



COCA 2004 National Conference Fredericton - NB – June 19-23, 2004 Education Sessions

Block 1 – Session 1

Where do I begin? The Basics of 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 whom to call. Comedy, concerts, celebrity speakers and everything in between; this is the first part of 2 sessions that will provide you with answers to the many questions you have about booking, producing and implementing programming.

Presented by:

Mike Anderson, NAIT

Michael Blatherwick, Red River College

Block 1 – Session 2

Leadership Lessons Learned from Reality TV

American Idol, Survivor, The Apprentice, The Bachelor, Average Joe, Fear Factor, Extreme Makeover, and other reality shows are taking over our youth by storm. This session will use examples from these popular shows and others to discuss various leadership dilemmas. Does the most talented person win American Idol or is it the most popular person that comes in the right package? Fear Factor: How far should a leader be able to step out of his/her comfort zone? The Apprentice: Is it ok to do anything to get ahead in business? Tune in for this exciting session!

Presented by: Stephanie Holz, University of Tampa

Block 1 – Session 3

Joint Event Partnerships – From 100,000 to Free Events

How to afford to bring in that large speaker or act? This session will look at the Kevin Smith Speaks Out event that took place on March 12 at Roy Thomson Hall in Toronto. Spearheaded by RyeSAC Events, 8 schools and two corporate partners presented the largest campus event of the year. Jeff and Nat will use this model to show you how to bring together other schools and corporate partners, how to use cooperative buying, and how to take calculated risks to pull off successful events of all sizes.

Presented by:

Jeff Zoeller, Ryerson University; Nathalie Carrier, National Speakers Bureau

Block 2 – Session 1

Your Show is Confirmed... Now What? Basics of 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, much more. There are no stupid questions. This is a chance to get answers and clarification on questions you will be sure to have about entertainment.

Presented by:

Mike Anderson, NAIT
Michael Blatherwick, Red River College

Block 2 – Session 2

Taking Customer Service to the Next Level

What do Mickey Mouse, GTE and LL BEAN all have in common? 'Be our Guest' as this question is answered while you learn how giving excellent customer service could improve the image of your organization. This exciting and interactive session will help you 'whistle while you work'. Let the art of customer service enhance your own personal leadership style and help you experience a 'whole new world'.

Presented by:

Stephanie Holz, University of Tampa

Block 2 – Session 3

Publicity & Promotions: Thinking outside the Box

You have planned the greatest event in the world! Okay maybe not the world, but definitely the best for your campus. How do you market to ensure the students show up? This session highlights everything BUT posters! Focus will be on press releases, public service announcements, event promotions and other ideas to get your events the attention they deserve.

Presented by:

Chris DeVuono, Sheridan College
Ernie Stufflebean, William Jewel College, Missouri

Block 3 – Session 1

Low Budget: Non Alcoholic Programming – Beyond the Bar Scene

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 trying to accommodate under-agers, looking for new ideas, or if you just want to brag about your successes, this session is for you.

Presented by:

John B. Young, Fanshawe College
Ernie Stufflebean, William Jewel College, Missouri

Block 3 – Session 2

The Many Faces of Orientation Week

You are planning the best time in people's lives! Come to this roundtable session for the basics and to share ideas on everything from budgets, entertainment & events, sponsorship, themes and dealing with administrations. Be prepared to give up or take great ideas from previous 'O' Weeks.

Presented by:

Chad 'Buddah' Cardinal, Nipissing University

Mike Pope, Dalhousie University

Omar Al-joulani, The Agency Group

Block 3 – Session 3

Volunteers & Staff: Recruitment, Retention & Rewards

As leaders, we often encounter difficulties retaining, motivating and recognizing staff and volunteers. In this session we will discover how to create a volunteer and work experience that is fun, challenging, and rewarding.

Presented by:

Alan Davis, NACA

Block 4 – Session 1

Contract & Rider Negotiations: the Business & Human Sides

Contract negotiation is one of the primary functions of the business relationship between you and COCA associate members. Participants will learn how to identify the critical elements in a contract and be warned about potential pitfalls. Learn about contract and rider negotiations from both sides of the table. After you learn the business side of the equation we will also discuss the human side to negotiations and the impact your decisions have on the artist or associate member.

Presented by:

Omar Al-joulani, The Agency Group

Louis Thomas, QUAY Entertainment

Kevin Duffy, Carleton University

Jennifer Clarkson, National Speakers Bureau

Block 4 – Session 2

Diverse & Awareness Programming

Does your programming reflect the "make up" of your campus population? Are you programming or promoting with social responsibility or with health and safety issues in mind? The interactive workshop will look at non-traditional programming ideas such as Queer Nights, Awareness Weeks, Mature Students, Multi-Cultural Events, and how all events must be accessible for students with special needs.

Presented by:

Jeff Zoeller, Ryerson University

Brad Beamish, Centennial College

Jen Guy, Student Life Education Company/BACCHUS

Block 4 – Session 3

Low Budget Pub Programming

Campus Pub Programming does not always have to include big concerts 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 campus pub's entertainment line-up with legendary events, or become your pub manager's best friend, this session is for you!

Presented by:

Chad 'Buddah' Cardinal, Nipissing University
Justin Sudds, University of British Columbia

Block 5 – Session 1

Dollars & Sense – Budgeting & Sponsorship

Strategies for budgeting and sponsorship: Is there a common, simple method of budgeting? Is there sponsorship to offset the costs of doing business and do you have anything to sell? Is it possible to break even or retain parts of your programming budget? Find out how to manage and understand your budget to stay within your means. Discover that sponsorship can be your best friend or worst enemy.

Presented by:

Alan Davis, NACA

Block 5 – Session 2

The BIZ Panel: Dancing with the Devil – 3rd Parties on Campus

This highly anticipated session invites COCA delegates to listen and question our Industry Panel. A selection of professional guests from various fields will discuss what's right and what's wrong with third parties (everything from HOB, Clear Channel, Tobacco Companies & Gillette to Clegg, X-Box, Consumer Impact Marketing, and more) on our campuses and involved in our events and programming.

Presented by:

Omar Al-joulani, The Agency Group
Tom Kemp, SL Feldman & Associates'
Kevin Duffy, Carleton University

Block 5 – Session 3

Tech Talk: Not a Foreign Language

One of your first priorities in your live shows is coordinating stage, sound and lighting. This session will discuss what the technical rider is all about and what you need to know about interpreting it so you don't spend money you don't have to or have enough for the size of show you want to put on. You won't be running on of the sound boards, but after this session you will know what your brands or comedians are looking for, what you will need to have in terms of equipment and crew, and how to talk tech with the best of them!

Presented by:

Steve Derpack, University of Alberta

Block 6 – Session 1

Cut the Crap: The Best and the Bombs

Come prepared to share all of your campuses feats and follies! You will also hear what worked and what didn't from across Canada with no holds barred. There are no punches pulled in this session. You will hear how it was to deal with different companies, agents and acts. As a group, we will analyze every event as to what went right and what went wrong and try to offer solutions.

Presented by:

Dave Anderson, SAIT

Justin Sudds, University of British Columbia

Block 6 – Session 2

Bar Management: Trends and Challenges

Discussing the challenges and problems we face running student pubs on campus.

Presented by:

Mike Pope, Dalhousie University

Graeme MacKenzie, Saint Mary's University

Block 6 – Session 3

The Continuity Factor (en francais)

The passing of the torch between student executives is one of the most important steps in the early stages of the new mandate. The period for organizational integration and to become acquainted with the various files in progress can be very challenging. The ability to quickly understand the university or college administration's way of working and its bureaucracy will have significant impact on the success of a new mandate. This workshop will offer you insights about this reality that student groups face in university and colleges across the country. The presentation format of this session will be very interactive, with very specific discussion points. Also participants will have the opportunity to share with their counterparts their respective experiences. All told, this session is an opportunity to discover the importance of, and how you can profit from, a planned transition period.

Presented by:

Martin Routhier, Universite d' Ottawa