

COCA 1993 National Conference
Winnipeg, MB – May 29 – June 2, 1993
Education Sessions

Block 1 – Session 1

SELL OUT! Promotion Ideas for Live Entertainment

OK, the band is booked, the PA system is ordered, now what? How to get bums in the seats. Linking promotion of one event to another. Be prepared to share ideas that have worked for you.

Presenters:

Emmanuel Patterson, University of Waterloo
Gavin Rich, Rich Media
Laura Lee Anderson, Campus Canada

Block 1 – Session 2

Free Labour – Get It, Keep It, and Make It Effective! (REC)

This session will explore the reasons people volunteer and what keeps them interested. A discussion of participants' experiences and general principles of volunteerism will be presented. Applications of traditional management principles will also be shared.

Presenters:

Scott McIntyre, Dalhousie University
Dan Dawson, Wilfrid Laurier University
Barbara Hiebert, Winnipeg Folk Festival

Block 1 – Session 3

Alchemy – Turning COCA into Gold - A win-win guide for Winnipeg 1993 (PD)

Here is a Ed seminar just for Associate Members – both new and returning, This session will provide strategies on how to maximize your financial investment to achieve the outputs you desire. As well as allowing an opportunity to network with your peers, you will also be encouraged to share your evaluations of COCA with members of the Board.

Block 1 – Session 4

Future of Campus Programming (ISS)

Admission requirements are higher, tuition costs go up, summer jobs are scarce; all of these are factors that effect students and how they spend their time and money. How does this effect campus programming? What is the future like? Is the next generation of students going to be as politically correct or are we returning to the laid back era of the sixties.

Presenters:

Steve Herman, S.L. Feldman
Gerry Stoll, University of Alberta

Block 2 – Session 1

Dealing with agents and other dangerous substances: A Handbook for Negotiations (CE)

One of the most enjoyable aspects of being involved in student activities is having good working relationships with the agents who are dealt with on a daily basis. This session will concentrate on communication between agents and school representatives and the means of developing effective, fun, working relationships. Areas such as learning to say no, interpreting what the agents says, and utilizing the agent's time efficiently will be covered.

Presenters:

John Bonnar, University of Guelph
Steve Blair, S.L. Feldman and Associates
Michael White, Trick or Treat Entertainment
Frank Scott, AmCan Entertainment
Frank Weipert, Teamworks Management
Jason Johnson, Feeding Like Butterflies
Chris Thompson, Brock University

Block 2 – Session 2

Getting the Point Across – Programs with Messages (REC)

There is a trend in today's programming to focus on "awareness programs" (ie. Safe sex, environment, tolerance, multi-culturalism, etc). Putting together an awareness program can be a overwhelming proposition. What exactly are all the elements that go into making an awareness week a success?

Presenters:

John Bowers, Mount Royal College
Katherine Huising, University of Alberta

Block 2 – Session 3

Strategies for Flattening the Weekly Revenues' Curve

A session for Campus Pub Managers. Here is your opportunity to share ideas with those doing the same work in other parts of the country. Issues such as staffing, pricing, alcohol awareness programs, etc. will be discussed.

Presenters:

Bob Donald, The Den, University of Calgary
Don Moore, The Power Plant, University of Alberta

Block 2 – Session 4

The Changing Face of the "Average" Canadian Student (ISS)

Rumor has it that the average age of a first year student last year was 28. Our campuses no longer consist of white anglo-saxon males between the ages of 18 and 22. What programming are we offering these new students? No one is suggesting that we throw out our current programming, but how can we adapt this programming to include a larger variety of people. Discussion involving programming for mature students, disabled students, gay and lesbian students, and ethnic students.

Presenter:

Josh Weidman

Block 3 – Session 1

A-Z of Concert Production (CE)

This session will present the knowledge essential for the novice concert programmer to produce a live entertainment event. Participants will review concert concepts such as concert production philosophy, utilization of student volunteers, contract review, facility preparation, and day-of-show production. A concert checklist and budget will be reviewed. Participants will also develop a day-of-show itinerary. An evaluation of technical rider.

Presenters:

Ken Craig, McMaster University
Clive Alcock, ALLSTAR Show Industries Inc.

Block 3 – Session 2

Headlines, Heroes, and Hecklers – Lecture Programming (REC)

Lectures can be a lot more than a person behind a podium. Such things as working with publishers, keeping abreast of what's "hot" and what's "not", working with speakers bureaus and how to get a politician and other strange people who speak for Free. Examine creative approaches to venues (pubs, atriums, theatres, and swimming pools) and formats (lectures, forums, debates and workshops). And finally brainstorm on working with sponsorship, special interest groups, administration, and the community. Come and attend this discussion and share what has or hasn't worked on your campus.

Presenters:

David Doze, Canadian Programming Service

Block 3 – Session 3

The Service Samurai – 7 Skills of Leadership for the '90s (PD)

The 90s require a new breed of leader with a different set of skills. In this programme you will learn proven strategies take from the Coda of the Samurai "one who serves" and from the worlds leading individuals and organizations. Bring a "beginners mind" and profit from a fresh perspective that will help you turbocharge your leadership performance, keep your team motivated and provide quality leadership in many areas of your life.

Presenter:

Marcus Conyers, Radical Marketing

Block 3 – Session 4

Rave Parties, Moshing and Wrestling – Are these the Newest and Hottest Trends in Campus Programming? (ISS)

Attend this workshop and share your perspective on what the newest and hottest trends are. Will our September event involve a Disco Party? Let us know what is happening on your campuses.

Presenters:

John B. Young, Fanshawe College
Frank Weipert, Teamworks
Kay White, Trick or Treat Entertainment

Block 4 – Session 1

Sourcing the Weird and Wild: A guide to finding the Unusual (CE)

Mini Concerts, Comedy, Nooners, Film Programming – Live Entertainment programming is not restricted to licensed evening concerts or to bands. Come hear some of the successful alternatives that work on campuses of many different sizes.

Presenters:

Jayne Woods, Mohawk, College
Zoe Stotland, FrontLine Productions
Carol Burgoyne, Criterion Pictures
Mike Mandel, Artist
Kay White, Trick or Treat Entertainment

Block 4 – Session 2

Sun, Fun, & Ski – Trouble Free Travel Programming (REC)

Has travel programming become a headache for you? Are you at a loss as to how to implement a successful travel program? This session is for you! Learn the who's who and what's what of travel programming, as well as the use of travel as a marketing tool. Bring your questions and concerns to this session and present them to this panel.

Presenters:

Mike Fuller, Travel Cuts
Doug Patterson, Contiki Holidays
Nathalie Guay, Voyages Campus in Quebec

Block 4 – Session 3

Walking on a Thin Line: When Students, Staff, and Alcohol Don't Mix (ISS)

This open forum will examine the issues involved in serving alcohol. What are some of the ethical issues surrounding the use/abuse of alcohol when students and professional staff are involved. Issues that will be examined include the trend towards alcohol bingeing, after hours consumption, drinking on duty, and dealing with faculty and administration.

Presenters:

Spero Kokonas, University of Saskatchewan
Greg Stephenson, Red Deer College