



## **COCA 1983 National Conference Calgary, AB - June 5-8, 1983 Education Sessions**

### ***Block 1 – Session 1***

#### **Student Programmer Leadership Workshop**

A two hour workshop designed to introduce new student programmers to the job ahead for the upcoming year. Emphasis on motivation, time management, and organizational skills will be discussed. Essential knowledge will be shared with relation to the value of volunteers, how to set up your office, budgeting, scheduling and arranging your studies around your work. The workshop will include an overview of all areas of programming that you will be dealing in with specific references to music shows. Films, special events, programmer/promoter relations. A question and discussion period will be an integral component of the workshop.

#### **Guest Speakers:**

Mike Mitura (Electronic News Network- Dallas)

Dean Dacko (Concert Promoter - Univ. of Manitoba)

Ted Crouch (Director of Programming - Univ. of Calgary)

### ***Block 1 – Session 2***

#### **Professional Programmer Leadership Workshop**

This is a two hour workshop for programmers who have been in their field a minimum of two years. Designed to deal initially with brief overview of activities worked on recently, with reference to unique additions to programming events across Canada. Insight through discussion will take place with regards to what the future prospects could be for the work we have chosen to do. It doesn't come easy and from those constant 16 hour days we'll talk about recharging your batteries, obvious factors that may bring it on, and then once back on top, how we can utilize all the contacts we've been making.

#### **Guest Speakers:**

Craig McDowall (Concert Merchandising, Rock Merchandise, Inc. - Vancouver)

Bruce Paisley (Director of Programming - UBC)

## ***Block 2 – Session 1***

### Theme Programming Seminar

Special events on campus provide an opportunity to present novel ideas and serve as highlight of the year's programming. A number of acts can be tied together to create a special event by including a theme. Theme programming gives you the opportunity to stretch your creative ability while providing students with unique acts to enjoy. This session will involve special events and give you firsthand experience developing a theme.

#### **Guest Speaker:**

Marie Gilkinson (Activities Director - Dalhousie University, Halifax)

## ***Block 2 – Session 2***

### Successful Programs & Activities Seminar

There are several programs which could be a success. It is essential to define what these programs are on campus. This session will deal with research, budgeting, publicity and promotion and evaluation of a program... all of which are necessary to ensure a program's success. The importance of utilizing volunteers and how to organize your assistants will be discussed as well as the philosophy of programming. There will be an informative handout for participants in this seminar and a discussion involving who has run successful programs and activities and what made them work.

#### **Guest Speakers:**

Bo Todd (V.P. Special Events - Mohawk College, Hamilton)

Greg Wetterstrand (Programmer - Univ. of Sask.)

## ***Block 3 – Session 1***

### International Acts Seminar

American, British, Australian or acts from other countries outside of Canada present an entirely new range of problems when booked to work in Canada. You have to deal with immigration, bonding, taxation, exchange rates. This seminar will give you insight into many of these areas which are critical to the presentation of foreign entertainment.

#### **Guest Speakers:**

Ken Staroszik (Entertainment Lawyer - Wilson, Staroszik & Daniels - Calgary)

Vinny Cinquemani (Platinum Artists Agent - Toronto)

## ***Block 3 – Session 2***

### Burn Out Seminar

Overtaxing your energy without relaxation ... Sound familiar? Student activities are aptly described as a young person's field. However, there is a growing number of individuals who have elected to make student activities a career. In one year of constant programming, you will be wise to pick up some excellent tips to help provide entertaining events and keep your health at the same time.

#### **Guest Speaker:**

Mr. Tom Fish (Ph.D. Student - Univ. of Calgary)

## ***Block 4 – Session 1***

### **Layout & Graphics Workshop**

An essential component to sell your show. This workshop will give you important facts to put you in the know. As well as discussing the basis of layout and graphics resources available on your campus, a practical demonstration with your participation will be included.

#### **Guest Instructor:**

Michelle Delisle (Advertising Manager, Commercial Artist - Univ. of Calgary)

## ***Block 4 – Session 2***

### **Show Planning Workshop**

The ABC's of organizing an event ( a pub-cabaret, a concert, a lecture, a dance, etc.) This session will deal with three major themes ... research, promotion and implementation. The show planning workshop is designed for the novice, however, as senior programmers know, you know or at least remember something every day.

#### **Guest Speakers:**

Wayne Hepburn (Manager, Programming, University Centre - Univ. of Guelph)

Paul Holland (Tech Co-ordinator, Programming Office - Univ. of Guelph & Guelph Spring Festival)

Marc Demouy (Manager/ Producer of "Rational Youth" -Montreal)

## ***Block 5 – Session 1***

### **Film Screening Seminar**

In order to ensure the success of any film series there are several features and considerations which must be addressed. Each of these specifics form the basis of film programming - why program films, committee structure, budgeting film program, film selection, price negotiating, advertising, presentation and follow-up. This seminar shall incorporate group involvement to facilitate on hand experience in presenting a comprehensive film program. Other series such as video tape and the impact on 16mm video tape and 16 mm film booking will be discussed. Foreign films, comedy and special attractions shall all be examined.

#### **Guest Speakers:**

John B. Young (Fanshawe College - London)

## ***Block 5 – Session 2***

### **Advertising & Promotion Seminar**

The expertise of a successful student activities director is demonstrated by his or her ability to attract, contract and promote the best possible entertainment program for the lowest possible cost. The luxury of a big budget. major name acts, or finally, the instant sell are scenarios within a Utopian student programming world. What is real is that student programming exists, whether profit oriented or non-profit solely as a result of the support it receives from its student audience. How to gainfully seek and consistently attract that support is the focus and purpose of this seminar. How to better utilize traditional methods such as posters, flyers and news paper ads shall be discussed and introduction and demonstration of new innovative marketing techniques shall be employed.

#### **Guest Speakers:**

Dean Dacko (Concert Promoter - Univ. of Manitoba)

Brad Wallens (Advertising Manager- Univ. of Manitoba)

## ***Block 6 – Session 1***

### **Lecture Series Seminar**

In this seminar we will be discussing numerous factors which are relevant and very necessary to develop a successful lecture series at your campus. From the major lecture series to sandwich seminars or the one hour lecture series. Programming for a full campus and programming for specific groups on campus. Time will be utilized in the most effective manner to discuss budgeting processes and how to advertise your series; what facilities are available on your campus; and how to develop contacts for both types of programs. A special presentation will be given on the free lecture series versus the pay lecture series.

#### **Guest Speaker:**

John B. Young (Fanshawe College - London)

## ***Block 6 – Session 2***

### **Contracts & Music Legalities Seminar**

Entertainment contracts can provide an endless array of clauses, sub-sections and fine print that is best explained and dealt with by your university lawyer. However, negotiating many of the terms and inevitably affixing your signature on the dotted line. This seminar will discuss your obligations and rights upon the execution of a contract. Is a verbal agreement as binding as a written contract? What makes a telex or wire legally binding? What part of the contract does the rider form and who has signing authority on your campus? These are questions that are asked for year after year and the answers may constitute a clear understanding to assist you in dealing with the acts you will contract.

#### **Guest Speakers:**

Ken Staroszik (Entertainment Lawyer - Wilson, Staroszik & Daniels - Calgary)

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