presenter:

Members of the Campus Hospitality Managers Association

Block 3 – Session 1

Low Budget, Non-Alcoholic Programming

Successful campus activities on a shoe string budget. Outside the pub promotions. This is your chance to share and steal ideas from your peers. Whether you are suffering from double cohort syndrome (DCS) or you are looking for new ideas or you just want to brag about stuff you've made successful, this is the session for you.

Presenter:

John B. Young (Fanshawe College)
Ray Corbeil (Champlain College)
Greg Hartz (University of Saskatchewan)

Block 3 – Session 2

Multi-Cultural Programming

Creating that cultural connection: Does your programming reflect the "make-up" of your campus population? What does your community need? Should you disclose the different cultures, even if the numbers are limited on your campus? This workshop will discuss the process (goals) for multi-cultural programs and some suggested activities.

Presenter:

Regina Young Hyatt (Associate Director of Student Activities University of North Carolina at Charlotte)

Block 3 – Session 3

As Seen Through the Eyes of Associates - Sharing Common Problems & What COCA Offers

This is a chance for programmers to hear it right from the mouths of the people they work with outside of campus. What are the problems associate members face in dealing with campuses? How do campuses fit into the business world in which they work? What does COCA offer to the associates? An opportunity to hear the other side of the business in which we work.

Presenter:

Omar Al-joulani (The Agency Group)
Todd Shuttleworth (Breakaway Tours)
Tom Kemp (S.L. Feldmen & Associates)

Block 4 – Session 1

Planning with the Disabled Student in Mind

Looking at activities and facility needs for the disabled student. As a student union are you aware? Attend this workshop and find out.

Presenter: Chris Gaulin (Dawson College)

Block 4 – Session 2

Dollars & Sense - Budgeting & Sponsorship

Strategies for budgeting and sponsor: Is there a common, simple method of accounting; line item budgets or incremental budgeting? Does your finances look any thing like they should? Find out how to manage your budget and stay within your means. Sponsorship, what is out there? How to find it? Figuring out what YOU have to market!

Presenter:

Gayle Spencer (Coordinator of Student Activities, Kansas State University)
Alan Davis (Executive Director NACA)
John B. Young (Program Manager, Fanshawe Student Union)

Block 4 – Session 3

Finding the Meaning in Your Work

Being an advisor, programmer, student union officer or associate working with the students/campus activities can be both exhilarating and discouraging. This professional development session will help you “to keep the work rewarding and maintain a realistic perspective”.

Presenter:

Regina Young Hyatt (Associate Director of Student Activities, University of North Carolina at Charlotte)

Block 4 – Session 4

Low Budget Pub Programming

Campus Pub Programming does not always have to include big concerts. If your campus is in an area that is surrounded by large clubs or concert venues or you don't have the capacity to make big concerts work you may need to look elsewhere to provide quality entertainment to your student population. If you are looking to develop your pubs entertainment line up with legendary events, this is the session for you.

Presenters: Chad 'Buddah' Cardinal (Nipissing University / Canadore College); Dave Q. Rapelje (Niagara College)

Block 5 – Session 1

Promotions & Publicity Outside the Box

Promotion and publicity strategies – thinking outside the box for success. Now you know how to plan activities, negotiate contracts, what next? Learning to promote and publicize your activities successfully.

Presenter:

Regina Young Hyatt, Associate Director of Student Activities, University of North Carolina at Charlotte)

Block 5 – Session 2

Artists in Bloom

We all have student artists on campus. This workshop will show you how to plan, promote and implement a successful fund-raiser, while supporting and giving recognition to your student artists.

Presenter:

Mary DiLiello (Student Life Animator, Dawson College)

Block 5 – Session 3

Cute the Crap - The Best and the Bombs

This session is designed to be the ultimate sharing session. Come prepared to share all of campuses feat and follies. You will also hear what worked and didn't on all the other campuses. There are no punches pulled in this session. You will hear how it is to deal with different companies, agents and acts. If you are a first time programmer don't fret, chances are you saw what went right and what went horribly wrong on your campus. For returning delegates, Dave and Buddah will be looking forward to cross examining you for all it's worth. As a group we will analyze every event as to what went right and what went wrong and offer solutions.

Presenter:

'Buddah' (Nipissing University / Canadore College)

Dave 'Hugh' Anderso (SAIT)

Block 5 – Session 4

Governance Issues for COCA Leaders

Planning to run for a position on the COCA Board or a Standing Committee? Then this session is a must for you. Learn about your rights and responsibilities as the director or officer of a non-profit corporation.

Presenter:

Jim Pealow (Managing Partner, Association Management, Consulting & Evaluation Services AMCES)

Alan Davis (Executive Director NACA)

Block 6 – Session 1

Music & Film Copyright

Film copyright, SOCAN, international issues: administrative tasks we all need to know if we are presenting films, music or international artists on campus. General and concert licensing regulations and public performance rights for motion pictures.

Presenter:

Tony DiPaolo (Criterion Pictures)

Jean-Sebastien Albert (SOCAN)

Lise Picard (SOCAN)

Christian Bergeron (Audio Cine Films)

Block 6 – Session 2

Mentoring 101

“a one-to-one learning experience, between an older person and a younger person through shared dialogue”. This is your last chance to ask those questions you may not have answered on campus. Make use of these advisors & programmers. Roundtable format where participants will ask whatever hasn't been answered in another workshop or informally between showcases, etc.

Presenters:

Terri Edmonstone-Pomfret (Student Life Department, Georgian College)

Dave Rapelje (Niagara College)

Greg Hartz (University of Saskatchewan)

Block 6 – Session 3

The 6 Most Influential People in the Campus Music Industry Today

These people are the reason you're in business. Whether you're aware of it or not, they influence you, they inspire you and you wouldn't be where you are today without them. Join us for a no-holds-barred interactive panel on campus programming trends, how to run successful events and whatever else you want to know!

Presenter:

Moderator: Kevin Duffy (Carleton University, Student Association)

Panelists: Mystery Panelists

Block 7 – Session 1

Singer / Songwriter Circle

Performers will discuss their inspirations, material, origins and development of their songs. A chance to see respected performers discuss the secrets of what they do and how they do it. Check it out and get some insight into the minds of musicians, not to mention, hear some awesome tunes.

Presenters:

Jason Collett,

Em Gryner

Plus other special guests

Block 7 – Session 2

The Travel Experience

Hear what the pros who sell travel have to say about making your travel programs successful.

- (1) TNT: how to promote and approach faculties for travel packages instead of the general population.
- (2) Travel Cuts: The Student Work Abroad Program and Backpacker Travel.
- (3) Breakaway Tours: Student Leisure Travel Trips

A question and answer period will be at the end of each topic.

Moderator:

Bill Mahon (Student Life Animator, John Abbott College)

Panelists:

Katherine MacLeod (Travel CUTS)

T.J. Donnelly (Breakaway Tours)

David Temple (TNT Tours)