

# COCA 1996 National Conference

## Edmonton, AB - June, 1996

### Education Sessions

#### ***Block 1 – Session 1***

##### All the Thrills, Chills, and Spills of Live Music Planning

Everything you'll ever need or want to know about presenting your live music events – from agents to zero problems.

**Presenters:**

Tristin Chipman, York University

Jayson Duggan, McMaster University

#### ***Block 1 – Session 2***

##### Talkers and Travellers: The Beginner's Guide to Lecture and Travel Programming

Looking for an alternative to live music programming? Consider the options made possible by lecture and travel programming. This session is designed to introduce you to a new range of programming options. Come and explore two exciting ways to broaden the range of programming on your campus.

**Presenters:**

Robin Linden, University of Manitoba

TJ Donnelly, Breakaway Tours

Paul Ward, Vox Management

#### ***Block 1 – Session 3***

##### Apathy on Campus: Fact or Fiction

This session will discuss the topic of apathy on campus and how we can combat that issue. The Format will include debate and group discussion. Please come ready to participate.

**Presenter:**

Laura Puckett, University of South Carolina – Spartanburg

#### ***Block 1 – Session 4***

##### Hiring, Firing, and Motivating – Skills for Being a Good Manager (Professional Development)

This session is aimed at providing the manager with tools and strategies that will maintain communication, improve the willingness to confront issues, and resolve both operational and interpersonal problems.

**Presenter:**

Dave Turner, Turner and Associates

#### ***Block 2 – Session 1***

##### All the Thrills, Chills, and Spills of Live Music Planning – Part 2

The big concert and you!! Programming 101 presents ... LIVE!! Become a part of a major concert production team and put your new skills to use!

**Presenters:**

Tristin Chipman, York University

Jason Duggan, McMaster University

## ***Block 2 – Session 2***

### Fundraising and Sponsorship: Looking for Cash in all the Right Places

We all know money is tight these days, but does good programming have to be expensive? Not if you attend this session. We will cover the basics of fundraising, including ideas on how to develop contacts and successfully secure external sponsorship. From the initial approach to the final product, this session will help you get the results (\$\$\$!) you're looking for.

**Presenter:**

John Bowers, Mount Royal College

## ***Block 2 – Session 3***

### Working Effectively with Your Students' Council – Fostering a Team Approach and Managing Conflict

Programming is an emotive field because it often touches closely on areas of taste, and we all know that meat for one is poison for another. In this situation – and in a student-run environment for conflicting tastes and objectives – a venue for disagreement and disharmony between student leaders and professional staff. Bill Smith has worked in the student field for thirteen years and in this key session – targeted at student leaders and importance of fostering a team approach to programming in such a way as to avoid conflict. He will also outline meaningful conflict management steps which will become vital should stress or differences arise. Unless you are sure you will always see eye-to-eye with those around you, this session is a must for you. Bring your sense of humour, and be ready – if you feel comfortable – to share your experiences.

## ***Block 2 – Session 4***

### Making COCA Work for You

Created specifically for Associate Members, This session is designed to provide you with strategies on making the most of your time at COCA. A veteran COCA delegate and a very funny man, Simon B. Cotter will share his experiences of what works and what doesn't. Use this session, as an opportunity to share and network with colleagues and you'll be guaranteed not to leave empty handed.

**Presenter:**

Simon B. Cotter

## ***Block 3 – Session 1***

### Budgeting and Negotiation Skills

No money? No show. No budget? No money. Developing a realistic budget is one of the most critical elements of effective programming. In this session, you will learn the essentials of the fine art of budgeting and negotiation. Take the skills you learn from this session back to your home campus for a successful year of program planning!

**Presenter:**

Scott MacIntyre, Dalhousie University

### ***Block 3 – Session 2***

#### Sex, Alcohol and Drugs – Educating + Entertaining Your Campus

Come to this session prepared to design an “issue-oriented” program at your campus. Examine the difficulties and opportunities in education students on certain issues and hear what has worked on different campuses.

**Presenter:**

Katherine Huising, University of Alberta

### ***Block 3 – Session 3***

#### The Ethics of Programming: Political Correctness

This session is a conclusion to the debate that opened this conference (Ethics in Programming by John B. Young and Greg Curtis). In this session, we will explore the notion of what is the responsible thing to do when it comes to presenting programs on campus. Are there events that should not be presented? Or is it even more important that controversial topics and events be presented in the bastions of free thought: the university and college campus? Audience participation will highlight the engaging session.

**Presenter:**

Bob Klanac, University of Western Ontario

### ***Block 3 – Session 4***

#### The Good, the Bad, and the Ugly: Show Applications

This session describes what separates a great application from an ugly one. Discussion on how the committee makes its selections will follow.

**Presenters:**

Greg Curtis, University of Calgary

Chris Thompson, Brock University

### ***Block 4 – Session 1***

#### Using Volunteers Effectively – Motivation, Retention, and Appreciation

How do you keep volunteers involved? This interactive session will focus on retention and motivation of members. We will be examining techniques for recognizing your members’ efforts and accomplishments. This session will guarantee new ideas to take back to your campus.

**Presenter:**

Laura Puckett, University of S. Carolina – Spartanburg

### ***Block 4 – Session 2***

#### Entertainment and Liability

You’ve packed the arena! The band takes the stage and the mosh pit starts. Everything’s going great until a crowd surfer falls and cracks his head open. Can you afford the multi-million dollar lawsuit his parents are going to file? Learn the law and pick up some prevention tips.

**Presenters:**

Bill Jaswal, University College of the Cariboo – Kamloops

Dave Rapelje, Niagara College

Chris Thompson, Brock University

### ***Block 4 – Session 3***

#### **Computers and Entertainment Programming – Using Microsoft Excel**

Make event management easier! This session demonstrates the use of Excel templates for event management and budgeting that do just that. Whether you're new to Excel or an experienced user, this session will provide you with some basic tools to save yourself some heartaches.

**Presenter:**

Marc Dumouchel, University of Alberta

### ***Block 4 – Session 4***

#### **Generating Revenue through the Sale of Orientation Kits**

If you want to run a top notch orientation program and need extra money to do it, this session is a must for you! The session will start with how to pick a great theme for your orientation and build it into a fantastic calendar of events. Part of the process includes the development of a logo for the week and a variety of promotional products to advertise it on. Once you've got your theme in progress, you have to figure out how you will draw people into your orientation and how your going to finance it – that's where the Frosh Kit becomes an important marketing tool. Once you've developed a kit, It's time to advertise your kit and program using mailers, the internet, and various other methods. If you do it right, you'll be able to start collecting revenues even before students arrive.

This session will examine two case studies, using different sized campuses, from the beginning to the end of the kit process. Everyone has something to add or learn here – a must for the first time orientation planner to the seasoned professional.

**Presenters:**

Jay Flesher, Festival Promotions

Sheri Boyd, Festival Promotions

### ***Block 5 – Session 1***

#### **Using the Internet to Your Advantage**

How can you make the Internet work for you? This session will show you. From researching entertainment and business information to promoting your events, the Internet and technologies that go along with it can help you do your job better. In addition to demonstrating several Internet and technologies, this session will talk about the future of on-line communications and what it means for you.

**Presenters:**

Marc Dumouchel, University of Alberta

### ***Block 5 – Session 2***

#### **Selling Ice Water in the Arctic: Basics of Event Marketing**

Two seasoned veterans walk you through the process of getting an idea and seeing the idea pay off! Light on theory – heavy on trial and error experience. Guaranteed to save you from wasting time making mistakes.

**Presenters:**

Marilyn King, University of Alberta

Keith Moen, University of Saskatchewan

### ***Block 5 – Session 3***

#### **To Serve or Not to Serve: Alcohol and Programming**

What role does alcohol play in our programming activities? What responsibilities do we have? Discuss these moral dilemmas and many more with presenters from two different perspectives. A programmer and campus bar manager, Donna and Spero will share their experiences as well as encourage you to do the same. An open and frank discussion on a most important topic.

#### **Presenters:**

Spero Kokonas, University of Saskatchewan

Donna Suttie, Kwantlen University

### ***Block 5 – Session 4***

#### **Artist Development – Is it part of the Programmer’s job?**

Do we have a role to play in “developing” artists on a local, regional and national level? How important are we to the live career development of performers? Does developing an artist on your campus translate into presenting that artist in larger venues in town? How far does loyalty go?

#### **Presenters:**

Steve Blair, S.L. Feldman & Associates

Ian Michael Low, Perryscope Concert Productions