

COCA 1998 National Conference

Toronto, ON - June, 1998

Education Sessions

Block 1 – Session 1

Tag Team Student Services

The WWF (Worth While Functions) with the combined forces of Administration and Student Government towards student services. This wrestling match will outline the following: Collaboration (Tag Off), Skill Set (The Boston Crab) and how Two Unique Perspectives Unite (The Royal Rumble). This session concludes with a roundtable exchange of techniques and ideas.

Presenters:

Maggie Hobbs, Humber College
Lise Janssen, Humber College

Block 1 – Session 2

Thrills, Chills and Spills of Live Music Programming – 101

Back by popular demand for the 3rd year running, Tristin & Jay cover the A to Z of a live music show. A detailed, hands-on session that covers budgets, cost sheets, settlements and much, much more. This is the perfect session to attend before heading into Contracts & Negotiations and Dealing with Road Managers later this afternoon. The Goal? To have you ready to book your own live music gig from start to finish by 4:30 pm.

Presenters:

Tristin Chipman, York University
Jayson Duggan, McMaster University

Block 1 – Session 3

Successful Charity Fundraising Programs

Thinking of creative and fun charity fundraising campaigns is not easy. From Shinerama, United Way, to local charity campaigns, come and hear some great ways to raise awareness for your charities while raising funds in the process. Be prepared to share some ideas from your campus and learn what works on other campuses.

Presenters:

Adele Baker, U.W.O
Kelly Ng, Canadian Cystic Fibrosis Foundation

Block 2 – Session 1

Contracts & Riders – The Art of Negotiation 101

Contract negotiation is one of the primary functions of the business relationship between you and COCA Associate Members. Participants will learn how to identify the critical elements in a contract and will be warned about potential pitfalls. Learn about contract negotiation from both sides of the table and how you can develop a successful working relationship with your COCA Associates.

Presenters:

Jack Ross, The Agency Group
Carl Schlosser, University of Saskatchewan

Block 2 – Session 2

Volunteers ... How to Keep Them Involved – 101

As leaders we often encounter difficulties retaining, motivating and recognizing volunteers. In this session we will discover how to create a volunteer experience that is fun, challenging and rewarding. We will review the five key needs of volunteers, using the G.R.A.P.E. Theory to motivating volunteers.

Presenter:

Gayle Spencer, Kansas State University

Block 2 – Session 3

Performance Evaluations & Giving Constructive Feedback

As campus leaders and supervisors of campus services we often need to coach others informally and formally to help achieve the goals of our group, project or service unit. To be effective, our feedback must be accepted to strengthen group loyalty. The cardinal rule of a formal coaching session or performance appraisal is that there are no surprises. For this reason, the prerequisite skill for giving formal appraisal is the ability to give effective ongoing feedback.

The first session covers the skills required to give ongoing, informal and constructive feedback. The second session (at 3 pm) deals with the formal performance appraisal or semi-annual review. You will have a chance to practice giving real-life feedback and receive feedback in the safety of these sessions! It is not recommended to attend the second session without having attended the first one.

Presenter:

Huntly Duff, Huntly Duff & Associates

Block 3 – Session 1

Getting in Tune With Hip-Hop Culture

Details not confirmed at time of printing.

Block 3 – Session 2

Crossing the Gap – Generational Differences

There are inevitable contrasts between members of different generations. This session will examine why generations have different outlooks and how you can bridge the gap as a co-worker, advisor or student.

Presenter:

Mark Hall, University of Central Florida

Block 3 – Session 3

Performance Evaluations & Giving Constructive Feedback – Part 2

As campus leaders and supervisors of campus services we often need to coach others informally and formally to help achieve the goals of our group, project or service unit. To be effective, our feedback must be accepted to strengthen group loyalty. The cardinal rule of a formal coaching session or performance appraisal is that there are no surprises. For this reason, the prerequisite skill for giving formal appraisal is the ability to give effective ongoing feedback.

The first session covers the skills required to give ongoing, informal and constructive feedback. The second session (at 3 pm) deals with the formal performance appraisal or semi-annual review. You will have a chance to practice giving real-life feedback and receive feedback in the safety of these sessions! It is not recommended to attend the second session without having attended the first one.

Presenter:

Huntly Duff, Huntly Duff & Associates

Block 4 – Session 1

Making COCA Work For You – New Programs & Involvement

This workshop will investigate a variety of new ideas to offer more involvement & services to the COCA membership. On the involvement side; how to tap the great volunteer resources with new standing committees, to identify regional and national programs that involve students (e.g. CNME Talent Contest). On the services side COCA wants input and ideas for the website, educational seminars, workshops and specialized programs such as diversity, alternative programming etcetera's. Come prepared to comment on proposals and to offer your suggestions on how we can help to advance this great organization.

Presenters:

Earle Taylor, COCA Head Office

Bob Hale, St. Francis Xavier University

John B4ever Young, Fanshawe College

Block 4 – Session 2

Student Building Design

What makes a building inviting? Why are you comfortable in some spaces and not in others? This session will examine the factors that make buildings inviting to customers with specific emphasis on student centers and other campus facilities.

Presenter:

Mark Hall, University of Central Florida

Block 4 – Session 3

Creativity – Free Your Mind & the Ideas Will Follow

Are you tired of looking at things the same old way? Do you lack creative thoughts & ideas? In this session you will be given the keys to unlock your mind and look at the roles you can use in the creative process.

Presenter:

Gayle Spencer, Kansas State University

Block 5 – Session 1

The Rainbow Connections of Diversity

So much is said today about becoming multicultural. As an individual, a member of an organization, and as a leader, you will be challenged both at the personal level and at the group level to be open to new ideas, to recruit and accept new members, and to learn about and appreciate diversity. In this fast moving session, we will experience both "feelings" and "situations" of multiculturalism in a series of thought-provoking exercises, which may open your mind up to what you've been missing. Leave the blues being ... come sing a few bars with Kermit the Frog.

Presenter: Michael A. Davidson DeRosa, SMILE & Think, Inc.

Block 5 – Session 2

Two-Fisted Tables of Rock ‘n Roll: A Storytime Guide to Sex & Violence

This is “storytime” - unbridged and uncensored. Usually reserved for select ears, shameless industry anecdotes become public as we encourage everyone to tell all. Join in the fun as your hosts guide you through the legendary muck of the music industry. Audience participation is highly recommended, so gather up your best yarns (stories with overtone of sex and/or violence are preferable) and share in the merriment. No names will be held back to protect the guilty.

Presenters:

Ralph James, CEO & “ Agent of the Year” by Canadian Music Industry Awards
Greg Curtis, University of Calgary

Block 5 – Session 3

Promotional Blitz – 101

You’ve booked the act, now you have to let people know about it. From posters to press releases, radio to rave cards, this session covers all aspects of entertainment promotion. Develop a formulaic approach to your promotions and eliminate the guesswork. This detailed seminar meshes with other Programming 101 sessions to allow you to pull off a totally successful gig.

Presenter:

Wayne Barry, University of Western Ontario

Block 6 – Session 1

Stirring It Up! New Students Orientation – 101

This session is designed as an open discussion on Orientation. Katherine will lead an interactive session on issues relating to Orientation and will cover:

- Orientation Parties: to serve alcohol or not to serve alcohol
- Education Sessions: What do new students really want to know?
- Orientation Kits: Free Stuff or students spending cash?
- Parent Orientation: Informing without frightening

Bring issues from your campus and get feedback from other school. Find out what works and why!

Presenter:

Katherine Huising, University of Alberta

Block 6 – Session 2

Interactive Web Sites for Campus Events

Interactive is the key word for this session. Discuss the merits of good websites and how to get yours to look that way while browsing on the Web with an expert. You will cover everything from the goals of your site, your target audience, how often you need to update, and cool new ideas and concepts. This session will be fun so be sure to arrive early to ensure your place at a computer terminal!

Presenter:

Doug Walker, MacLAREN McCANN

Block 6 – Session 3

Here I Am Stuck In The Middle With You: Group Dynamics to Make Your Group ROCK (“and “Rope”)

Looking for ways to involve your group members from the very first meeting? In need of activities that will motivate, “bond”, and help group members identify their strengths and pockets of support? This session will WAKE UP all your senses and give you techniques you can use with your group to PUMP UP the volume in your meetings and activities. Come dressed to play and have FUN!!!

Presenter:

Michael A. Davidson DeRosa, SMILE & THINK, Inc.

Block 7 – Session 1

Life After Programing

One of the highest rated sessions last year; Michael is back to give you a powerful and motivational Workshop about how to market yourself in the ever-changing job market. Come out and acquire skills and self-confidence needed to sell yourself to potential employers! Michael will identify how to promote your personal and professional strengths from resumes to interviews.

Presenter:

Michael Lewis, Michael Lewis Training, Motivation & Development

Block 7 – Session 2

SOCAN – A partnership between Music Creators & the Campus Venue – 101

SOCAN, The Society of Composers Authors and Music Publishers in Canada is the national performing rights society. SOCAN distributes royalties to songwriters, composers, lyricists and music publishers in Canada and around the world, based on musical performances at your campus venue. Understand why you have to pay SOCAN fees when you’ve already paid the band, as well as a complete A to Z understanding of music royalties, and how uses of various music, from concerts to deejays to background music to live cover bands applies to all your business as a programmer. Who knows – we might even throw in a free pen!

Presenters:

Janet Maggiacomo, SOCAN

Dave Parker, SOCAN

Block 7 – Session 3

Production A-Z – “Tech for Dummies” – 101

Don’t know how to decipher the technical rider for an upcoming show? Didn’t realize that the #*\$@*! Costs so much? Learn what technical requirements are necessary and translate the techno-bubble so that you can discuss production intelligently. This session is mandatory if you are involved with contracts, riders, PA, staging, lighting, and crew.

Presenters:

Deb Hutchins, Tech Guru

Dave Donin, McMaster University

Block 8 – Session 1

The BIZ Session

A tradition at every COCA National, this session will prove interesting for all delegates. Topics will range from the role and interaction of artists, agents, managers, record companies, the media, who's who and what they do. The moderator will lead some hot topics, but Q & A from the audience will be included so come prepared with some hard-hitting questions.

Moderator:

R.J. Guha, Courage Artists

Panelists:

Mary Arsensault, BeBop Communications Inc.

Jeff Craib, S.L. Feldman & Associates

Pete Watson, Universal Music

Greg Curtis, University of Calgary