

EDUCATION SESSION PROGRAM

(June 5/10)



Tuesday June 22

Ed Session 1 - 9:30am - 10:45am

Marketing 101

Presented by Andrew Barbour & Jeff Lohnes

Learn the art of getting the word out to the student body! The how, who, where and when basics of promoting your events! All of this valuable information will be covered in one great marketing session that will guide you through the beginning stages of event promotion, right to all the last minute details. This session will show you how to get their attention and keep it!

Creating and Implementing a Campus Specific Model of Student Leadership Development

Presented by Jon Dooley

This session is all about leadership and will provide a basis for understanding current models of leadership education and how to implement them towards your own student leadership design.

Organizing Campus Clubs & Societies

Presented by Rose Baumgartner

Having trouble getting your clubs and societies off the ground? Looking for ways to organize the many groups on your campus? Need some tips of making it all work? Join us for a look at how clubs and societies are set-up on campuses, what you can offer them, and how you can keep them all on the same page.

Get to the Point: What Worked & What Didn't

Presented by Jen Grundke

Attending delegates...prepare to vent...and discover some of what you may have missed! This is an open discussion on what have been the trends, successes, failures and unexpected on campuses across Canada. Learn what has worked and what hasn't so you can pick up on the good and avoid the bad.

Ed Session 2 – 1pm - 2:15pm

Programming 101 A

Presented by Chad "Buddah" Cardinal

The A-Zs of event programming spread over two sessions. This is your one stop new programmer idea spot for how to's on contracts, riders, hospitality, and all the business aspects that goes along with putting on a big event!

Non-Traditional Programming That's Low Cost

Presented by John B. Young

Be prepared for an interactive session! The student campus market has changed drastically over the past 10 years, an influx of underage students to campus, more international, mature and retraining students...how do you assess their programming needs? Fast and fun programming ideas will be shared and presented, financial impact will be discussed. Through a combination of activities, the participants will leave with some finite programming ideas.

The ABC's of Large Event Management

Presented by Nathalie Carrier, Michelle Beauchamp & Mike Anderson

Event planning is a skill. Big Event Planning is an Art Form! Learn how to create big events that mean big business but don't have to come with big headaches!

Finding Your Voice: Becoming A Better Public Speaker

Presented by Aaron Miller

Find your confidence in front of the crowd and learn to become a great speaker. As leaders, delivering in the public speaking arena is a necessity. Now

Cultivating Hometown Talent

Presented by Will Strickland

An exciting new session for COCA. Everyone wants to say I knew them when! Everyone wants that next big talent to be discovered on their campus, or emerge from their community. Well now find out how you can help make that happen by cultivating the homegrown talent that exists on your campus and in your community. Maybe you'll discover the next big thing!

Ed Session 3 - 3:45pm – 5pm

Programming 101 B

Presented by Chad "Buddah" Cardinal

The A-Zs of event programming spread over two sessions. This is your one stop new programmer idea spot for how to's on contracts, riders, hospitality, and all the business aspects that goes along with putting on a big event!

Diversity & Leadership

Presented by Ahmed Samaha

Your campus is made up of all walks of life...and you must be a leader for them all. This session provides you with a better understanding of what it means to be a successful leader in the world of diversity programming and how you can get more in-touch with the various groups on your campus and provide powerful leadership and programming to meet their diverse needs.

Incorporating Club Activities and Involvement into Your Campus Pub

Presented by Jen Grundke

Looking for ways to increase your attendance and use of your campus pub? Look no further than the clubs and societies on your campus. Through cooperation and collaboration, you may be able to fill in some of those pesky gaps in your pub-programming schedule and add some diverse new event details to your business.

Building Bridges: International Student Relations

Presented by Kim Rowe, Hanin Tarazi & Karthik Balakrishnan

Your campus has an international student community with needs and learning styles that differ from the traditional Canadian student. This session will provide you with an insight into international student relations, how you may adapt your methods of engagement towards your international communities and how better to approach programming and communication techniques.

Wednesday June 23

Ed Session 4 - 10:45am – 12pm

Creating Personal Goals

Presented by Ahmed Samaha

Personal growth is an important piece of any working relationship. But sometimes we become so focused on organizational goals that we forget to develop strategies for ourselves. This session will guide you through the process of how to set personal goals for yourself that are dynamic and achievable.

Effective Teambuilding: From Ice Breakers to Retreats

Presented by Michael Lewis

Keep the team alive! This session will guide you through teambuilding strategies and give you the ability to effectively ensure that your team stays strong and together.

Twitter Me This Batman: Marketing Tools

Presented by Steve Sills

It's one thing to understand marketing strategies; it's another to understand the marketing tools that are at your disposal. Learn what's out there to enhance your campus marketing and how best to implement new strategies to kick your marketing up another level.

Low cost Pub Programming

Presented by Jen Grundke

Looking for a few new programming ideas for your campus pub that will bring the customers in but won't break the bank? Then this is the session for you. Just like the title says, it's all about programming tricks

Getting the Most From the COCA Website & On-Line Directory

Presented by Peter Whitelaw

Your membership to COCA provides you with access to a whole world of help across Canada in the form of the COCA website and online directory. Now learn how to use this highly effective tool to enrich your programming potential and take advantage of all of the connections that COCA provides you.

Ed Session 5 - 1:30pm - 2:45pm

Sponsorship 101

Presented by Andrew Au & Jessica Walker

Get the basics of building a strong sponsorship program for your programming and event planning needs. From prizes to in-kind partnerships, don't get caught up and make mistakes. Get the right approach here.

Social Justice & Civic Engagement Programming

Presented by Jon Dooley

Programming on Canadian campuses isn't just about concerts and the traditional fun events. Students are becoming more engaged by the world issues so it's no surprise that social Justice and civic engagement programming is rapidly becoming the new directive of student focus on campuses. Learn how you can encourage this programming direction and create your own social justice agenda.

Being an Effective Communicator

Presented by Ahmed Samaha

Are you an effective communicator? Is your message heard or are things lost in translation? Effective communication is an important quality for any leader to demonstrate and a must have element in any programming situation. Find out what it means to have effective communication and how you can strengthen your own communication style.

The New Campus Pub: Program to Keep the Kids on Campus

Presented by Ken McLeod, Shelley MacNeill

The campus bar and pub has evolved over the years. So what's the new status quo and how can we program to keep our students in our bars and not leaving campus? This special COCA panel wants to tell you how!

Date Rape/Sexual Assault Risk Management

Presented by Darlene Barriere

Keeping our campuses safe is an ongoing challenge of importance. Understanding how to lower the possibility of and manage threats of date rape and sexual assault is only one starting point. COCA is pleased to be able to offer delegates this special education towards the pursuit of safety on all of our campuses.

Mentoring Session 1 - 5:00pm - 6:00pm

Booking Bits 1: From Agents to Offers

Presented by Ken McLeod

Have some questions that extend beyond the Event Planning 101 A session? Want to get some advice from a seasoned programmer? This is your opportunity to talk business one on one with a fellow programmer.

Booking Bits 2: After the Confirmation

Presented by Chuck Erman & Marc Thususka

What do you do once you've got the confirmation? Where do you start? Get the low down and ask any questions you might have following the Event Planning 101 B session.

Campus Bar & Security Issues

Presented by Shelley MacNeill

It seems like campuses these days aren't the safe havens they used to be. Come to this session to learn about campus and pub security issues people are dealing with across Canada, and new and innovative ways to deal with them.

Community Service Programming

Presented by Jon Dooley

Get the inside scoop on how to program great events involving community service work and the communities on campus and in your neighborhoods.

Creating Clubs & Society Handbooks: An Exchange Session

Presented by Rose Baumgartner

With so many clubs and societies active on our campuses what's an administrator to do? Get a handbook! Clubs and society organizers, managers and administrators...bring us your handbooks. This mentoring roundtables provides you with a place to exchange your work and practices to see how others are putting all down on paper to make it easier for their student groups. A clubs and societies show and tell roundtable!

Building A Better COCA

Presented by Kenney Fitzpatrick & Earle Taylor

Think you have the ideas missing to take COCA to the next level? This is the place to share that information! The good, the bad, the missing...let's build a better COCA together starting right here!

Low Cost/No Cost Marketing

Presented by Andrew Barbour

Your one stop marketing shop is right here. Find ways to reach out to your students that won't break the bank or cost you anything at all!

Sports & Recreation Programming

Presented by Mandy O'Connell

Here you'll learn more about how Sports and Recreation can become an integral and inexpensive aspect to your programming. Discover how supporting recreational and sporting events will diversify your demographic, enhance your programming and encourage school spirit.

Associate Talkback Cafe

Presented by Nathalie Carrier

A new and unique interactive session specifically for COCA associates. Join us for an intimate session to discuss your ideas, needs and interests regarding your involvement with COCA the organization and COCA the conference.

Tech Talk: From Equipment to Riders

Presented by Pat Maloney

Ask any questions you may have about tech! This mentoring session will give you the knowledge of the tech side of programming and how to speak with your AV Supplier.

Thursday June 24

Ed Session 6 - 10:30am - 11:45am

Small Schools...Big Ideas

Presented by Kenney Fitzpatrick

Having trouble competing with all those schools out there that have 10 times the amount of students, dollars and resources than you? Don't let it get you down! Embrace your uniqueness, turn your size into an advantage and watch big things happen to your small school! This session will address issues for smaller schools and help you see where your size could be an advantage and how you too can have that great event just like all those other schools!

Getting Out, Getting Known, And Getting Involved: Community Involvement & Volunteering

Presented by Michael Lewis

This session will help you begin to understand the importance of getting involved and connecting with your community and student groups to help build awareness, of your organization, campus issues and campus causes. The importance of volunteer work and understanding appropriate volunteer recruitment, retention and appreciation strategies will also be explored.

Buzz Marketing

Presented by Steve Sills

Find out what's new, hot and hip on the street in campus marketing trends. From the latest in technology to up and coming marketing tricks, this session will give you all the info on what the future of campus marketing will look like. Move into the future of marketing today!

COCA Associates: Get the most out of COCA & ensure a return on your investment

Presented by Nathalie Carrier

This is a session devoted to COCA Associate members to provide guidance to ensure you get the most out of your COCA membership. Learn how to navigate the Canadian campus and student market and how to properly stay connected in a manner that will build better relationships and create successful partnerships.

Ed Session 7 - 3:30pm - 4:45pm

Frosh/Orientation Week 101

Presented by Kenney Fitzpatrick

Get the basics of building a strong sponsorship program for your programming and event planning needs. From prizes to in-kind partnerships, don't get caught up and make mistakes. Get the right approach here.

Fundraising & Charity Events

Presented by Alyson Rowe

Fundraising and organizing charity events are as much a part of the post-secondary landscape as the live concert. Learn how to create and organize better charity events and have them be successful fundraisers.

Royalties 101

Presented by Craig Brockie & Rodney Murphy of SOCAN, Suzie Hitchon of Criterion Films and Jean-François (J.F.) Cormier of Audio Cine Films

Welcome to the world of performing artist and copy rights. Not sure why you have to pay SOCAN fees for pre-recorded and live music or licensing fees for films? Then this is the right place for you to be. Discover benefits to licensing and memberships and the legalities involved as we offer you a panel peek into the world of royalties.

Open Lines: Agent/Programmer Communication

Presented by Peter Munro

This is an open forum discussion of how programmers and agents can foster better communication, ask the questions they need answered and get the answers they are looking for.

Friday June 25

Mentoring Session 2 - 2:45pm - 4:30pm

Sponsorship Tricks and Tips

Presented by Kenney Fitzpatrick & Jessica Walker

Get direct tips and talk strategies of how to increase your sponsorship and fundraising covering everything from securing prizes for your events and contests to understanding what you have to offer organizations in a partnership.

Campus Bar & Security Training

Presented by Kirk Dingwell & Shelley MacNeill

Have a campus bar or lounge? Host events where alcohol is served? Have security staff under your supervision? Well make sure all your bar, lounge and security staff is trained well. Discuss training techniques and styles at this roundtable to ensure your students receive quality service and optimal safety!

Building A Better Conference: COCA 2011

Presented by Shea Dahl & Earle Taylor

Whistler is only a year away and your COCA 2011 Conference Chair & COCA Executive Director want your feedback on future conference experiences. To make a better conference starts with you and this is your chance to express your ideas and hopes for the future.

GLBT & Safe Space Programs

Presented by Candace Lawrence, UWO

Thinking of enhancing your GLBT programs. Maybe you want to create an official Safe Space or Ally program on your campus. Discover strategies and directions you can move in and ensure your GLBT programs receive the proper attention.

Alternative/Unconventional Programming

Facilitated by John B. Young

Looking for something new and exciting to try with your students? Something outside the norm maybe? This roundtable will give you some great ideas of alternative styles of programming you may not have thought of or heard of before to re-energize your programming schedule and re-ignite your student's excitement.

Club Challenges

Facilitated by Maja Vidak & Dan McIntyre

Every group has its own challenges, and campus Clubs and societies are no different. Get in on this roundtable discussion about the challenges facing clubs on your campus and be a part of some dynamic discussion on successful solutions.

Frosh/Orientation Leader Selection & Training

Facilitated by Chad "Buddah" Cardinal

Your guide to selecting the best, and only the best, student leaders to head up your Frosh/Orientation Crew and the training to provide them to ensure you have a winning team to satisfy your student's first year experience.

Networking in the music/ent. Industry

Facilitated by Greg Simpson

Get the low down on how to maneuver yourself through the music and entertainment jungle, and make those key important contacts.

Do What AI Does: Technical Workshop

Facilitated by AI Legault

One man has been the object of two questions for a very long time at COCA conferences. Those questions: Who is that guy...and how can I do what he does! That man is AI Legault, Technical guru for COCA showcases. Now is your chance to learn how he prepares for live events, plans for the problems and succeeds when the odds are stacked. This is your chance to learn to do what AI does!

Staying COCA Strong: From student to industry professional

Facilitated by Nathalie Carrier

Interested in continuing to work in the world of programming or entertainment beyond your time at COCA conferences? Learn how your work on campus and through COCA can provide you with possible new career paths and learn what you can do to start taking steps towards life as a professional.