COCA 2015 National Conference
Edmonton, AB - June 8-12, 2015
Education Sessions

Block 1 - Session 1

Programming 101 – Where to begin?

Starting from scratch! This is a must attend session for all delegates who are new to the world of campus programming. This series of 3 Programming sessions will provide you with a strong foundation for a successful programming year. The first session will provide an overview of campus programming, and will review, in detail: campus resources, working with budgets, building schedules & timelines, and understanding some important rules & by-laws you'll need to keep in mind when programming.

Presenters:
Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA
Kristina Wilkins, Programming Manager, Sheridan College SU

Block 1 - Session 2

Events & Marketing: The Chicken or The Egg?

Events and Marketing are intrinsically linked. During this session we will discuss the process from event idea to marketing/promotion creation and execution. We will discuss where things can go wrong and how to best keep communications open between departments.

Presenters:
Chris Green, Manager, Marketing & Communications, Brock University SU
Curtis Bell, Event Programmer, Brock University SU

Block 1 - Session 3

Everything you need to know to run an effective clubs department on your campus

Inspiring self-directed student life enhancement: Why your Clubs system can (and should) be the most important service you offer your students.

Presenter:
Michael Wooder, Student Life Development Coordinator, McMaster University SU

Block 1 – Session 4

Inspiring Others to Lead - Inspiring others to lead begins with each of us.

What does it take to be a leader that transforms others to be the best they can be? In this session, we will explore what it takes to inspire others, and develop a plan to work on being more transformative leaders for others.

Presenter: Gayle Spencer, PhD, Director, Illinois Leadership Center, University of Illinois at Urbana-Champaign

Block 2 – Session 1

Programming 102 – Venue & Talent Requirements
This session continues where the Programming 101 session left off. This second of three sessions will cover how to put together show offers, how to read and understand performance contracts & hospitality riders, and how to negotiate with agents. We'll also discuss payment deposits, venue set-up, and review basic technical requirements for any event. Whether you're putting together a big budget show, or a small scale event – you'll be sure to pick up some helpful hints from this session.
Presenters:
Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA
Anna Hilliar, Programming & Events Manager, AMS of UBC Vancouver

Block 2 – Session 2

Marketing Confidently Through Brain Science: a neuroscience approach to marketing
Neuroscience and biometrics technologies complete the big picture by measuring a customer's gut feeling reaction to a package or an environment. This results in highly predictive, never-be-seen insights. Join us to learn about:
- The science of motivation and the latest methods of measuring customer intelligence
- Neuroscience tips for marketing effectively in the digital space
- Designing better packaging and a better customer experience in store
- The impact of physical and printed media on the brain.
Presenter:
(via video conference)
Diana Lucaci, CEO, Founder of True Impact Marketing; and Canadian Chair,
Neuromarketing Science and Business Association (NMSBA)

Block 2 – Session 3

Student ideas need cash! Support student club leader ideas & initiatives through Grant Funding
The NAITSA Club Funding Model is presented in this session. Students are at the grass roots level of knowing what their peers like and want to do but typically do not have the funds to run events. Through funding we can support their creative ideas, fundraisers and initiate involvement and engagement at the student level.   This presentation shares the funding model and the logistics NAITSA has used for the past 4 years.
Presenters:
Rose Martin-Baumgartner, Campus Clubs Manager, NAITSA

Block 2 – Session 4

Risk Management for Campus-wide Events
From the perspective of campus events, many with alcohol involved, this session will cover liability, insurance and how to protect your student association and your students.
Presenters:
Jim Henry, CCIB, Senior Account Executive, HUB International Limited

Block 2 – Session 5

Making an Event, an EVENT!

Don't just hope it happens! Come learn the 5 E's of truly making your event, an EVENT on your campus.
Presenter:
Brian Gardner, Assistant Dean of Students & Director of Student Involvement,Maryville University of Saint Louis & Chair, NACA Board of Directors

Block 3 – Session 1

This PA's for You

A hands-on session for new student delegates. During this hour we will demonstrate the assembly of a small PA system, plus review the basic technical jargon that is used in contract riders. We will teach you how to read a technical rider, what each term means so that one may better understand the production necessary for your venue. If you are presently unsure what a snake, truss, genie or gaffer means. This session is a must for you
Presenter:
Chuck Erman, General Manager, Camrose Regional Exhibition

Block 3 – Session 2

Advanced Social Media – Gathering and Using Consumer Intelligence

Social media allows marketers to gain intelligence on their audiences, markets and competitors. Savvy organizations can use this data to fine tune their social media strategy. This session will explore ways to collect intelligence, how to interpret this data and the impact it can have on day to day social media activity.
Presenter:
Brian Siddle, Director of Community & Content, Strong Coffee Marketing

Block 3 – Session 3

Risk Management for Campus Clubs

Campus Clubs provide a unique risk. There are often hundreds of them on a given campus and they are all planning events and programs for their members. This session will help you to deal with educating your club leaders on issues such as liability, insurance and how to protect your school, your central student association, and club members from unnecessary risks.
Presenters:
Jim Henry, CCIB, Senior Account Executive, HUB International Limited

Block 3 – Session 4

Attracting Top Talent

This session will: Introduce a system for attracting top talent and weeding out imperfect candidates; Address the benefits of targeted, promise-driven training over supplying endless manuals; and Teach supervisors how to measure outcomes, not checklists of rules for staff.
Presenter:
Matt Rolfe, CEO, Barmetrix

Block 3 – Session 5

Building Great Boards and Governance for Your Association or Committee
Working with volunteers to move your organization and its mission forward is no easy task. In this session we will explore tried and true methods of organizational governance and committee effectiveness that will result in volunteer leader success. Many leaders have seldom worked in a volunteer board or committee environment where they are primarily responsible for the outcome. At the conclusion of our time together you will walk away with a volunteer leadership handbook template that will help get you started toward great governance in any volunteer-driven organization.
Presenters:
Toby Cummings, Executive Director, National Association for Campus Activities

Block 4 – Session 1

Programming 103 – Executing the Event This is the third of three sessions put together to help you understand the basics of campus
programming. In this final session we'll talk about event promotion, advancing an event, show execution, show settlements, and we'll highlight the importance of the work that happens once an event is done. We'll be sure to leave lots of time for questions – this is your chance to clarify any outstanding questions you have about event planning & talent booking!
Presenters:
Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA
Curtis Bell, Event Programmer, Brock University SU

Block 4 – Session 2

Can We Collaborate: The blueprint to planning a successful regional Marketing "Meet-Up"
In 2013 five (5) Marketing Managers wanted to do the unthinkable….work with other schools to share best practices and ideas on how to best engage and reach students on our respective campuses. During this session we will give you the blueprint on how to execute your own Marketing "Meet-up".
Presenters:
Chris Green, Manager, Marketing & Communications, Brock University SU
 Steve Kosh, Manager, Marketing & Communications, Mohawk College SA

Block 4 – Session 3

Building Bridges - Developing Effective Partnerships for Campus Clubs
This session is designed to help you help your clubs work most effectively with partners on campus - international, athletics, and others. Managing people, money, time and risk, we will explore the management of resources in supervising countless student-led clubs on your campus.
Presenters:
Michael Wooder, Student Life Development Coordinator, McMaster University SU

Block 4 – Session 4

Advising Student Organizations

This session will focus on three key components of student organization advising: understanding the roles & responsibilities of advisors; exploration of risk management and ethical challenges associated with advising student organizations; and training and transitions of officers and members. Participants will have an opportunity to engage in dialogue around real student organization advising issues and increase their capacity for serving as more effective advisors. Participants will receive resources which will enable them to offer advisor trainings on their own campuses.

Presenter:

Gayle Spencer, PhD, Director, Illinois Leadership Center, University of Illinois at Urbana- Champaign

Block 4 – Session 5

Crossing Into The Neutral Zone : Working with International Artists

Booking acts from around the globe can be an exciting moment in any promoter's life. Our panel of music industry veterans will go over the ups and downs, including pointing out some pitfalls you will want to avoid when bringing international acts to your campus.

Moderator:

Tim Fraser, Events & Activities Programmer, Fanshawe SU / Murdoch Music Mgmt.

Block 5 – Session 1

Diversity & Awareness Programming

This session will outline the importance of creating programs on campus that appeal to more than just the lowest common denominator. Groups like mature students, foreign students, LGBTQ students, disabled students and anyone else deserving of a positive campus experience who may often be overlooked.

Presenters:

Dr. Justine Shuey – Sexologist

Jason Moseley, Chair, COCA National

Block 5 – Session 2

Creative Content: Catching Attention & Making an Impact

Let's talk about using creative mediums to reach your student audience via logs, blogs and other mind blowing marketing tactics to make a lasting impression!

Presenter:

Steve Kosh, Marketing & Communications Manager, Mohawk College SA

Block 5 – Session 3

The three R's of Club Volunteers: Recruitment, Recognition & Retention

This session is designed to explain the importance of our biggest volunteer component on our campuses …. Our Club Volunteers and Executives. Club volunteers form the backbone of many student organizations and need to be treated and respected for the ways in which they enhance student life and student engagement on our campuses. These students are often our movers and shakers on campus and bring to light many important issues affecting our students.

Presenter:

Maureen Workman, Clubs Manager, SA MacEwan University

Block 5 – Session 4

Dealing with Campus Programmers - the proper way to treat them: how to be ethical and still be in this business
This session will talk about how to, and how not to, deal with campus programmers such as: getting upset with them will not accomplish anything, and positive motivations. We will discuss frustrations in being an agent and how to make better connections with your campus customers.
Presenter:
Dan Valkos, Associate Rep on the COCA Board

Block 5 – Session 5

The Road Less Traveled: life after campus programming
Campus programming provides a great foundation for future success in the events field. Learn how to leverage your experiences with campus programming to find and create new jobs. Hear from a panel of industry experts (and COCA alumni) as they share their stories of taking the road less traveled to achieve their goals.
Moderator:
Kenneth MacLeod, Manager of Theatre Operations & Hospitality Services, Algonquin SA

Block 6 – Session 1

The Building Blocks of Volunteer Culture
Come learn how Wilfrid Laurier University is ranked #1 in the world by LinkedIn for it's volunteerism. The student and staff programmers at the Wilfrid Laurier University Students' Union will host this session to discuss how to build an effective volunteer culture on your campus, and how to KEEP one. This session will explain our volunteer structure as well as the strategies we use in order to provide students with numerous volunteer opportunities.
Presenters:
Deborah Lam, Programming & Promotions Manager, Wilfird Laurier University SU
Kaipa Bharucha, VP Programming & Services, WLUSU - Waterloo
Kaela Roemmele, VP Programming & Services, WLUSU - Brantford

Block 6 – Session 2

Social Media: Protecting Your Personal & Professional Brand through Guidelines & Best Practices
During this session we will work through best practices in protection your personal and professional brands on social media. We will look at Social Media Guidelines, best practices, and talk about the awareness and responsibility that social media requires for you to be successful.
Presenters:
Jenny Lau, Communications & Engagement Manager, NAITSA

Block 6 – Session 3

Smoothing the Rocky Road: Agent - Programmer Relations
What are the challenges, obstacles, and tips for booking artists on campus? This panel will shed light on building a better relationship with the agents you will deal with when booking your shows!
Moderator:
Al Legault, Campus Events Director, McMaster University SU

Block 6 – Session 4

Sponsorship 101: what a good sponsorship request looks like

This session will cover the following: How to manage the client relationship; How to strategically select partners - demos, avoiding campus exclusivity agreements; Limitations of sponsorship; Importance of sponsorship; How much easier / bigger it can make your events; and What are sponsors looking for

Presenter:

Jessica Gorassi, Sr. Account Manager, Campus Intercept

Block 6 – Session 5

Like A Boss! Learn The Art of Being Assertive To Get What You Want!

Make an impression that puts you in a position of power! Learn to TELL versus ASK, silence the negative self-talk, get clear and get what you want! Discover foolproof icebreakers, craft a killer 'elevator speech' and perfect your networking fundamentals! Attend this hands-on, BS-free, ed session using humour and craazaay life experience to develop confidence from the inside out!

Presenter:

Nova Browning Rutherford, Personal Development Coach/Speaker

Block 7 – Session 1

Bar Managers / Programmers Panel

A rare opportunity to peer into the world of the Campus Event as seen through the shared eyes of your facility manager and the campus programmer. Please bring your ideas to this panel discussion and learn how the synergies of these roles are vital to producing a successful event in your campus bar.

Panelists:

Adam Koch, Kitchen Manager, Sheridan College SU

Bill Kitchen, Events Programmer, Algonquin College SA

Joanna Pesta, Manager, Programming & Events, SA Mount Royal University

Rod Castro, Business Operations Manager, Carleton University SA

Block 7 – Session 2

Marketing Open Session: What Did You Learn / What Where You Hoping To Learn / What is Left to Discuss

We will close off the Marketing Education Sessions by holding an open forum style session. We want to know what you thought was good about the sessions we presented, what you were hoping to learn or see and talk about anything left on the table that we didn't cover or the group wants to hash out.

Presenters:

Chris Green, Manager, Marketing & Communications, Brock University SU

Steve Kosh, Manager, Marketing & Communications, Mohawk College SA

Block 7 – Session 3

<u>Music Licensing: what you need to know</u>

Music plays an integral role in setting the atmosphere of your event, contributing to attendance, revenue, and overall success where music is used. This seminar will help organizers to understand what licenses may be required in order to use music for campus activities in order to take advantage of the benefits music brings to their events.

Presenters:

Tim Hardy, Member & Industry Relations, SOCAN

 Serge Cassano, Licensing Rep, Re:Sound Music Licensing Company

Block 7 – Session 4

<u>True Colors – learning about you</u>

True Colors is an exercise in self-confidence and communication! Learn more about yourself and about others – then use that knowledge to communicate more effectively.

Presenter:

Brian Gardner, Assistant Dean of Students & Director of Student Involvement, Maryville University of Saint Louis & Chair, NACA Board of Directors