Bridging Classroom and Community Learning in Recreation 2013

Community • Innovation • Learning

SEPTEMBER 27, 2013 (1:00-4:00PM)

Welland Community Wellness Complex

145 Lincoln Street – Welland, ON

FREE REGISTRATION

Register Now!
905-735-1700 ex 4000

REGISTRATION DEADLINE
September 23, 2013

Tapping Into Technology To Build Your Organization

Workshop Agenda

1:00-1:15pm	Arrival/Registration
1:15-2:15pm	Canadian Crowdfunding: Roadmap to Success
2:15-2:35pm	Nutrition Break
2:35-3:35pm	Social Media Strategies & Best Practices
3:35-4:00pm	Closing Remarks & Evaluation

Is your recreation organization using the latest technological tools to their fullest? Come to this half-day workshop to learn from experts about current trends in social marketing and technology-based fundraising (e.g., crowdfunding) and how to use these tools to strengthen your organization.

Presented In Partnership By:

Brock University

Corporation of Welland — Where Rails and Water Meet

Niagara College Canada

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EVENT PRESENTERS

James Cooper

National Crowdfunding Association of Canada

Passionate about storytelling from a young age, James is a film director, comic writer, and author.

In 2012, James directed the short film Elijah the Prophet, after successfully crowd funding $21,006 for the film's budget on Kickstarter. Later that year, he directed a promotional teaser for the Image Comics series Hoax Hunters, and his first commercial for broadcast television, which aired on MTV 2 and MTV Hits.

James has written several comic stories, including multiple entries for Ty Templeton's Holmes Inc. series, a short story for the Viper Comics anthology Cryptophobia, a story for the critically acclaimed Image Comics series Hoax Hunters. He also authored the e-book Kickstarter for Filmmakers, drawing on his experiences funding Elijah the Prophet. The book went on to become the #2 business book on iBooks Canada the week of its release, and was featured on sites like Indiewire, Film Courage, and Ted Hope's Hope for Film blog.

Janice Arnoldi

Partner, Arnoldi McPherson Social Media Marketing

Janice is a former radio journalist who has worked in corporate communications for Ontario Hydro and the Canadian Chamber of Commerce. She speaks regularly about social media to business organizations and associations. She has taught New Media at the International Academy of Design in Toronto and at Niagara College.

The combination of Janice's work experience in radio, media relations and web design allows her to develop social media content that is creative and effective. She provides training to help business owners feel comfortable with social tools and execute social media strategies.

Janice's clients include the Ontario Soccer Association, Ontario AIDS Network and the Canadian Track and Field Championships, as well as many small and medium sized businesses. She is the founder and Chapter Leader for Social Media Club Niagara, part of a world-wide organization focused on social media literacy and education.

GENERAL INFORMATION

WHO CAN ATTEND?

This workshop is for those who work in and contribute to the recreation sector in Niagara. Managers, supervisors, coordinators, front line staff, students and volunteers in the private, public, and non-profit sectors are all welcome.

ENVIRONMENTAL EFFORTS

The Welland Community Wellness Complex continues in its efforts to be green. All presentations will be posted online and made available to attendees after the workshops. Attendees are also encouraged to bring a reusable water bottle to take advantage of the water refill station located onsite.

2013 STEERING COMMITTEE

Sarah Ane, Community Development/Volunteer Coordinator
City of Welland – Recreation and Cultural Division

Martha Barnes, Associate Professor
Brock University – Recreation and Leisure Studies

Stacey Green, Professor
Niagara College – Recreation and Leisure Services & Recreation Therapy

Erin Sharpe, Associate Professor
Brock University – Recreation and Leisure Studies

Dawn Trussell, Assistant Professor
Brock University – Recreation and Leisure Studies

DIRECTIONS

From Brock University (St. Catharines)

•Take St. David's Road to Hwy 406 South
•At the end of the 406 turn right onto East Main Street
•Follow East Main Street to King Street
•Turn left onto King Street
•Follow King Street to Lincoln Street
•Turn right onto Lincoln Street
•Welland Community Wellness Complex is located on the left hand side

From Niagara College (Welland)

• Take Woodlawn Road to Rice Road
•Turn left onto Rice Road
•Continue on Rice Road (will turn into Prince Charles Drive)
•Turn left onto Lincoln Street
•Cross over the Lincoln Street Bridge to 145 Lincoln Street
•Welland Community Wellness Complex is located on the right hand side

PUBLIC TRANSPORTATION

From Brock University (St. Catharines)

Niagara Regional Transit – Route 70
http://www.niagararegion.ca/transit/all-routes.aspx?r=St. Catharines to Welland (Mon. - Sat.)

From Niagara College (Welland)

Welland Transit – Route 3
http://www.welland.ca/Transit/Route3.asp