



**COCA
WHISTLER
2011**



BEST OF THE WEST
JUNE 20-24, 2011 THE WESTIN WHISTLER

CONFERENCE CHAIR:

Shea Dahl, University of British Columbia

CONFERENCE REGISTRATION:

Earle Taylor, Executive Director, COCA

HOTEL

THE WESTIN RESORT & SPA, WHISTLER

Located in Whistler Village just yards from the gondolas servicing the slopes of Whistler and Blackcomb mountains, The Westin Resort & Spa, Whistler is an all-suite, full-service conference hotel and spa.

All of the suites emphasize comfort and convenience feature luxurious beds, gas burning fireplaces, soaker tubs, full kitchens and windows overlooking the stunning mountain landscape.

Some of the Westin Resort & Spa, Whistler services include:

- Self and valet parking
- Free internet access
- Copy service and business centre
- Award-winning dining
- Indoor/outdoor whirlpools
- Fitness centre
- Coin operated laundry facilities
- Luggage assistance and storage
- Equipment storage

Westin Resort & Spa, Whistler
4090 Whistler Way
Whistler, B.C. V0N 1B4

Telephone: (604) 905-5000
(888) 634-5577

www.westinwhistler.com

RESERVATIONS:

Junior Suite: \$179 + tax
One Bedroom Suite: \$202 + tax

**Most rooms are available at the COCA rate.*

These hotel rates are available to COCA Delegates from Friday, June 17 (earliest check in) to Monday, June 27 (latest check out) for those arriving early or staying after the conference.

You must book your room by Wednesday, May 18th for guaranteed space and rate.

For reservations contact the hotel at:
(888) 634-5577

**Mention COCA June 2011*

Or book online at:

www.starwoodmeeting.com/Book/COCA2011



SHOWCASES

Earn the right to say, "I saw these guys before they made it big." Past COCA delegates have said the same about the likes of Billy Talent, K-Os, Bedouin Soundclash and more. You're in for three days of total treats. We hand-pick this year's 33 bands, entertainers and educators from a stacked list of over 150 applicants. Showcase acts all pay a fee to perform at COCA. Yep, they're paying for you to enjoy their talent. Be an amazing audience: be on time, stay 'til the end.

MAINSTAGE

Be prepared to explore something new. Artists of all genres—music, comedy or variety can be featured at a Mainstage Showcase.

REVOLVER

A Revolver Showcase involves two or three separate stages at a venue. The acts are staggered, one after the other, making for an electrifying night of nonstop talent.

DJ/ELECTRONIC

The newest addition to the COCA repertoire—the DJ/Electronic Showcase delivers a heart-pounding frenzy of revolutionary music.

SINGER/SONGWRITER

The most intriguing of all showcases, the Singer/Songwriter Showcase is performed in rotation. Artists unwind, one by one, as they fill the room with melodies of life, love and loss.

COMEDY

Time for chuckle. Comedy's best and brightest are brought to the stage in all shapes and sizes.

LECTURE/VARIETY

From the inspirational to the extraordinary and everything in-between, delegates will leave the Lecture/Variety Showcase with a different frame of mind.

SHOWCASE MC

Let's get this party started! As your host, the MC's keeps the excitement going between acts. Showcase MC's could be any kind of performer: a comedians, musical-comedy artist, lecturer or variety act.



EDUCATIONAL SESSIONS

The COCA Board of Directors attention is focused on making the educational component of COCA 2011 the very best it can be. There will be lots to learn and you will have dozens of sessions to choose from, including professional development seminars, hands-on workshops and panel discussions. Learn from the experts and from each other.

BIZ HALL

Make a year's worth of progress in an hour or two at COCA's annual tradeshow called the Biz Hall. Every campus activities supplier you want to meet will be here under one roof. Biz Hall will be open Friday, June 24. Want to plan your strategy and see what there is to offer? Take a sneak peek the night before at the Biz Hall preview session.

KEYNOTES & PRESENTERS

Throughout the conference you'll hear from the best in the business: world-class artists, lecturers, entrepreneurs and programmers. Past presenters and keynotes have included: Steven Page (Barenaked Ladies), Alan Cross (Ongoing History of New Music), Denise Donlon (Executive Director of CBC Radio), Peter Mansbridge (CBC) and Jann Arden (Singer/songwriter).

MISSION STATEMENT

The Canadian Organization of Campus Activities is committed to developing quality campus programming through education, information sharing and resources. COCA is further dedicated to enhancing skill development by providing educational and business opportunities, resources and services for professional staff, college and university students and associate members of the organization.

AWARDS

Every school delegate gets a ticket to the annual awards banquet and show. Enjoy just the right amount of glam over dinner, drinks and great onstage banter. Campus bands, entertainers, agencies and more are honoured. As a special treat this year, COCA's awards show takes place at the top of Whistler Mountain.

WHISTLER MOUNTAIN

Travel to the spectacular Roundhouse Lodge at the top of Whistler Mountain, over 6,000 kilometres above sea level.

The adventure begins when you board the fully-enclosed Whistler Village Gondola and experience breathtaking scenery as they are transported to the mountain's high alpine. A cocktail reception will await you, followed by an exquisite buffet dinner. After the wining and dining, you will depart via the Gondola to the Village after an unforgettable evening.



REGISTER

To register online, visit:

www.coca.org "Conferences & Meetings"

OR

Mail or fax registration form and payment to:
COCA National Conference
509 Commissioners Rd. W., Suite 202,
London, Ontario N6J 1Y5

Fax: (519) 681-4328

E-mail: cocaoffice@coca.org

Cheque or credit (Visa, MasterCard,
Amex) accepted.

*Please make cheques payable to:
"COCA National Conference."*

WELCOME TO WHISTLER

COCA encourages you to experience one of the most celebrated resort communities in all of Canada. In all things traditional and contemporary, you'll discover a city that offers plenty to see and do.

Nestled in the Coast Mountains, only 40 kilometres inland from the Pacific Ocean, Whistler is a thriving community that showcases quaint alpine atmosphere and spectacular mountain views. Whistler proudly welcomes the COCA 2011 conference.

ABOUT COCA

The Canadian Organization of Campus Activities, better known by its acronym COCA, represents more than 60 post-secondary institutions from Vancouver to St. John's. COCA also boasts more than 75 associate members. Typically, school members are student associations or college departments that are involved with campus activities programming. Associate members are entertainers, booking agencies, artist management companies and other suppliers to the campus activities sector.

Founded in 1982 as the successor to the Canadian Entertainment Conference, COCA has now completed more than twenty-five years of successful operation.

The highlight of every year is the COCA National Conference that takes place in the month of June. At the National Conference, campus representatives gather to see entertainers, comedians, and variety acts from across Canada and beyond. The conference also features guest speakers and an exhibit hall for associate members to meet campus buyers one on one. All members are encouraged to attend educational sessions, professional development seminars and panel discussions that take place during the day.



CANADIAN ORGANIZATION OF CAMPUS ACTIVITIES

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www.coca.org