



COCA 2008 National Conference June, 2008 Education Sessions

Block 1 – Session 1

Event Planning/Programming 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 U/Canadore College

Block 1 – Session 2

But it's for a good cause! Charity Events

What makes an excellent charity event and how do you pick the right charity for your organization? Understand how to plan a Dyn-O-mite charity event, choose the right event for your school, and how to plan a successful fundraiser for your own non-profit organization.

Presenters:

Christina Burns, McMaster University

Crystal Adair-Benning, Ryerson University

Block 1 – Session 3

Unconventional Programming (BILINGUAL/BILINGUE)

Even the best programmers in the world need new ideas from time to time. Do you find you are providing the same programming for your students year after year? Are you looking a few event ideas that will wow your students and get them more involved? You'll find them here! The weird, the wonderful, the bizarre...everything but the kitchen sink! Warning: Thinking outside of the box may occur!

Presenter:

Guillaume Lemieux, S.L. Feldman and Assoc.

Block 1 – Session 3

Même les meilleurs programmeurs au monde ont besoin de nouvelles idées de temps en temps. Avez-vous l'impression de fournir la même programmation à vos étudiants année après année? Cherchez-vous des idées d'événements qui impressionneront et impliqueront encore plus vos étudiants? Vous les trouverez ici! L'étrange, le merveilleux, le bizarre, tout sauf le commun ! Attention : Pensez en dehors de la boîte pourrait bien arriver!

Présentateur :

Guillaume Lemieux, S.L. Feldman et Assoc.

Block 1 – Session 4

Planification D'Événement/ Programmation 101(FRANCOPHONE)

Cette Session fournit les principes fondamentaux de la programmation d'événement. C'est votre première destination en tant que nouveaux programmeurs. Apprenez comment organiser tous les détails de votre événement incluant les contrats, le divertissement et toutes les autres aspects qui se rattache aux gros événements.

Présentatrice:

Nathalie Carrier, University of Ottawa

Block 2 – Session 1

Event Planning/Programming 101 (B)

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, Nippissing U./Canadore College

Block 2 – Session 2

Diversity Programming

Variety is the spice of life and your campus is no different. Get the low down on what diversity really means, how to understand the demographics of your campus and how to properly program for and communicate with your diverse world of students.

Presenter:

Chris Ali, Sheridan College

Cory Johnson

Block 2 – Session 3

Programming with Sports and/or Recreation in Mind / Programmation avec les sports et récréation en tête (BILINGUAL/BILINGUE)

Not all programming involves the dance floor or a concert. Take an unexpected turn in programming by looking at the world of sports and recreation and how to use what happens on the court and in the world of recreation to provide a new dimension to your programming ideas.

Presenter:

Nathalie Carrier, University of Ottawa

Block 2 – Session 3

Ce ne sont pas toutes les programmations qui exigent une piste de danse ou un concert. Prenez donc un virage inattendu en jetant un regard sur le monde des sports et récréation et découvrez comment cet univers peut apporter une nouvelle dimension à vos idées de programmation.

Présentatrice:

Nathalie Carrier, University of Ottawa

Block 2 – Session 4

Small School...Big Ideas!

Having trouble competing with all those schools out there that have 10 times the amount of students, dollars and resources than you? Don't let it get you down! Embrace your uniqueness, turn your size into an advantage and watch big things happen to your small school! This session will address issues for smaller schools and help you see where your size could be an advantage and how you too can have that great event just like all those other schools!

Presenter:

Kenney Fitzpatrick, Mount Saint Vincent University

Block 2 – Session 5

Organizing Political Events / Organisez des événements politiques (BILINGUAL/BILINGUE)

Don't be reckless and destructive with your political protests! Be constructive, effective and organized. This session will provide you with the basics to planning a great political event, how to get your local and provincial government involved, and how to bring the hot issues to the student body in a way that will get you noticed.

Presenter:

Howie Bender, OUSA

Ne soyez pas destructeur et irréfléchi avec vos manifestations politiques! Soyez constructif, efficace et organisé. Cette session vous enseignera les bases de la planification d'un bon événement politique, comment faire impliquer votre gouvernement provincial et local, et comment apportez les sujets de l'heure au corps étudiant tout en vous faisant remarquer!

Présentatrice:

Howie Bender, OUSA

Block 3 – Session 1

Budgeting 101

There's no need to fear numbers! Understanding your programming budget is a key component to a successful event or project. Learn to stay financially on track and not over spend. This session will provide you with the basics to building a manageable budget and keeping control of your money.

Presenter:

Leslie Heusted, Maryville University (St Louis)

Alan Davis, NACA

Block 3 – Session 2

Trends

What are the trends happening on campus and how are they impacting what is happening with your programming? What has & hasn't been working & what's the next big trend coming to a campus near you. From Facebook to concerts, learn about the trends that love 'em and leave 'em and how to not get caught up and left behind.

Presenter:

Chad 'Buddah' Cardinal

Block 3 – Session 3

Managing Student Leaders

Are you effectively helping to foster a positive learning experience? This session aims to provide staff a better understanding of the learning curve of student leaders, their different needs and learning styles and take the step to show you how you can become a true mentor & keep students on track.

Presenter:

John b. Young, Fanshawe College

Block 3 – Session 4

The Art of Student Engagement

This session aims to give programmers a new perspective on connecting with the student body. Learn how to read your campus demographics, know your audience and the different stimulus they will respond to. It's all about motivation, impression and communication.

Presenter:

Katie Marvin, CANFAR

Block 3 – Session 5

The Inter Campus Connection: Working with Campus Administration

Get off on the right foot with your campus administration. Understand the pitfalls and politics you can encounter and learn about communication and working strategies that could turn that negative relationship into a positive experience.

Presenter:

Shelby Harris, University of Massachusetts – Boston

Block 3 – Session 6

Avoir les bon outils (FRANCOPHONE)

L'atelier vise à fournir aux organisateurs d'événements culturels en milieu scolaire des outils qui faciliteront leurs démarches et favoriseront l'atteinte de leurs objectifs. De l'idée première à la promotion, en passant par les aspects logistiques et financiers, l'ensemble du processus organisationnel est abordé dans le cadre de cet atelier.

Présenté par

Yanik Masse et Éric Tremblay de Bonsound

Block 4 – Session 1

Frosh 101

Your Frosh/orientation can take on many forms. It may be a full week or maybe just one day. Start your orientation now by getting tips to planning the best events for all of your new students. Learn planning techniques to develop a strong and solid team of frosh leaders and understand how to build a great frosh kit that's right for your students! Consider this session as your frosh foundation!

Presenters:

Michelle Beauchamp, Cambrian College
Kenney Fitzpatrick, Mount Saint Vincent University
Jay Flescher, Festival Promotions
Terri Goldstein, Universal Links

Block 4 – Session 2

Building your Brand

It's time to define your organization and create the brand that people will recognize. From logos to T-shirts, to traditional events and more, let the world know who you are and what your organization is about in ways they'll never forget.

Presenter:

Erin Kinghorn, FACTOR

Block 4 – Session 3

Building Better Clubs & Societies (BILINGUAL/ BILINGUE)

Clubs and societies are an integral part of student life. Get the knowledge of how you can effectively help your clubs and societies take it to the next level. From organizing hands-on workshops to supplying informative resources, give your student groups the means to go out into your communities and make the ultimate impact.

Presenter:

Julie Ella Dubeau, McMaster University

Les clubs et les sociétés sont une partie intégrante de la vie étudiante.

Acquérez les connaissances pour aider efficacement vos clubs et vos sociétés à monter au niveau supérieur. De l'organisation d'ateliers manuels et interactifs jusqu'à la diffusion de ressources utiles, et donnez à vos groupes étudiants les moyens de s'imposer et d'avoir un impact maximum dans leurs communautés.

Présentatrice :

Julie Ella Dubeau, Université McMaster

Block 4 – Session 4

Volunteer Recruitment, Retention, and Management

Volunteers are a vital part of everyday life and your organization is no different. This session will give you everything you need to build and maintain a solid volunteer base. Get the volunteers. Organize the volunteers. Appreciate the volunteers. Keep the volunteers. It's the how to and what not to do's of working with volunteers.

Presenter:

Shelby Harris, University of Massachusetts - Boston

Block 4 – Session 5

Beyond the Poster: New Marketing Ideas

Poster blindness is sweeping over campuses across Canada. Fight back by using new low or no cost techniques and tricks of the trade to get them to not only notice your event and information, but remember it as well!

Presenter:

Eric Warner, Myspace Canada

Block 5 – Session 1

Marketing 101

Learn the art of getting the word out to the student body! The how, who, where and when basics of promoting your events! All of this valuable information will be covered in one great marketing session that will guide you through the beginning stages of event promotion, right to all the last minute details. This session will show you how to get their attention and keep it!

Presenter:

Leslie Heusted, Maryville University - St. Louis

Block 5 – Session 2

How Green Is Your Event? : Creating environmentally friendly events.

Everyone is going green and now you can too! COCA is proud to be providing schools with the knowledge of how to go green and make your events and projects more environmentally friendly.

Presenter:

Carol Moxam

Jayne Dunsmore

Block 5 – Session 3

Creating and Organizing Booster Squads and Street Teams

Get your interested students working with you! This session aims to give programmers a new approach to getting students involved. Get new ideas on how to organize those keen students you see everyday into an energetic team ready to take it to the streets and promote events, gather information and boost campus morale! Learn how to do it, what you can use your street team or booster squad to accomplish and how you can reward and appreciate them to stay involved!

Presenter:

Jeremy Neilson, Mount Saint Vincent University

Tyler Deacon, Mount Saint Vincent University

Block 5 – Session 4

Effective Team Building

Renforcer le travail d'équipe

(BILINGUAL/ BILINGUE)

You're only as strong as your team! Is your team operating at full strength and working together? Or are you firing on separate cylinders? This session will show you how to spot the weak areas of your teamwork, how to fix the problems and how to make the most of your teams strengths. From the executive team to the volunteer crews, learn how to come together and become an amazing team.

Presenter:

Ian Anderson, AMCES

Réunissez vos forces pour mieux travailler! Est-ce que votre équipe travaille à son plein potentiel ou manque-t-elle d'efficacité? Cette session vous montrera comment cibler les aspects faibles de votre équipe, comment les redresser et comment tirer le meilleur des forces de chacun. Du comité exécutif jusqu'aux comités bénévoles, améliorez le travail d'équipe pour développer votre efficacité.

Présentateur :

Ian Anderson, AMCES

Block 5 – Session 5

Fundraising/Sponsorship and Corporate Canada

This session is all about selling your sponsorship package! Get more bang for your programming, fundraising & sponsorship time. Understand how to work with corporate Canada to develop partnerships that extend beyond the one event and show big business everything you have to offer and why they should want to partner with you.

Presenter:

Kensel Tracy, Colterman Marketing Group

Block 6 – Session 1

Start to Finish: The Event Evolution

You've been given the tools for event planning and programming. You've overcome your fear of numbers and have learned to control the flow of your dollars. You've been given the skills to grab the attention of your fellow students. Now see it all in action. This session takes the 101 experience and shows you how to bring it all together for one big event.

Presenters:

Lora Zeldin, Breakaway Tours

Block 6 – Session 2

Keep Control: Understanding Alcohol Awareness

Alcohol consumption on campus is a fact of life. But do you know how to responsibly keep it from getting out of control? This session will teach you some tips on how to effectively promote positive alcohol awareness on your campus without being a wet blanket. Bring awareness to your student body and help keep things fun and safe!

Presenter:

Christine Rainey, University of Ottawa

Block 6 – Session 3

Leadership Lessons

Leçons du leadership

(BILINGUAL/BILINGUE)

Learn how to become the leader you've always wanted to be. Understand the difference between managing and leading, different leadership styles, leading by example and what it takes to be seen as a leader by your peers.

Presenter:

Ian Anderson, AMCES

Comprenez la différence entre gérer et mener, les différents styles de leadership, mener par exemple et ce qu'il vous faut pour être perçu comme leader par vos pairs.

Présentateur :

Ian Anderson, AMCES

Block 6 – Session 4

New Media Marketing

Find out what's new, hot and hip on the street in campus marketing trends. From the latest in technology to up and coming marketing tricks, this session will give you all the info on what the future of campus marketing will look like. Move into the future of marketing today!

Presenter:

Stephen Sills, Sheridan College

Block 6 – Session 5

Copyright Laws

Droits d'auteurs (BILINGUAL/ BILINGUE)

Don't get caught using unauthorized materials. It may look and sound nice but... it ain't yours! This is a session on what copyright means, if you may be in violation of it, and how its infringement could become an ugly nightmare for you and your organization.

Presenters:

Terri Brandwein and Tony Di Paulo, Criterion Pictures

Ne vous faites pas prendre à utiliser du matériel non autorisées. Qu'ils soient jolis pour l'œil ou pour l'oreille... ils ne sont pas à vous! Ceci est un atelier sur ce que sont les droits d'auteur et pourquoi les brimer peut mettre votre organisation dans un gros embarras.

Présentateurs:

Terri Brandwein et Tony Di Paulo, Criterion Pictures