



COCA 2009 National Conference

June, 2009

Education Sessions

Block 1 – Session 1

Event Planning 101 A

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

Presenter:

RJ Beaumont, St Clair College

Block 1 – Session 2

Small School, Big Ideas

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!

Presenters:

Kenney Fitzpatrick, Mount Saint Vincent University
Chuck Erman, Sheridan College

Block 1 – Session 3

Accessible Programming

Are your events accessible to all of your students? Are you alienating any groups? This session will show you how to guard against the pitfalls of accessibility to make your events, programming and organization as inclusive as possible.

Presenter:

Shelby Harris, University of Massachusetts Boston

Block 1 – Session 4

Harm Reduction

Events can be fun, but they can also become dangerous if not planned and executed properly. This session will explore how to still bring the fun to your campus community while keeping the harm potential minimal.

Presenter:

Ian Morton, British Columbia Institute of Technology

Block 2 – Session 1

Event Planning 101 B

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 go along with putting on a big event!

Presenter:

RJ Beaumont, St Clair College

Block 2 – Session 2

Social Action Programming

Take A Stand! Get Involved! Feed A Neighbor??? Sure! It's about taking action in life on issues affecting the world around you and making a difference. From your environment to the Humane Society to Cross-Walk Safety, students are getting involved and making a difference. Find out how your students can too...right here!

Presenter:

Steve Ransom, Prairie View A&M University, Texas

Block 2 – Session 3

Diversity on Your Campus

Variety is the spice of life and your campus is no different. Get the low down on what diversity really means, how to understand the demographics of your campus and how to properly program for and communicate with your diverse world of students.

Presenter:

Clint Cora

Block 2 – Session 4

The ABC's of Large Event Planning

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!

Presenters:

Natalie Carrier, Kismet

Michelle Beaumont, Cambrian College

Block 2 – Session 5

Club Challenges

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

Presenter:

Jennifer Grundke, NAIT

Block 3 – Session 1

Marketing 101

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!

Presenter:

Jeff Lohnes, NSB

Block 3 – Session 2

Green Programming

Everyone is going green and now you can too! COCA is proud to be providing schools with the knowledge of how to go green and make your events and projects more environmentally friendly.

Presenter:

Krista House, Conservation Corps Newfoundland & Labrador

Block 3 – Session 3

Cut the Crap: What Works & What Doesn't

A panel discussion on the trends, successes, failures and the unexpected on campuses across Canada. Learn what is working and what isn't and avoid the problems before hand.

Presenter:

Christina Burns, McMaster University

Block 3 – Session 4

Shades of Gray: Understanding Ethics

You've heard the old saying that not every situation is black and white. Understand how the arena of ethics channels various shades of gray in a variety of situations and what that can mean to your organization.

Presenter:

Steve Ransom, Prairie View A&M University, Texas

Block 3 – Session 5

Copyright Laws

Don't get caught using unauthorized materials. It may look and sound nice but it ain't yours! This is a how to session on what copyright means, if you may be in violation of it, and how its infringement could become an ugly nightmare for you and your organization.

Presenter: Tony Di Paolo, Criterion Pictures

Block 4 – Session 1

Round Tables

The ROUNDTABLE ZONE is a group of sessions happening at the same time in the same room and is intended to provide delegates time and ability to brainstorm with others who are interested in the same topic. Led by a moderator and motivated by the attendees, delegates will exchange ideas, experiences, thoughts and techniques and share valuable information with each other. Attendees will be alerted every 15 minutes as to a rotation, when delegates are able to, but not required to, move to a different topic or table.

Block 5 – Session 1

Orientation 101

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.

Presenter:

Kenney Fitzpatrick, Mount Saint Vincent U.

Block 5 – Session 2

Effective Teambuilding

You're only as strong as your team! Is your team operating at full strength and working together? Or are you firing on separate cylinders? This session will show you how to spot the weak areas of your teamwork, how to fix the problems and how to make the most of your teams strengths. From the executive team to the volunteer crews, learn how to come together and become an amazing team.

Presenter:

Shelby Harris, University of Massachusetts Boston

Block 5 – Session 3

Social Networking

Facebook, Texting, Twittering...Where does it end??? Take a guided tour through the world of social networking, how it's affecting communication on campuses and how to harness the trends and use it to your advantage.

Presenter:

Steve Croth, Better the World

Block 5 – Session 4

Fundraising Fun

Fundraising should be fun and rewarding, and this session will show you some ways to help you achieve that! This session will be especially helpful to those clubs officers looking for new and inventive ways to get their campus clubs on the fundraising move.

Presenter:

Aaron Miller, Humber College

Block 5 – Session 5

Unconventional Programming

Even the best programmers in the world need new ideas from time to time. Do you find you are providing the same programming for your students year after year? Are you looking a few event ideas that will wow your students and get them more involved? You'll find them here! The weird, the wonderful, the bizarre...everything but the kitchen sink! Warning: Thinking outside of the box may occur!

Presenter:

Nathalie Carrier, Kismet

Block 6 – Session 1

Sponsorship 101

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.

Presenter:

Andrew Au, Campus Intercept

Block 6 – Session 2

The Art of Student Engagement

This session aims to give programmers a new perspective on connecting with the student body. Learn how to read your campus demographics, know your audience and the different stimulus they will respond to. It's all about motivation, impression and communication.

Presenter:

Steve Ransom, Prairie View A&M University, Texas

Block 6 – Session 3

Taking Your Pub Programming to the Next Level

Veterans from the East, Central and Western regions come together in this panel session to discuss the trends of the Campus Bar world, how they keep things alive and new, and how they keep their students coming back for more.

Presenters:

Shelley MacNeill, Acadia University

Paul Norman, Algonquin College

Marc Thususka, SAIT

Block 6 – Session 4

Chasing Cool

Want to learn the art of knowing the next big thing before it happens? This session talks about how to get ahead of the trends.

Presenters:

Stephen Sills, Sheridan College

Chuck Erman, Sheridan College

Block 6 – Session 5

Building Better Clubs & Societies

Clubs and societies are an integral part of student life. Get the knowledge of how you can effectively help your clubs and societies take it to the next level. From organizing hands-on workshops to supplying informative resources, give your student groups the means to go out into your communities and make the ultimate impact.

Presenter:

Rose Baumgartner, NAIT

Block 7 – Session 1

GLBT Programming & Creating Safe Spaces

Get the inside track on programming ideas and tips for the GLBT community on your campus. Understand the differences in group dynamics and needs and learn how to create a safe space on your campus.

Presenter:

Chris Shortall, Memorial University

Block 7 – Session 2

New Media & Viral Marketing

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!

Presenter:

Steve Sills, Sheridan College

Block 7 – Session 3

Creating Winning Partnership Packages

Get more bang for your programming, fundraising & sponsorship time. Understand how to work with corporate Canada to develop partnerships that extend beyond the one event and show big business everything you have to offer and why they should want to partner with you.

Presenter:

Andrew Au, Campus Intercept

Block 7 – Session 4

Strategic Planning for Your Organization

Moving your organization forward is never an easy task. It requires planning, commitment and a good plan. Learn how to access building blocks towards a strategic plan for your organization and begin moving it into a brighter future.

Presenter:

Shelby Harris, University of Massachusetts Boston

Block 7 – Session 5

SELF-PROTECTION PROGRAMMED IN, SELF-DEFENSE PROGRAMMED OUT!

The WiseWalk counter to self-defense misconceptions. Self defense doesn't have to be complicated. See how your everyday movements and actions can be converted into simple self-defense techniques for you or your students with the WISE WALK program.

Presenter:

Dave Jackman, Wise Walk