



**COCA 2011 National Conference
Whistler, B.C.
Education Sessions**

Block 1 – Session 1

Programming 101

The A-Z's of event programming

Presenter:

Chad "Buddah" Cardinal

Block 1 – Session 2

Event Risk Management

Presenter:

Shelley MacNeill

Block 1 – Session 3

Video Marketing

How to increase video buzz and student video sharing-

Presenter:

Kevin McKillop

Block 2 – Session 1

Developing a plan

Are you new to planning events? Everything you need to know about planning your first event.

Presenter:

Ken Mcleod

Bill Kitchen

Block 2 – Session 2

Anatomy of a Deal

Deals with sponsorship and entertainment contracts and how to close the big deal

Presenter:

Jessica Walker

Justin White

Block 2 – Session 3

Content Marketing

Blogs, Youtube, Facebook, Twitter - how to create killer student appealing content online.

Presenter:

Stephen Sills

Block 2 – Session 4

Small Budgets

How to do amazing things on your campus with a small budget.

Presenter:

Andrew Barbour

Block 3 – Session 1

Boot camp for Club Rookies

This session will get you up to speed on the inner workings of running a successful clubs program

Presenter:

Craig Walsh

Block 3 – Session 2

Programming 102

The A-Z of programming over 2 sessions

Presenter:

Buddah

Block 3 – Session 3

Cultivating hometown talent

An affordable and rewarding way to entertain your students on campus is to offer a stage for local bands to take the spotlight

Presenter:

Adam Countryman

Block 3 – Session 4

Integrated Marketing Strategy

No gimmicks just best practices and real world examples

Presenter:

Stephen Sills

Block 4 – Session 1

Where's President Waldo

To get students involved and keep them engaged, tools such as effective training and networking sessions

Presenter:

Rose Baumgartner

Block 4 – Session 2

Frosh Week

Walk through of planning events

Presenter:

Chuck Erman

Block 4 – Session 3

Professional Dev for Managers

How to get results

Presenter:

Gail Daniels

Block 4 – Session 4

Creative collaboration

Simple and profound lessons on teamwork and collaboration, innovation and creativity.

Presenter:

Stephen Sills

Block 5 – Session 1

Get Rid of the Box

Triggering creative Ideas in providing services to your clubs

Presenter:

Rose Baumgartner

Block 5 – Session 2

Volunteer Management

Presenters:

Amanda Marochko,

Maureen Hasinoff

Jesse Hayman

Block 5 – Session 3

Going Big Time

How to plan your big production

Presenter:

Chris Melnychuk

Block 5 – Session 4

Integrated Marketing Part 2

Presenter:

Stephen Sills

Block 5 – Session 5

Professional Development. For Managers

Supportive conversations is about accelerating the ability for the individuals to perform and shape change

Presenter:

Gail Daniels

Block 6 – Session 1

Blending Clubs + campus programming

Presenter:

Kenney Fitzpatrick

Block 6 – Session 2

Booking Talent

Booking a rock star and making sure you don't get screwed

Presenter:

Peter Munro

Jeff Lohnes

Shae Dahl

Block 6 – Session 3

Tickets Tickets and more Tickets

Find out what works with tickets and what doesn't

Presenter:

Derek Mitchell

Block 6 – Session 4

From Early Adopters

The long road to overnight success

Presenter:

Michael Hills

Block 6 – Session 5

Communication is The Key

Creating Clear communication lines between pub managers & programmers

Presenter:

Shelley MacNeil & Chuck Erman