

COCA 1990 National Conference

Ottawa, ON – June 16–20, 1990

Education Sessions

Block 1 – Session 1

Associate Member's Orientation

This high-paced seminar will help you work your way through COCA 1990 and maximize the return on your investment. Get tips on how to work effectively with students and making COCA work for you in what could be the most important hour of the Conference.

Presenters:

John King, Associate rep, COCA Board 1989-90
Carmi Cimicata, Associate Rep, COCA Board 1989-90

Block 1 – Session 2

Welcome To COCA 1990

Congratulations! You've made it to COCA 1990, but before you dive in head first, make sure you attend this all-important workshop. You will be provided with valuable tips on how to survive the next five days and more importantly, how to get the most out of COCA 1990. Discussions will cover everything from co-op buying and business hall to educational seminars and what COCA is all about.

Presenters:

Murray Elfenbaum, Chair, COCA Board 1989-90
Bruce Linton, President 1989-90
Carleton University Students' Association

Block 1 – Session 3

Life After Programming

Working as a Programmer in a college or university environment can be a rewarding experience, but the time may come when you choose to move on to a new or related career. This workshop will introduce you to some interesting personalities who have made similar changes in their lives and will give you tips on leaving campus and joining the REAL world.

Moderator:

Greg Curtis, University of Calgary

Presenters:

Brett Gallagher, Insign Productions
Steve Blair, S.L. Feldman & Associates
Ira Baptise, Echo Advertising
Earle Taylor, Kiplings-London

Block 2 – Session 1

Power Selling For Exhibitors

“Learn that 85% of your company’s success is dependent upon the ability of your staff to deal with your company’s best prospects!”

Fred Fox, Sagamore International

COCA '90 is proud to welcome Mr. Fred Fox as Special Guest to the COCA National. This seminar, which has been presented by Mr. Fox to thousands of exhibitors all across North America, is an absolute must for all Associate Members who want to maximize their presence and take control of their exhibiting efforts. Fred Fox combines 25 years of experience in the exhibit industry with humour, hard facts and an unusual insight into people to create an unforgettable seminar experience.

Presenter:

Mr. Fred Fox, Sagamore International

Block 2 – Session 2

Success with Advertising and Promotion

Interested in a couple of tickets for *“The Phantom”*? Learn the marketing strategies that helped create a sensation around Toronto’s latest musical hit. Targeting your market, selecting your event, timing of your event and advertising techniques will all be discussed along with the Critical Path Method for promotion.

Presenter:

Ira Baptise, Echo Advertising

Block 2 – Session 3

Fun with Comedy

Comedy is serious business; the number of comedy and variety acts booked on Canadian campuses every year is ample proof. Experts from the comedy industry will lead this discussion on everything from choosing a venue, production and atmosphere to advertising, promotion and the future of comedy in Canada.

Moderator:

Ken Craig, McMaster University

Presenters:

Mark Breslin, Yuk Yuk’s International

Zoe Stotland, Zoe Stotland Productions

Jeff Bradley, Artist

Sean Cullen, Cork & The Juice Pigs

Block 3 – Session 1

Sponsorship

Working with sponsors is a great way to expand your programming options beyond a limited budget. This seminar will arm you with information for the sponsorship race by introducing you to the outside sources of funding that are available, teaching you how to approach a sponsor, and when to make your pitch.

Presenter:

Paul Holland, University of Guelph

Block 3 – Session 2

Day of Show: The A-Z Of Production

Have you ever had the feeling the stagehands are speaking to you in a foreign language? Can't tell the difference between your cross-overs and your base bins? This seminar will familiarize you with the basics of stage management and production and will also review the necessary steps to successfully coordinate a special event. A backstage tour of the COCA '90 system is part of this package.

Presenter:

Paul Holland, University of Guelph

Block 3 – Session 3

Alcohol on Campus

Alcohol on campuses is one of the biggest issues at post-secondary institutions and in the political arena. Questions of alcohol education, responsibility, liability, prevalent attitudes, drinking and driving and much more will be discussed by panel members who each bring their unique perspectives and experiences. If you have a liquor facility on campus or want to promote an alcohol awareness campaign, this seminar is a must. Includes a live presentation of "Richard Talks."

Presenters:

Michou Jarosz, University of Saskatchewan

Carmi Camicata, BACCHUS Canada

Stephen Kennedy, Algonquin College

Doug Bullock, Addiction Research Foundation

Eric Dingman, Labatt's Ontario – Director of Public Affairs Chair, Public Affairs Committee, Brewers of Ontario

Vicki Ronald, Server Invention Program

Block 4 – Session 1

Big Programming For Small Campuses

Not every programmer is blessed with a generous budget, yet every year they coordinate a full year of special events programming. This seminar will discuss programming on a shoestring budget, getting and the most for your money, organizing low cost/ high success events, idea sharing and more.

Moderator:

Scott MacIntrye, Dalhousie University

Presenters:

Jeff Dockeray, Lakehead University

Heather McRae, Okanagan College

Gary Clarke, Memorial University

Jayne Woods, Creative Arts, Inc.

Block 4 – Session 2

The Art of Negotiating

“Never underestimate the value of money. Never overestimate the value of money”

Mark McCormack, Author & Harvard Lawyer

Becoming a talented negotiator requires years of practice. This seminar, however, will provide you with an opportunity to get involved in demonstrations, roleplaying and to learn first-hand how to negotiate to the mutual benefit of both parties.

Presenters:

Hank Thibodeau, Georgian College

Deb Shutiak, University of Saskatchewan

Kay White, Trick or Treat

Dave Kirby, The Agency

Block 4 – Session 3

The Beer Biz

The past year has resulted in numerous changes in Canada’s beer and liquor industry; changes which have impacted on our campuses. This seminar will provide factual insights on current and proposed legislation and other related issues that apply to the college and university liquor facilities environment.

Presenter:

Mark Skypas, Liquor Licensing Board of Ontario

Block 4 – Session 4

Film Programming

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 for targeting audiences as well as creating series concepts.

Presenters:

John Bonnar, University of Guelph

Tony DiPaolo, Criterion Pictures

Block 5 – Session 1

Turing COCA Into Profits

This session will enable Associate Members to discuss the past year’s successes and failures, trials and tribulations of working the campus market. The panelists will answer questions and direct discussion in order to promote understanding of the campus market to benefit all COCA members.

Moderators:

John King, John King Artists Consultants

Carmi Camicata, BACCHUS Canada

Presenters:

Jack Ross, Trick or Treat

Steve Herman, S.L. Feldman & Associates

Gery Stoll, University of Alberta

Emmanuel Patterson, University of Waterloo

Block 5 – Session 2

Welcome To The Real World

You've been chosen to coordinate student activities on your campus for the next year. You're at COCA 1990. Great! This seminar will bring you back down to earth and put into perspective your responsibilities as a programmer to your student's organization, college or university and, most importantly, your students. You will be briefed on the importance of networking and consulting other programmers. Be prepared for a very colourful discussion!

Presenter:

Marie Gilkinson, Wilfrid Laurier University

Block 5 – Session 3

Working with Student Executives

Campus programmers and student executives must work together as a team to achieve the best possible results for students. By creating a spirit of cooperation and mutual understanding, programmers and executives can look forward to a year of success, rewards and friendship. Through frank discussion, this seminar will address the steps required to produce a constructive and positive working relationship with your latest student executive throughout the entire year.

Presenter:

John B. Young, Fanshawe College

Block 6 – Session 1

Travel Tour Companies

Every year, thousands of students fly, bus or drive to a paradise in the sun for study break. And every year, campus programmers book packages for students without fully understanding to what degree their students are protected in the event of a cancellation, accident or some kind of mix-up. This seminar will clarify the grey areas and will answer any questions concerning the travel industry.

Presenter:

Hal Burns, Ministry of Consumer and Commercial Relations

Block 6 – Session 2

Catharsis of a Retiring Student Leader

While they're in office, student leaders can occupy powerful positions within their student organization and at the Administrative level. But where do you stand when the new Executive takes over? This seminar takes a 'real-world' look at the change from 'student leader' to 'ex-student leader'.

Presenter:

Art Hooks, Northern Alberta Institute of Technology

Block 6 – Session 3

Stress Management/Burnout

Headaches? Sore back muscles? Weight loss (or gain)? Feel like you're going insane? Welcome to special events programming. Duress, or negative stress, can be drastically reduced by taking the time to review your personal and professional habits. This seminar will offer suggestions on how to cope with your personal and professional stress.

Presenter:

Joan White, Algonquin College Counselling Services