

# Conference Training Guide

Birmingham, autumn 2011



Clear print version

# Saturday 17

11.00 – 12.30

## Police Commissioner Elections

The Police Commissioner elections are coming up and we need to be prepared. This session will help highlight the policies and messages that will allow us to maximise our vote.

Competencies covered: Strategic thinking and judgement  
Hilary Stephenson, Director of Elections & Skills for ALDC

**Venue:** Scherzo Room, Hyatt Regency Hotel

## Introduction to organising

Get top tips from experienced campaign organisers about what it takes to run successful campaigns.

Competencies covered: Values in action  
Simon Drage, Chris Butler and Jon Walsh, Agents & Organisers Association

**Venue:** Drawing Room, Hyatt Regency Hotel

## Incorporating national messages into your local campaign

We've achieved a lot in Government, but the public won't know unless we tell them. This session is for all local campaigners and will help you get the best out of our national messages in your local campaign.

Competencies covered: Strategic thinking and judgement  
Shaun Roberts and Katy Riddle, Elections & Skills

**Venue:** Dolce Room, Hyatt Regency Hotel

## CONNECT for candidates

See the party's new campaign database system CONNECT in action. Focus on how CONNECT can help improve doorstep contact for candidates at all levels.

Competencies covered: Strategic thinking and judgement, Values in Action

Tim Pollard and Steve Jolly, Elections & Skills

**Venue:** Soprano Room, Hyatt Regency Hotel

14.30 – 17.30

## Winning elections for beginners

This session is for people just starting out, it will give you the basics you will need to start campaigning in your ward or area, with practical ideas and

examples to take away. Ideal for local election candidates and new campaigners.

Competencies covered: Values in action

John Bridges and Cllr Mark Alcock, ALDC, and Rhiannon Wadeson, Elections & Skills

**Venue:** Allegro Room, Hyatt Regency Hotel

### Why should anyone vote for me in May?

This special session workshop will work through developing your message for next year's local elections. Ideal for all local election candidates, councillors, agents and campaign organisers.

Cllr Howard Sykes, ALDC, and Shaun Roberts, Elections & Skills

**Venue:** Andante Room, Hyatt Regency Hotel

### Returning Officer refresher training

(Invitation only, contact [candidates@libdems.org.uk](mailto:candidates@libdems.org.uk))

Refresher training for previously accredited Returning Officers seeking re-accreditation.

Competencies covered: Communication skills, Strategic thinking and judgement, Resilience

Sal Jarvis, Darren Briddock and Tamsin Hewett, English Party and Candidates' Office (Elections & Skills)

**Venue:** Fortissimo Room, Hyatt Regency Hotel

14.30 – 15.45

### Story telling – Making your personal story real

Simon de Deney, a professional communications consultant, will take you through the process of developing your “personal story” which you can then use to recruit volunteers, inspire activists and engage voters.

Competencies covered: Communication skills

Simon de Deney and Katy Riddle, Elections & Skills

**Venue:** Sonata Room, Hyatt Regency Hotel

### Staying out of jail – election law and compliance update

Over the last few years we have seen some big changes in election law. If you are, or will be an election agent, campaign organiser or campaign team member this is a chance to make sure your knowledge is up to date.

Andrew Garner and Richard Marbrow, Agents & Organisers Association

**Venue:** Concerto Room, Hyatt Regency Hotel

### Recruiting more members

Top tips on getting more members for your local party; who to ask, how to ask them and what to say.

Competencies covered: Representing people  
Billi Williams and Dave Page, Membership Department  
**Venue:** Drawing Room, Hyatt Regency Hotel

### CONNECT for councillors

See the party's new campaign database system CONNECT in action. Focus on how CONNECT can empower Councillors to campaign more effectively in your community.

Austin Rathe, Elections & Skills, and Cllr Anders Hanson, ALDC  
**Venue:** Soprano Room, Hyatt Regency Hotel

16.00 – 17.30

### PagePlus Workshop

A drop in session for those wanting to know more about using the PagePlus software. Come along and ask an expert, whether you're an advanced user or a beginner.

Steve Jolly, Elections & Skills  
**Venue:** Scherzo Room, Hyatt Regency Hotel

### Campaign organisation for campaign managers, agents and organisers

If you're a campaign organiser, paid or voluntary, come along for a session demonstrating some of our best practice in campaign organisation from across the country.

Competencies covered: Values in action, Leadership  
Victoria Marsom and Adam Williams, Elections & Skills  
**Venue:** Sonata Room, Hyatt Regency Hotel

### Making a difference in the party as a young person

How young people can influence the Party's policy and campaigns and why they should.

Competencies covered: Strategic thinking and judgement  
Simon Drage, Liberal Youth  
**Venue:** Concerto Room, Hyatt Regency Hotel

### Meet the team

Come to this drop in surgery session to meet the membership team and get your questions on all aspects of membership answered one to one.

Membership Department  
**Venue:** Drawing Room, Hyatt Regency Hotel

### Literature to get you selected

(Women only)

A guide to planning and producing first class selection literature to help you win!

Competencies covered: Communication skills, Strategic thinking and judgement

Candy Piercy, Campaign for Gender Balance (Elections & Skills)

**Venue:** Dolce Room, Hyatt Regency Hotel

## CONNECT for treasurers and fundraisers

Come along and see our new campaign database system CONNECT in action. This session is specifically designed to show local party treasurers and fundraisers how CONNECT can help make your record keeping and reporting easier.

Jake Holland, Elections & Skills, and Richard Marbrow, North West Regional Treasurer

**Venue:** Soprano Room, Hyatt Regency Hotel

# Sunday 18

9.15 – 10.45

## CONNECT for agents and organisers

Come and see our new campaign database CONNECT in action. This session is aimed at agents and campaign organisers and will show you how adopting CONNECT will help you to work smarter in your campaign.

Tim Pollard, Elections & Skills, and Andrew Garner, Agents & Organisers Association

**Venue:** Room 101, Jurys Inn

## Campaign fundamentals, planning and capacity building (part 1)

How to start finding and recruiting your team; Using Connect to do it, how to ask people; get the inspiration you need to start. Open to all.

Competencies covered: Values in Action, Leadership

Jon Aylwin and Steve Jolly, Elections & Skills

**Venue:** Room 102, Jurys Inn

## Raising your profile and preparing for selection

(Women only)

Selections haven't started yet but there is plenty that potential candidates can do now to put themselves in a good position to win – come and find out more.

Competencies covered: Strategic thinking and judgement, Communication skills, Representing people

Candy Piercy and Ed Fordham, Campaign for Gender Balance (Elections & Skills)

**Venue:** Room 103, Jurys Inn

## Talking to voters: Why canvassing matters and how to make it fun for your team

For current and potential candidates, this session will help you understand what canvassing is for, conquering your fear of it and suggest strategies you can use to make it a fun and effective part of your campaign.

Competencies covered: Communication skills, Representing people, Resilience

Martin Tod, Austin Rathe and Tamsin Hewett, Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

## Targeting young people

Choosing campaigns and messages that resonate with youth and student voters.

Competencies covered: Representing people  
Simon Drage, Liberal Youth

**Venue:** Room 105, Jurys Inn

### Staying sane in the campaign

We all know elections are hard work and can be very stressful. Find out how you can keep your stress levels down and how to avoid pulling your hair out before polling day.

Competencies covered: Resilience

Chris Butler and Jenny Shorten, Agents & Organisers Association

**Venue:** Room 106, Jurys Inn

### Facing a new challenge – Defending your council seat in 2012

If you are standing for re-election in 2012 this session is a must for you.

Competencies covered: Values in action

Dave McCobb, Elections & Skills, and Cllr Mark Alcock, ALDC

**Venue:** Room 113/115/117, Jurys Inn

### Winning Ways 1: Campaigning in your community

In communities across the country there are improvements just waiting for a successful campaign to bring them about. If you are a candidate, campaigner, councillor or Member of Parliament, this is your chance to update your knowledge and skills needed to work with people to bring about change.

Competencies covered: Representing people, Values in action

Cllr Jeanette Sunderland, ALDC, and Shaun Roberts, Elections & Skills

**Venue:** Room 112, Jurys Inn

### Next Generation Alumni

Update session for the participants of Lib Dem Next Generation 1-5 and Lib Dems from the previous Leadership Academy.

Cllr Erica Kemp, ALDC

**Venue:** Room 114, Jurys Inn

11.00 – 12.30

### CONNECT for data officers

See the new campaign database system CONNECT in action. This session is in particular for current local party data officers.

Tim Pollard, Elections & Skills, and Pete Dollimore

**Venue:** Room 101, Jurys Inn

### Winning Teams meeting

(Invitation only)

Austin Rathe and Giorgia Gamba, Elections & Skills

**Venue:** Room 102, Jurys Inn

## Reaching out! Campaigning with diverse communities in your local area

Advice and examples on how to reach out and engage with ethnically diverse communities in your local area.

Competencies covered: Representing people, Values in action  
Rhiannon Wadeson and Simon Hughes MP (tbc), Diversity Unit  
(Elections & Skills)

**Venue:** Room 103, Jurys Inn

## If you don't ask you don't get

For approved and potential candidates, this session will help you identify what resources are necessary for a successful campaign, help you find different ways to secure these resources and give you the confidence to make the "ask".

Competencies covered: Communication skills, Leadership, Values in action

Jake Holland and Martin Hayman, Scottish Party, and Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

## PagePlus workshop

A drop in session for anyone who wants to know more about using the PagePlus software. Come along and ask an expert, whether you're an advanced user or a beginner.

Steve Jolly, Elections & Skills

**Venue:** Room 105, Jurys Inn

## Communicating with your members

Staying in touch with your members has never been more important. This session will look at all the different ways you can do this and how to do it well.

Competencies covered: Representing People  
Billi Williams and Simon Drage, Membership Department

**Venue:** Room 106, Jurys Inn

## Mayoral campaigning – how we won in Bedford

This session is for all those who will be facing a mayoral election in 2012. Come and get tips and ideas on how to win your own mayoral campaign.

Shaun Roberts, Elections & Skills, and Dave Hodgson, Mayor of Bedford

**Venue:** Room 113/115/117, Jurys Inn

## Winning Ways 2: In touch all year round

It's never been more important to communicate effectively with the residents in your ward. Get an overview of the different techniques ranging from FOCUS to social networking, via direct mail and the local media. Find out

more about the advantages of each approach and how to choose the best technique for your different messages.

Competencies covered: Communication skills

Cllr Anders Hanson, ALDC, and Adam Williams, Elections & Skills

**Venue:** Room 112, Jurys Inn

## Using the Localism Bill to boost your campaign

The Localism Bill offers some real campaigning opportunities for Liberal Democrats in their local community. Key tips and a chance to discuss how you can use this with Andrew Stunell MP and the LGA Lib Dem Group.

Competencies covered: Strategic thinking and judgement

Andrew Stunell MP and Rob Banks, LGA

**Venue:** Room 114, Jurys Inn

14.30 – 15.45

## Talking to young people – have your say

What do you think our message to young people should be? Come along for an open discussion with Liberal Youth and the Elections & Skills Department. Open to all.

Competencies covered: Representing people

Katy Pritchard, Liberal Youth, and Katy Riddle, Elections & Skills

**Venue:** Room 101, Jurys Inn

## Balancing your political career with ‘real’ life!

Research has shown that many candidates find it difficult to combine politics with other aspects of their lives – this session will be useful for any potential candidates or activists who want advice on how to manage it.

Competencies covered: Resilience

Tamora Langley and Dinti Batstone, Campaign for Gender Balance (Elections & Skills)

**Venue:** Room 103, Jurys Inn

## Introduction to: being a parliamentary candidate

The essential session for anyone who is not currently an approved candidate and who is interested in finding out more about the approval process, or going forward for approval in the future.

Overview of all competencies

Tamsin Hewett and Sal Jarvis, English Party and Candidates’ Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

## Producing local party accounts

Come and talk about any problems or issues you have had or are having with producing your accounts. If you can't make the PPERA Q&A we will try to answer other compliance questions here too.

Nigel Bliss and David Allworthy

**Venue:** Room 105, Jurys Inn

## Introduction to agenting

From sorting out nominations, setting up bank accounts, arguing your case at the count and filling in those election expenses, this session will give you the knowledge you need if you are asked to be an election agent.

Jenny Shorten and Neil Walton, Agents & Organisers Association

**Venue:** Room 106, Jurys Inn

## Using design & language to communicate your message effectively

This session is designed for everyone involved in literature design at a local level. We'll be looking at how we use different designs and language styles to effectively communicate our messages through literature.

Competencies covered: Communication skills

Shaun Roberts and Rhiannon Wadeson, Elections & Skills

**Venue:** Room 113/115/117, Jurys Inn

## Winning Ways 3: A record of action – Delivering on community politics

This session looks at how we use community politics to get the best for our residents and our area. Ideal for all local election candidates, councillors, agents and campaign organisers.

Competencies covered: Representing people, Values in action

Cllr Howard Sykes and Isobel McCall, ALDC

**Venue:** Room 112, Jurys Inn

## MyCouncillor basics

Now is the time to get your ward website up and running. Regardless of where you are in the country there is now an expectation that local representatives will have a website. Come and learn how easy it is to set up and manage a free MyCouncillor website through ALDC.

Laura Willoughby and Cllr Anders Hanson, ALDC

**Venue:** Room 114, Jurys Inn

16.00 – 17.30

### Ten ways in which CONNECT will help you win

Our new campaign database system, CONNECT will be rolling out later this year. Come along and see ten ways in which adopting CONNECT will help you win. A session for campaigners and members at all levels.

Competencies covered: Strategic thinking and judgement, Values in action

Austin Rathe and Jake Holland, Elections & Skills

**Venue:** Room 101, Jurys Inn

### Campaign fundamentals, planning and capacity building (part 2)

Developing and widening the team, motivation, team building and leadership. How to identify talent and make it work for the Lib Dems.

Competencies covered: Values in action, Leadership

Dan Purchase and Ian Horner, Elections & Skills

**Venue:** Room 102, Jurys Inn

### Planning and winning your selection campaign

(Women only)

An essential guide to all aspects of running an effective selection campaign for all women who are hoping to stand as candidates in this electoral cycle.

Competencies covered: Strategic thinking and judgement, Leadership, Communication skills

Candy Piercy and Jo Swinson MP, Campaign for Gender Balance (Elections & Skills)

**Venue:** Room 103, Jurys Inn

### Eurovision 2014 – Everything you ever wanted to know about being a candidate for the European Parliament but were afraid to ask

Curious about standing as a Euro list candidate in 2014? Want to find out how being a Euro candidate can boost your chances for Westminster 2015? Then this is the session for you!

Competencies covered: Strategic thinking and judgement, Representing people

Tim Huggan and Ed Maxfield, Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

### More than FOCUS – are you really communicating with voters in your area?

Our best campaigns co-ordinate all our activities alongside regular FOCUS leaflets. Come along and find out how you can support your campaigns through effective use of press, direct mail, events and other types of campaigning.

Competencies covered: Communication skills  
Katy Riddle and Rhiannon Wadeson, Elections & Skills  
**Venue:** Room 105, Jurys Inn

### Understanding and keeping your members

Keeping the members you already have is vital if you want your local party to grow sustainably. This session will get you thinking about what your members want from the Party and what you can do to maximise retention.

Competencies covered: Leadership  
Billi Williams and David Loxton, Membership Department  
**Venue:** Room 106, Jurys Inn

### Social media clinic with TweetyHall

A drop in session with the team behind the TweetyHall website. Find out how you can improve your use of Facebook and Twitter and support your campaign.

**Venue:** Room 113/115/117, Jurys Inn

### Winning Ways 4: The best person for the job

How can we build and sell the profile of our candidates, make the electorate see that our candidate is the best person for the job, and how you can do this between now and polling day. Ideal for all local election candidates, councillors, agents and campaign organisers.

Competencies covered: Communication skills, Representing people  
Cllr Tim Pickstone and Cllr Claire Hudson, ALDC  
**Venue:** Room 112, Jurys Inn

### Finding council candidates

More than ever, finding the right candidate to WIN elections is critical. Use this programme to identify new and different potential candidates, from people who may not even yet be Party members. Ideal for all local election candidates, councillors, agent and campaign organisers.

Competencies covered: Representing people  
Steve Hitchins, ALDC, and Anood Al Samerai, Diversity Unit (Elections & Skills)  
**Venue:** Room 114, Jurys Inn

## Monday 19

9.15 – 10.45

### CONNECT for councillors

See the party's new campaign database system CONNECT in action. Focus on how CONNECT can empower Councillors to campaign more effectively in your community.

Austin Rathe, Elections & Skills, and Cllr Anders Hanson, ALDC

**Venue:** Room 101, Jurys Inn

### Writing and delivering a fabulous hustings speech

Advice and tips on giving hustings speeches, including a Q&A opportunity – useful for any potential candidates who will be involved in hustings or any other kind of speech giving.

Competencies covered: Communication skills

Jo Swinson MP, Candidates' Office, and Diversity Unit (Elections & Skills)

**Venue:** Room 103, Jurys Inn

### Recruiting more members

Top tips on getting more members for your local party: who to ask, how to ask them and what to say.

Competencies covered: Representing people, Values in action

Billi Williams and Dave Page, Membership Department

**Venue:** Room 106, Jurys Inn

### Winning Ways 3: A record of action – Delivering on community politics

This session looks at how we use community politics to get the best for our residents and our area. Ideal for all local election candidates, councillors, agents and campaign organisers.

Competencies covered: Representing people, Values in action

Cllr Howard Sykes and Isobel McCall, ALDC

**Venue:** Room 112, Jurys Inn

### Lib Dem Council Group researchers

An opportunity for Lib Dem Council group political assistants and researchers to get the latest briefings and to learn best practice from colleagues in other authorities.

ALDC

**Venue:** Room 114, Jurys Inn

11.00 – 12.30

### Connect for data officers

See the new campaign database system CONNECT in action. This session is in particular for current local party data officers.

Tim Pollard, Elections & Skills, and Pete Dollimore

**Venue:** Room 101, Jurys Inn

### Campaign fundamentals, planning and capacity building (part 1)

How to start finding and recruiting your team; Using Connect to do it, how to ask people; get the inspiration you need to start.

Competencies covered: Leadership, Values in action

Jon Aylwin and Steve Jolly, Elections & Skills

**Venue:** Room 102, Jurys Inn

### Growing your own winnable seat

Drawing on experiences from various constituencies, this session will give you advice on how you can make your seat winnable.

Competencies covered: Leadership, Strategic thinking and judgement

Candy Piercy and Mark Pack, Campaign for Gender Balance (Elections & Skills)

**Venue:** Room 103, Jurys Inn

### So you want to fight a target seat

For anyone serious about becoming an MP in 2015, this session will give you the inside track on what it takes to be a target seat candidate.

Competencies covered: Leadership, Resilience, Values in action

Dan Purchase for the Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

### Linking your branch with your local party

How to get your youth branch on board with campaigns and how local parties can support their youth branches.

Competencies covered: Representing people

Jon Whitehouse, Liberal Youth

**Venue:** Room 105, Jurys Inn

### Saying out of jail – election law and compliance update

Over the last few years we have seen some big changes in election law. If you are, or will be an election agent, campaign organiser or campaign team member this is a chance to make sure your knowledge is up to date.

Andrew Garner and Richard Marbrow, Agents & Organisers Association

**Venue:** Room 106, Jurys Inn

## Winning Ways 4: The best person for the job

How can we build and sell the profile of our candidates, make the electorate see that our candidate is the best person for the job, and how you can do this between now and polling day. Ideal for all local election candidates, councillors, agents and campaign organisers.

Competencies covered: Communication skills, Representing people  
Cllr Tim Pickstone and Cllr Claire Hudson, ALDC

**Venue:** Room 112, Jurys Inn

## Candidate approval and selection

Finding, approving and supporting council candidates are important parts of keeping our local parties alive with fresh talent. This session will show some good practice and give you a chance to share ideas of your own.

Laura Willoughby and Cllr Anders Hanson, ALDC

**Venue:** Room 114, Jurys Inn

## Beginners guide to Facebook

Elizabeth Linder from Facebook will lead this session looking at how candidates and campaigners can start using Facebook to communicate with their voters. Ideal for those who don't currently use Facebook for campaigning, and would like to start.

Competencies covered: Communication skills

Austin Rathe, Elections & Skills, and Elizabeth Linder, Facebook

**Venue:** Room 116, Jurys Inn

11.30 – 12.30

## Understanding African communities in the UK

The Lib Dem Forum for Africa is starting a programme advising activists, campaigners and local parties on understanding Sub-Saharan Africa and exploring the political agenda – international affairs, tackling world poverty and its impact here in the UK as a mainstream political issue.

Ed Fordham, LD International Relations Committee, and Charles Anglin, Chair of London's African and Afro-Caribbean Taskforce

**Venue:** Room 113/115/117, Jurys Inn

14.30 – 17.30

## Selection surgery

(Invitation only)

An opportunity to get one to one advice from an expert about how to prepare for and win your selection.

Competencies covered: Strategic thinking and judgement

Candy Piercy, Ashley Lumsden, Julian Huppert MP and Martin Tod,  
Campaign for Gender Balance and New Generation (Elections & Skills)  
**Venue:** Room 103, Jurys Inn

14.30 – 15.45

### MPs' staff best practice Q&A

This session is aimed at MPs' staff and provides an opportunity to discuss and exchange best practice for both constituency and Westminster offices.

Jake Holland and Sarah Morris, Elections & Skills, and Hollie Voyce,  
Whips Office

**Venue:** Room 101, Jurys Inn

### Incorporating national messages into your local campaigns

We've achieved a lot in Government, but the public won't know unless we tell them. This session is for all local campaigners and will help you get the best out of our national messages in your local campaign.

Competencies covered: Strategic thinking and judgement  
Shaun Roberts and Katy Riddle, Elections & Skills

**Venue:** Room 102, Jurys Inn

### Getting selected – strategic planning for your selection campaign

For approved and potential candidates, this session will help you start planning your campaign to get selected from before the advert goes live to the hustings meeting

Competencies covered: Strategic thinking and judgement,  
Representing people, Values in action  
Ed Fordham, Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

### PagePlus workshop

A drop in session for anyone who wants to know more about using the PagePlus software. Come along and ask an expert, whether you're an advanced user or a beginner.

Steve Jolly, Elections & Skills

**Venue:** Room 105, Jurys Inn

### Understanding and keeping your members

Keeping the members you already have is vital if you want your local party to grow sustainably. This session will get you thinking about what your members want from the party and what you can do to maximise retention.

Competencies covered: Leadership

Billi Williams and David Loxton, Membership Department

**Venue:** Room 106, Jurys Inn

## Campaign fundamentals, planning & capacity building (part 2)

Developing and widening the team, motivation, team building and leadership. How to identify talent and make it work for the Lib Dems.

Competencies covered: Leadership, Values in action

Dan Purchase and Ian Horner, Elections & Skills

**Venue:** Room 113/115/117, Jurys Inn

## Winning Ways 6: Targeting voters

You have lots of data you have collected about your electorate; this session will give you ways to use that data to target your voters throughout the year. Ideal for all local election candidates, councillors, agents and campaign organisers.

Competencies covered: Strategic thinking and judgement

Cllr Mark Alcock, ALDC, and Tim Pollard, Elections & Skills

**Venue:** Room 112, Jurys Inn

## Keeping in touch – by email

Workshop to look at how best to use email in your campaigning and communications. Looking at the emails we send, collecting addresses and different systems we can use. Ideal for all local election candidates, councillors, agents and campaign organisers.

Competencies covered: Communication skills

Cllr Tim Pickstone, ALDC

**Venue:** Room 114, Jurys Inn

## Advanced use of Facebook

Elizabeth Linder from Facebook will lead this session looking at how candidates and campaigners can make better use of Facebook to communicate with their voters. Ideal for those who currently use Facebook for campaigning, but would like to use it more effectively.

Competencies covered: Communication skills

Austin Rathe, Elections & Skills, and Elizabeth Linder, Facebook

**Venue:** Room 116, Jurys Inn

16.00 – 17.30

## CONNECT for candidates

See the party's new campaign database system CONNECT in action. Focus on how CONNECT can help improve doorstep contact for candidates at all levels.

Competencies covered: Strategic thinking and judgement, Values in action

Tim Pollard and Steve Jolly, Elections & Skills

**Venue:** Room 101, Jurys Inn

### Winning with new boundaries – lessons from Brent

The boundary review will mean significant changes to a number of seats. In 2010 the team in Brent dealt with large boundary changes and won. Find out how they did it, and how you can too.

Competencies covered: Values in action

Victoria Marsom and Pete Hannon, Elections & Skills

**Venue:** Room 102, Jurys Inn

### Picking your seat – how to see through the sales pitch and find the right constituency for you

(All welcome)

An invaluable session for anyone interested in standing in 2015; straight talking advice on how to identify a seat that matches your aspirations as a candidate.

Competencies covered: Strategic thinking & judgement

Sal Brinton and Martin Turner, Parliamentary Candidates' Association, and Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

### Staying sane in the campaign

We all know elections are hard work and can be very stressful. Find out how you can keep your stress levels down and how to avoid pulling your hair out before polling day.

Competencies covered: Resilience

Jenny Shorten and Neil Walton, Agents & Organisers Association

**Venue:** Room 106, Jurys Inn

### Winning Ways 5: Voter ID

Most pre 2010 historic voter ID data could now be out of date. This session will go over the basics of voter ID and look at how to approach it in the new environment.

Competencies covered: Strategic thinking and judgement, Values in action

John Bridges, ALDC & Ian Horner, Elections & Skills

**Venue:** Room 112, Jurys Inn

### Working smarter for councillors

As councillors and campaigners we have very limited time. This session will help you make best use of your time. Ideal for all local election candidates and councillors.

Competencies covered: Resilience

Cllr Erica Kemp, ALDC

**Venue:** Room 114, Jurys Inn

## Using design and language to communicate your message effectively

This session is designed for everyone involved in literature design at a local level. We'll be looking at how we use different designs and language styles to effectively communicate our messages through literature.

Competencies covered: Communication skills

Shaun Roberts and Rhiannon Wadeson, Elections & Skills

**Venue:** Room 116, Jurys Inn

# Tuesday 20

9.15 – 10.45

## CONNECT for treasurers and fundraisers

Come along and see our new campaign database system CONNECT in action. This session is specifically designed to show local party treasurers and fundraisers how CONNECT can help make your record keeping and reporting easier.

Jake Holland, Elections & Skills, and Richard Marbrow, North West Regional Treasurer

**Venue:** Room 101, Jurys Inn

## Facing a new challenge – Defending your council seat in 2012

If you are standing for re-election in 2012 this session is a must for you

Competencies covered: Values in action

Dave McCobb, Elections & Skills, and Cllr Mark Alcock, ALDC

**Venue:** Room 102, Jurys Inn

## Working with conflict: recognise it, defuse it and use it!

(Women only)

Conflict is inevitable in political life, and it is important to deal with it effectively. This session is particularly suitable for potential candidates, councillors and local/regional Party executive members.

Competencies covered: Resilience

Candy Piercy, Campaign for Gender Balance (Elections & Skills)

**Venue:** Room 103, Jurys Inn

## Introduction: becoming an approved candidate

The essential session for anyone who is not currently an approved candidate and who is interested in finding out more about the approval process, or going forward for approval in the future

Overview of all competencies

Maddy Pite and Sal Jarvis, English Party, and Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

## PagePlus workshop

A drop in session for anyone who wants to know more about using the PagePlus software. Come along and ask an expert, whether you're an advanced user or a beginner.

Steve Jolly, Elections & Skills

**Venue:** Room 105, Jurys Inn

## Introduction to organising

Get top tips from experienced campaign organisers about what it takes to run successful campaigns.

Competencies covered: Values in action

Jon Walsh and Neil Walton, Agents & Organisers Association

**Venue:** Room 106, Jurys Inn

## Winning Ways 5: Voter ID

Most pre 2010 historic voter ID data could now be out of date. This session will go over the basics of voter ID and look at how to approach it in the new environment.

Competencies covered: Strategic thinking and judgement, Values in action

John Bridges, ALDC, and Ian Horner, Elections & Skills

**Venue:** Room 112, Jurys Inn

## Inspired – Winning in 2011

How we won in Portsmouth, Eastleigh, Hinckley & Bosworth and Oadby & Wigston against Labour and the Conservatives. If you are a candidate, sitting councillor, campaigner or campaign team member, you will benefit from the experiences.

Competencies covered: Leadership, Values in action

Cllr Keith House, Leader of Eastleigh Council, Cllr Gerald Vernon-Jackson, Leader of Portsmouth Council, Cllr Stuart Bray, Leader of Hinckley & Bosworth Council and Cllr John Boyce

**Venue:** Room 114, Jurys Inn

11.00 – 12.30

## Ten ways in which CONNECT will help you win

Our new campaign database system, CONNECT, will be rolling out later this year. Come along and see ten ways in which adopting CONNECT will help you win. A session for campaigners and members at all levels.

Competencies covered: Strategic thinking and judgement, Values in action

Austin Rathe and Jake Holland, Elections & Skills

**Venue:** Room 101, Jurys Inn

## Story telling for Candidates

Simon de Deney, a professional communications consultant, will take you through the process of developing your “personal story” which you can then use to recruit volunteers, inspire activists and engage voters. Ideal for all candidates.

Competencies covered: Communication skills  
Simon de Deney and Katy Riddle, Elections & Skills  
**Venue:** Room 102, Jurys Inn

## Whose vote are you missing? Making sure your message reaches disabled people

The average constituency has approximately 15,000 disabled voters. This practical guide will highlight what you can do locally to ensure that disabled people in your community have the same access to our message as non-disabled people.

Competencies covered: Representing people, Values in action, Communication skills  
Abigail Lock, Diversity Unit (Elections & Skills)  
**Venue:** Room 103, Jurys Inn

## Making the best use of your voice

Of benefit to anyone who wants to improve their public speaking technique, this practical course will take you through the basics of safe voice production and projection

Competencies covered: Communication skills  
Brian Orrell, English Party, and Candidates' Office (Elections & Skills)  
**Venue:** Room 104, Jurys Inn

## Freshers' Fayres

How to run and follow up after a successful Freshers' Fayre

Chris Butler, Liberal Youth  
**Venue:** Room 105, Jurys Inn

## Communicating with your members

Staying in touch with your members has never been more important. This session will look at all the different ways you can do this and how to do it well.

Competencies covered: Representing people  
Billi Williams and Simon Drage, Membership Department  
**Venue:** Room 106, Jurys Inn

## Winning Ways 6: Targeting voters

You have lots of data you have collected about your electorate; this session will give you ways to use that data to target your voters throughout the year. Ideal for all local election candidates, councillors, agents and campaign organisers.

Competencies covered: Strategic thinking and judgement  
Cllr Mark Alcock, ALDC, and Tim Pollard, Elections & Skills  
**Venue:** Room 112, Jurys Inn

## Power of the small group

Despite a wealth of research we never really know why people change their minds. Only that when presented with a simple message, repeated over time, they do. If you are a small voice by number or viewpoint then this session is your guide to winning the argument.

Competencies covered: Communication skills

Cllr Jeanette Sunderland, ALDC

**Venue:** Room 114, Jurys Inn

11.30 – 12.30

## Getting political about Africa

The Lib Dem Forum for Africa presents suggestions and examples of what you can be campaigning about in your local community and in your FOCUS leaflets – issues that residents care about and the UK Coalition Government can help change.

Cllr Michael Bukola, Southwark, and Rebecca Tinsley, Chair of Waging Peace

**Venue:** Room 113/115/117, Jurys Inn

14.30 – 15.45

## Winning with new boundaries – lessons from Brent

The boundary review will mean significant changes to a number of seats. In 2010 the team in Brent dealt with large boundary changes and won. Find out how they did it, and how you can too.

Competencies covered: Values in Action.

Victoria Marsom and Pete Hannon, Elections & Skills

**Venue:** Room 101, Jurys Inn

## More than FOCUS – are you really communicating with voters

Our best campaigns co-ordinate all our activities alongside regular FOCUS leaflets. Come along and find out how you can support your campaigns through effective use of press, direct mail, events and other types of campaigning.

Competencies covered: Communication skills

Katy Riddle and Rhiannon Wadeson, Elections & Skills

**Venue:** Room 102, Jurys Inn

## Planning and winning your selection campaign

(New Generation members only)

An essential guide to all aspects of running an effective selection campaign for New Generation members who are hoping to stand as candidates in this electoral cycle.

Competencies covered: Strategic thinking and judgement, Leadership, Communication skills

Candy Piercy and Munira Wilson, New Generation (Elections & Skills)

**Venue:** Room 103, Jurys Inn

### If you don't ask you don't get

For approved and potential candidates, this session will help you identify what resources are necessary for a successful campaign, help you find different ways to secure these resources and give you the confidence to make the "ask".

Competencies covered: Communication skills, Leadership, Values in action

Jake Holland and Martin Hayman, Scottish Party, and Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

### Meet the team

Come to this drop in surgery session to meet the membership team and get your questions on all aspects of membership answered one on one.

Membership Department

**Venue:** Room 106, Jurys Inn

### Winning Ways 2: In touch all year round

It's never been more important to communicate effectively with the residents in your ward. Get an overview of the different techniques ranging from FOCUS to social networking, via direct mail and the local media. Find out more about the advantages of each approach and how to choose the best technique for your different messages.

Competencies covered: Communication skills

Cllr Anders Hanson, ALDC, and Adam Williams, Elections & Skills

**Venue:** Room 112, Jurys Inn

### MyCouncillor advanced

This session is for users of the MyCouncillor websites provided free to ALDC members. This session will explore ways of making the most of your website and look at the latest technological developments.

Cllr Tim Pickstone, ALDC

**Venue:** Room 114, Jurys Inn

16.00 – 17.30

### CONNECT for agents and organisers

Come and see our new campaign database CONNECT in action. This session is aimed at agents and campaign organisers and will show you how adopting CONNECT will allow us to work smarter in our campaigns.

Tim Pollard, Elections & Skills, and Andrew Garner, Agents & Organisers Association

**Venue:** Room 101, Jurys Inn

### Campaign organisation for campaign managers, agents and organisers

If you're a campaign organiser, paid or voluntary, come along for a session demonstrating some of our best practice in campaign organisation from across the country.

Competencies covered: Values in action, Leadership  
Victoria Marsom and Adam Williams, Elections & Skills

**Venue:** Room 102, Jurys Inn

### Making your mark: selling your SAO/AO inside and outside the Party

A session directed at SAOs/AOs who want to make sure that they are communicating effectively with their membership, and recruiting new members.

Competencies covered: Communication skills  
Helen Duffett, Diversity Unit (Elections & Skills)

**Venue:** Room 103, Jurys Inn

### Sharpen your assessment skills

(Invitation only contact [candidates@libdems.org.uk](mailto:candidates@libdems.org.uk))

Sharing best practice workshop for candidate assessors.

Sal Jarvis, Margaret Joachim, Tamsin Hewett and Maddy Pite, English Party and Candidates' Office (Elections & Skills)

**Venue:** Room 104, Jurys Inn

### Treasurers Q&A with the Electoral Commission

Come and ask any questions you have about PPERA matters.

David Allworthy and a representative from the Electoral Commission

**Venue:** Room 105, Jurys Inn

### Introduction to agenting

From sorting out nominations, setting up bank accounts, arguing your case at the count and filling in those election expenses, this session will give you the knowledge you need if you are asked to be an election agent.

Chris Butler and Simon Drage, Agents & Organisers Association

**Venue:** Room 106, Jurys Inn

### Winning Ways 1: Campaigning in your community

In communities across the country there are improvements just waiting for a successful campaign to bring them about. If you are a candidate, campaigner, councillor or Member of Parliament, this is your chance to update your knowledge and skills needed to work with people to bring about change.

Competencies covered: Representing people, Values in action

Cllr Jeanette Sunderland, ALDC, and Shaun Roberts, Elections & Skills

**Venue:** Room 112, Jurys Inn

### Workshop on organised independents

We are all used to fighting independents but there is a new phenomenon – the independent party. Around the country groups of local activists are forming local political parties and contesting elections – often using techniques borrowed from us. This seminar will explore ways of countering this.

Cllr Chris White and Cllr Claire Hudson, ALDC

**Venue:** Room 114, Jurys Inn