

COCA 1994 National Conference

Halifax, NS – May 21-25, 1994

Education Sessions

Block 1 – Session 1

Starting From Scratch – Planning a Live Entertainment Show

You've just been handed the responsibility of planning one of your campus' most popular parties. How do you determine which band to book? Which bands can you really afford? How can you be sure this is the right band for your party? Attend this session and learn how to make these and other decisions that will lead to a successful event.

Presenters:

Gerry Stoll, University of Alberta;
Michael Greggs, The Agency

Block 1 – Session 2

Cafeteria Shows: Making the Best of a Bad Situation

Looking at the cafeteria, we often see the limitations it has for live entertainment. Learn how to turn that perspective around and see the potential it has. Hear real-life situations from programmers who have used their cafeteria with both amazing and frightening results. Learn how you can make the most of the space you have.

Presenters:

Zoe Stotland, Frontline Attractions
Angie Mailhot, Lambton College

Block 1 – Session 3

Taxes and SOCAN – Who has the Answers?

When working in entertainment, it is often difficult to get straight answers on issues like SOCAN and taxes. This is your opportunity to pose these questions to representatives from both Revenue Canada and SOCAN. Bringing bands up from the States? If so, wondering what you should know? Do you have to pay GST on all fees? How much does SOCAN get?

Presenters:

Ralph James, S.L. Feldman;
Richard Albert, SOCAN;
Representative from Revenue Canada

Block 1 – Session 4

I'm the New Activities Director. So Why is Everyone Saying Good Luck?

Newly elected/hired to the job? Feeling just slightly overwhelmed by the coming year? This is your opportunity to hear how others survived and also to learn some of their techniques. This workshop will put into focus some of your duties and responsibilities and assist you in preparing for your orientation process.

Presenters:

Ian Low, University of Calgary;
Juanita Dickson, Ryerson Polytechnic University

Block 2 – Session 1

You Need a What? – Production 1

You have just received the contract and rider for the show. Suddenly the technical requirements seem to be written in Greek or out of your ballpark. What are your options? Join this backstage tour and learn some basic skills in fulfilling band requirements.

Presenters:

Pat Martin, Dalhousie University

Peter Hendrickson, Tour Tech East

Block 2 – Session 2

Awareness Programming – How to Keep People from Tuning Out

For many of us, programming is becoming more and more about education and raising awareness. How can we deal with issues like date rape, AIDS and alcohol awareness without tuning out those who need to deal with these issues? Attend this seminar for some practical suggestions in planning a day, week or year of awareness raising.

Presenter:

Katherine Husing, University of Alberta

Block 2 – Session 3

Educating the Staff – Server Intervention Programs that Work

This session will be a discussion of server intervention training programs at various universities and colleges across Canada. This is not a server intervention course, but rather an opportunity for you to find out what programs are out there to train your staff.

Presenters:

Dan Dawson, Wilfrid Laurier University and President of ACBM;

Sean Shortt, Dalhousie University;

Spero Kokonas, University of Saskatchewan

Block 2 – Session 4

The Whys and Wherefores of Student Volunteerism

Many universities and colleges across Canada have realized the value of volunteers when it comes to programming. We need volunteers to work in many different capacities, but how do we determine when to use them? What makes volunteers tick? How can we effectively train them?

Presenters:

Gail Garner, Volunteer Coordinator, IWK Children's Hospital;

John Bowers, Mount Royal College

Block 3 – Session 1

Green M&MS and Evian Water – Negotiating Contracts and Riders

Basic contracting; what is a rider and how negotiable is it; what happens if the band cancels? All this and more will be covered in this session.

Presenters:

Andrew Wadden, Carleton University;

Tricia Silliphant, The Agency;

Steve Herman, S.L. Feldman

Block 3 – Session 2

Catch The Buzz

Creativity. Marketing. Do these words frighten you? Attend this hands-on session and learn how easily you can create an original and effective marketing plan for any programming event.

Presenter:

Katherine Huising, University of Alberta

Block 3 – Session 3

Further Involvement In COCA, the Organization

Here is an opportunity to meet with the present and incoming Chairpersons at the COCA Board of Directors. Find out how you can become involved in COCA, on either a region or national level.

Presenters:

Emmanuel Patterson, University of Waterloo;
Incoming Chairperson of COCA (TBA)

Block 3 – Session 4

Leadership and Management in Student Unions

Reduce the stress and confusion caused during the annual changeover of student executives. Replace it with a clear, cohesive strategy focused on continuously improving the quality of campus life. We will use the blueprint created with Lambton College, hosts of COCA Central '93.

Presenter:

Marcus Conyers

Block 4 – Session 1

Load In to Load Out – Production 2

Dealing with the day-of-show requirements; load in through load-out and much more will be covered in this, the second of our production sessions.

Presenters:

Greg Stephenson, Red Deer College;
Pamela Tagle, University of British Columbia
Paul Holland, University of Guelph

Block 4 – Session 2

Programming for the Forgotten Student

There are various groups on our campuses that could be referred to as “forgotten” when it comes to programming. How often are we programming event, speakers, or even bands for our mature students or our gay and lesbian students? What can we do to make our current programming more appealing to other groups? Do we need to establish programs specific to these groups?

Presenters:

John B. Young, Fanshawe College;
Rian Boutilier, Mount Saint Vincent University
Trendal Bolivar, Mount Saint Vincent University

Block 4 – Session 3

Causes and Preventions of Crowd Disasters

Moshing and crowd control: who is responsible? What can we do? What responsibility does the band have? How can we train our staff?

Presenter:

Emmanuel Patterson, University of Waterloo

Block 4 – Session 4

State of Student Loans

Provincial and federal student loan programs are going through major changes in Canada. Several student loan portfolios are in the process of being privatized. Find out what these changes are and how they are going to effect your students in the '94-'95 academic year. This is a hot topic and one that you need to be informed about.

Presenters:

Aisha Umar, National Coordinator of Student Services, Scotiabank;
Rod MacLeod, Dalhousie University Student Union President

Block 4 – Session 5

Making COCA Work for You

You've spent five days at the conference. Now make it work for you. Mailing lists, tax numbers, and business cards – what is the next step to take?

Presenters:

Jay Flescher, Festival Promotions;
Ralph James, S.L. Feldman;
Zoe Stotland, Frontline Attractions