



Educational Sessions List

(AS OF JUNE 6, 2010)

TUESDAY JUNE 22

Ed Session 1:

9:30–10:45

- Marketing 101
Andrew Barbour & Jeff Lohnes
- Creating and Implementing a Campus Specific Model of Student Leadership Development
Jon Dooley
- Organizing Campus Clubs & Societies
Rose Baumgartner
- Get to the Point: What Worked, What Didn't
Jen Grundke

Ed Session 2:

1:00–2:15

- Programming 101 A
Chad "Buddah" Cardinal
- Non-Traditional Programming at Low Costs
John B. Young
- Finding Your Voice: Becoming A Better Public Speaker
Aaron Miller
- Cultivating Hometown Talent
Will Strickland
- The ABC's of Large Event Management
Nathalie Carrier, Michelle Beauchamp & Mike Anderson

Ed Session 3:

3:45–5:00

- Programming 101 B
Chad "Buddah" Cardinal
- Diversity & Leadership
Ahmed Samaha
- Incorporating Club Activities and Involvement into Your Campus Pub
Jen Grundke
- Building Bridges: International Student Relations
Kim Rowe, Hanin Tarazi & Karthik Balakrishnan

WEDNESDAY JUNE 23

Ed Session 4:

10:45–12:00

- Creating Personal Goals
Ahmed Samaha
- Effective Teambuilding: From Ice Breakers to Retreats
Michael Lewis
- Twitter Me This Batman: Marketing Tools
Steve Sills
- Low cost Pub Programming
Jen Grundke
- Getting the Most from the COCA Website & On-Line Directory
Peter Whitelaw

Ed Session 5:

1:30–2:45

- Sponsorship 101
Andrew Au & Jessica Walker
- Social Justice & Civic Engagement Programming
Jon Dooley
- Being an Effective Communicator
Ahmed Samaha
- The New Campus Pub: Program to Keep the Kids on Campus
Ken McLeod, Shelley MacNeill & Marc Thususka
- Date Rape/Sexual Assault Risk Management
Darlene Barriere

Mentoring Session 1:

5:00–6:00

- Booking Bits 1: From Agents to Offers
Ken McLeod
- Booking Bits 2: After the Confirmation
Chuck Erman & Marc Thususka
- Campus Bar & Security Issues
Shelley MacNeill
- Community Service Programming
Jon Dooley
- Creating Clubs & Society Handbooks: An Exchange Session
Rose Baumgartner
- Building a Better COCA
Kenney Fitzpatrick & Earle Taylor
- Low Cost/No Cost Marketing
Andrew Barbour
- Sports & Recreation Programming
Mandy O'Connell
- Associate Talkback Cafe
Nathalie Carrier
- Tech Talk: From Equipment to Riders
Pat Maloney



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THURSDAY JUNE 24

Ed Session 6:

10:30–11:45

- Small Schools...Big Ideas
Kenney Fitzpatrick
- Getting Out, Getting Known and Getting Involved:
Community Involvement & Volunteering
Michael Lewis
- Buzz Marketing
Steve Sills
- COCA Associates:
Get the Most of Out COCA &
Ensure a Return on Your Investment
Nathalie Carrier

Ed Session 7:

3:30–4:45

- Frosh/Orientation Week 101
Kenney Fitzpatrick & Jeff Lohnes
- Fundraising & Charity Events
Alyson Rowe & Emma Cosgrove
- Royalties 101
*Craig Brockie, Rodney Murphy, Jean-François (J.F.) Cormier
and Suzie Hitchon*
- Open Lines:
Agent/Programmer Communication
Peter Munro

FRIDAY JUNE 25

Mentoring Session 2:

2:45–4:30

- Sponsorship Tricks and Tips
Kenney Fitzpatrick & Jessica Walker
- Campus Bar & Security Training
Kirk Dingwell, Shelley MacNeill
- Building A Better Conference:
COCA 2011
Shea Dahl & Earle Taylor
- GLBT & Safe Space Programs
Candace Lawrence, UWU
- Alternative/Unconventional Programming
John B. Young
- Club Challenges
Maja Vidak & Dan McIntyre
- Frosh/Orientation
Leader Selection & Training
Chad "Buddah" Cardinal
- Networking in the Music/Ent. Industry
Greg Simpson
- Do What AI Does: Technical Workshop
AI Legault
- Staying COCA Strong:
From Student to Industry Professional
Nathalie Carrier