

COCA 1995 National Conference

Ottawa, ON - May 27-31, 1995

Education Session

Block 1 – Session 1

21 Questions

This introductory session features everything you wanted to know about the conference but were afraid to ask. Learn the essential art of “schmoozing” and obtain an overview of the conference.

Presenters:

Katherine Huising, University of Alberta (Chairperson, COCA)

Andrew Wadden, Carleton University (Conference Host)

John Young, Fanshawe College (Educational Session Co-coordinator)

Donna Suttle, Kwantlen College (Sexual Harassment Liaison)

Block 1 – Session 2

Gearing Up For Yet Another COCA

Gearing up for yet another COCA conference! This session focuses on the key opportunities to be found at the conference. Learn ten powerful tools for boosting energy, detecting deception, motivating staff, influencing with precision and staying focused.

Presenters:

Marcus Conyers, Conyers Communications International (Associate Rep.)

Pamela Tagle, University of British Columbia (Western Rep.)

Block 1 – Session 3

What to Expect

A step by step guide to getting the most out of the conference. This session will address all conference issues of particular relevance to associate members. Business hall fundamentals, organizational review and information sharing will prepare you for the days ahead.

Presenters:

Janice Thomas, Slapstick productions (Western Associate Rep.)

Scott McKay, Mount Saint Vincent University (Past Conference Host)

Jayne Woods, Mohawk College (Business Hall Coordinator)

Block 2 – Session 1

Running an Event From Start to Finish, or How to get From, “I Have A Great Idea” to “Wow! What a Great Program!”

This session offers a basic review of the program planning process for beginners. Participants will walk through the program planning process, starting with the initial idea and ending with evolutions. This session will be relevant to any type of program, from comedy nooner, to pub, to major concert, to coffee house. A checklist will be provided.

Presenters:

Jayne Woods, Mohawk College, Hamilton

Greg Curtis, University of Calgary

Block 2 – Session 2

How to implement a Responsible Use Message During Orientation

BACCHUS Canada has been promoting alcohol awareness and related issues on post-secondary campuses for the past 10 years. During this time, student leaders have moved from presenting alcohol education projects during one week of the academic year to actively promoting the concept at any campus event at a time.

Presenters:

Carmi Cimicata, Executive Director, BACCHUS, Toronto
Lisa Couperns, Coordinator of Campus Services, BACCHUS, Toronto

Block 2 – Session 3

Creativity 101: Lessons From Wile E. Coyote

Whether it's to get out of a rut or to keep pace with the flurry of changes in life. Successful people continually refine their creative thinking skills. This fun, interactive session will get the cobwebs out of your thinking muscles, provide techniques to help you generate new ideas and teach you new ways to become more comfortable with change.

Presenter:

Beth Tripplet, University of Charleston, West Virginia

Block 2 – Session 4

COCA Wants You: How To Get Involved At A National, Regional, or Campus Level

Volunteering truly can be the spice of life, especially when you're involved with COCA. Members of the current COCA Board of Directors, plus volunteers at the national and regional levels will fill you in on the exciting opportunities that are available to you.

Presenters:

Marti Joki, Education Session Supervisor, Cambrian College, Sudbury
Katie Huising, University of Alberta, Edmonton (and a regular crew of "COCA-nuts")

Block 2 – Session 5

Servicing Your Client

In the 1990's, you're either world class or outclassed. Boost your bottom line with seven world class service skills, based on the latest research on how your clients minds are really working. This seminar will also demonstrate how to effectively service student unions.

Presenter:

Marcus Conyers, Conyers Communication International (Associate Rep.)

Block 3 – Session 1

The Basics "This P.A.'s For You"

This session is a primer for delegates to understand the basic technical information necessary to provide your performers with a proper public announcement (P.A.) systems. The presenters will provide participants with an outline of the basic systems for a variety of events. They will assist the group in a hands on demonstration of assembling a audio system. A great session if you're involved with riders, P.A. set up or organizing the load in/load out of a system.

Presenters:

Deb Hutchins, COCA Technical Workshop Coordinator; Pete Stanbridge, UWO, London

Block 3 – Session 2

Campus Bar Report

Our group of presenters represent collectively over 20 years experience in the campus bar industry. This session will cover a couple of alcohol awareness strategies, discuss the competition between on and off campus bars, plus new trends in campus operations. Here is your opportunity to share ideas with those doing the same work in other parts of the country.

Presenters:

Gary Clarke, Memorial University of Newfoundland, St. John's
Dan Dawson, Sir Wilfrid Laurier University, Waterloo
Spero Kokonas, University of Sasjatchewan, Saskatoon

Block 3 – Session 3

If You Don't Tell Them, Who Will?

Through the use of a lot of interaction, this session will help the participants gain ideas, ideas and more ideas and more ideas for campus promotion. There will be an extensive handout with over 250 promotional ideas included. The session will also cover the fundamentals of promotion and techniques for targeting your promotional campaign to different audiences

Presenter:

Beth Triplet, University of Charleston, West Virginia

Block 3 – Session 4

Super Trade Show – COCA National Office

With the increasing costs of putting on a national conference, and the swell of competition from other organizations, it is time to review the direction in which coca is headed. Is there a need for a head office or a permanent site? Bring your thoughts and opinions; this session will present a scenario intended to be the foundation for the future of COCA into the 21st century.

Presenters:

Scott McKay, Mount St. Vincent University, Halifax (past Conference Host)
Darcy Flynn, Saint Mary's University (Eastern Representative)
Bob Hale, St. Francis Xavier University (Eastern Representative)
Marti Joki, Cambrian College (Central Rep. , Secretary and Ed Session Co-coordinator)

Block 3 – Session 5

How to Apply For Showcasing

Showcasing at the COCA national conference requires not only good luck, but advanced planning and preparation. Review how the selections are made. Explore the criteria used, and discover what the committee looks for. Learn how effective promotional material can make the difference! You will run through the steps from the filing of the application to the closing of the showcase. Follow up tips, promotional ideas and a checklist will be provided.

Presenters:

Scott McIntyre, Dalhousie University, Halifax
Greg McConnell, Matrix Entertainment (Lost Dakotas Manager and Band Member)

Block 4 – Session 1

Non-Traditional Programming

Enhance your standard programming ideas by targeting your diverse student population. Participants will discuss the needs of adult students and how these needs can be met. This session will also target the tremendous amount of programming in the multi-cultural area that is entertaining and enjoyable, along with educational. You will also be expected to share your ideas for other target groups; underage students, gay/lesbian/bisexual students, special needs students, native students, etc. These “other” groups are a significant percentage of our student population in the 90’s.

Presenters:

Donna Suttie, Kwantlen University College, Vancouver
Al Morrison, Northern Alberta Institute of Technology, Edmonton

Block 4 – Session 2

Time Management and Relaxation Techniques

This program features techniques for avoiding burnout through stress management, relaxation and self-hypnosis. Learn to re-focus and minimize stress and anxiety in order to increase productivity. Learn to deal with difficult or intimidating people. This workshop will also focus on better time management, detailing methods for increasing productivity.

Presenters:

Mike Mandel, Brain Software, Toronto
Patricia Mundt, Training Specialist, Staffing & Staff Development, Carleton University

Block 4 – Session 3

Campus Lecture and Film Programmer in the 90’s: What’s Hot and What’s Not!

Participants will discuss the key elements that go into insuring a successful lecture or film event. Using examples from some key campuses, this session will focus on how lectures can be used to stimulate discussion, address relevant and important issues and attract a large diverse audience. It will also investigate how with a variety of film programming you may reach different target markets on your campus.

Presenters:

Bob Klanac, University of Western Ontario, London
(Plus-a surprise guest film programmer!)

Block 4 – Session 4

True Colours – Part One

This is a 2-part workshop. Delegates are expected to commit a full morning to complete this session. This session is designed for you and those you work with. Participants will investigate their personality types through colour, with the aim of identifying and utilizing their strengths as individuals and in groups. Light, interactive and fun.

Presenter:

Cathy Campbell, Georgian College, Orillia

Block 5 – Session 1

So ‘Wadda’ We ‘Gonna’ Do? Variety Programming for Colleges

Your college need not get stuck producing the same old same old after this session. Participants will look at how to tap into trends for effective variety programming. We’ll discuss the importance of using campus-wide resources to help in the planning, promotion and production of successful variety programming. First-hand reports from campuses and entertainers who have used a variety of programs with both amazing and frightening results. We will also look at low-cost miracle workers, events that have been run with no money but lots of volunteers.

Presenters:

Zoe Stotland, Frontline Attractions, Kitchener
Simon Cotter, Comic, Toronto
Dwayne Ashley, Centennial College, Scarborough
Richard Anderson, Sheridan College, Oakville

Block 5 – Session 2

Variety Programming for Universities

Looking for diversity in your programming? This session will provide ‘hands-on’ experience for planning issue-oriented programming as well as discussion on programming variety acts. Share what works on your campus and be prepared to challenge others on what does and does not work. Each participant will walk away with information on using the resources on their campus, how to provide FREE events, and a wealth of suggestions on unique and successful programs for the University environment.

Presenters:

Kate Husing, University of Alberta, Edmonton
Janice Thomas, Slapstick Productions, Winnipeg

Block 5 – Session 3

Life After Programming: Job Options For The Professional

How effective is the programming professional after long years of service? You may be thinking about moving on, but where do you move on to? This session will identify the competencies you’ve gained working in this field, and how to apply them to different related career options. Our presenters have long histories with COCA. Each was involved in campus programming. Steve was a Student Activities Coordinator for Carleton university Rideau River Residence Association, Ken was a full-time programmer at McMaster University and Earle was Program Director for the McGill Student Society.

Presenters:

Steve Herman, Vice-President, MCA Concerts Canada, Toronto
Ken Craig, Bass Clef, Ottawa
Earle Taylor, Hospitality Consultant, London

Block 5 – Session 4

True Colours – Part Two

This concludes the earlier session on investigating group personality types through colour to identify and utilize their strengths as individuals and in groups.

Presenter:

Cathy Campbell, Georgian College, Orillia

Block 5 – Session 5

Surfing on the Internet

CD-rom, Internet ... 'The Computer Age' is here! Confused over the hype? Discover the information highway, the World Wide Web, and many other feature of the Internet. This hands-on, practical workshop will show you what you can access and how to speed up your communication lines. Surf's up!

Presenter:

Carleton University Information Systems

Block 6 – Session 1

Contracts, riders & percentage Deals: Between The Lines and Words – Making Contracts Work For You

These contracts can be made easy if you understand a couple easy concepts:

1. A performance contract is much more than fine print and signatures;
2. What it doesn't say is as important as what it does;

Participants will leave this session with the knowledge to identify critical elements in a contract and potential pitfalls as you work towards a successful negotiation, a solid contract and a "surprise less" performance.

Presenter:

Emanuel Patterson, University of Waterloo, Waterloo

Ralph James, S.L. Feldman & Associates, Toronto

Ken Craig, Ottawa

Block 6 – Session 2

Drive Home Service – Tiger Patrol Shuttle Bus Getting Your Students Safely Off Campus For Little or No Money!!

This session will outline step by step how to set-up and run a drive home service for students on your campus at almost no cost! We will use as a case study a new eight month promotion that provided a unique safety initiative for student at Dalhousie. We will take an in-depth look at, fund raising, staff training, picking a vehicle, and marketing the service. If safety is a concern on your campus then this session is a must!

Presenter:

Scott McIntyre, Dalhousie University, Halifax

Block 6 – Session 3

Nightmare on Campus Boulevard

Sex, drugs, and rock and roll ... our experienced panel will enlighten participants on what could go wrong during your campus show. The best laid plans sometimes turn into tales of horror. The panel will try to give you all the perspectives; from a campus full-time buyer to a campus performer to a campus agent. Share in group discussion and relate your particular incidents. Who's responsible? How did it happen? What do you do? How do you plan for the next time? Answers to these, plus other questions!

Presenters:

Gerry Stoll, University of Alberta, Edmonton

Mike Woods, Solo Performer, Hamilton

R.J. Guha Matrix Agency, Toronto

Block 6 – Session 4

Semester at Sea – A Voyage of Discovery

The interdependent world requires that we develop both a global perspective and cross-cultural awareness. At the session we hope to provide an overview of the Semester at Sea program from two particular angles: one which addresses how the program internationalizes the traditional undergraduate curriculum and, second, the importance of an effective support staff to facilitate this 100-day educational voyage. The idea of shipboard education is not new. Approximately 900 – 1000 students from colleges and universities across the country and abroad choose to enroll in our global studies program each year. Roughly 50 faculty and 60-65 staff are hired through the Institute each year in order to facilitate this undertaking. Our maritime campus includes administrative offices, bookstore, computer lab, A/V dept. etc., just as a land based campus. With it comes the need to meet similar, but often more complex, demands of a community travelling around the world together. Whether participating as a student or as a faculty or staff member, the Semester at Sea program will be a personally challenging and very rewarding experience for anyone.

Presenter:

Julian Asenjo, University of Pittsburgh, Pittsburgh

Block 7 – Session 1

Canadian Music Industry Overview

Promoting and programming shows on your campus puts you in touch with only the tip of the entertainment industry. This seminar will attempt to go beyond the agents and performers and reveal the entire iceberg of relationships that make up the Canadian music industry. If you have been having difficulty finding the “pulse” of what’s breaking nationally and internationally, questioning why other campuses are breaking new acts, wondering how as a student programmer how you can get involved after graduating.. , come to the seminar and be prepared to take notes, question and comment.

Presenters:

Wayne Hepburn, University of Guelph, Guelph

Tristen Chipman, York University, Toronto

Greg Stephenson, Red Deer community College, Red Deer

Block 7 – Session 2

‘All the World’s a P.A. – Advanced Production

You may not know the difference between an SM58 and a CP70 or even a snake and ladder but you will after this, hands-on workshop. Discussion will include how to read and understand a technical rider, how this rider relates to artists needs, facility, electrical, security and stage crew. We look at the negotiating and contracting of sound and lights, safety procedures and precautions and more.

Presenters:

Paul Holland, University of Guelph, Guelph

Deb Hutchins, C.O.C.A., Tech Workshop Coordinator

Pete Stanbridge, University of Western Ontario, London

Block 7 – Session 3

Investment & Financial Management for Students' Associations

Running a students' union or a programming department is difficult enough without worrying about financial management. This seminar will help you make the most of your money, so that you will have more time to look after your students' interests! Learn about different kinds of mutual funds and investments! Explore the best investments for your surplus cash and reserve funds! Discover money saving banking tips!

Presenters:

Aisha Umar-Speed, Senior Product Manager – Student Loans/ Student Associations, Scotiabank
Investment Advisors from the Bank of Nova Scotia/ Scotia McLeod

Block 7 – Session 4

What's Your Passion?

An informal session at the end of this conference, with no agenda. Delegates are united to participate in a different type of seminar where you take control, shape discussion, expand and share your ideas. In short – share your passion. All we ask is that you are prepared to be involved, this is not a passive exercise.

Presenter:

John B. Young, Fanshawe College, London

Block 8 – Session 1

The 'BIZ'

A National Conference tradition. The Biz involves a number of key people within the music industry. Sometimes confrontational, sometimes really vicious but always interesting, The Biz discusses and debates current hot issues in the music industry today.

Presenters:

Tristan Chipman, York University, Toronto
Michael Murphy, Manager of Junkhouse and treble charger
Bonnie Fedrau, A&R, Warner Music Canada
Ian Noble, Talent Buyer, CPI
Andy Maize, The Skydiggers
Ralph James, Feldman and Assoc.

Block 8 – Session 2

The Names Project: AIDS Memorial Quilt as AIDS Education

This session will discuss the ways that the AIDS Memorial Quilt can be used as an educational tool in the fight against HIV/AIDS. A representative of the Canadian Names Project, Lesley Barnes, will explain to delegates the cost and steps necessary to bring the AIDS Memorial Quilt to your campus. Materials will be resented from previous education models used during the quilt display and developed by various Names Foundations.

Presenter:

Lesley Barnes, Canadian Names AIDS Project, Halifax