COCA 1989 National Conference
Edmonton, AB - June 10-14, 1989
Education Sessions

Block 1 – Session 1

Film and Video: Your Guide To A Picture-Perfect Program

This workshop will examine the process of developing a film and/or video program for your campus. Areas to be covered include budgeting, marketing, advertising and promotional techniques, licensing, sponsorship, and theme programming. There will also be an overview on presenting documentaries and foreign films, working with the National Film Board, and getting a first run film premiered on your campus.

Presenter:
Hank Thibideau, Georgian College

Block 1 – Session 2

Developing and Presenting A Lecture Program (so to 'speak')

From research and development to contracting and presentation, this workshop will guide the new and assist the experienced Programmer in creative lecture program formatting. Different types of lecture programs such as integrating speakers into a film or pub series, debates and forums, thematic and circuit speaking will also be examined. Don't forget to catch the Speaker showcase later today at 2:30 p.m.

Presenters:
Peter Block, Canadian Programming Service
Richard Mills, University of Manitoba
Deb Shutiak, University of Saskatchewan

Block 2 – Session 1

The Welcome Workshop – Your Orientation to COCA '89

This is where it all happens. In this workshop you will discover everything that "Rocky Mountain Time '89" has to offer. This informative and entertaining workshop will show you how to make the most of your time during the conference and how to work effectively with many different groups that can make your experience at COCA '89 productive and successful. This orientation workshop will instruct you in the co-operative buying procedure, how to get the most out of Exhibit Hall, the Showcases, the Educational Workshops, and show you what COCA is all about.

Presenters:
Art Hooks, Northern Alberta Institute of Technology
Brad Diemert, NAIT Student Assoc. President

Block 2 – Session 2

Associate Members Orientation

This workshop will examine how to 'work' a COCA Conference in order to get the most out of your investment. The topics to be addressed will include; successful selling techniques when dealing with students , understanding how the committee structure works within student government, the grievance and ethics policies, and an explanation of the co-operative buying procedure. Discussion will also include additional ways to attract buyers to your booth and how to employ follow-up techniques after the Conference.

Presenters:
Kay White, Trick or Treat Agency
Steve Herman, S.L. Feldman and Associates

Block 2 – Session 3

Professional Programmer's Plenary

If you are a professional staff person and this is NOT your first COCA National Conference, read on because this workshop is for you! This session will be an excellent opportunity for colleagues to meet and discuss common problems and concerns that arise in the day-to-day business of post-secondary activity programming. Facilitators will be on hand to share thoughts on professional training and development and making the committee approach work.

Presenters:
Ed Stencel, Mohawk College
Wayne Hepburn, University of Guelph

Block 3 – Session 1

Becoming A Better Programmer: Organizational Behaviour Management

Burn-out is a reality, and we all suffer from its consequences. This workshop focuses on methods of reducing stress through proper personal organization and administration, as well as examples of time and crisis management to stop burn-out before it hits.

Presenter:
Shaw Smith, Davidson College, North Carolina

Block 3 – Session 2

Getting Going With Travel Programs

This workshop will examine the different types of travel and your packages available to your campus. Concerns such as who is available to work with you, where are the best places to go, why some programs don't work, and what are the best and most effective methods of promotion will be covered. An overview of social, cultural, and recreational travel programs will be included.

Moderator:
Marie Gilkinson, Wilfrid Laurier University
Presenters:
Todd Kirklik, Pronto Tours
Tracy Parzych, Adanac Tours

Block 3 – Session 3

Show Planning – Conception, Inception, Deception, and Reception
Participants in this workshop will receive a checklist of what is necessary in running a basic concert, dance or pub. The workshop will reinforce basic, but often forgotten concepts in event planning for the college or university campus. Everything from date selection and whom to contract, to final settlement and event evaluation will be covered in sequential order.
Presenter:
Gerry Stoll, University of Alberta

Block 3 – Session 4

Promotion, Advertising, Marketing, and Publicity (PAMP'ering your Programs)
What kind of unique advertising strategies are available to you when promoting an event? This workshop will show you ways of finding your target market and getting their attention through effective advertising systems and techniques. As well, such topics as design and layout, examples of good and bad advertising, and a critical path for promoting your event will be discussed.
Presenter:
Beth O'Shaughnessy, Carleton University

Block 4 – Session 1

Alcohol Awareness
Alcohol use and abuse by post-secondary students has been the focus of increased discussion in recent years. This workshop will deal with some of the history of alcohol education programs on campus who should be responsible for their administration and how to promote responsible consumption by college and university students in both an educational and entertaining format. Be sure to attend the BACCHUS "Mad Hatter's Party" after this workshop.
Presenters:
Carmi Cimicata, BACCHUS Canada
Emmanuel Patterson, Univ. of Waterloo
Mike Woods, Artist

Block 4 – Session 2

Everything You Always Wanted To Know About "The Biz" But Were Afraid To Ask
We're talking everything you would ever want or need to know about the entertainment business: roles and interaction of artists, agents, managers, record companies and media; who's who and what they do; royalties and copyrights, contracts, riders, liabilities, and semantics; the basic operations of the music industry. The guest panel for this workshop covers the entire gamut of the business world of contemporary music and entertainment, so come prepared with your questions and comments.
Presenters:
John B. Young, Fanshawe College
Steve Herman, S.L. Feldman and Associates
Don Osborne, CAPAC
Holger Petersen, Stony Plain Records
Bob Roper, W.E.A. Records
Denise Donlon, City Tv/MuchMusic
Francois LeBlanc, Artists Consulting Team

Block 4 – Session 3

Creative Programming

A little artistic license is all it takes to put some meat on the bones of an event. This workshop will take you into new and uncharted territory within the realm of creative programming. Through fast-paced brainstorming and idea sharing, participants will see just how many different ways a routine program can become a spectacular event.
Present:
Scott MacInrtyre, Acadia University

Block 5 – Session 1

Boosting School Morale

Ever feel like the only people who care about your campus programs are you and your colleagues? Poor attendance at events getting you down? This could be a sign of STUDENT APATHY—our nation's number one killer of student activities. But there exists tried and true methods of terminationg its deadly effects; (1.) target marketing; (2.) unique and outrageous ad campaigns; and (3.) GET YOUR CAMPUS INTERESTED AND EXCITED! For more information, please attend this workshop.
Presenter:
Kathy Bortoluzzi, Red River College

Block 5 – Session 2

Funding and Sponsorship

You have a terrific idea for a great event on your campus. However, after sitting down with all the facts and figures, the cost is more that your budget can bear. This workshop will look at alternative sources of funding from government grants to brewery sponsorships, how to approach the people involved, the information you will be required to provide, your obligations to the sponsor, etc.
Presenter:
John B. Young, Fanshawe College

Block 5 – Session 3

Zen and the Art of Negotiation

Negotiation is an art which can be applied to our work and our everyday lives. We negotiate when we buy our cars, and we negotiate when we book "The Cars." This workshop will examine how to come to an agreement without giving in, create options for mutual gain, and avoid creating unnecessary conflict by separating the people from the problem so that everyone comes out a winner.
Presenters:
Kay White, Trick or Treat Agency
Michael White, Trick or Treat Agency
Greg Curtis, University of Calgary

Block 6 – Session 1

The New Squirrel In The Woods (or, "So you want to be a Programmer, eh?")
O.K., so you've just been hired/elected to co-ordinate and present student activities and the school year begins in three months. What are you going to do? This workshop will put into focus your duties and responsibilities and assist you in preparing for your imminent orientation programs. Systems of communication with staff, office administration, and management of your programs will be explored in detail.
Presenters:
Richard Mills, University of Manitoba
Scott MacIntrye, Acadia Univesity

Block 6 – Session 2

Production and Stage Management
You may not know the difference between an SM58 and a CP70, or even a snake and a ladder, but you will after this workshop. Discussion will include how to read a technical rider, artist contracting of sound and lights, safety procedures and precautions, ad infinitum.
Presenter:
Clive Alcock, All-Star Sound

Block 6 – Session 3

Canadian Culture and the Free Trade Agreement
Is Canada's cultural sovereignty protected or jeopardized by the Canada – U.S. Free Trade Agreement? What possible consequences could the FTA have on cultural institution such as the Canada Council, the CRTC, and Provincial Arts Councils to name a few? This workshop will address these controversial questions, as well as explore the influence this Agreement may have upon Canadian copyright laws and the music and record industry as a whole.
Presenter:
Allan Gregg, Decima Research

Block 7 – Session 1

Working Well With Your Student Council
Whether you are a profession staff programmer or an elected student activities co-ordinator, a good professional and social relationship with your student government is essential. It can make or break your year. This workshop will address the tasks involved in conducting regular meetings, organizing a retreat, participating in controlled bull sessions, etc.
Presenter:
Klaus Breslauer, University of B.C.

Block 7 – Session 2

Managing Volunteer Human Resources
Volunteers are the back-bone of any event. This workshop will guide you through methods of recruitment, motivation, and retention. Discussion will include perks and incentives, as well as communication systems, Committee models and management. Participants are encouraged to share some of their successful and not so successful volunteer programs.
PresenterS:
Karen Diaz, McGill University; C. Shaw Smith

Block 7 – Session 3

Take This Job and Shove It: Life After Programming

The responsibilities of a Programmer are diverse and all-encompassing. With the skills we develop through student activity programming, what is available to us beyond the confines of the campus? This workshop will explore the many accessible options and help you determine and realize your personal and professional skills and how these relate to alternative work environments.

Presenter:

Marie Gilkinson, Wilfrid Laurier University

Block 7 – Session 4

The Best of the Best: Idea Sharing

Got a unique event and you're keeping it to yourself? Then you can't attend this workshop and hear what others are doing on their campus. Everyone will have the opportunity to brag about their best and whine about their worst. Remember: Ideas cannot be protected by copy right, so help yourself.

Presenter:

Deb You, Sir Sandford Fleming College