COCA 1984 National Conference
Montreal, QC - June 17-20, 1984
Education Sessions

Block 1 – Session 1

Motivation & Supervision of Volunteers - Levels 1 & 2

This session will deal with the perennial problem of recruiting and managing student volunteers, understanding motivation and keeping your volunteers involved once they have offered to help. Other topics such as stagnation, communication, goal setting and committee management will be discussed.
Presenter:
Roger Cote, Campus Centre Director, Concordia University

Block 1 – Session 2

Planning A Concert, Dance or Pub – Level 1

Participants in this session will receive an annotated checklist of what is necessary in running a basic concert, pub or dance function. This session will reinforce basic but often forgotten concepts in event planning for the college or university campus. If you constantly find yourself saying, "I forgot" or "I didn't know about that" or "I though they were going to do that", this session will give you a new lease on your programming life.
Presenter:
Christopher Giacinti, Programme Director, McMaster University

Block 1 – Session 3

Situational Leadership – Level 2

The dynamics of groups within organizations are constantly in flux. As managers, supervisors and advisors of various groups, it is important that we understand how they change and mature. Participants in this session will learn about Hersey and Blanchard's situational leadership theory and how to apply it in their institutions.
Presenter:
Duane Anderson, Director of Student Activities, Suffolk University, Boston

Block 2 – Session 1

Who Needs It? – Level 1

Campus programming is often expected to provide a diverse range of services on a limited or breakeven budget. How do you divide the funds available to you? This session will provide a basic understanding of the purpose of having a budget, what items should be included and how to establish controls to avoid overspending. Part of this session will involve an exercise in which participants go through the process of constructing a budget for a hypothetical event.
Presenter:
Jon Shifman, Comptroller, McGill University

Block 2 – Session 2

<u>Planning An "Interest Course" Program For Your Campus – Level 2</u>
Programming departments on many campuses these days are expected to respond to the educational needs of their students outside of the formal classroom. Continuing education is becoming an accepted idea on all levels of society. This session will discuss the logistics of setting up non-credit interest course (mini-course) programs from beginning to end. Topics will include objectives of the program, budget, selection of instructors, evaluation registration procedures and methods of publicity.
Presenter:
Roger Cote, Campus Centre Director, Concordia University

Block 2 – Session 3

<u>Alternative Programming – Levels 1 & 2</u>
There is more to programming than concerts and pubs. This session will introduce delegates to other successful programs that have broad market appeal and spark participation from all sectors. Non-alcoholic events, comedy shows, travel programs and after hours functions are just a few of the possible events which will be covered. Bring along your ideas and participate in the discussion.
Presenter:
Marie Gilkinson, Programmer, Wilfrid Laurier University
Andy Talbert, Consultant Executive, Edmonds Talbert Talent Consultants, Boston

Block 2 – Session 4

<u>Contracts & Entertainment Legalities – Levels 1 & 2</u>
This seminar will discuss your rights and obligations upon the execution of a contract. Is a verbal agreement as binding as a written contract? What part of the contract does the rider form? How to stay out of trouble? What can and should be done in case of cancellations? What abour preforming rights (CAPAC and PRO)? These are questions that are asked year after year and the answers should help you obtain a clear understanding to assist you in dealing with the acts you will book.
Presenter:
Paul Farber, Vice President, CBS Records Canada Ltd.

Block 3 – Session 1

<u>Layout & Design: Posters, Flyers & Newspaper Ads – Level 1</u>
Posters, flyers and newspaper ads are essential components to sell your program. This workshop will teach the basic to the design and layout of advertising material with special attention paid to type size, use of photographs and graphics and information to be included. Participants will be given an opportunity to put these principles to use during the practical exercise part of this session.
Presenter:
David Rowley, Public Relations Officer, Telecon & Editor, McGill Student Handbook 1980

Block 3 – Session 2

Jive Talkin': Agents & Senior Programmers Panel – Level 2

Invariably relationships between the programmer or promoter and the booking agent will be strained from time to time. This panel will discuss beefs from both points of view and point out what agents expect of you and what you should and shouldn't expect of agents. Be prepared for some eye raising anecdotes about groups you've all heard of.

Moderator:
Scott Keating, Vice-President, McGill University
Panel:
Peter Kewley, Sales Manager, The Agency
Vinny Cinquemani, Vice-President, Platinum Artists
Dan Gallagher, Entertainment Coordinator, University of Guelph
Gord Spencer, Programmer, St. Mary's University

Block 3 – Session 3

Developing A Student Leadership Program – Level 2

One of the recent changes seen in the values held by student leaders is the increasing appreciating for the value of leadership skills. Many school in the USA and Canada are now beginning to actively encourage good leadership development programs. These programs can and often do improve the effectiveness of student leaders by increasing their leadership and management skills.

Presenter:
Peggy McCoy, Coordinator of Social Anamation, Vanier College
Paul McCann, Executive Director, McGill University

Block 4 – Session 1

Theme Programming & Special Events – Level 1

Special events on campus provide a unique opportunity to incorporate a central theme to a group of events. This workshop will use brainstorming techniques to give participants a list of possible themes to take back to their campuses. It will also provide first-hand experience in developing a theme to give specific details of an event (e.g., entertainment, costumes, decorations, types of food & drink, etc.).

Presenter:
Marie Gilkinson, Programmer, Wilfrid Laurier University
John B. Young, Building Manager, Fanshawe College

Block 4 – Session 2

Stage Production and Management – Levels 1 & 2

This seminar will deal with problems relating to artist relations, security and stage management. These problems often arise on the day of the show and it's useful to know how to avoid them. A step-by-step critical path for stage managers to follow will be outlined and the evaluation of a production will also be discussed.

Presenter:
Paul Holland, Programming Technical Coordinator, University of Guelph
Gary Stewart, Programmer, University of Waterloo

Block 4 – Session 3

Publicity: Getting Your Act Together – Level 2
From bumper stickers to sit-ins, this session will tell you how to publicize and promote on campus. This is an ideal session for student leaders and programmers who do not know how creative they really are. It will teach you how to reach, interest and involve the students on your campus. This session will cover such topics as; planning a campaign and establishing a step-by-step calendar checklist. Most importantly, it will give examples of materials that will do the job.
Presenter:
Cynthia Taylor, Vice President Synergistic Consulting

Block 5 – Session 1

Often students at one school will want to hold an event, which cannot be supported, by that school alone. Solution: cosponsor with another school so you can draw on the combined student populations for ticket sales. Guelph and Waterloo have been awhile Dan and Gary will share the secrets of their successful team efforts and fill you in on such topics as choosing a venue, promotional ideas and the legal considerations involved.
Presenter:
Dan Gallagher, Entertainment Coordinator, University of Guelph
Gary Stewart, Programmer, University of Waterloo

Block 5 – Session 2

Programming for Two-Year Community Colleges – Level 2
This session will look at programming for community colleges. These commuter schools have to deal with; no residences, a rapid turnover of students and student governments and a campus student body that ranges in age from 17 to 45 years old. These circumstances place a special pressure on the two-year schools. This session will investigate programming ideas that have proven successful on several campuses. The "how to's" of promoting and implementing programs will be discussed and participants will be able to share what has worked at their schools.
Presenter:
Art Hooks, Assistant Director, Northern Alberta Institute of Technology

Block 5 – Session 3

Guest Speakers & Lecture Series – Levels 1 & 2
This Session will present the tried and true basics: selection, contract negotiation, presentation and evaluation. This seminar will also examine different types of lecture formats such as integrating guest speakers into a pub or film series, the standard debate event, theme programs, utilizing resources to run a series for under $1000 and the visitorship or residency approach. Delegates will participate in an exercise to give the theory presented a practical feel. This is a required course for all new lecture programmers and an excellent review for those more experienced. Don't forget the lecture showcase immediately following this seminar!
Presenters:
John B. Young, Building Manager, Fanshawe College
Denise James, Office Manager, Astral Bellevue Classics

Block 6 – Session 1

<u>Being On The Other Side Of The Bar – Levels 1 & 2</u>
This informative seminar will cover everything required to run a successful pub. This is a basic pub management theory workshop focusing on; the service industry, pricing, regulations, how to eliminate theft and much more. The second part of this seminar will cover job descriptions, house rules, control systems, goals and objectives, and will include round table informative exchange.
Presenter:
Margaret Hobbs, Facilities Manager, Humber College

Block 6 – Session 2

<u>Panel: Programming International Acts – Level 2</u>
An entirely new range of problems is encountered when a foreign act is contracted to work in Canada whether it is a major concert attraction or just a band for one of your pubs. You have to deal with immigration, bonding, taxation, exchanging rates and foreign agents. There are different procedures based on nationality (American British or other). This panel discussion will provide insight into all of these special problems critical to the presentation of foreign entertainment.
Moderator:
Scott Keating, Vice-President, McGill University
 Panel:
Debra Rathwell, Vice-President, Donald K. Donald Productions
Vinny Cinquemani, Vice-President, Platinum Artists
Bruce Paisley, Programs Coordinator, University of British Columbia
Gary Stewart, Programmer, University of Waterloo

Block 6 – Session 3

<u>Film & Video Programming – Levels 1 & 2</u>
This session will examine the formulation of a film series, new specialty programs, negotiation of films and types of promotion. There will be a brief overview of methods of programming non-traditional film programs such as: documentary and international films with special promotional techniques, targeting audiences and creating series concepts. Moreover, participants will be introduced to an increasingly popular form of programming; video. The different sorts of programming available will be discussed. You will get an insight into using video to advertise other aspects of your entertainment program as well as the legalities of the newest forms of video programming.
Presenter:
Robin Benitz, Director, Canadian Programming Service
Wayne Hepburn, Manager of Programming, University of Guelph