

COCA 1991 National Conference
Halifax, NS - June 1-5, 1991
Education Sessions

Block 1 – Session 1

Sponsorship

MONEY IS NOT GIVEN
IT HAS TO BE RAISED
MONEY IS NOT OFFERED
IT HAS TO BE ASKED FOR
MONEY DOES NOT COME IN
IT MUST BE "GONE AFTER"

-Anonymous

Presenters:

Donald P Keleher, P. Eng, Director of University Advancement, Saint Mary's University

Block 1 – Session 2

Power Selling for Exhibitors

This session is geared towards participants at the business Hall. The subjects to be covered are, Definition of Trade and Consumer Exhibitions, The Role of Exhibitions in the Marketing Mix, Exhibit Budgets and Goals, Booth Design and Content, staffing the Exhibit and Follow-up. The session will be a benefit to all associate members who will be present in the Trade Show part of the Conference.

Presenter:

Jonathan S. Denman, CDE, President, The Denex Group Inc.

Block 1 – Session 3

Alcohol Awareness Programmes

The consumption of alcohol on campuses is still very much on the minds of programmers and university/college officials. This session will present some models in dealing with alcohol and drug issues. It is hoped that during the session delegates will engage in frank discussion on these issues.

Presenters:

Jim Delaney, Student Affairs Liaison Officer, University of Toronto
Susan McIntyre, Assistant to the Vice President, Student Affairs, Dalhousie University
Jim MacGee, Council Representative, University of New Brunswick (Fredericton)

Block 1 – Session 4

Performers Contract Riders: Exploring Obligations

The rider is those sheets of paper that arrive with the contract stating all the details the performers need met in order to present their show. 40-year-old scotch? Gummy Bears? Dress Socks? Do I have to? This seminar will explore what is necessary for healthy, happy touring verses what is ego fodder for artists. Find out what your obligations are.

Presenters:

Steve Blair, S.L. Feldman and Associates Agency
Greg Curtis, University of Calgary Programmer

Block 2 – Session 1

Successes and Failures; Why? Round Table Discussion

Every year campus programmers coordinate thousands of special events and activities. Some of these events are huge successes and some bomb miserably. Please join us for a round table discussion on your greatest successes and failures and why. Bring examples of what worked and what didn't to share with the group.

Presenter:

Hank Thibideau, Manager – Student Life, Georgian College of Applied Arts and Technology

Block 2 – Session 2

Leadership and Management in Student Unions

This session will key in on the leadership and management roles of students and staff in a Student Union. We will present the perspective of student and staff, and discuss the inter-relation of the two. Other topics will include, the team management approach, creating a productive and enjoyable work environment in situations lending itself to high risk of stress. We will also talk about the roles of student leaders as they relate to staff and how to deal with conflicts and concerns. Question and answer period to follow.

Presenter:

Steve Gaetz, General Manager DSU, Dalhousie University Student Executive
(TBA) Dalhousie Student Union

Block 2 – Session 3

Negotiation Techniques – How to Get More Bang For Your Buck Or Just Say “No!”

This session will initially focus on the how-to's, why's, and wherefores of a basic contract. From these, negotiation points will be introduced (deal makers, budget breakers, - the hidden cost beyond the artist fees and the GST). This session will then investigate the negotiation process what is and what it isn't, a basic first step in developing skills to successfully negotiate contracts- guidelines for goof negotiations – mistakes of the negotiation process – telephone negotiation and additional “helpful hints”. This session will also feature a role playing segment that will incorporate participants in various negotiating scenarios. Plus some shared experiences on contract negotiation from the purchaser agents and performers viewpoint.

Presenters:

John B. Young, Fanshawe Student Union
A Rouges Gallery of Hundreds

Block 2 – Session 4

Stress Management

STRESS! This is the catchword of the 90's. But what does stress really do to our bodies? This short presentation will examine the effects of stress on us and will cover why some of us excel and some of us collapse when under stress. We will also cover tips for making stress an ally rather than an enemy to be feared.

Presenter:

Cynthia Gorman, Manager, Human Resources Development, Civil Service Commission, Nova Scotia

Block 3 – Session 1

Future Faces of Colleges and Universities

The topic will cover the changing faces of Canada's universities. There are more mature students attending universities who have different set of demands and needs. The economics of attending university have changed as lifestyles and financial resources have rearranged the classroom scheduling for many undergraduates. What changes will have to be implemented by student leaders, university administration and faculty?

Presenter:

Chuck Bridges, Director Public Affairs, Saint Mary's University

Block 4 – Session 1

All the World's a Stage

This informative seminar is directed at a new programmers and new student administrators who wish to discuss at a grass-roots level, the ability to transform a hard contract into a live production. A hands on approach will be used to chronologically discuss and understand the logistics and elements that will lead to a successful event. Topics discussed will be: Budget, target market, pre-production schedules, hospitality and production, advancing dates, agent responsibilities, percentage splits and settlements, as well as many other important facets.

Presenters:

Emmanuel Patterson, Director of Entertainment, Programming University of Waterloo

Ralph James, The Agency

Block 4 – Session 2

How to Program a successful Lecture Series

This in depth seminar will cover all aspects of developing and promoting a successful lecture series. We'll discuss how to work how to work with on-campus groups, how to market on and off campus, how to deal with last minute crises, and what to expect and how to deal with celebrity speakers. This seminar will provide the answers to all your programming questions.

Presenter:

David Lavin, David Lavin Associates Inc.

Block 4 – Session 3

Making the most out of COCA

This session is aimed at Associate Members to realize the benefits of membership in COCA and the access to the college and university market. It is hoped through the presentation and discussion associate members can gain and offer ideas to the COCA movement.

Presenters:

Bob Lambert, Associate Member

Mike Woods, Associate Member

Block 4 – Session 4

Volunteers

Where do they come from? What keeps them working effectively? How long will they stay? These are the questions that haunt anyone who is dependent on a strong force of volunteers to accomplish their tasks. There are tried and true methods that will help you recruit, motivate and retain volunteer workers. The key is getting organized, staying organized, and keeping one step ahead of the game. This seminar will present some theory on volunteer management and some systems and practices you can put into place immediately.

Presenter:

Dena Simon, Executive Director, Nova Scotia Choral Federation

Block 5 – Session 1

Back Stage Tour

This session will take you behind the scenes of the “Main stage” to see how it’s all put together. This opportunity will give delegates a chance to ask questions on the complexity of putting a show together.

Presenter:

Paul Holland, University of Guelph, COCA '91 Stage Manager

Block 5 – Session 2

Zany New Programming Ideas! '91 COCA In Halifax

“Extra, Extra Read, See, Feel, and Hear all about it!” Need some radical creative ideas to enhance your program? Are your advertising strategies just not happening? Key into such concepts as “3-D-Efect and 3 Wave Theory”. This is your opportunity to brain storm and bring your creativity to the surface, ultimately sending your program/event over the top!

Presenter:

Kathy Bortoluzzi, Agent Trick or Treat Agency and Former School Programmer

Block 5 – Session 3

Entertaining of Damaging? Know When to Draw the Line on Campus Activities

A panel presentation and discussion on the controversial aspects of providing campus entertainment. This session will address the issues of sexism, racism, and homophobia that sometimes end up as part of the “entertainment” on our campuses. When do we need to draw the line? When does freedom of speech need to prevail? When do imposed limitations need to prevail? There may be no cut and dry answers by hopefully this session will help you in making your decisions on campus entertainment.

Moderator:

K. Susan Shaw, Sexual Harassment Advisor, Saint Mary’s University

Presenters:

Tricia Crawford, Project Coordinator Service for Sexual Assault Victims

Janet McKinnon, Human Rights Officer, Nova Scotia Human Right Commission

Chip Sutherland, Lawyer Patterson and Kitz, Halifax Member “Black Pool” Band

Block 5 – Session 4

Programming films on Your Campus

This session will touch the area of films for entertainment and non-alcoholic programming. It will look at the options of video, 16mm and 35mm. This topic will be of interest to those who use or plan to use films on their campuses.

Presenters:

Tony Dipaola, Les Films Criterion (Montreal)

Jay Fisher, Criterion Pictures (Toronto)