

Brighton conference 2006

The pocket guide to members training

Your pocket guide to over 200 hours of free training courses available to party members at the Brighton conference





New! Campaigning services from the party

You can access a range of party campaigning services at www.login.libdems.org.uk, including:

- Our special cheap DTP software deal
- Our free online petition and website generator
- Special party deals for members and supporters, including phone, electricity and credit card deals – which help raise money for our cause
- Automatically updated campaign buttons for your website or blog

Any party member can register at www.login.libdems.org.uk and make use of these services and information.

Introduction

This guide contains all the details of our very extensive conference training programme – over 200 hours of free, professional training for party members, covering a vast range of subjects.

We have repeated our innovation from Spring Conference, and several of the training topics are now split into “basic” and “advanced” sessions so that you can choose the training which will be most suitable.

As in the last few years the training events are not listed in the main Conference Directory so please keep this handy pocket guide with you throughout the week.

The quality and quantity of training at conference, and right across the Party, continues to make a huge contribution to our successes. We can be very proud of the fact that we offer significantly more training at Conference than any of our political opponents. I am personally very proud that today many of our own free Liberal Democrat training events are more professional than courses available commercially costing hundreds of pounds!

Anyone who is a member of the Liberal Democrats can come along to the training on offer in Brighton – you don't have to be registered for the Conference. All you need to bring with you is your membership card.

Finally, remember that training is not just something that happens at conference. Many parts of the party organise other training events through the year and the party's extranet (www.libdems.org.uk/extranet) is available 7 days a week, 52 weeks a year with lots of useful information to supplement our training. To find out more about accessing the extranet, email extranet@libdems.org.uk



Chris Rennard
Chief Executive

SECURITY NOTICE

Please note that all the courses in this guide are private training sessions for Liberal Democrat members only.

For security reasons you will be required to show either a VALID CONFERENCE REP. BADGE, or a CURRENT PARTY MEMBERSHIP CARD at each venue in order to gain entry.

09.15-12.30

Group Cohesion

Maintaining a united & coherent group

Venue Ashdown 1, Holiday Inn

Training Provider

Roger Symonds & Nic Rattle – ALDC

09.15-10.45

Treating your Members Well

Venue Glyndebourne 1, Holiday Inn

Training Provider

Colin Penning & Adi Teladia – Agents Association

11.00-12.30

Winning the Student Vote

Come & find out tricks to get more students out to vote & to replicate the successes of seats like Cambridge and Leeds North West

Venue Glyndebourne 1, Holiday Inn

Training Provider

Chris Keating & Adam Teladia – LDYS

Filling in the Candidate's Assessment Form

Venue Lancing 1, Holiday Inn

Training Provider

Ros Harper – GBTF
(Women Only)

Making a Speech at Conference

Venue Lancing 1, Holiday Inn

Training Provider

Sal Brinton – GBTF
(Women Only)

To avoid embarrassment,
please ensure you attend
with at least one of these
two forms of valid
identification.

Thank you

Keeping Lib Dem Distinctiveness when in Control

Session particularly suited to groups
in control or part of the
administration

Venue Ashdown 2, Holiday Inn

Training Provider

ALDC with Keith House (Eastleigh) &
Colin Rosenstiel (Cambridge)

Recruiting More Members

Venue Lancing 3, Holiday Inn

Training Provider

Jean Crossland & Dave Hodgson –
Membership Department

Local Party Checklist

Venue Lancing 3, Holiday Inn

Training Provider

Dave Hodgson & Belinda Eyre-Brook
– Membership Department

How to Beat Labour

Venue Ash, Quality Hotel

Training Provider

Shaun Roberts/Jeff Muir/Chris
Leaman – Campaigns Department

Basic Voter ID

Venue Chestnut, Quality Hotel

Training Provider

Jon Aylwin & Ian Horner –
Campaigns Department

14.00-15.00

Drop-in Surgery – The New Extranet

All your questions answered about the extranet and Comms Unit briefings

Venue Lib Dems Online Stand

Training Provider

George Crozier and Jake Holland,
Political Communications Unit

14.30-17.30

Lessons from the 2006 Elections

Venue Ashdown 1, Holiday Inn

Training Provider

Mark Alcock – ALDC with
Isobel McCall (Milton Keynes)

Putting Together a Distinctive Lib Dem Manifesto

Session particularly suited to groups in opposition who are planning their policy programme

Venue Ashdown 2, Holiday Inn

Training Provider

Howard Sykes – ALDC and Others

14.30-15.45

Managing and Motivating Volunteers

Venue Glyndebourne 1, Holiday Inn

Training Provider

Chris Leaman – Agents Association

Bridging the Communication Gap Between Men and Women

Venue Glyndebourne 2, Holiday Inn

Training Provider

Candy PIERCY – GBTF
(All Welcome)

14.30-15.45 continued

Building & Maintaining your Delivery Network

Venue Beech, Quality Hotel

Training Provider

Jeff Muir & Jon Aylwin – Campaigns
Department

Exploiting your Opponents Weaknesses

Venue Chestnut, Quality Hotel

Training Provider

Shaun Roberts & Chris Leaman –
Campaigns Department

Selection Committee Training

Venue Lancing 2, Holiday Inn

Training Provider

Stephen Fenton – Parliamentary
Candidates' Office
(Invitation Only)

Building your Constituency Team

Venue Lancing 1, Holiday Inn

Training Provider

Jon Neal – GBTF
(Women Only)

An Introduction to Page Plus 11

Venue Ash, Quality Hotel

Training Provider

Duncan Borrowman & Neil Trafford –
Campaigns Department

Membership Secretaries Q&A

Venue Lancing 3, Holiday Inn

Training Provider

Ernest Mitchell & Dave Hodgson –
Membership Department

16.00-17.30

The New Extranet & other resources for candidates, councillors & campaigners

Venue Glyndebourne 1, Holiday Inn

Training Provider

George Crozier – Political Communications Unit

Finding and Motivating Volunteers

Venue Glyndebourne 2, Holiday Inn

Training Provider

Jon Neal – GBTF
(All Welcome)

16.00-17.30 continued

Dealing with Negative Campaigning

Venue Beech, Quality Hotel

Training Provider

Dave McCobb & Ian Horner – Campaigns Department

Basic Election Law

Venue Chestnut, Quality Hotel

Training Provider

Neil Fawcett & Ruth Milburn – Campaigns Department

Raising your Profile in the Party

Venue Lancing 1, Holiday Inn

Training Provider

Candy Piercy – GBTF

(Women Only)

Communications with Members & Supporters

Venue Lancing 3, Holiday Inn

Training Provider

Dave Hodgson & Colin Ross –

Membership Department

09.15-10.45

Essential Campaign Elements Session 1 – How to be an Effective Campaigner

How you can identify different issues to campaign on & use different techniques to maximise them

Venue Ashdown 1, Holiday Inn

Training Provider

Jon Burden – ALDC

09.15-10.45 continued

Understanding the Rules of the Selection Campaign

Venue Lancing 1, Holiday Inn

Training Provider

Jenny Shorten – GBTF
(Women Only)

Direct Mail – Basic Concept of the Pool & Mosaic

Venue Beech, Quality Hotel

Training Provider

Mark Pack & Paul Rainger –
Campaigns Department

11.00-12.30

Essential Campaign Elements Session 2 – Defining your Campaign Message

How to develop a strong campaign message & use it effectively all year round

Venue Ashdown 1, Holiday Inn

Training Provider

Tim Kent – ALDC

11.00-12.30 continued

Campaigning with EARS - Targeting scarce resources

Targeting canvass cards, labels, delivery lists, pollday knock ups. Q&A on e-Canvass and network version of EARS

Venue Glyndebourne 2, Holiday Inn

Training Provider

EARS

Writing & Delivering a Hustings Speech

Venue Lancing 1, Holiday Inn

Training Provider

Sal Brinton – GBTF
(Women Only)

Finding, Approving and Selecting Council Candidates

How to create an effective and workable approval system

Venue Ashdown 2, Holiday Inn

Training Provider

Mike Ward – ALDC

Dealing with Difficult People

Venue Glyndebourne 2, Holiday Inn

Training Provider

Miranda Piercy – GBTF

(All Welcome)

Treasurer's Q&A

Venue Lancing 3, Holiday Inn

Training Provider

David Allworthy & Nigel Bliss – Membership Department

Shared Experience

Seminar – Delivering your Hustings Speech

Venue Lancing 2, Holiday Inn

Training Provider

Lembit Opik MP – PCA & Parliamentary Candidates' Office (Approved Candidates Only)

As MPs may be asked to speak to conference at short notice, this time is subject to change. Any postponement will be posted on the training room door.

If You Don't Do This – You Won't Win!

Looking at effective ways you can make the best use of the postal vote

Venue Ashdown 2, Holiday Inn

Training Provider

Mark Alcock & Tim Pickstone – ALDC

Introduction to Agenting

Venue Glyndebourne 1, Holiday Inn

Training Provider

Colin Penning & Chris Keating – Agents Association

Shared Experience Seminar – PR and Media Relations for Candidates

Venue Lancing 2, Holiday Inn

Training Provider

Martin Turner – PCA & Parliamentary Candidates' Office (Approved Candidates Only)

Drop in Session for Local Party Officers

Venue Lancing 3, Holiday Inn

Training Provider

Paul Rustad, David Allworthy, Dave Hodgson, Mike Simpson, Dawn Davidson, Nigel Bliss, Jonathan Davies, Campaigns Officer

11.00-12.30 continued

Advanced Election Law

Venue Ash, Quality Hotel

Training Provider

Hilary Stephenson & Neil Traifford – Campaigns Department

Direct Mail – Basic Introduction

Venue Beech, Quality Hotel

Training Provider

Mark Pack & Dave McCobb – Campaigns Department

14.00-15.00

Drop-in Surgery – The New Extranet

All your questions answered about the extranet and Comms Unit briefings

Venue Lib Dems Online Stand

Training Provider

George Crozier and Jake Holland, Political Communications Unit

14.30-15.45

Essential Campaign Elements Session 3 – Preparing your Local Target Strategy

Maximising your resources by having a sustainable targeting strategy

Venue Ashdown 1, Holiday Inn

Training Provider

Howard Sykes – ALDC

14.30-15.45 continued

Getting the most from your AGM

Venue Lancing 3, Holiday Inn

Training Provider

Paul Rustad & Dave Hodgson – Membership Department

Running a Successful Poster Campaign

Venue Ash, Quality Hotel

Training Provider

Jon Aylwin & Judith Cole – Campaigns Department

Single Issue

Campaigning – Identifying Local Issues and Doing Something About Them

Venue Chestnut, Quality Hotel

Training Provider

Richard Pinnock & Charles Dundas –
Campaigns Department

Beating the Greens

What dangers do the Greens pose
and the most effective ways of
countering them

Venue Ashdown 2, Holiday Inn

Training Provider

John Bridges – ALDC

Women Making a Positive Impact One to One

Venue Lancing 1, Holiday Inn

Training Provider

Candy Piercy – GBTF
(Women Only)

Advanced Direct Mail

Venue Beech, Quality Hotel

Training Provider

Mark Pack & Stuart Bray –
Campaigns Department

Advanced Voter ID

Venue Chestnut, Quality Hotel

Training Provider

Ed Maxfield & Tim Kent –
Campaigns Department

16.00-17.30

Essential Campaign Elements Session 4 – Getting Accurate Canvass Data

Techniques for making sure your data is as accurate and as useful as possible

Venue Ashdown 1, Holiday Inn

Training Provider

Derek Barrie – ALDC

16.00-17.30 continued

Helpful Hints for Newly Selected PPCs

Venue Glyndebourne 2, Holiday Inn

Training Provider

Duncan Hames – GBTF

(All Welcome)

So you Want to Fight a Priority Seat

Venue Lancing 1, Holiday Inn

Training Provider

Jo Swinson – GBTF

(Women Only)

16.00-17.30 continued

Internet Campaigning – an Overview

Venue Beech, Quality Hotel

Training Provider

Ed Maxfield & Stuart Bray – Campaigns Department

Lessons from Bromley

Venue Chestnut, Quality Hotel

Training Provider

Shaun Roberts – Campaigns Department

Effective Use of the Media

How you can increase the amount and quality of press coverage you get

Venue Ashdown 2, Holiday Inn

Training Provider

Ed Fordham – ALDC

Taking Better Photos

Venue Glyndebourne 1, Holiday Inn

Training Provider

Dave Radcliffe & Colin Ross – Agents Association

Voice Projection and Delivery

Venue Lancing 2, Holiday Inn

Training Provider

Brian Orrell – Parliamentary Candidate's Office (Invitation Only)

Membership Secretaries Q&A

Venue Lancing 3, Holiday Inn

Training Provider

Ernest Mitchell & Dave Hodgson – Membership Department

09.15-12.30

How to Produce Good Colour Leaflets

Venue Ash, Quality Hotel

Training Provider

Duncan Borrowman & Tim Kent – Campaigns Department

09.15-10.45

Preparing for Negative Attacks

Looking at ways in which you can identify potential negative attacks and counter them before they happen

Venue Ashdown 1, Holiday Inn

Training Provider

John Bridges – ALDC

09.15-10.45 continued

Shared Experience Seminar – Marketing yourself through your Manifesto

Venue Lancing 2, Holiday Inn

Training Provider

Liz Leffman – PCA and Parliamentary Candidates' Office (Approved Candidates Only)

11.00-12.30

Essential Campaign Elements Session 4 – Getting Accurate Canvass Data

Techniques for making sure your data is as accurate and as useful as possible

Venue Ashdown 1, Holiday Inn

Training Provider

Derek Barrie – ALDC

Creating a Relationship with the Voters Session 1 – Using the Telephone

Venue Ashdown 2, Holiday Inn

Training Provider

Roger Symonds & Nic Rattle – ALDC

Designing your Development and Campaign Plans

Venue Glyndebourne 1, Holiday Inn

Training Provider

Colin Ross & Adam Teladia – Agents
Association

Making it in your Local Media

Venue Lancing 1, Holiday Inn

Training Provider

Miranda Piercy – GBTF
(Women Only)

How to be a Local Party Officer

Venue Lancing 3, Holiday Inn

Training Provider

Sal Brinton & Dave Hodgson –
Membership Department

Dealing with Negative Campaigning

How to identify the effect negative
campaigning is having on our
support and what you can do

Venue Ashdown 2, Holiday Inn

Training Provider

Mark Alcock – ALDC

Hands – the Improved Membership Module

Venue Glyndebourne 2, Holiday Inn

Training Provider

EARS

11.00-12.30 continued

Planning & Winning your Selection Campaign

Venue Lancing 1, Holiday Inn

Training Provider

Duncan Hames – GBTF
(Women Only)

11.00-12.30 continued

How to Beat Labour

Venue Beech, Quality Hotel

Training Provider

Shaun Roberts/Jeff Muir/
Chris Leaman – Campaigns
Department

Basic Election Law

Venue Chestnut, Quality Hotel

Training Provider

Neil Fawcett & Ruth Milburn –
Campaigns Department

14.00-15.00

Drop-in Surgery – The New Extranet

All your questions answered about the extranet and Comms Unit briefings

Venue Lib Dems Online Stand

Training Provider

George Crozier and Jake Holland,
Political Communications Unit

14.30-15.45

Creating a Relationship with the Voters Session 2 – Meeting People

Examines the advantages of, and ways in which campaigners can develop opportunities for face to face meetings with voters as part of their campaigning

Venue Ashdown 1, Holiday Inn

Training Provider

Roger Symonds & Nic Rattle – ALDC

Shared Experience

Seminar – How to get Selected

Venue Lancing 2, Holiday Inn

Training Provider

Jeremy Browne MP – PCA & Parliamentary Candidates' Office
(Approved Candidates Only)

As MPs may be asked to speak to conference at short notice, this time is subject to change. Any postponement will be posted on the training room door.

Communications with Members & Supporters

Venue Lancing 3, Holiday Inn

Training Provider

Dave Hodgson & Colin Ross – Membership Department

14.30-17.30

MPs' Staff Information & Briefing Session

Venue Glyndebourne 2, Holiday Inn

Training Provider

Hilary Stephenson

Essential Campaign Elements Session 2 – Defining your Campaign Message

How to develop a strong campaign message & use it effectively all year round

Venue Ashdown 2, Holiday Inn

Training Provider

Tim Kent – ALDC

Managing your Candidate

Venue Glyndebourne 1, Holiday Inn

Training Provider

Chris Keating – Agents Association

14.30-15.45 continued

What to Wear as a Woman in Politics

Venue Lancing 1, Holiday Inn

Training Provider

Candy Piercy – GBTF
(Women Only)

14.30-15.45 continued

Exploiting your Opponents Weaknesses

Venue Ash Quality Hotel

Training Provider

Shaun Roberts & Chris Leaman –
Campaigns Department

16.00-17.30

Essential Campaign Elements Session 5 – Basic Focus Writing

Tips and techniques for producing effective focus leaflets

Venue Ashdown 1, Holiday Inn

Training Provider

Charles Glover – ALDC

16.30-17.30 continued

Getting the most from your AGM

Venue Lancing 3, Holiday Inn

Training Provider

Paul Rustad & Dave Hodgson –
Membership Department

Making the Best of the Party's New Internet Tools

Venue Ash, Quality Hotel

Training Provider

Mark Pack & Richard Pinnock –
Campaigns Department

Canvass Data Analysis

Ways you can analyse your data to tell you what is happening

Venue Ashdown 2, Holiday Inn

Training Provider

John Bridges – ALDC

Building & Maintaining your Clerical Team

Venue Beech, Quality Hotel

Training Provider

Neil Fawcett – Campaigns
Department

Drop-in Session – advice & information for current and aspiring candidates

Venue Lancing 2, Holiday Inn

Training Provider

Tamsin Hewett & Eliane Patton –
Parliamentary Candidates' Office

Drop-in Session for Local Party Officers

Venue Lancing 3, Holiday Inn

Training Provider

Paul Rustad, David Allworthy,
Dave Hodgson, Mike Simpson,
Dawn Davidson, Nigel Bliss,
Jonathan Davies, Campaigns Officer

Basic Voter ID

Venue Chestnut, Quality Hotel

Training Provider

Jon Aylwin & Ian Horner –
Campaigns Department

Intelligent Campaigning – keeping a watch on opposing candidates

Venue Glyndebourne 1, Holiday Inn

Training Provider

Jonathan Wallace – Political
Communications Unit

Writing your Selection Literature

Venue Lancing 1, Holiday Inn

Training Provider

Jo Swinson – GBTF
(Women Only)

How we Won in Dunfermline

Venue Beech, Quality Hotel

Training Provider

Paul Rainger – Campaigns
Department

Dealing with Negative Campaigning

Venue Chestnut, Quality Hotel

Training Provider

Dave McCobb & Ian Horner –
Campaigns Department

09.15-12.30

Polling Day Organisation – how to maximise your resources to get the best results – Including EARS

Venue Ash, Quality Hotel
Training Provider
Duncan Borrowman & Ruth Milburn
– Campaigns Department

09.15-10.45

Beating the BNP

Some of the most effective techniques to combat the BNP

Venue Ashdown 1, Holiday Inn

Training Provider

Mark Alcock & David Roberts-Jones
– ALDC

Preparing for Negative Attacks

Looking at ways in which you can identify potential negative attacks and counter them before they happen

Venue Ashdown 2, Holiday Inn

Training Provider
John Bridges – ALDC

09.15-10.45 continued

Local Party Checklist

Venue Lancing 3, Holiday Inn

Training Provider

Dave Hodgson & Belinda Eyre-Brook
– Membership Department

Direct Mail – Basic Concept of the Pool & Mosaic

Venue Beech, Quality Hotel

Training Provider

Mark Pack & Paul Rainger –
Campaigns Department

11.00-12.30

Creating a Relationship with the Voters Session 3 – Making the best use of surveys

How you can use surveys to develop and improve your relationship with the voters

Venue Ashdown 1, Holiday Inn

Training Provider

Charles Glover – ALDC

Leadership Skills for Women

Venue Lancing 1, Holiday Inn

Training Provider

Candy Piercy – GBTF
(Women Only)

Shared Experience Seminar – Desk-Top Publishing for Candidates

Venue Lancing 2, Holiday Inn

Training Provider

Martin Turner – PCA & Parliamentary Candidates' Office
(Approved Candidates Only)

Dealing with Negative Campaigning

How to identify the effect negative campaigning is having on our support and what you can do

Venue Ashdown 2, Holiday Inn

Training Provider

Mark Alcock – ALDC

VIP Visits

Venue Glyndebourne 1, Holiday Inn

Training Provider

Chris Leaman – Agents Association

11.00-12.30 continued

The Selection Interview

Venue Lancing 1, Holiday Inn

Training Provider

Sal Brinton – GBTF
(Women Only)

Increasing your Membership by 10% – The North West Project

Venue Lancing 3, Holiday Inn

Training Provider

Jean Crossland & Dave Hodgson –
Membership Department

11.00-12.30 continued

Single Issue Campaigning – Identifying Local Issues and Doing Something About Them

Venue Chestnut, Quality Hotel

Training Provider

Richard Pinnock & Charles Dundas –
Campaigns Department

14.00-15.00

Drop-in Surgery – The New Extranet

All your questions answered about the extranet and Comms Unit briefings

Venue Lib Dems Online Stand

Training Provider

George Crozier and Jake Holland,
Political Communications Unit

14.30-15.45

Canvass Data Analysis

Ways you can analyse your data to tell you what is happening

Venue Ashdown 1, Holiday Inn

Training Provider

John Bridges & Tim Pickstone –
ALDC

Council Groups Working with Local Lib Dem MPs

How Lib Dem groups can increase their standing by working effectively with the local MP

Venue Ashdown 2, Holiday Inn

Training Provider

Mike Ward, Nick Stanton,
Andrew Stunell MP – ALDC

Shared Experience Seminar – the DWP portfolio

Venue Lancing 2, Holiday Inn

Training Provider

David Laws MP – PCA &
Parliamentary Candidates' Office
(Approved Candidates Only)

As MPs may be asked to speak to conference at short notice, this time is subject to change. Any postponement will be posted on the training room door.

Direct Mail – an Introduction

Venue Beech, Quality Hotel

Training Provider

Mark Pack & Dave McCobb –
Campaigns Department

Speaking in Schools & Colleges

With invitations to speak in schools & colleges on the increase how can we use this opportunity to tap into youth activism that is increasingly being directed outside main stream party door politics?

Venue Glyndebourne 1, Holiday Inn

Training Provider

Chris Gurney & Simon Drage – LDYS

Casework Manager – the ultimate tool to manage your casework

Venue Glyndebourne 2, Holiday Inn

Training Provider

EARS

14.30-15.45 continued

What to Expect from an Assessment Day

Venue Lancing 1, Holiday Inn

Training Provider

Stephen Fenton – GBTF

(Women Only)

Drop-in Session – advice & information for current and aspiring candidates

Venue Lancing 2, Holiday Inn

Training Provider

Tamsin Hewett & Eliane Patton – Parliamentary Candidates' Office

14.30-15.45 continued

Advanced Direct Mail

Venue Beech, Quality Hotel

Training Provider

Mark Pack & Stuart Bray – Campaigns Department

Lessons from Bromley

Venue Chestnut, Quality Hotel

Training Provider

Shaun Roberts – Campaigns Department

16.00-17.30

Building your campaign team

Understand the different roles that people can play in a campaign team and how to fit your team together

Venue Ashdown 1, Holiday Inn

Training Provider

Derek Barrie – ALDC

16.00-17.30 continued

Brilliant Photos for your Leaflets

Venue Lancing 1, Holiday Inn

Training Provider

Candy Piercy – GBTF

(Women Only)

Treasurers Q&A with Electoral Commission

Venue Lancing 3, Holiday Inn

Training Provider

David Allworthy & Nigel Bliss – Membership Department

How to be a Local Party Officer

Venue Lancing 3, Holiday Inn

Training Provider

Sal Brinton & Dave Hodgson –
Membership Department

Advanced Election Law

Venue Ash, Quality Hotel

Training Provider

Hilary Stephenson & Neil Trafford –
Campaigns Department

If You Don't Do This – You Won't Win!

Looking at effective ways you can
make the best use of the postal
vote

Venue Ashdown 2, Holiday Inn

Training Provider

Mark Alcock – ALDC

Good Campaigning Websites

Venue Glyndebourne 1, Holiday Inn

Training Provider

Tim Prater & Colin Ross – Agents
Association

Advanced Voter ID

Venue Ash, Quality Hotel

Training Provider

Ed Maxfield & Tim Kent – Campaigns
Department



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