

COCA 1997 National Conference

London, ON - June, 1997

Education Sessions

Block 1 – Session 1

Getting Involved In COCA

COCA offers a variety of volunteer opportunities for new and returning delegates. The chairperson and members of this year's COCA Board of Directors will be available to explain and encourage your involvement in the national organization. They will explore both regional and national volunteer opportunities. Conference hosts will also be on hand to provide a tour of the convention facilities and to take you and your delegation to the main stage showcase area and the business hall location, as well as other activity locations.

Presenter:

Katherine Huising, University of Alberta

Block 1 – Session 2

Experience A Community Program

This session offers an overview of activities that your campus may co-op with community venues, and explores how you may negotiate with these facilities, organizations or companies to enhance the variety of entertainment programming available at your campus. All participants will be taken off site to experience a short film presentation at London's IMAX Theatre, and then to play a 20-minute game of interactive laser tag at LaserQuest.

Presenter:

Meghan Speedbag, University of Western Ontario

Block 1 – Session 3

Media Blitz: Get Your Message Across

We have assembled media representatives from London that will explain to delegates how to successfully get your activity information out to the community through stories or articles in newspaper, radio and television. Also a Toronto music publicist will explain her techniques in working with the media so that the correct message is received by the entertainment industry. The session will be a panel format with a question and answer period.

Moderator:

Robin Linden, University of Manitoba

Presenters:

Trisha Freriks, FM96/ Radio 98, London

Paula Danylevich, Hype Music

Jamie Vandermeer, London Free Press

John Dabidson, CFPL-TV

Block 1 – Session 4

Volunteer Program Orientation

All delegates that registered for the COCA '97 volunteer program are required to attend this workshop, we will explain to these delegates their duties and responsibilities for the entire conference, split them into their respective groups and introduce them to the convention staff from the 1997 conference.

Presenters:

John B Young, Fanshawe College
Jayne Woods, Mohawk College

Block 2 – Session 1

COCA Primer for New Delegates

This orientation session features an overview of what this year's conference has to offer new student delegates. We will explain the programming 101 educational session track, provide a brief history of COCA, and discuss the etiquette of the conference and responsibilities of delegates. You will also be introduced to the key members of the COCA '97 conference team.

Presenter:

Katherine Husing, University of Alberta

Block 2 – Session 2

“Been There, Done That ... Are You Sure?”

This session for returning student delegates and full-time staff members focuses on key opportunities to be found at COCA '97. While some elements of the conference remain from previous Nationals, many new initiatives have been undertaken this year in London. This is your chance to be updated first hand by conference committee members.

Presenters:

Pam Tagle, University of British Columbia
Bob Hale, St. Francis Xavier University

Block 2 – Session 3

Associate Orientation Featuring the Lovely and Talented “Mike & R.J.”

This session will give you a good idea of what to expect over the next few days, along with some very helpful hints.

Presenters:

Mike Woods, Musician
R.J. Guha, Courage Agency
Earle Taylor, COCA Head Office

Block 3 – Session 1

“ The Thrills, Chills, and Spills of Live Music Planning” (Programming 101)

As you start your programming year, you will be required to know how to successfully produce a live music concert. This session is designed to cover all the thrills, spills and chills that go along with the presenting this type of event. We'll cover A to Z of live music show, followed by a hands-on walk through in the planning and implementation of time-lines, budgets, cost sheets, settlements and much, much more. As a new promoter you cannot afford to miss this session.

Presenters:

Jay “Dog” Duggan, McMaster University, “Trixie” Chipman, York University

Block 3 – Session 2

Production “A to Z

You have negotiated for a performance on campus and the contract and rider for the show has just arrived over the fax. Suddenly the technical requirements seem to be written in Greek. What are your options? This session will focus on translating the techno-babble and providing you with the information necessary to intelligently discuss production. A session that is mandatory if you're involved with contract riders, P.A., Lighting, Staging and Crew.

Presenters:

Deb Hutchins

John B. Young

Paul Holland, University of Guelph

Block 3 – Session 3

True Colours (A Two Part Session)

A personality test. A better method to understand yourself. A process to learn why others act the way they do. Gain insight and an appreciation of the basic difference and similarities of human beings, and understand more about the make-up of personalities and how they affect relationships.

Presenter:

Cathy Campbell, Georgian College

Block 3 – Session 4

Life After Programming

The path to a satisfying career, especially in the nineties, has become increasingly confusing and perhaps a bit scary! This powerful and motivational workshop sets out to clearly identify the best job opportunities facing grads today ... and more importantly ... the skills and self – confidence to sell yourself! We will discuss how to identify and promote your personal and professional strengths to potential employers and how to carry the confident, winning attitude into future employers. Come find out how marketable you are ... and the strategies to embark on the right career path.

Presenter:

Michael Lewis, Consultant

Block 3 – Session 5

Making COCA Work For You

Specifically for COCA Associates, this session is designed to provide you with basic information on making the most of your time at the COCA conference. It will also highlight the new and expanding services provided for associates. We recommend you use this session as an opportunity to share and network with COCA colleagues.

Presenters:

Earle Taylor, COCA Head Office

Dan Valkos, COCA Associate

Block 4 – Session 1

Promotion and Publicity

This session will explore ways to get the word out about your events. We will be brainstorming new ideas and sharing new twists on old tried and true methods of publicity. Please come to this session ready to participate.

Presenter:

Laura Puckett, University of South Carolina

Block 4 – Session 2

I Love My Toys

Are you tired of having no fun? When you think about toys you used to play with as a child, do those thoughts make you happy? Would you like to have more fun and play with toys? Are you looking at taking the stress out of your life? Here's a chance to get started and enjoy those fun stress-less days. Join me and see how you can play and once again love your toys.

Presenter:

Susette Redwine, Morehead State University

Block 4 – Session 3

True Colours 2

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

Presenter:

Cathy Campbell, Georgian College

Block 4 – Session 4

Bar and Restaurant Concepts in the 90's: What's New and What Never Changes

This delightful one hour presentation will cover the design basics that will teach you, the operator, how to improve the competitiveness of your operation and give it character and spark. Rick Wong and Chris Hannah, the founding partners of Cricket Design company will lead you on a slide tour of favourite bars and restaurants and give a behind the scenes peek at the process that created Fanshawe's Out Back Shack, and Western's Wake and Spoke. Highly recommended by Good Housekeeping designers.

Block 4 – Session 5

How to Apply for COCA Showcases

My performers are better than the acts showcasing – why weren't they chosen? This session will review how the COCA '97 Showcase Selections were made. Explore the criteria used, and discover what the committee looks for in a successful presentation. Learn how effective promotional material does make a difference.

Presenters:

Peter Stanbridge, University of Western Ontario

Tristan Chippendale's, York University

Block 5 – Session 1

The Rainbow Connections of Multiculturalism

So much is said today about becoming multicultural. As an individual, an organization and a leader, you will be challenged both personally and as a group to provide programs to your campus and community which are innovative and culturally diverse in this session, we will experience both feelings and situations of multiculturalism in a series of interactive and thought provoking exercises. You will also leave with some practical ideas for promoting diversity, providing programming for diverse populations, and education your campus and community about multiculturalism. Come ready to be challenged and to open your mind to new experiences.

Presenter:

Michael A. Davidson DeRosa, Florida Atlantic University

Block 5 – Session 2

Dr Seuss + You = Leadership

Remember how excited you got when you read a Dr. Seuss book? You could repeat every word and knew every rhyme. The time has come to re-read some of your favourite Dr. Seuss books and find out what being leader is and how leadership works. Learn what motivates leaders and how leaders can motivate others successfully. High energy, thinking caps and love of Dr. Seuss is recommended for this session.

Presenter:

Susette Redwine, Morehead State University

Block 5 – Session 3

How to Develop ‘In House’ Workshops to Train New Recruits

Workshop goal: to help professional members develop ‘in house’ training workshops, that is, event planning, program development or student representative duties. This session will help you develop a lesson plan; investigate the different categories of learning outcomes and the characteristics of listening behavior. A comprehensive session that covers all areas of developing a personalized training program for your campus.

Presenter:

Donna Suttie, Kwantlen University College

Block 5 – Session 4

SOCAN: Partnership Between the Artist and Campus Venue

Why do you have to pay SOCAN fees when you’ve already paid the band? An A to Z understanding of music royalties, fees, and performance rights.

Presenters:

Mike Woods, Jane Woods’ Loveslave

Janet Maggiacomo, SOCAN, Toronto

Dave Parker, SOCAN, London

Block 5 – Session 5

Personal Aspects of Change

This session will address the impact of organizational change on the individuals and means of dealing with change. A professional development seminar for full-time staff and returning student delegates.

Presenter:

Alan Davis, NACA

Block 6 – Session 1

Contracts and Riders: Negotiating the Entertainment Rapids

A contract negotiation is one of the basic activities in the relationship between the campus buyer and COCA associate member. Participants will leave this session with the knowledge to identify critical elements in a contract and rider. Examine the potential pitfalls that arise as you work towards a successful negotiation. Participants will have the opportunity to question agents on their deal-making methods and techniques.

Presenters:

Scott McIntrye, Fogel Sabourin Productions

Carl Schlosser, University of Saskatchewan

Ralph James, The Agency Group

Block 6 – Session 2

Working with Volunteers

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.

Presenters:

Laura Puckett, University of South Carolina

MC Caldwell, North by Northeast

Block 6 – Session 3

Bar Managers Report 1997

An interactive, open discussion that will allow all involved to vent, brag, question and address such topics as: menu ideas/concepts, smoking bylaw issues, underage problems/programs, labour costs, and good, bad and ugly promotional events. How do you generate steady income on weeknights or during the day? There will be handout materials to take home.

Presenters:

Bob Hale, St. Francis Xavier University

Mark Serre, University of Western Ontario

Spero Kokanis, University of Saskatchewan

Block 6 – Session 4

Campus Programming Ellixir: Some Golden Ideas

A variety of programming ingredients, all mixed into a high energy session that should leave you with some innovative ideas for your campus. You will hear about a no-risk film program available to Canadian Campuses, keys to a successful lecture program, review some new low budget programs plus share information on theme and awareness programs from across Canada. Be prepared to be an active participant or go to another session... you've been warned!!

Presenters:

John B. Young, Fanshawe College
Suzanne Hitchon, Criterion Pictures
Maggie Bondurant, University of Alberta
Bob Klanac, University of Western Ontario

Block 6 – Session 5

Record Company Roundtable: How to Work with the Labels

Got a big show lined up and need A & R support but don't know where to turn? Looking for glossy pictures or extra posters? These people are there for you! This is a session on how you can get those record labels to assist in the promotion. Come see how!

Moderator:

Marty Belair, University of Ottawa

Panelists:

Mary Mill, Sony Music Canada
Drew Evans, Hi-fi Concerts
Tom Everett, CHRW Radio
Pete Watson, Universal Music Canada

Block 7 – Session 1

The Biz Session

A mainstay of every National conference. A multi-faceted look at campus programming and the entertainment industry. Here is your opportunity to ask hard-hitting questions of our outstanding panel of Canadian entertainment industry experts.

Moderator:

Greg Simpson, Midbenders Inc.

Panelists:

Don Jones, Don Jones Productions
Greg Morton, Comic

Block 7 – Session 2

Developing a Campus Homepage

Does your Student Association have a homepage? Do you wonder how you could improve it, make it more interactive and accessible? Or do you ask yourself how do I start one up? How costly will it be? If you have asked yourself any of these questions this session is for you! This session will provide you with new ideas and concepts on how to communicate your events/issues/surveys/contests and whatever else to your student body.

Presenters:

Andrea Gagliardi, Dalhousie University, Jamie Cousins, Systems Analyst

Block 7 – Session 3

Brain Tune-up

Dealing with anxieties, annoying tape loops and difficult people. Building rapport, using language to change unwanted behavior. Reframing limitations as potential strengths.

Presenter:

Mike Mandel, Brain Softwear

Block 7 – Session 4

Inexpensive International Travel

Let's go for it. Africa, Vietnam, Nepal, Europe – time to stop thinking about that frosh week and start thinking about the rest of the world. Jay and Greg will take you there on less than \$10 per day. Their combined experience of backpacking to over 30 countries will guide you step by step through the process, from choosing a destination, to packing and first-tips, to transporting yourself to the truly unique spots on this planet. They will also discuss how to prepare yourself mentally for “culture shock”. Whether you've already been there or are still dreaming, this session is a must for anyone who longs to be a traveller rather than a tourist.

Presenters:

Greg Curtis, University of Calgary

Jay Flesher, Festival Promotions

Block 7 – Session 5

Self Motivation, and Motivation of Others: The Secret of 'Sweet' Success

Motivation is at the heart of student organization involvement and leadership. Leaders need to understand how goals, risks, attitude, trust and yes, even SMILING, can be essential ingredients to a motivated group. Participants will learn how SNICKERS and RAISINETS can help to put the 'sweet; smell of success within any leaders' grasp. A high energy session – participation is a must! All attendees will take away plenty of free stuff – but you must be willing to take risks, have fun and SMILE!

Presenter:

Michael A. Davidson DeRosa, Florida Atlantic University

Block 8 – Session 1

College & University Programming Ideas

After four days of workshops, we will ask you to initiate and share free events, major concerts, awareness weeks, orientation, homecoming, comedy festivals or battle of the bands. So ... what is there to this job? It's a lot of time, energy, dedication, skill, knowledge and networking. But most of all, reward. Get some great ideas for your campus from this interactive session. To best accomplish this info sharing session, we have broken delegates into two groups: one for colleges and the other for universities.

Presenters:

Clair Roxburgh, Durham College

Scott McKay, Mt. St. Vincent University

Block 8 – Session 2

Student Health's New Frontier

A student health plan is the single largest and most significant program a student association can develop and administer for the student body. Learn how to take ownership of your health plan and take it to new levels of accountability, service and value. This seminar intends to demonstrate the history, purpose and future direction of student benefits.

Presenter:

Taleski/Insurance Brokers

Block 8 – Session 3

National Campus Programs Available to COCA Members

A trio of programming opportunities for any student or full-time member will be explained during this workshop. First, a national talent contest for COCA member schools. Secondly, a unique program to bring awareness of AIDS to your campus population and finally, access to information on how to successfully organize a financial awareness days for students in this time of tight budget restraints. We are excited to present opportunities for these major organizers to explain their individual events and allow you to make contacts and ask question on how they may get involved on your campus.

Presenters:

Paul Pednault, Campus on Stage

David T. Currah, AIDS committee of London

Anthony Morris, Bank of Nova Scotia