

COCA 1992 National Conference
Hamilton, ON – May 30 – June 3, 1992
Education Sessions

Block 1 – Session 1

Students and new staff Welcome to COCA '92

An introduction for all student and new staff delegates that will provide valuable information designed to help you get the most out of the days ahead. Co-op buying, conference ethics, hangover helpers, showcasing and the A.G.M. will all be addressed. Everyone welcome.

Moderator:

Ken Craig, Conference Host, McMaster

Presenters:

Michou Jaroz, Co-op Buying Coord., NAIT

Peter Wightman, COCA Chairman, Acadia

Block 1 – Session 2

Associates Welcome to COCA '92

This discussion is designed for all associates to learn techniques to get the most out of the conference and the organization. Topics include COCA networking, Exhibit Hall and current policies and guidelines.

Presenters:

Ralph James, The Agency

Marcus Conyers, Contiki Holidays

Block 1 – Session 3

Program Sharing

This round table discussion provides programmers with an opportunity to share their past years successes and failures on a variety of activities ranging from concerts, pubs, and nooners to travel programs, lectures and special events. Come prepared to participate.

Presenters:

John B. Young, Fanshawe College

Block 2 – Session 1

Group Dynamics/Working Together as a Team

This workshop will teach participants how to develop problem solving, brainstorming and team building skills and show them how to create a win-win situation when dealing with industry people, student groups and school administration.

Presenter:

Jerry Ewen, Playfair Inc.

Block 2 – Session 2

Basics of Lecture Programming

If you are new to the field of lecture programming, this session will show you the ins and outs of planning effective lectures on a variety of topical issues.

Presenters:

David Doze, C.P.S.

Bob Klanac, U of W Ontario

Block 2 – Session 3

Five Year Plan/ Vision 2000

COCA, where are we going? This discussion will explore the current and possible future structures of our organization. This is an opportunity for all interested persons, programmers, performers and associates alike, to provide input into the direction COCA should take into the next century and beyond.

Moderator:

John B. Young, Fanshawe College

Presenters:

Peter Whiteman, Acadia University

Scott McIntrye, Dalhousie University

Block 2 – Session 4

How to Make COCA Work For You

This session will provide strategies on how to maximize your \$\$\$ invested to achieve the outputs you desire.

Presenters:

Mike Woods, Performer

Jay Flesher, Festival Promotions

Block 3 – Session 1

Effective Communication

This seminar will focus on active listening and conflict resolution skills as necessary tools to effective communication.

Presenter:

Dan Glover, Mohawk College

Block 3 – Session 2

Travel Programs

This session will provide ideas of how to put bounce into your spring break or travel programs.

Presenters:

Paul Marner, Breakaway Tours

Todd Kirlik, Adanac Tours

Block 3 – Session 3

Issues for the Seasoned Professional

For this round table discussion participants are encouraged to come prepared with current issues they would like to discuss with other professionals.

Presenter:

Hank Thibideau, Georgian College

Block 3 – Session 4

How to reduce Stress and Relax

Are you stretched as tightly as a rubber band? This session will deal with family, career and life changes. Then join us to learn strategies to help you cope.

Presenter:

Dan Valkos, Author, Lecturer

Block 3 – Session 5

Special Event Fundraising

How to acquire corporate sponsorship during a recession. This seminar addresses the “how to’s” of sponsorship. How to approach a sponsor. How to determine what to ask for. What do sponsors really want. How to properly thank sponsor. How to establish a repeat sponsor.

Presenter:

Dave McDougall, U of Waterloo

Block 4 – Session 1

Leadership Theories, Concepts and Techniques

This session will explore a competency-based approach to learning.

Presenters:

Ed Stencil, Mohawk College

Reg Parent, Mohawk College

Ted Rackozy, Labatt’s

Hugh Densmore, Digital

Block 4 – Session 2

How to Run the Perfect Program

This seminar will touch on everything from research, budget, publicity and promotion to evaluation.

Presenter:

Randy Miller

Block 4 – Session 3

Beer and Music ... a match made in heaven or hell!

This round table discussion will touch on the complex relationship between alcohol and entertainment, something that is not always the most cohesive. The relationship among concert directors, pub managers and facility managers, and the concessions that each make for the bottom line will be explored.

Moderator:

Jeff Dockeraty, Lakehead University

Presenters:

Dan Dawson, Wilfrid Laurier University

Emmanual Patterson, U of Waterloo

Mike Rapino, Labatt's

Block 4 – Session 4

Computerize to Survive

The computerization of a small or medium size business can be a scary venture at the best of time. This is no the best of times. We will address where to start, what's out there, consultants (good/bad), trends, creative people and C.T.E. – Cryptic Terminology Explained.

Presenter:

Jim Alton, Mohawk College

Block 5 – Session 1

Managing Multiple Roles: Balancing your Academics with your Student Government

Involvement

Achieve the academic success you want, feel satisfied in how you fulfill your student government role and meet other demands. Feel in control of your choices and confident of your successes. In this session you will assess role conflict, identify time wasters, learn effective time management, balance role expectations and manage stress.

Presenter:

Rita MacDonald, Mohawk College

Block 5 – Session 2

Technical Workshop & Backstage Tour

Everything you need to know to program; from production to advancing dates. Lights, sound, staging and power requirements will be discussed, followed by a backstage tour. This session is ideal for those of us who are intimidated by the "techie jargon".

Moderator:

Peter Stanbridge, U of W Ontario

Presenters:

Paul Holland, University of Guelph

Kenny Brault, Production Manager C.P.I., Production Manager – KISS

Block 5 – Session 3

Environmentally Friendly Programming

This session is geared to get you thinking on how to program environmentally friendly. Tips, ideas, and environmental rules of thumb will be discussed.

Presenter:

Janet Sumner, Pollution Probe

Block 5 – Session 4

Effective Promotion and Advertising

All aspects of effective promotion and advertising will be discussed. How to maximize your dollars invested in business and get the best bang for your buck. Program success through advertising.

Presenter:

Marcus Conyers, Contiki Holidays

Block 5 – Session 5

Women In The Industry

Come and see what it took to make these women successful in an industry dominated by men. Secret tips, positive networking and strong mentoring have helped these businesswomen become what they are today. Come prepared with questions.

Moderator:

Marie Pringle, Mohawk College

Presenters:

Ira Baptist, Echo Advertising

Susan Rosenberg, CPI Marketing

Denise Donlon, MuchMusic

Kay White, Trick or Treat Agency

Alba Mercury, CPI Production