



## COCA 2012 National Conference Montréal, Québec Education Sessions

### ***Block 1 – Session 1***

#### Programming 101

This session is for anyone who is new to programming on campus. This is key information necessary for putting together a successful year of events. Learn about creating your budgets, working with agents and talent, creating an effective schedule, and get inside tips from seasoned experts.

#### **Presenters:**

Chad “Buddah” Cardinal, Mohawk Student Association  
Ken MacLeod, Algonquin Student Association

### ***Block 1 – Session 2***

#### Marketing 101

Learn the “ins and outs” of marketing your on-campus events, initiatives, campaigns, and ideas. Learn how to best communicate your great concepts with the students at your school, and the many ways to do so.

#### **Presenters:**

Chris Green, Brock University Students Union  
Pat Maloney, Fanshawe Student Union

### ***Block 1 – Session 3***

#### Developing a Leadership Program on Campus

This session will discuss how to design and implement a co-curricular leadership program on your campus. The concept is that leadership opportunities are happening across your institution and you can harness those leadership development opportunities to provide the core experiences of your leadership program. Best practices of leadership program design and implementation will be discussed. The session will cover topics such as: assessment, experiential learning, the concept of reflection and collaborating with faculty.

#### **Presenters:**

Dave DeAngelis, Center for Student Leadership, Suffolk University, Boston  
Brian M. Wooten, Center for Student Leadership, Kennesaw State University, Georgia

## ***Block 1 – Session 4***

### Risk Management (Part 1)

Mass-attendance events present a growing range of risks or challenges for their organizers. What was acceptable only a few years ago is now routinely revised or upgraded to ensure the safety and wellbeing of those attending, and to protect the reputation of the host institution or organization. This session will identify the context for emergency preparedness in large events, and the related issues, challenges and 'solutions'.

**Presenter:**

Ron Kuban, President, PEMCC - Pegasus Emergency Management Consortium Corp. Edmonton

## ***Block 2 – Session 1***

### Programming 102

Get more in-depth info in the world of campus programming. Learn how to do the little things right, and establish yourself as a serious professional in the industry. Another absolute must-attend for programming freshmen.

**Presenters:**

Ken MacLeod, Algonquin Student Association

Chad "Buddah" Cardinal, Mohawk Student Association

## ***Block 2 – Session 2***

### Marketing 102

Learn about the little things that make a big difference when marketing to your students. You've learned how to put together a proper marketing plan, now learn how to make it shine.

**Presenters:**

Daniel La Cute, Sheridan Students Union

Steve Kosh, Mohawk Students' Association

## ***Block 2 – Session 3***

### Alternative / Unconventional Programming

There's more to creating an on-campus events culture than booking live performances. Learn about all the different ways you can get creative with your programming and put together some memorable events.

**Presenter:**

John b. Young, Operations Manager, Fanshawe Student Union

## ***Block 2 – Session 4***

### Bridging Clubs to Your Student Association.... how to encourage clubs to do more activities

This will be a brainstorming session to help you assist your campus clubs do more events. We will generate new ideas to better involve campus clubs and to create a functional list of possible fund-raisers and activities. How can you assist your clubs with their events? How can they get involved and be a part of your overall student association events program? This session will attempt to answer those questions.

**Presenter:**

Erica Kitchen, St. Clair Student Representative Council

## ***Block 2 – Session 5***

### **Risk Management (Part 2)**

Mass-attendance events present a growing range of risks or challenges for their organizers. What was acceptable only a few years ago is now routinely revised or upgraded to ensure the safety and wellbeing of those attending, and to protect the reputation of the host institution or organization. This session will identify the context for emergency preparedness in large events, and the related issues, challenges and 'solutions'.

**Presenter:**

Ron Kuban, PEMCC - Pegasus Emergency Management Consortium Corp. Edmonton

## ***Block 3 – Session 1***

### **The New Media Movement**

The world of marketing is changing at an exponential rate. Stop listening even for a moment and the world will suddenly be speaking a different language. Learn from one of the industry's top translators, and understand what the new generation is saying, and how they're saying it.

**Presenter:**

Stephen Sills, Creative Director, Square Crop Studios

## ***Block 3 – Session 2***

### **Becoming a Good Supervisor**

This session will discuss techniques to be an effective supervisor. Developing an atmosphere of teamwork, collaboration, challenge and support are important characteristics of good supervisor. This session will help individuals sharpen their supervisory skills and share best practices with other participants.

**Presenters:**

Brian M. Wooten, Center for Student Leadership, Kennesaw State Univ., Georgia  
David DeAngelis, Student Leadership & Involvement, Suffolk Univ., Boston

## ***Block 3 – Session 3***

### **Finding Resources for Campus Clubs**

Learn about what your organization can do to help clubs do what they do. From training to equipment and everything in between its important to set your campus clubs up for success. In this session, you will learn how to do just that.

**Presenter:**

Fe Maquinay-Guico, NAIT Students Association

## ***Block 3 – Session 4***

### **Low Cost / No Cost Programming**

It's all about ideas. Learn how to put together dynamic and successful campus events working with small budgets.

**Presenter:**

John b. Young, Operations Manager, Fanshawe Student Union

### ***Block 3 – Session 5***

#### **Agent / Programmer Relations**

Learn about what the booking process looks like from the other side. The more you know about what a booking agent does, the better you'll be at working with them, and the better your chances of finding the real win/ win. This is a great opportunity to find out what booking agents expect from programmers, and what programmers should expect from booking agents.

#### **Presenters:**

Pete Munro, FarBeyond  
Joel Baskin, SL Feldman & Associates  
Chuck Erman, Sheridan Student Union  
Baldeep Randhawa, Mohawk Student Association

### ***Block 4 – Session 1***

#### **Mobile Marketing**

The modern student's life-line to their global communities goes with them everywhere they go. Learn how to reach them when they're really listening through the many modern tools at your disposal.

#### **Presenter:**

Michael Hills, Chief Operations Officer, Square Crop Studios

### ***Block 4 – Session 2***

#### **Situational Leadership**

Working with members of a group can be challenging but if effective, can ensure long-term success. In order to inspire the best in those you are working with, one needs to understand what they need in order to be successful. Two theorists, Paul Hersey and Ken Blanchard, developed the Situational Leadership Model as a means of assisting leaders in creating an environment where followers were provided what they needed to be effective. This session will provide the background to this theory, provide participants with their strength areas in this model and provide role plays where we will place this theory into action.

#### **Presenter:**

Brian M. Wooten, Center for Student Leadership, Kennesaw State Univ., Georgia

### ***Block 4 – Session 3***

#### **It Takes a Village to Organize a Club**

Clubs and societies do not run on their own but can provide excellent leadership opportunities for students. Comprehensive training and structure can help student clubs become organized and efficient. This session will give you the tools to set students on the right path for success including club training, budgeting, recruitment, event planning, advisement, elections, and transition planning.

#### **Presenter:**

Shelby Harris, Student Activities & Leadership, Univ. of Massachusetts Boston

## ***Block 4 – Session 4***

### **Campus Activities**

The members of this panel will discuss some recent efforts to reach out to campus activities organizations in other countries and consider what the future holds for international exchanges and cooperation. Does information sharing at the international level make sense? Are programmers interested to hear how things are done in other countries? How can campus engagement efforts be shared internationally? Can we leverage our international relationships to introduce our best campus entertainers to campuses across borders? Hear how these panelists view the international campus activities scene.

#### **Presenters:**

#### **Moderator:**

Earle Taylor, Executive Director, COCA  
Alan Davis, Executive Director, NACA  
Tom Kemp, Agent, SL Feldman & Associates  
David DeAngelis, Suffolk University, Boston  
Jennifer Wanke, University of Alberta Students' Union

## ***Block 4 – Session 5***

### **Diversity Programming**

Learn how to create programming schedules that appeal and apply to all types of students, and discover the many ways that you can ensure minority groups are represented, and feel included in the campus experience.

#### **Presenters:**

Sameena Topan, SFUO, University of Ottawa  
MC Noel, SFUO, University of Ottawa

## ***Block 5 – Session 1***

### **Video Marketing**

If you can't say what you want to say in 140 characters or less, don't say it at all. Show it instead. Learn how to use videos in your marketing strategies to communicate your ideas and get maximum impact with your message.

#### **Presenter:**

Dan Demsky, BizMedia digital video agency

## ***Block 5 – Session 2***

### **Engaging Your Students**

Get compelling insights from one of the world's leaders on the subject of apathy. Learn how to encourage your student body to participate in student government, and get involved in the campus community.

#### **Presenter:**

Dave Meslin, Anti-Apathy Activist, TED

### ***Block 5 – Session 3***

#### What Worked / What Didn't

An open-forum to discuss successful events and duds from last year. This is one of the best ways to learn from someone else's mistakes, and steal great ideas. Freshmen are strongly encouraged to attend to listen in on the action.

**Presenter:**

Nga Tran, Univ. of Waterloo Federation of Students

### ***Block 6 – Session 1***

#### Sponsorship / Grant Writing

Learn how to free up budget space and cut programming costs dramatically by giving brands access to your student body through sponsorships, and funding through government grant programs. This session will teach you what kinds of companies to approach, how to put together a proper proposal, and inside tricks of the trade to maximize your returns.

**Presenters:**

Jessica Walker, Campus Intercept

Jennifer Wanke, Univ. of Alberta Students' Union

### ***Block 6 – Session 2***

#### Dealing with Club Challenges

A facilitated round table discussion where participants can share their struggles with campus clubs and the group can share their experiences to help overcome these challenges.

**Presenter:**

Jennifer Grundke, NAIT Student Association

### ***Block 6 – Session 3***

#### Budgets and Tickets

Learn about the importance of ticket pricing, branding, accounting, online ticket sales, and scheduling. These skills are an often-overlooked cornerstone to a smooth and successful event.

**Presenter:**

Kevin Masterson, Fanshawe Student Union