

COCA 1988 National Conference

London, ON - June 11-15, 1988

Education Sessions

Block 1 – Session 1

Alcohol Awareness

Many of the events we plan on campus are alcohol-related. Given the increasing concern with alcohol abuse on campuses, how can we complement the efforts of alcohol educators through student activities? This workshop will discuss new ways to educate your students in responsible use of alcohol and will showcase some of the programs available to assist you in your Alcohol Awareness Programming.

Presenters:

Mark Baithwaite, University of New Brunswick, Fredricton Campus
Carmi Camicata, BACCHUS
Dee Nicholson, Project Live Audience

Block 1 – Session 2

Volunteers: How to Find Them, Keep Them, Motivate Them

Volunteers make all of our jobs easier... when you can find them. And, once you find them, it's another task to keep them working, and keep them motivated, This seminar will offer insight on how to find keen, dedicated volunteers, how to effectively manage them, and how to keep them motivated from September through to the end of the year.

Block 1 – Session 3

Etiquette in Negotiations

Being able to negotiate effectively is a skill developed with time. However, there are a few basic tips, which will make you a better negotiator from your first phone call on. Come to this mock negotiation demonstration with actual programmers and agents, and watch the real PROS in action.

Presenter:

Emmanuel Patterson, University of Waterloo
Hank Thibideau, Georgian College
Mike White, Trick or Treat Agency
Zoe Stotland, Zoe Stotland Agency
John Caton, Road Manager, Blue Rodeo

Block 2 – Session 1

Liability Of Serving Alcohol: How to Stay Out of Court

Very few student organizations have not felt the liability crisis affecting licensed operators in Canada. Are you aware of what the law is, where it is going, and what it all means to your campus pub? This seminar will be a short overview of license liability in Canada and how you can avoid situations which puts your campus at risk of possible legal action.

Block 2 – Session 2

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, Wilfrid Laurier University

Block 2 – Session 3

Lecture Series Development

This session will present the tried and true basics; selection, contract negotiation presentation and evaluation. Also, it will examine different types of lecture formats such as integrating guest speakers into theme weeks, theme nights, and debates. Agent from Speakers' Bureaus will be on hand to answer any questions you may have.

Presenters:

Judy Guthrie, Dalhousie University

Peter Block, Canadian Programming Service

Kevin R. Moore, Lordly & Dame Inc.

David Lavin, David Lavin Associates Inc.

Block 2 – Session 4

Effective Bar Management

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

Presenters:

Francis Ronald, University of Guelph

Olga Gazdovic, Concordia University

Block 3 – Session 1

Day Of Show 1 – The Nuts & Bolts of Drums & Wires

The "How-to" seminar of the preparation and management of a successful stage event tells you: Who to know – What you need – How to do it. Topics include: contracts; rider negotiation; production scheduling; stage crew; security; hospitality; power; renting sound and lights; the stage; dealing with band personnel; settlements; safety and evolutions.

Presenter:

Paul Holland, Presenter

Block 3 – Session 2

From A – Z: About Major Campus Trips

The session will discuss the elements involved in organizing a major campus field trip, including ... program philosophy, bidding, contracting, signing-up, promotion onsite, responsibilities addressing the competition, organizational meetings and past trip evaluations. A handout will be provided and there will be time for discussion of travel concerns and sharing of ideas for major overnight trips and daytimers.

Presenters:

Ed Stencil, Mohawk College
Carson McLauchlan, VIA Rail
Hal Burns, Ministry of Ontario Registry

Block 3 – Session 3

Life After Programming

Although organizing student activities is a wonderful job, all of us eventually move on. What skills have we developed through our involvement in campus activities, and how can we translate our industry smarts into marketable qualities?

Presenter:

Marie Gilkinson, Moderator, Wilfrid Laurier University

Block 4 – Session 1

Day of Show 2 – The Show From Hell

Now that you know how everything is supposed to go from the Day of Show 1 seminar, let's find out what really happens ... sometimes. This workshop will feature 60 'hellish' situations in 60 minutes, and how experienced programmers would crisis manage. Everything from "What to do when the band is late ..." onwards. A 'must see' for new programmers.

Presenters:

Beth O'Shaughnessy, moderator, Carleton University
Paul Holland, University of Guelph
Pete Stambridge, University of Western Ontario

Block 4 – Session 2

Power Communications: Saying What You Mean

Effective communication is vital to the student activities field ... this seminar will help you to recognize communication flaws in yourself, and help you to say what you mean to get what you want.

Presenter:

Gail DiSabatino, Emerson College (MA)

Block 4 – Session 3

Film Programming: A Reel Good Film Series

This Session will examine the formulation of a film series, new specialty programs, negotiation of films and types of promotion. There will be a brief overview of methods of programming non-traditional film programs, such as documentary and international films, with special promotional techniques for targeting audiences as well as creating series concepts.

Presenters:

John Bonnar, University of Guelph; John B. Young, Fanshawe College

Block 5 – Session 1

Theme Programming: Brainstorming into the Weird & Wonderful

Themes can turn any show into an event ... find out what everyone else has done, and steal the best ideas for your campus for next year. It will also provide first-hand experience in the development on an idea – through poster, food, decorations and specialty promotion techniques – into a happening. Also find out how many tons of sand fit into your average pub at the University of Guelph...

Block 5 – Session 2

Media Relations: Working with the Media On and Off Campus

Getting positive media coverage enhances the reputation of your programming and your campus. However, many student activities people do not know what to expect from the media, or what the media expect from them. This panel features media experts from print, radio and television and will cover everything from how and when to send out a press release to co-presentations.

Presenters:

Ira Baptiste, University of Toronto
John Bonnar, University of Guelph
Sidney Graham, FM-96
Ted Miller, CHRW
Mike Mulhurn, London Free Press
Steve Garrison, CJBK
Janice Zolf, CFPL

Block 5 – Session 3

Contemporary Entertainment: “It’s Only Rock ‘n’ Roll”

Feeling a bit overwhelmed by the whole music industry scene? This seminar will hopefully put you more at ease ... we’ve put together a panel that covers the industry from one end to the other – from the performer/band right through to the agents and promoters. Bring your questions, your concerns and your comments and take part in this lively discussion of the music business in the ‘80s.

Presenters:

Earle Taylor, Moderator, Kiplings
Gerry Stoll, University of Calgary
Kay White, Trick or Treat Agency
Steve Blair, C.T.I. Agency
Mike Woods, Artist
Paul James, Artist
Tim Trembley, Capitol Records
Bob Roper, WEA Records

Block 6 – Session 1

Programming For College Campuses

Programming a college campus is different from programming a university- you usually don’t have the built-in audience of residence, your class times are more static, and you don’t have the advantage of as much administrative support services. What special responsibilities fall on college programmers?

Presenters:

Hank Thibideau, Georgian College, Barrie Campus
Art Hooks, N.A.I.T.

Block 6 – Session 2

Contract & Music Legalities: Reading Between the Lines ...

This seminar will examine the multitude of legal issues which arise out of the music business ... Is a verbal agreement as binding as a written one? What happens if I cancel a show? Is a rider as binding as a contract? Find out from an entertainment lawyer where you stand. Representatives from CAPAC and PROCAN will describe the legal responsibilities of musical copyright on Canadian campuses and explain the role of their performing rights societies and the college market.

Presenters:

Beth O'Shaughnessy, Moderator, Carleton University
Danny Greenwood, PROCAN, Ntl' Field Rep. Liaison
Roy Windhanger, CAPAC
Ross Monro, Entertainment Lawyer
Lawrence Schurman, The Agency

Block 6 – Session 3

Advertising & Promotion

Don't you hate putting together a great event, only to have it fail because of poor advertising and promotion? Advertising and promoting special events can take as much time and energy as actually planning them ... this seminar will help you use your time and energy as effectively as possible.

Presenter:

Olga Gazdovic, Concordia University

Block 7 – Session 1

Idea Sharing 101 Gnarly Ideas to Take Home

Can You Explain the nearest thing you did on campus this year in less than a minute! Practice, because this rapid-fire round table discussion is meant to send you home with more idea than you can imagine. Everything from Orientation theme ideas on to events for Winter Carnival will be discussed. So, get psyched and get your pens ready!

Presenter:

Karen Diaz, McGill University

Block 7 – Session 2

Sponsorship 101

This session will use a panel format to allow delegates to ask participants questions on corporate sponsorship. It will explore how to properly secure corporate funding, and address the basic responsibilities of all parties involved in sponsorship.

Presenters:

John B. Young, Moderator, Fanshawe College
Bruce Pearce, Carling O'Keefe Breweries Ontario Ltd.
Neil Dixon, Chart Toppers
Norman P. Wimmer, Coca Cola Ltd.
R.M. (Rick) Comtois, Labatt's Ontario Breweries
Carson M. McLauchlan, Via Rail Canada
Roger Powell, Your Show Productions

Block 7 – Session 3

Beyond Bands: Co-circular Program

Campus activities must connect to and support the mission of the colleges and universities. To do that, activity professionals and students must provide a vast array of programs and activities to complement and support a conducive environment for holistic learning for students. In this session, participants will review useful information and be encouraged to explore ways of offering alternative programs/co-curricular programs.

Presenter:

Ed Stencil, Mohawk College

Neal Kimelman, University of Winnipeg