



## **COCA 1985 National Conference Halifax, NS - June 8-12, 1985 Education Sessions**

### ***Block 1 – Session 1***

#### **Film & Video Programming**

In this session, you will learn the unique aspects of film programming from the analysis of the needs of your college community to conceptualizing and “sculpting” a varied film program which serves that community. Among the skills and procedures to be covered will be aesthetics, budgeting, marketing research, film history, group dynamics, resources and the ethics and obligations involved in organizing a film series.

**Presenter:**

John B. Young, Building Manager/Programmer, Fanshawe College

### ***Block 1 – Session 2***

#### **Developing Communication Skills: Active Listening**

As a student leader you will have to communicate with a wide variety of people from administration and staff, to student and faculty, to outside businessmen and politicians. It is important that you be an active listener so you can better interpret what people are telling you and, in turn, make your position more clear to them.

**Presenter:**

Max Tapper, Development Consultant, The Royal Winnipeg Ballet

### ***Block 1 – Session 3***

#### **Show Planning A To Z**

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. Everything from date selection and who to contact, to event evaluation, will be covered in sequential order.

**Presenter:**

Jeffrey Gold, Programming Co-ordinator, University of Western Ontario  
Neil Kimelman, Program Director, University of Winnipeg

## ***Block 2 – Session 1***

### **Proper Budgeting Can Make Your Year**

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 over-spending.

#### **Presenters:**

Lisa Nicholson, Business Administrator, St. Mary's University  
John MacCuish, General Manager, Acadia Students' Union

## ***Block 2 – Session 2***

### **Motivation & Retention of Volunteers**

The Student Volunteer is a vital and essential part of college union programs and activities. This session will deal with questions of how to find, excite, and keep them in union organizations.

#### **Presenters:**

Max Tapper, Development Consultant, Royal Winnipeg Ballet

## ***Block 2 – Session 3***

### **The Business of Contemporary Entertainment**

This session will deal with “who’s who” in the business world of contemporary music, business relationships and commissions. The relationships between artist and manager, manager and agent, agent and middle agent, and agent and school, will be explained by individuals in those positions. As well, participants will learn business operations of the contemporary music industry. Panelists will explain expectations of record companies, radio support, and other financial considerations.

## ***Block 3 – Session 1***

### **This is Our Best: Program Sharing**

Selected schools will have the opportunity to present their “best” best activity, best idea, or best service. Come and learn from your colleagues and share their pride and successes. Be prepared to share your successes with the rest. School will be spotlighted.

#### **Presenter:**

Ed Stencil, Manager of Student Activities, Mohawk College

## ***Block 3 – Session 2***

### **Audience Development**

This session will address the task of discovering what your market is and how to reach it. The proper use of surveys and how not to play the number game will be discussed. Participants will learn how to develop an overall market strategy for new and repeat programs.

#### **Presenter:**

Max Tapper, Development Consultant, Royal Winnipeg Ballet

### ***Block 3 – Session 3***

#### **Contracts & Music Legalities**

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 does the rider form? How to stay out of trouble? What can and should be done in case of cancellations? What about performing rights (CAPAC and PRO)?

**Presenter:**

Vinny Cinquemani, President, The Agency, Toronto  
Mark Coporal, Performing Rights Organization of Canada

### ***Block 4 – Session 1***

#### **How to Get Grants**

This seminar will deal with the intricacies of The Canadian Grant Game. Discussions will include what's out there and how to get it.

**Presenter:**

Max Tapper, Development Consultant, Royal Winnipeg Ballet

### ***Block 4 – Session 2***

#### **Combining Sports Bar & Celebrity Speakers**

Discussion will centre around using past and present sports heroes in a "guest spot" situation to enhance a televised sports event on campus. The concept of a Sports Bar or Sports Night in a campus bar will be investigated.

**Presenters:**

Wayne Hepburn, Programming Manager, University of Guelph  
Francis Ronald, BOO Sports Bar Manager, University of Guelph

### ***Block 4 – Session 3***

#### **Travel Programs For Your Campus**

Questions concerning Spring Break Trips, and other Student Tours will be answered. Discussion will include how to set up and administer a travel program on your campus.

**Presenter:**

Heather Crosbie, Manager, Halifax Travel Cuts

### ***Block 5 – Session 1***

#### **Successful Lecture Series Development**

With the Campus Lecture Series growing in importance and costs, there is a need to be more creative in the program format. Brown Bag, Thematic, Topical and Circuit Speaking series will all be explored. There will be some mention of ways to obtain supplementary funding for your program.

**Presenter:**

Robin Benitz, Director, Canadian Programming Service  
Pauline Russel, Entertainment Programmer, University of Saskatchewan

## ***Block 5 – Session 2***

### Day of the Show

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:**

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

## ***Block 5 – Session 3***

### Survival Guide for Student Government Staff

“When you come to the end of your rope, make a knot and hang on” Learning to cope with stress and sometimes burnout as a student advisor or leader is an important skill. Although people have different ways of dealing with stress, we must learn to recognize common signals and obey some rules for “low-stress living”. Another survival technique up for discussion will be how to deal with student councils – some need to be revved up, others calmed down.

**Presenter:**

John Graham, General Manager, Dalhousie University

## ***Block 6 – Session 1***

### Becoming a World-Class Programmer – Part One

This two-part session will introduce a laboratory experience illustrating a model of the Utopian “World Class Programmer”. Participants will identify their own strengths and weaknesses based on the model. Part two will follow with strategies and resources aimed at developing participants’ skills to make them a well-rounded “World Class Programmer”

**Moderator:**

John B. Young, Programmer/Building Manager, Fanshawe College

**Panelists:**

Wayne Hepburn, Programming Manager, University of Guelph

## ***Block 6 – Session 2***

### Theme Programming & Special Events

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 five specific details of an event (eg; entertainment, costumes, decorations, types of food and drinks, etc.)

**Presenter:**

Art Hooks, Assistant Director of Student Services, N.A.I.T.  
Gerry Stroll, Entertainment Manager, University of Alberta

### ***Block 6 – Session 3***

#### **What is Our Role in Alcohol Awareness?**

Considering the prominence of alcohol in campus programming, do we have a responsibility to get involved in awareness campaigns? How can we complement the efforts of alcohol educators? How might a raise in the legal drinking age affect our activity planning? How can we work with B.A.C.C.H.U.S.? Come and participate in this worthy philosophical discussion.

**Presenter:**

Marie Gilkinson, Programming Director, Wilfrid Laurier University  
Marc Cowin, National Director B.A.C.C.H.U.S. of Canada

### ***Block 7 – Session 1***

#### **Becoming a World-Class Programmer – Part Two**

This two-part session will introduce a laboratory experience illustrating a model of the Utopian “World Class Programmer”. Participants will identify their own strengths and weaknesses based on the model. Part two will follow with strategies and resources aimed at developing participants’ skills to make them a well-rounded “World Class Programmer”

**Moderator:**

John B. Young, Programmer/Building Manager, Fanshawe College

**Panelists:**

Wayne Hepburn, Programming Manager, University of Guelph

### ***Block 7 – Session 2***

#### **Promotion & Advertising**

Through the use of a promotions strategy, much time and energy may be saved during the school year. This strategy involves targeting promotions to specific audiences, designing promotions for continuity and approaching promotions for continuity and approaching promotions on a yearlong basis. Discussion will be encouraged as part of the session.

**Presenter:**

Peter Wheatley, Programmer, Carleton University  
Jeffery Gold, Programming Co-ordinator, Western University

### ***Block 7 – Session 3***

#### **The Nuts & Bolts of Variety Night**

This session will explore all the unique aspects of variety nights: date selections, type of room, how to sell it, what works. Special attention will be paid to Comedy Nights and Coffee Houses. Participants will discover how to buy, sample pricing, and receive a contact list of who’s out there.

**Presenter:**

Leatrice Spevack, Programmer, Ryerson University

### ***Block 8 – Session 1***

#### **International Acts**

An entirely new range of problems are 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 immigrations, bonding, taxation, exchange rates and foreign agents. There are different procedures based on nationality (American, British, or Other). This seminar will give you an insight into all these special problems critical to the presentation of foreign entertainment.

#### **Presenters:**

Gary Stewart, Programmer, University of Waterloo  
Tom Dertinger, Program Director, McMaster University

### ***Block 8 – Session 2***

#### **Campus Activities: A Means To Develop Work Skills**

Students who work in campus activities develop special skills that will aid in finding their jobs after graduation in a wide variety of businesses. This session will give you an idea or just how marketable you can be, and how to communicate this to potential employers.

#### **Presenter:**

Pauline Russel, Entertainment Programmer, University of Saskatchewan

### ***Block 8 – Session 3***

#### **Life After Student Activities: Job Options for the Professional**

How effective is the programming profession after long years of service? You may be thinking about moving on, but where do you move on to? This session will identify the competencies you've gained while working in this field, and how to apply them to different related career options.

#### **Presenter:**

John Wilkes, Director, Dalhousie Arts Centre