

COCA 1999 National Conference

Halifax, N.S. - June, 1999

Education Sessions

Block 1 – Session 1

First Time Delegates

What Am I Doing Here Anyway? The COCA First-Timers Guide to the Galaxy! You've gotten yourself to Halifax, made it through your first night of showcases and the Orientation brunch, but there's a long week ahead with lots of stuff going on. This session is an introductory session to the concept of COCA, some members on the COCA Board of Directors, a discussion on the conference. This is an integral part of your path toward COCA 101 Graduation!

Presenters:

Jenny Hill, Acadia University

Peter Wightman, Acadia University

Andrea Gagliardi, Dalhousie University

Block 1 – Session 2

Returning Delegates

What Am I Doing Here Again? The COCA Returning Delegate Introduction. Welcome to the 17th COCA National Conference! For some of you, it's your second COCA, for others it's your tenth. As we come back together again, this is a chance to find out what's new, what's different, what's goin' on! This brief session will allow you to hear a bit about the work that went into this conference and what you can expect while you are here. It's also a chance to reintroduce each other and catch up on what's been going on since the last conference you attended.

Presenters:

Bob Hale, St. FX University

Terri Edmonstone, Georgian College

Carl Schlosser, University of Saskatchewan

Block 1 – Session 3

Associate Members

What Can I Do Here? A Brief Introduction for All Associate Members (new AND old!) Please join some associate members and Earle Taylor of the COCA Head Office for an introductory session about this conference and about our organization. This is an opportunity for an update on the issues facing COCA as we go into the year 2000, a summary of what to expect over the next week, and a chance to talk about what can make your COCA experience successful. Please bring any questions you may have and get ready for what promises to be a great week!

Presenters:

Rob Ziffarelli, Paquin Entertainment

Tony Lee, Tony Lee/World Talent Management

Earle Taylor, COCA Head Office Administrator

Block 2 – Session 1

Thrills, Chills and Spills ... You're A-Z Guide to Live Music Programming

Back by popular demand for the fourth year in a row, this is a must-have session for the new entertainment programmer! Expect to be overwhelmed with information, delivered with dry humour and sarcasm in a fast and furious run-through of all you need to be prepared for your new job! This session will discuss everything from Agents, Budgets, and Contracts all the way through to Zero problems!

Presenters:

Jayson Duggan, McMaster University

Tristin Chipman, York University

Block 2 – Session 2

Partners in Planning – Developing Relationships to Build Special Events!

A look into three successful Wilfrid Laurier University programs – Orientation, Homecoming and Winter Carnival. A session to discuss campus, community and sponsorship relationships that will take your annual events to the next level!

Presenters:

Mike McMahon, Wilfrid Laurier University

Chris Hewitt, Wilfrid Laurier University

Block 2 – Session 3

Orientation... Not Just for Your New Students!

Most campuses have mastered the art of preparing first-year students for the university experience. However, a new program at the University of Alberta is the first of its kind in Canada to orient graduating students to the world at large. This session promises to highlight this new program, but also to challenge you to develop new concepts for your campus. Be prepared to work, yet come out of this session with new and dynamic programming ideas.

Presenter:

Katherine Husing, University of Alberta

Block 2 – Session 4

Trends in Higher Education

A discussion of trends in Canadian and American higher education will be conducted, emphasizing comparative aspects of each. The trends will be discussed within the context of general social changes. Implications for activities will be included.

Presenter:

Alan B Davis, NACA

Block 3 – Session 1

Tech Talk is Not a Foreign Language!

One of your first priorities in your live shows is coordinating stage, sound and lighting. This session will discuss what the technical rider is all about and what you need to know about interpreting it! You won't be the one running the sound board but after this session you will know what your bands are looking for, what you will need to have in terms of equipment and crew, and how to "talk tech" with the best of them!

Presenter: Pat Martin, Dalhousie University

Block 3 – Session 2

Everything You Need to Know about Awareness Programming

Are you responsible for implementing safety measures or health issues at your campus? Are you overseeing Orientation Week, Alcohol Awareness Week, running the sexual health or the peer education center? Are you looking for material that can make part of your job easier to do?

Look no further! This session will give a brief overview of programs that deal with a number of health and safety issues. It will highlight award-winning efforts in awareness programming by Canadian campuses and will review different ideas for your campus to work with organizations such as Bacchus. Finally, we'll discuss new issues for the future that all campuses should be considering.

Presenters:

Lisa Couperus, Bacchus Canada
Carmi Camicata, Bacchus Canada

Block 3 – Session 3

Personal Aspects of Change

Organizational change is examined frequently in the press and media: this session will examine the impact of change on one's personal life, including a discuss of coping mechanisms. This session is designed to be participatory and interactive.

Presenter:

Alan B Davis, NACA

Block 3 – Session 4

It Ain't Just Music Anymore...

A session for full-time staff on the changing job description of "The programmer". The rumour-mill says your job won't exist in a couple of years, but with new responsibilities and expanded roles, this is arguable. An opportunity to share in a round-table format how jobs are changing across the country and what to expect for the future as we move into the year 2000.

Presenter:

Marti Joki, Cambrian College

Block 4 – Session 1

Publicity and Promotion – If You Build It, Will They Come?

This year you have planned the greatest event in the world! Okay... maybe not the world, but definitely the best event for your campus. How do you market to ensure your students share your vision? This session highlights tips on press releases, public service announcements, event promotion and other ideas to get your events the attention they deserve!

Presenter:

Wendy Phillips, Phillips Public Relations Ltd.

Block 4 – Session 2

Diversity 101

Multicultural education extends beyond examining race and gender issues. Learn about diversity, and it's importance, in this highly interactive and fun session presented by author/workshop facilitator Michael Nejman. Participants will review three stages institutions go through concerning diversity, and examine their own cultural identity and those of the other participants.

Presenter: Michael Nejman, William Rainey Harper College

Block 4 – Session 3

Keeping the Energy! Transition and Retreats for councils and staff

So many times when groups have a change in officers, they lose their momentum. Learn how to have a smooth officer transition and Beat the “oh no, another boring retreat” syndrome through this participatory workshop. This session will guide you through the major components to having an effective transition and retreat, and teach you to add pizzazz to your retreats that will have your members saying, “when is the next one?”

Presenter:

Lucy Croft, University of Cincinnati

Block 4 – Session 4

Incorporation By-Law #1 and Policy Changes for 2000

Returning School members and Associates are invited to join this round table information session to discuss the changes that happened upon incorporation in 1998, and some of the policy changes that are being proposed for the future. Full results of board to membership consultation in 98-99 will be discussed, as will future plans and ideas as a result. Any future conference hosts, board members, and other interested parties should attend this session that will help to direct the future of COCA as an organization.

Presenters:

Earle Taylor, COCA Head Office

Trstin Chipman, Chairperson, 98-99

Andrea Gagliardi, Eastern Region Rep, 98-99

Katherine Husing, Western Region Rep., 98-99

Rob Zifarelli, Associate Rep, 98-99

Block 5 – Session 1

Budgeting and Negotiation Skills

Developing a realistic budget is one of the most critical elements of effective programming. In this session you will learn the essentials of the fine art of budgeting and negotiating to get the best bang for your buck. Find out what it is that an agent is looking for when you send in your offer and the best way to manoeuvre your budget and your ideas into a successful year of programming!

Presenters:

Scott MacIntyre, Sea Dog Productions

Ralph James, The Agency Group

Patrick Sambrook, Eggplant Entertainment

Block 5 – Session 2

Fundraising 101 – From Bake Sales to Corporate Sponsorships

Have a great idea for a program but no way to fund it? Budget cuts got you down? Learn how to generate funds from nothing but people power and creativity. During this session you will be guided through the steps to successful fund-raising, be assisted with thinking outside the box, and learn how to deal with corporate sponsors, administrators, and local retailers when soliciting donations. You will walk away from this session with the confidence and motivation to generate a successful fund-raiser.

Presenter:

Lucy Croft, University of Cincinnati

Block 5 – Session 3

Multicultural Programming: Strategies for Success

Author Michael Nejman will provide a foundation of knowledge for multicultural programming on college campuses. This session will focus on: 1) alliance building and how it can be used for problem solving on campus; and 2) developing educational components for programs and faculty support.

Presenter:

Michael Nejman, William Rainey Harper College

Block 5 – Session 4

Shaking Hands with The Devil: Co-Promoting with The Corporate World

Is your venue sitting dark far too many nights a week? Perhaps a little outside help is required. This seminar will explore the many positive and negative aspects of co-promoting shows with off-campus companies or organizations. Where to begin contacting these people? How to convince them to come aboard? How to avoid being taken advantage of? This seminar offers discussion on courting, and benefiting from the other side of the music industry. Recommended for full-time programmers only.

Presenters:

Greg Curtis, University of Calgary

Scott Ferguson, GM Halifax Metro Centre

Block 6 – Session 1

Roll Out the Red Carpet ... COCA Etiquette and other Entertainment Industry Courtesies

Join a couple of long-time COCA members in a round-table, interactive session on how to be the best at your job. Learn some techniques to keep your business contacts happy, and ways to keep you a priority on their list. Discuss some of the ways to successfully enhance what your campus potential and work within your means. Make your shows one of the favourite stops on the tour!

Presenters:

RJ Guha, Courage Artists

Katherine Husing, University of Alberta

Block 6 – Session 2

Please Stick Around: Volunteer Recruitment, Retention, Rewards

What compels a person to volunteer? How do you recruit and retain your volunteers? What methods of recognition can you utilize to say “thank you”? Through small group discussions and experiential activities, you will gain valuable insight into the answers to these questions. You will come away from this session with a new attitude towards recruitment, retention and recognition of volunteers.

Presenter:

Lucy Croft, University of Cincinnati

Block 6 – Session 3

Do's, Don'ts, Myths, Realities of Canadian Campus Concert Market

What is the Canadian campus concert market? Join this panel in a discussion on what has worked, what hasn't worked, and where the future of live entertainment on campus is going. Come to this session prepared to share some ideas and learn some new concepts in regard to live entertainment programming in general. How have things changed in regard to who we are booking and what the role of the campus is?

Presenters:

Colin Lewis, The Agency Group
Pam Tagle, University of British Columbia
Chad "Buddah" Cardinal, Nippissing University
Andrea Gagliardi, Dalhousie University

Block 6 – Session 4

What is a Healthy Multicultural Campus Climate?

A round-table discussion on ways to make your campus friendly and inviting to non-majority student groups AND how to assess one's campus climate. Come prepared to share experiences and ideas that have worked on your campus, as well as discuss any problems you have faced or might in the future.

Facilitator:

Michael Nejman, William Rainey Harper College

Block 7 – Session 1

Mini – Concerts and other low \$ alternatives for live music

The campus market has traditionally been THE PLACE to develop band and entertainers throughout the years. Bands like The Tragically Hip, Barenaked Ladies, and more all got the start of their success through the campus market. The trend seems to be moving away from the promotion of live music on campus, but it doesn't have to ... There are a number of ways that you can continue to promote live music and book live entertainment on your campus regardless of venue size, equipment availability, or shrinking budgets. Find out how in this session!

Presenters:

Jayson Duggan, McMaster University
Pam Tagle, University of British Columbia

Block 7 – Session 2

101 Programming Ideas in Less Than an Hour

This session will encourage and allow you to share your creative non-alcoholic programming events. It will investigate community based programming, and how to negotiate with local businesses to expand the programming choices for your students. Finally, this session will unlock your creative floodgates to allow you to adapt these suggestions into successful events. Music, Candy and Cash Prizes offered! Come One, Come All ...

Presenter:

John B. Young, Fanshawe College

Block 7 – Session 3

Show Me the Money ... Transient Retail Operations on Campus

Imagines, book sales, craft shows, equipment rentals and more; there are a number of ways to expand your retail operations and increase your revenues. A round table opportunity to share information on new and old forms of transient retail. Join some campus entrepreneurs as they discuss programs they have developed over the years, and bring your own experiences, ideas, and questions to share with the group.

Presenters:

Pete Stanbridge, University of Western Ontario

Pete Wightman, Acadia University

John Bowers, Mount Royal College

Block 7 – Session 4

Partnerships and Other Nice Names for Corporations on Campus

As the government continues to cut education funding, universities and colleges are looking at a number of corporate initiatives as being the answer to funding shortages. Understandable, considering the fast-approaching ceiling with respect to increasing tuition fees. Single beverage deals, naming opportunities and other corporate involvement is becoming common place on campus. Join this round-table panel on a discussion on the pros and cons of the new marketing world on campus.

Presenters:

Kevin Fraser, Coke

Darcy Flynn, University of Windsor

Brian Kellow, Dalhousie University

David Steele, Ryerson University