



COCA 2005 National Conference North Bay, ON – June 16-20, 2005 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:

Jayson Duggan, McMaster University

Justin Sudds, S.L. Feldman

Block 1 – Session 2

Marketing & Recruitment Strategy

Does your group need new members? They need to develop market strategies that will: Get attention, Hold interest, Arouse desire and obtain the desired action. Remember your programming won't be successful if the students don't know what you do and how to get involved. This session will provide you with useful ways to get and stay connected to your university community.

Presented by:

Justin Lawhead (Memphis University NACA)

Block 1 – Session 3

Campus Partnership Programming

Find out the benefits of working together with your colleagues on multi-campus events, large or small. Campus Idol, Pool/Poker Tournaments, One Night Stand Series, Kevin Smith and Spike Lee speaking engagements, are all examples of how programmers can work together to create a better, more successful event.

Presented by:

Brad Beamish, Centennial ; Terry Edmonstone, Georgian; Nat Carrier, NSB

Block 2 – Session 1

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 on programming.

Presented by:

Jayson Duggan, McMaster University
Justin Sudds, S.L. Feldman

Block 2 – Session 2

Volunteer Management & Conflict Resolution

As a volunteer manager there will be times you have to deal with conflict, whether it is someone not performing his or her duties or a general disagreement with the sort of program to bring to campus. How effectively you deal with any conflict could play a large part in whether your group has a successful programming year

Presented by:

Alan Davis, NACA
Justin Lawhead, Memphis University/NACA

Block 2 – Session 3

Publicity & Promotions: More Than Just Posters

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
Shea Dahl (UBC)

Block 3 – Session 1

No Booze, No Cash, No Problem

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

Understanding Hip Hop Culture

Will Strickland, longtime music industry veteran & creator/professor of the seminal University of Massachusetts course on hip hop culture, “Edutainment: The Impact of Hip Hop on American Culture”, will share his experiences within the culture and explore the history of Hip Hop culture and its current effect on society. Mr. Strickland will also delve into the viability & value of utilizing the culture as an educational tool in the halls of Academia.

Presented by:

Will Strickland

Block 3 – Session 3

Alcohol & Risk Management

A Lawyer and an insurance guy walk into a room ... No Jokes! When planning an event, it is important to assess the risk associated with the event by asking and answering important questions. Insuring that you have answers to all of these questions, (and others that may be unique to your event), will minimize the problems that could occur and the liability you are risking. This session will go over what questions should be asked, what precautions you should be taking and where to find the answers you need to protect yourself and your association.

Presented by:

Shelly Timms

Jim Henry

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:

Pat Sambrook, TBC

Omar, The Agency Group

Steve Derpack, Alberta

Tom Kemp, SLFA

Block 4 – Session 2

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

Phil Champagne, WLU

Block 4 – Session 3

Orientation & Winter Carnival

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 Orientation Weeks.

Presented by:

Joey, Festival Promotions

Mike Anderson, NAIT

Mark Szepes, Dalhousie University

Allan Cayenne, Wilfrid Laurier

Block 5 – Session 1

Challenges of Bar Manager & Programmer Relations

Discussing the challenges and problems we face running student pubs on campus. Relationship development between the two sides, Bar Managing and programming and striking the balance between both.

Presented by:

Jeff Dockery, CHMA

Graeme Mackenzie, Saint Mary's

Steve Derpack, U of A

Bob Hale, St. FX

Block 5 – Session 2

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

Block 5 – Session 3

Food & Beverage Trends

This panel will be discussing the previous and upcoming trends in the world of campus foods and beverages. Topics could include everything that was hot last year and everything and everything we know is going to be launched for the upcoming year.

Presented by:

Chris Stanley, Wilfrid Laurier

Lumpy, Fanshawe College

Steve Bitonti, Canadore College

Block 5 – Session 4

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!

Presented by:

Mike Mandel, Mike Mandel Enterprises

Block 6 – Session 1

MAIN EVENT: The Agents Panel

You have talked about them in “Cut the Crap”. They have talked about you in “Contract Riders & Negotiations”. Now is the event you have all been waiting for. We have gathered a panel of our industry's leading agents and they are willing to go toe-to-toe with us on any issue from contracts not reflecting the offer sheet to the bait & switch.

Presented by:

Omar Al-joulani, TAG

Justin Sudds, SLFA-West

Nattalie Carrier, NSB

Tammy, CTM

Dwight, Paquin

Sarah Lutz, SLFA- East

Block 6 – 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:

Brad Beamish, Centennial College

Billy Jo Cox, Dir. Of Bacchus

Block 6 – Session 3

Alternative Programming: TRAVEL PANEL

Programming for your students does not have to be confined to your campus. Attend this session to find really cool places and programs available to your constituents through our sponsor travel companies.

Presented by:

Jason Krulicki, Breakaway Tours

Robert Wooden, Travel CUTS

David Temple, TNT Tours