

# COCA 1987 National Conference

## Toronto, ON - June 6-10, 1987

### Education Sessions

#### ***Block 1 – Session 1***

##### Full Members Orientation

This is your chance to see what COCA '87 has to offer. You'll find out how to make best advantage of your time during the conference and how to work effectively with the many different groups that can make your experience at COCA '87 productive and successful. You'll learn how to get the most out of the exhibit hall, how to use the co-operative buying procedure and how to work with agents. In addition, the feasibility of implementing a National Office and Co-ordinator will be discussed as well as how the implications of this project may affect our future membership fees.

##### **Presenters:**

John B. Young, Underworld Character, Fanshawe College  
Rosemary Teliatnik, President, Ryerson College

#### ***Block 1 – Session 2***

##### Associate Members Orientation

This seminar will examine how to "work a COCA conference in order to get the most out of your investment. The topics addressed will include: Successful selling techniques when dealing with students, understanding how the committee structure works within student government, the grievance policy, and an explanation of the cooperative buying procedure. Discussion will also include additional ways to attract buyers to your booth and how to employ follow-up techniques after the conference

##### **Presenters:**

Zoe Stotland, Agent, Stotland Productions  
Kay White, Agent, Trick or Treat Agency

#### ***Block 1 – Session 3***

##### Effective Bar Management

This seminar deals effectively with addressing such issues as the hiring supervision, disciplining of staff, staff training, staff manuals and scheduling, inventory control methods and incentives and marketing.

##### **Presenters:**

Michou Jarosz, Food and Beverage Manager, University of Saskatchewan  
Ira Baptiste, Beverage Manager, University of Toronto

#### ***Block 2 – Session 1***

##### Travel Programs

The 5 "W's" of planning a travel program will be examined in this seminar: who is available to work with you, where are the "hot" places to go, why certain programs achieve popularity, what kind of promotion is effective and when should you schedule trips. You'll learn about onsite responsibilities, addressing the competition, and the legalities involved.

##### **Presenters:**

Dan Purdue, Progressive Marketing  
Jane McGovern, Travel Cuts

## ***Block 2 – Session 2***

### Alternative Programming

The majority of campus activities revolve around licensed dances, concerts and film/video. This seminar will give an overview of other programming options available. Specific types of programming will be dealt with in more detail; Performing Arts, Dance and Francophone culture. Government funding of the Performing Arts will also be covered as it applies to arts programming.

#### **Presenters:**

Brad Welk, Roadside Attractions  
Wayne Hepburn, University of Guelph  
Kim Gaynor, Canada Council

## ***Block 2 – Session 3***

### Alcohol Awareness

Concerns with the problems of alcohol abuse by post-secondary students have been the focus of increased discussion in recent years. This seminar will deal with some of the history of alcohol education programs on campus: Who should be responsible for their administration and how to promote responsible consumption by college and university students?

#### **Presenter:**

Carmi Cimiata, National Director, BACCHUS

## ***Block 3 – Session 1***

### Show Planning A-Z

Participants in this seminar will receive a checklist of what is necessary to run a basic concert, pub or dance function. This session will reinforce basic but often forgotten concepts in event planning for the college or university campus. Everything from date selection and who to contact, to event evaluation, will be covered in sequential order.

#### **Presenters:**

Paul Holland, Production Manager, University of Guelph  
Laurie Dickson, Programmer, Acadia University

## ***Block 3 – Session 2***

### Lecture Series Development

This session will explore the advantage of a lecture program designed to augment and provide added dimension to campus academic programming. Types of speakers for both large and small budgets, agencies and community resources, the pros and cons of controversy and what the sponsor and speaker should expect from each other will be discussed.

#### **Presenter:**

Peter Block, Canadian Programming Service  
Sandy Grieco, American Programming Bureau

### ***Block 3 – Session 3***

#### **Artist/Contractor Relations**

An agent or artist/programmer relationship is an integral part of making the most of your upcoming year's work and certainly one that can be mutually beneficial to both parties involved. This seminar examines both sides of the situation including; playing one agent off another, cancellation of dates, treatment of artist(s), expectations, artist and school riders, and other potentially problematic areas.

**Presenters:**

Zoe Stotland, Agent, Stotland Productions

Mike Woods, Artist

Vinnie Cinquemani, The Agency

### ***Block 4 – Session 1***

#### **Motivation & Retention of Volunteers**

The student volunteer is a vital and essential part of student association programs and activities. This session will deal with questions on how to recruit, stimulate and keep them involved.

**Presenter:**

Dennis Pruitt, V.P. of Activities, University of South Carolina

### ***Block 4 – Session 2***

#### **Day Of Show**

You've done all the pre-planning possible, so what "extra" does it take to ensure a smooth day of the show? This seminar takes a look at "trouble shooting" on your event day, spotting those things that need attention as well as preparing for the unexpected. Problems relating to security, stage management and artist relations will be discussed.

**Presenter:**

Rob Elder, Programmer, Western University

### ***Block 4 – Session 3***

#### **International Acts**

An entirely new range of problems are encountered when a foreign act is contracted to work in Canada, whether it is a major concert attraction or just a band for one of your pubs. This seminar will examine how to deal with immigration, bonding, taxation, exchange rates and foreign agents.

**Presenter:**

Tom Dertinger, Programmer, McMaster University

Vinnie Cinquemani, The Agency

### ***Block 5 – Session 1***

#### **Getting A Green Card**

Breaking the border barrier need no longer be the impossible dream for Canadian artists. This seminar will discuss the legalities involved, the various statuses available (e.g. H-1, H-2) – what they mean and how to upgrade your current status, responsibilities of the U.S. sponsor, etc.

**Presenters:**

Steven Durblin, Lawyer

David Holiff, Entertainment Business Centre, Toronto

## ***Block 5 – Session 2***

### Promotion

All the best planning in the world will not make an event successful unless you've remembered to do effective promotion. This seminar will look at working with a theme, the most effective ways to get your message across and some innovative ways to promote an event. Successful events are one of the best ways any student association can promote itself

#### **Presenters:**

Mary Percat, Marketing & Promotions Co-ordinator, Ryerson University  
Dennis Pruitt, V.P. of Student Activities, University of Southern Carolina

## ***Block 5 – Session 3***

### Contract and Music Legalities

You've decided on the perfect band. Now all you need to do is sign on the dotted line, right? There is a lot more to understanding contracts and music legalities than putting your John Hancock on the bottom of the page. Is a verbal agreement as binding as a written one? What is a rider and what are your obligations in dealing with one? This seminar will also cover the performer's rights and special licensing.

#### **Presenters:**

Richard Flohil, CAPAC  
Clarke Miller, Lawyer  
Vinnie Cinequemani, The Agency

## ***Block 6 – Session 1***

### Funding

You have a terrific idea for a great new event on your campus. However, after sitting down with all the facts, the cost is more than your budget can bear. This seminar will look at new sources of funding such as government grants and brewery sponsorships, how to approach the people involved, the information you will be required to provide, your obligations to the sponsor, etc.

#### **Presenters:**

Neal Kimmelman, Programmer, University of Winnipeg  
Rick Shaver, Labatt's

## ***Block 6 – Session 2***

### Negotiation

The art of negotiation can be applied to our work and many other aspects of everyday life. It could mean anything from handling a fine point in a contract to working out a solution to a situation of opposing views. This seminar will examine how to come to an agreement without being taken advantage of and without creating unnecessary conflict so that everyone comes out a winner.

#### **Presenter:**

Dennis Pruitt, V.P. of Students Activities, University of South Carolina

## ***Block 6 – Session 3***

### Theme Programming and Special Events

Special events on campus provide a unique opportunity to incorporate a central theme to a group of events. This seminar will present an idea sharing opportunity to give participants many themes to take back to their campuses. This will provide a hands-on experience in developing a theme to the specifics of an event (e.g. the entertainment, decorations, food and drink, etc.)

### ***Block 7 – Session 1***

#### **Film and Video**

Putting the “mah-velous” back into movies on your campus. Film and video can be an integral part of your entertainment program this year. Theme series, hot to make a movie a special event, cost analysis, presentation and promotion and licensing will be explored in this seminar.

**Presenter:**

Criterion Films

### ***Block 7 – Session 2***

#### **Business of Contemporary Entertainment**

This seminar will examine the business world of contemporary music, business relationships and commissions. The relationship between artist and manager, manager and agent, agent and middle-agent and agent and school will be illustrated with small vignettes performed by the seminar panelists. Participants will learn the business operations of the current music industry, the expectations of record companies, radio support and other financial considerations.

**Presenter:**

John B. Young, Purloiner, Programmer, Fanshawe College

### ***Block 7 – Session 3***

#### **Planning a Student Activities Retreat**

This seminar will present a model for a student activities retreat. Budget, transportation, length of retreat, choice of facility, location, and content of programme will all be addressed. Discussion will be encouraged so the widest variety of options can be examined. Participants will leave this seminar with ideas for a retreat that best suits their student administrative structure.

**Presenter:**

Marie Gilkinson, Programmer, Wilfrid Laurier University