



COCA 2010 National Conference London, ON Education Sessions

Block 1 – Session 1

Marketing 101

Learn the art of getting the word out to the student body! The how, who, where and when basics of promoting your events! All of this valuable information will be covered in one great marketing session that will guide you through the beginning stages of event promotion, right to all the last minute details. This session will show you how to get their attention and keep it!

Presenter:

Andrew Barbour
Jeff Lohnes

Block 1 – Session 2

Creating and Implementing a Campus Specific Model of Student Leadership Development

This session is all about leadership and will provide a basis for understanding current models of leadership education and how to implement them towards your own student leadership design.

Presenter:

Jon Dooley

Block 1 – Session 3

Organizing Campus Clubs & Societies

Having trouble getting your clubs and societies off the ground? Looking for ways to organize the many groups on your campus?

Need some tips of making it all work? Join us for a look at how clubs and societies are set-up on campuses, what you can offer them, and how you can keep them all on the same page.

Presenter:

Rose Baumgartner

Block 1 – Session 4

Get to the Point: What Worked & What Didn't

Attending delegates...prepare to vent...and discover some of what you may have missed! This is an open discussion on what have been the trends, successes, failures and unexpected on campuses across Canada. Learn what has worked and what hasn't so you can pick up on the good and avoid the bad.

Presenter:

Jen Grundke

Block 2 – Session 1

Programming 101 A

The A-Zs of event programming spread over two sessions. This is your one stop new programmer idea spot for how to's on contracts, riders, hospitality, and all the business aspects that goes along with putting on a big event!

Presenter:

Chad "Buddah" Cardinal

Block 2 – Session 2

Non-Traditional Programming That's Low Cost

Be prepared for an interactive session! The student campus market has changed drastically over the past 10 years, an influx of underage students to campus, more international, mature and retraining students...how do you assess their programming needs? Fast and fun programming ideas will be shared and presented, financial impact will be discussed. Through a combination of activities, the participants will leave with some finite programming ideas.

Presenter:

John B. Young

Block 2 – Session 3

The ABC's of Large Event Management

Event planning is a skill. Big Event Planning is an Art Form! Learn how to create big events that mean big business but don't have to come with big headaches!

Presenter:

Nathalie Carrier

Michelle Beauchamp

Mike Anderson

Block 2 – Session 4

Finding Your Voice: Becoming A Better Public Speaker

Find your confidence in front of the crowd and learn to become a great speaker. As leaders, delivering in the public speaking arena is a necessity.

Presenter:

Aaron Miller

Block 2 – Session 5

Cultivating Hometown Talent

An exciting new session for COCA. Everyone wants to say I knew them when! Everyone wants that next big talent to be discovered on their campus, or emerge from their community. Well now find out how you can help make that happen by cultivating the homegrown talent that exists on your campus and in your community. Maybe you'll discover the next big thing!

Presenter:

Will Strickland

Block 3 – Session 1

Programming 101 B

The A-Zs of event programming spread over two sessions. This is your one stop new programmer idea spot for how to's on contracts, riders, hospitality, and all the business aspects that goes along with putting on a big event!

Presenter:

Chad "Buddah" Cardinal

Block 3 – Session 2

Diversity & Leadership

Your campus is made up of all walks of life...and you must be a leader for them all. This session provides you with a better understanding of what it means to be a successful leader in the world of diversity programming and how you can get more in-touch with the various groups on your campus and provide powerful leadership and programming to meet their diverse needs.

Presenter:

Ahmed Samaha

Block 3 – Session 3

Incorporating Club Activities and Involvement into Your Campus Pub

Looking for ways to increase your attendance and use of your campus pub? Look no further than the clubs and societies on your campus. Through cooperation and collaboration, you may be able to fill in some of those pesky gaps in your pub programming schedule and add some diverse new event details to your business.

Presenter:

Jen Grundke

Block 3 – Session 4

Building Bridges: International Student Relations

Your campus has an international student community with needs and learning styles that differ from the traditional Canadian student. This session will provide you with an insight into international student relations, how you may adapt your methods of engagement towards your international communities and how better to approach programming and communication techniques.

Presenter:

Kim Rowe

Hanin Tarazi

Karthik Balakrishnan

Block 4 – Session 1

Creating Personal Goals

Personal growth is an important piece of any working relationship. But sometimes we become so focused on organizational goals that we forget to develop strategies for ourselves. This session will guide you through the process of how to set personal goals for yourself that are dynamic and achievable.

Presenter:

Ahmed Samaha

Block 4 – Session 2

Effective Teambuilding: From Ice Breakers to Retreats

Keep the team alive! This session will guide you through teambuilding strategies and give you the ability to effectively ensure that your team stays strong and together.

Presenter:

Michael Lewis

Block 4 – Session 3

Twitter Me This Batman: Marketing Tools

It's one thing to understand marketing strategies; it's another to understand the marketing tools that are at your disposal. Learn what's out there to enhance your campus marketing and how best to implement new strategies to kick your marketing up another level.

Presenter:

Steve Sills

Block 4 – Session 4

Low cost Pub Programming

Looking for a few new programming ideas for your campus pub that will bring the customers in but won't break the bank? Then this is the session for you. Just like the title says, it's all about programming tricks

Presenter:

Jen Grundke

Block 4 – Session 5

Getting the Most From the COCA Website & On-Line Directory

Your membership to COCA provides you with access to a whole world of help across Canada in the form of the COCA website and online directory. Now learn how to use this highly effective tool to enrich your programming potential and take advantage of all of the connections that COCA provides you.

Presenter:

Peter Whitelaw

Block 5 – Session 1

Sponsorship 101

Get the basics of building a strong sponsorship program for your programming and event planning needs. From prizes to in-kind partnerships, don't get caught up and make mistakes. Get the right approach here.

Presenter: Andrew Au & Jessica Walker

Block 5 – Session 2

Social Justice & Civic Engagement Programming

Programming on Canadian campuses isn't just about concerts and the traditional fun events. Students are becoming more engaged by the world issues so it's no surprise that social Justice and civic engagement programming is rapidly becoming the new directive of student focus on campuses. Learn how you can encourage this programming direction and create your own social justice agenda.

Presenter:

Jon Dooley

Block 5 – Session 3

Being an Effective Communicator

Are you an effective communicator? Is your message heard or are things lost in translation? Effective communication is an important quality for any leader to demonstrate and a must have element in any programming situation. Find out what it means to have effective communication and how you can strengthen your own communication style.

Presenter:

Ahmed Samaha

Block 5 – Session 4

The New Campus Pub: Program to Keep the Kids on Campus

The campus bar and pub has evolved over the years. So what's the new status quo and how can we program to keep our students in our bars and not leaving campus? This special COCA panel wants to tell you how!

Presenter:

Ken McLeod

Shelley MacNeill

Block 5 – Session 5

Date Rape/Sexual Assault Risk Management

Keeping our campuses safe is an ongoing challenge of importance. Understanding how to lower the possibility of and manage threats of date rape and sexual assault is only one starting point. COCA is pleased to be able to offer delegates this special education towards the pursuit of safety on all of our campuses.

Presenter:

Darlene Barriere

Block 6 – Session 1

Small Schools...Big Ideas

Having trouble competing with all those schools out there that have 10 times the amount of students, dollars and resources than you? Don't let it get you down! Embrace your uniqueness, turn your size into an advantage and watch big things happen to your small school! This session will address issues for smaller schools and help you see where your size could be an advantage and how you too can have that great event just like all those other schools!

Presenter:

Kenney Fitzpatrick

Block 6 – Session 2

Getting Out, Getting Known, And Getting Involved: Community Involvement & Volunteering

This session will help you begin to understand the importance of getting involved and connecting with your community and student groups to help build awareness, of your organization, campus issues and campus causes. The importance of volunteer work and understanding appropriate volunteer recruitment, retention and appreciation strategies will also be explored.

Presenter:

Michael Lewis

Block 6 – Session 3

Buzz Marketing

Find out what's new, hot and hip on the street in campus marketing trends. From the latest in technology to up and coming marketing tricks, this session will give you all the info on what the future of campus marketing will look like. Move into the future of marketing today!

Presenter:

Steve Sills

Block 6 – Session 4

COCA Associates: Get the most out of COCA & ensure a return on your investment

This is a session devoted to COCA Associate members to provide guidance to ensure you get the most out of your COCA membership. Learn how to navigate the Canadian campus and student market and how to properly stay connected in a manner that will build better relationships and create successful partnerships.

Presenter:

Nathalie Carrier

Block 7 – Session 1

Frosh/Orientation Week 101

Get the basics of building a strong sponsorship program for your programming and event planning needs. From prizes to in-kind partnerships, don't get caught up and make mistakes. Get the right approach here.

Presenter:

Kenney Fitzpatrick

Block 7 – Session 2

Fundraising & Charity Events

Fundraising and organizing charity events are as much a part of the post-secondary landscape as the live concert. Learn how to create and organize better charity events and have them be successful fundraisers.

Presenter:

Alyson Rowe

Block 7 – Session 3

Royalties 101

Welcome to the world of performing artist and copy rights. Not sure why you have to pay SOCAN fees for pre-recorded and live music or licensing fees for films? Then this is the right place for you to be. Discover benefits to licensing and memberships and the legalities involved as we offer you a panel peek into the world of royalties.

Presenters:

Craig Brockie

Rodney Murphy of SOCAN

Suzie Hitchon of Criterion Films

Jean-François (J.F.) Cormier of Audio Cine Films

Block 7 – Session 4

Open Lines: Agent/Programmer Communication

This is an open forum discussion of how programmers and agents can foster better communication, ask the questions they need answered and get the answers they are looking for.

Presenter:

Peter Munro