

*Learn new skills and catch up
with the latest best practice*



2009 Bournemouth Conference Training Guide



Campaigning services from the party

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

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

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

Welcome & Introduction by Hilary Stephenson, Director of Campaigns and Elections

The pace of politics is mounting day by day as we approach the General Election – and the opportunities for the Liberal Democrats are massive.

We have strong messages that people want to hear and wherever we are out there talking to voters the response is strong and positive. It's up to all of us now to make sure that we have the skills and the person power on the ground to take full advantage.

The courses on offer at this conference will cover the full range of election essentials for both parliamentary and local elections as well as covering councillor skills, membership, fundraising and finance among many other items.

This year as a new departure we have also built in a number of Question and Answer Sessions which will allow you to draw on the best advice for your own campaigning issues.

The Liberal Democrats' conference training programme remains without equal for its range and quantity and once again more than 250 hours of courses will be provided by accredited trainers who have first hand experience of campaigning and party building. Every member is welcome to come along and participate.

A reminder that training courses are not listed in the main Conference Directory, so please ensure you have this booklet with you in Bournemouth. There is an alphabetical index by subject in the booklet to help you find what you need and also to see if courses are being run more than once during the week.

Enjoy the training opportunities in Bournemouth. Remember, if you would like specific courses to be run again in your region so that more people can benefit please do ask your Regional Team to see if they can arrange this.

I look forward to your comments on our 2009 programme and your ideas for 2010.



Hilary Stephenson

Alphabetical list of training

- Action weekends (Invitation only) – 11am Friday
- Agenting – an introduction – 4pm Sunday
- Agent's role in a key seat (Invitation only) – 2.30pm Friday
- Approval process explained – 4pm Tuesday
- Assessment skills update (Invitation only) – 4pm Sunday
- Best Practice – compliance briefing & update – 4pm Monday
- Best Practice – MPs' literature & new ideas – 4pm Tuesday
- Best Practice – using Parliament effectively – 2.30pm Monday
- BNP – campaigning against the BNP – 2.30pm Tuesday
- Campaign Essentials – How and why to create FOCUS – 9.15am Sunday
- Campaign Essentials – Canvassing techniques – 11am Monday
- Campaign Essentials – Developing your campaign plan – 9.15am Monday
- Campaign Essentials – Polling day – 11am Sunday
- Campaign Essentials – Postal votes & direct mail – 9.15am Tuesday
- Campaign Essentials – Using EARS & data collection techniques – 11am Tuesday
- Candidates – Answering questions effectively – 11am Monday
- Candidates – Confidence on the doorstep (Women only) – 11am Sunday
- Candidates – Could you be a Parliamentary candidate (Women only) – 4pm Saturday
- Candidates – Practical prioritisation for PPCs – 2.30pm Sunday
- Candidates – your personal brand and how to use it – 11am Sunday
- Capacity & team building – 9.15am Saturday
- Capacity building – finding & building your constituency team – 9.15am Sunday
- Councillor programme – Councils, climate change & carbon reduction – 9.15am Sunday
- Councillor programme – Doing more with less – 4pm Monday
- Councillor programme – Health scrutiny – 11am Sunday
- Councillor programme – Helping citizens through the recession – 2.30pm Monday
- Councillor programme – Managing a coalition – 11am Monday
- Councillor programme – Promoting & developing culture & leisure – 4pm Sunday
- Councillor programme – The Member Development Charter – 9.15am Monday
- Councillor programme – Working with council officers – 2.30pm Sunday
- Development plan design – 2.30pm Monday
- Diary – a candidate's election diary (Invitation only) – 11am Friday
- Diary – a candidate's election diary (All welcome) – 11am Sunday
- Direct mail – how to write better letters – 2.30pm Saturday & 2.30pm Monday
- Diversity – making sure your campaign reaches disabled people – 2.30pm Saturday

Fundraising – identifying more donors – 4pm Saturday & 2.30pm Monday
Fundraising – Money, money, money – 9.15am Monday
Fundraising – Money, money, money – 2.30pm Tuesday
Fundraising – securing the resources for success – 11am Monday
Garden poster campaign (Invitation only) – 2.30pm Friday
Garden poster campaign (All welcome) – 2.30pm Saturday
General Election – fighting in a non target seat – 11am Tuesday
General Election – Secrets of a winning campaign – 9.15am Tuesday
General Election – Surviving the campaign – 9.15am Monday
General Election – Winning at the count – 11am Tuesday
General Election – Planning & preparing your campaign (Invitation only) – 2.30pm Sunday
General Election – what will the campaign look like – 9.15am Saturday
Greens – campaigning for the Green vote – 4pm Sunday & 4pm Tuesday
Influencing skills for women (Women only) – 2.30pm Tuesday
Infrastructure building – The Big Build (Invitation only) – 11am Friday
Infrastructure building – The Big Build (All welcome) – 9.15am Saturday & 9.15am Monday

Dress for success (Women only) – 4pm Tuesday
EARS – Hands, the improved membership module – 2.30pm Monday
EARS – using EARS & eCanvass – 9.15am Saturday & 11am Sunday
EARS – Casework Manager – the ultimate tool to manage your casework – 4pm Tuesday
E-campaigning – 5 things every key seat must do (Invitation only) – 4pm Sunday
E-campaigning – campaigning with email & writing for the web – 2.30pm Sunday
E-campaigning – Getting up to speed – 4pm Monday
E-campaigning – Q&A on social networking/texting etc – 11am Tuesday
Election Law (Basic) – 9.15am Saturday
Election Law (Advanced) – 11am Sunday
Faith – reaching the faith vote – 2.30pm Saturday
Finance – getting your accounts right – 4pm Saturday
Finance – Treasurers' Q&A – 4pm Monday
Freshers' Fayre – how to run a successful one – 2.30pm Tuesday
Fundraising – asking for bigger gifts – 9.15am Sunday & 9.15am Tuesday
Fundraising – expanding your potential – 9.15am Sunday
Fundraising – how to find the money to win (Invitation only) – 2.30pm Tuesday

Alphabetical list of training Cont.

- Joint election campaigning** – 9.15am Saturday
- Leadership skills for women (Women only)** – 2.30pm Monday
- Leaflet production (Invitation only)** – 9.15am Friday
- Leaflets – getting the tone & language right** – 11am Sunday & 11am Tuesday
- Liberal Youth & local parties – stronger together** – 9.15am Monday
- Local Elections – Winning Big** – 2.30pm Saturday
- Local Elections – winning in the locals in a non target General Election campaign** – 2.30pm Saturday
- Management skills – Dealing with difficult people** – 4pm Monday
- Managing your candidate** – 4pm Tuesday
- Media – basics for candidates** – 4pm Saturday
- Media – building your local profile through the media (Women only)** – 9.15am Tuesday
- Media – top tips for interviews** – 4pm Sunday
- Media – TV interview skills (Invitation only)** – 9.15am Saturday
- Membership – communicating with your members & supporters** – 2.30pm Sunday
- Membership – Diversifying your local party membership** – 4pm Saturday
- Membership – online data Q&A** – 9.15am Tuesday
- Membership – understanding your members & building your local party** – 11am Monday
- Membership recruitment** – 11am Saturday
- Messages – bring them to life (Invitation only)** – 4pm Friday
- Messages – bringing them to life (All welcome)** – 11am Saturday
- Networking – working the room to your advantage** – 9.15am Sunday
- Phone banks (Invitation only)** – 9.15am Friday
- Phone banks (All welcome)** – 9.15am Saturday & 11am Monday
- Postal vote campaigns & 2 polling days (Invitation only)** – 2.30pm Friday
- Postal vote campaigns & 2 polling days (All welcome)** – 11am Saturday & 2.30pm Monday
- Project management (Invitation only)** – 11am Friday
- Project management (All welcome)** – 9.15am Tuesday
- Public speaking (Women only)** – 9.15am Saturday
- Public speaking – I'm a public speaker get me out of here** – 9.15am Monday
- Public speaking – how to make the best use of your voice** – 4pm Monday
- Public Speaking – speaking at Conference (Women only)** – 11am Saturday
- Q&A for agents & campaign managers (Invitation only)** – 2.30pm Friday

Q&A for agents & campaign managers (All welcome) – 4pm Saturday & 9.15am Monday

Q&A for rural seats (Invitation only) – 9.15am Friday

Q&A for rural seats (All welcome) – 11am Monday

Q&A for suburban seats (Invitation only) – 4pm Saturday

Q&A for suburban seats (All welcome) – 2.30pm Tuesday

Q&A for urban seats (Invitation only) – 2.30pm Saturday

Q&A for urban seats (All welcome) – 11am Monday

Q&A – getting young people involved in politics – 9.15am Tuesday

Q&A on beating Labour – 4pm Monday

Q&A on beating the Tories – 11am Monday

Selection – planning & winning your campaign (Women only) – 11am Tuesday

Skills & Ideas – be a councillor (Invitation only) – 9.15am Tuesday

Skills & Ideas – councillors communicating with the internet – 2.30pm Sunday

Skills & Ideas – finding candidates – 4pm Monday & 2.30pm Tuesday

Skills & Ideas – holding your council seat – 2.30pm Monday

Skills & Ideas – Lib Dem group researcher training (Invitation only) – 4pm Tuesday

Skills & Ideas – London Leaders' meeting (Invitation only) – 4pm Tuesday

Skills & Ideas – making the most of the MyCouncillor website – 2.30pm Tuesday
Skills & Ideas – skills & development for women councillors – 4pm Sunday

Stress management – 2.30pm Saturday

Students – winning their votes (Invitation only) – 4pm Monday

Students – winning their votes (All welcome) – 4pm Tuesday

Tactical voting (Invitation only) – 9.15am Friday

Tactical voting (All welcome) – 11am Saturday

Time & stress management for agents – 2.30pm Saturday

VIP visits – a fresh approach (Invitation only) – 4pm Friday

Volunteers – recruiting, engaging & skill building – 11am Saturday & 9.15am Monday

Voter ID data management (Invitation only) – 4pm Friday

Voter ID data management (All welcome) – 9.15am Saturday & 9.15am Monday

Votes at 16 – 2.30pm Sunday

Winning in the last 72 hours (Invitation only) – 2.30pm Sunday

Winning in the last 72 hours (All welcome) – 11am Tuesday

SECURITY NOTICE

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

For training held in the BIC you will be required to show a VALID CONFERENCE BADGE.

For training at other venues you will be required to show either a VALID CONFERENCE BADGE or a CURRENT PARTY MEMBERSHIP CARD to gain entry.

09.15 – 10.45

Setting up a mini phone bank

Venue: Meyrick Room, BIC

Training Provider

David Robinson & Tim Kent
(Campaigns Department)
(Key Seat Invitation Only)

Tabloids, magazines & coloured leaflets

Differences in purpose, when and how to use them

Venue: Durley Room, BIC

Training Provider

Shaun Roberts & Dave McCobb
(Campaigns Department)
(Key Seat Invitation Only)

11.00 – 12.30

Organising action weekends

How to create a buzz round your action weekends

Venue: Meyrick Room, BIC

Training Provider

Victoria Marsom (Campaigns Department), Dave Hodgson & Tom Morrison (Liverpool Wavertree)
(Key Seat Invitation Only)

Big Build – infrastructure

What you need to win

Venue: Durley Room, BIC

Training Provider

Andrew Reeves & Alan Muhammed
(Campaigns Department)
(Key Seat Invitation Only)

14.30 – 17.30

The role of a key seat agent

New legislation, budget, planning, team building & staying sane

Venue: Meyrick Room, BIC

Training Provider

Hilary Stephenson, Andrew Reeves, Judith Cole (Campaigns Department)
(Key Seat Invitation Only)

Friday 18 September

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

Thank you

The big squeeze

Getting the most from the tactical vote

Venue: Branksome Room, BIC

Training Provider

Dave Smithson & Richard Pinnock
(Campaigns Department)
(Key Seat Invitation Only)

Q&A for rural seats

Venue: Westbourne Room, BIC

Training Provider

Hilary Stephenson & Jon Aylwin
(Campaigns Department)
(Key Seat Invitation Only)

Project Management

Venue: Branksome Room, BIC

Training Provider

Austin Rathe & Dave Smithson
(Campaigns Department)
(Key Seat Invitation Only)

Candidates' election diary

How to make the best use of your candidate in the election

Venue: Westbourne Room, BIC

Training Provider

Judith Cole (Campaigns Department)
and Willie Rennie MP
(Key Seat Invitation Only)

14.30 – 15.45

If you don't do this you won't win

Postal vote campaigns & two polling days

Venue: Durlley Room, BIC

Training Provider

Tim Kent & Austin Rathe (Campaigns Department) & Hamish McCallum (St Austell & Newquay)
(Key Seat Invitation Only)

16.00 – 17.30

Bringing your messages to life

Using your candidate to demonstrate your message

Venue: Durlley Room, BIC

Training Provider

Chris Leaman & Shaun Roberts (Campaigns Department)
(Key Seat Invitation Only)

Q&A for agents and campaign managers

Venue: Branksome Room, BIC

Training Provider

Victoria Marsom (Campaigns Department)
(Key Seat Invitation Only)

If you don't do this you still won't win

The importance of a high visibility campaign through a good garden poster campaign

Venue: Westbourne Room, BIC

Training Provider

Ian Horner (Campaigns Department) & Simon Kelman (Somerton & Frome)
(Key Seat Invitation Only)

A fresh approach to VIP visits

Venue: Branksome Room, BIC

Training Provider

Rhiannon Wadeson (Campaigns Department) & Anna Brown (Leader's Office)
(Key Seat Invitation Only)

Getting your data and what to do with it once you've got it

Venue: Westbourne Room, BIC

Training Provider

Simon Werner (Campaigns Department) and Andrew Stunell MP
(Key Seat Invitation Only)

09.15 – 12.30

Capacity & Team Building

Increasing your capacity and team to deliver your campaign

Venue: Sherborne Room, Marriott Hotel

Training Provider

Jeanette Sunderland & Neil Fawcett (ALDC)

09.15 – 10.45

Basic Election Law

Venue: Gallery Suite, Premier Inn

Training Provider

Libby Calton & Andrew Garner (Agents & Organisers Association)

Public Speaking

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy & Sal Brinton (Campaign for Gender Balance) (Women only)

09.15 – 10.45 continued

Getting your data and what to do with it when you've got it

Venue: Connaught Two, Connaught Hotel

Training Provider

Simon Werner & Tim Pollard (Campaigns Department)

Setting up mini phone banks

Venue: Priory One, Connaught Hotel

Training Provider

David Robinson & Tim Kent (Campaigns Department)

11.00 – 12.30

Recruiting more members

Venue: Gallery Suite, Premier Inn

Training Provider

David Nikel & TBC (Membership Department)

Speaking at conference (with WLD)

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy & Sal Brinton (Campaign for Gender Balance) (Women only)

Look for the bird

Winning in the local and the General Election using integrated campaigning

Venue: Shaftesbury Room, Marriott Hotel

Training Provider

Andrew Stunell MP (ALDC) & Hilary Stephenson (Campaigns Department)

TV interview skills

Venue: Connect 1, Premier Inn

Training Provider

David Walter (Parliamentary Candidates' Office)
(Invitation only)
(contact candidates@libdems.org.uk)

Using EARS and eCanvass to enhance your campaigning

Venue: Syndicate 5, Premier Inn

Training Provider

EARS

The Big Build

Infrastructure building

Venue: Connaught One, Connaught Hotel

Training Provider

Andrew Reeves & Alan Muhammed (Campaigns Department)

What a General Election campaign will look like

Venue: Franklyn Room, Connaught Hotel

Training Provider

Stuart Bray & Michael Wilson (Campaigns Department)

Recruiting, engaging & skill building with your volunteer team & through the internet – learning from Obama

Venue: Connaught One, Connaught Hotel

Training Provider

Jon Aylwin & Will Howells (Campaigns Department)

Saturday 19 September

11.00 – 12.30 continued

If you don't do this you won't win

Postal vote campaigns & two polling days

Venue: Connaught Two, Connaught Hotel

Training Provider

Tim Kent & Austin Rathe (Campaigns Department) & Hamish McCallum (St Austell & Newquay)

The big squeeze

Getting the most from the tactical vote

Venue: Priory One, Connaught Hotel

Training Provider

Dave Smithson & Richard Pinnock (Campaigns Department)

14.30 – 17.30

Bucking the trend

Winning in the locals in a non target General Election campaign

Venue: Sherborne Room, Marriott Hotel

Training Provider

Anders Hanson (ALDC) & Austin Rathe (Campaigns Department)

14.30 – 15.45

Managing time and stress as an agent

Venue: Gallery Suite, Premier Inn

Training Provider

Season Prater (Agents & Organisers Association)

Whose votes are you missing?

Making sure your campaign reaches disabled people

Venue: Connect 1, Premier Inn

Training Provider

Abigail Lock (Scope), Issan Ghazni (National Diversity Adviser) & Judith Cole (Campaigns Department)

14.30 – 15.45 continued

If you don't do this you still won't win

The importance of a high visibility campaign through a good garden poster campaign

Venue: Connaught Two, Connaught Hotel

Training Provider

Ian Horner (Campaigns Department) & Simon Kelman (Somerton & Frome)

Bringing your messages to life

Using your candidate to demonstrate your message

Venue: Franklyn Room, Connaught Hotel

Training Provider

Chris Leaman & Shaun Roberts
(Campaigns Department)

Winning big

What is needed for a large group who have been in charge for a long time and how to continue winning and what you need to do

Venue: Shaftesbury Room, Marriott Hotel

Training Provider

Andrew Stunell MP (ALDC)

Stress management

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy (Campaign for Gender Balance)
(All welcome)

Reaching the faith vote

Venue: Syndicate 5, Premier Inn

Training Provider

Kate Heywood (LDCF & EMLD)

Q&A for urban seats

Venue: Priory One, Connaught Hotel

Training Provider

Chris Leaman & Charles Dundas
(Campaigns Department)
(Key Seat Invitation Only)

How to write better letters

Venue: Franklyn Room, Connaught Hotel

Training Provider

Dave McCobb & Rhiannon Wadeson
(Campaigns Department)

16.00 – 17.30

Getting your accounts right

Venue: Gallery Suite, Premier Inn

Training Provider

Nigel Bliss (Director of Finance) & David Allworthy (Head of Compliance & Constitutional Support)

16.00 – 17.30 continued

Diversifying the membership of your local party

Venue: Syndicate 5, Premier Inn

Training Provider

Issan Ghazni (National Diversity Adviser)

16.00 – 17.30 continued

Q&A for agents and campaign managers

Venue: Franklyn Room, Connaught Hotel

Training Provider

Stuart Bray (Campaigns Department)

Getting your message out there – media basics for Candidates

Venue: Connect 1, Premier Inn

Training Provider

Jon Neal (Parliamentary Candidates' Office)

Could you be a Parliamentary candidate?

Venue: Connect 2, Premier Inn

Training Provider

Rosalyn Gordon & Vicky Booth
(Campaign for Gender Balance)
(Women only)

Identifying more donors

An essential for anyone with political ambitions but a shortage of funds

Venue: Connaught Two, Connaught Hotel

Training Provider

Martin Hayman (Scottish Lib Dems Chief Executive) & Ibrahim Taguri (Fundraising Officer)

Q&A for suburban seats

Venue: Priory One, Connaught Hotel

Training Provider

Shaun Roberts & Michael Wilson
(Campaigns Department)
(Key Seat Invitation Only)

Sunday 20 September

09.15 – 10.45

Why and how to create a Focus

Venue: Bay View Room, Royal Bath Hotel

Training Provider

Mark Alcock & Ben Rowlands (ALDC)

Councils, climate change and carbon reduction

How this will affect your council

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Howard Sykes (ALDC and IDEa)

09.15 – 10.45 continued

Finding & building your constituency team

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy & Jon Neal
(Campaign for Gender Balance)
(All welcome)

Asking for bigger gifts

Packed with practical tips to give you the confidence to ask for more – and get the answers you want

Venue: Connaught One, Connaught Hotel

Training Provider

Martin Hayman (Scottish Lib Dems Chief Executive) & Ibrahim Taguri (Fundraising Officer)

11.00 – 12.30

Polling day

All you need to know to run a successful polling day

Venue: Bay View Room, Royal Bath Hotel

Training Provider

Anders Hanson & Roger Symonds (ALDC)

Health scrutiny

Scrutinising how your health providers are delivering in your area

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Tim Gilling (Centre for Public Scrutiny) (ALDC and IDEa)

11.00 – 12.30 continued

Confidence on the doorstep!

Dealing with local members and the public face to face

Venue: Connect 2, Premier Inn

Training Provider

Tessa Munt (Campaign for Gender Balance)
(Women only)

Using EARS and eCnavss to enhance your campaigning

Venue: Syndicate 5, Premier Inn

Training Provider

EARS

Expanding your fundraising potential

Venue: Gallery Suite, Premier Inn

Training Provider

Season Prater & David Nikel
(Membership Department)

Working the room – how to use networking to your advantage

Venue: Connect 1, Premier Inn

Training Provider

Jeremy Browne MP (Parliamentary Candidates' Office)

As MPs may be asked to speak at conference at short notice, these times are subject to change. Any postponement will be posted on the door of the training room.

Advanced election law

Venue: Gallery Suite, Premier Inn

Training Provider

Chris Keating & Simon Drage
(Agents & Organisers Association)

Your personal brand – how to create it and how to use it

Venue: Connect 1, Premier Inn

Training Provider

Simon Bucknall (Parliamentary Candidates' Office)

Getting the tone & language right in your leaflets

Venue: Connaught One, Connaught Hotel

Training Provider

Shaun Roberts & Dave McCobb
(Campaigns Department)

Candidates' election diary

Venue: Connaught Two, Connaught Hotel

Training Provider

Judith Cole & Chris Leaman
(Campaigns Department)

Sunday 20 September

14.30 – 17.30

Planning & preparing your General Election campaign

Venue: Franklyn Room, Connaught Hotel

Training Provider

Judith Cole, Andrew Reeves, Dave Smithson (Campaigns Department)
(Key Seat Invitation Only)

14.30 – 15.45

Councillors communicating with the Internet

Websites, blogs, Facebook, Twitter etc
Venue: Bay View Room, Royal Bath Hotel

Training Provider

Mary Ried & Tim Pickstone (ALDC)

Members and Officers

Working with officers and knowing the parameters

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Gerald Vernon Jackson (ALDC & IDeA)

14.30 – 15.45 continued

Votes at 16

Venue: Syndicate 5, Premier Inn

Training Provider

Liberal Youth

Campaigning with email and writing for the web

Venue: Connaught One, Connaught Hotel

Training Provider

Will Howells & Michael Wilson
(Campaigns Department)

16.00 – 17.30

Culture & Leisure

Promoting and developing your councils offer

Venue: Bay View Room, Royal Bath Hotel

Training Provider

Gerald Vernon Jackson (ALDC & IDeA)

Women councillors

Skills and development for women councillors

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Claire Hudson (ALDC)

Communications with members and supporters

Venue: Gallery Suite, Premier Inn

Training Provider

David Nikel & TBC
(Membership Department)

Practical Prioritisation for PPCs

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy & Rosalyn Gordon
(Campaign for Gender Balance)
(All welcome)

Winning in the last 72 hours

Venue: Connaught Two, Connaught Hotel

Training Provider

Richard Pinnock & Tim Pollard
(Campaigns Department)
(Key Seat Invitation Only)

Introduction to agenting

Venue: Gallery Suite, Premier Inn

Training Provider

Libby Calton & Mike Dixon
(Agents & Organisers Association)

Sharpen your assessment skills

Sharing best practice workshop for candidate assessors

Venue: Connect 1, Premier Inn

Training Provider

Parliamentary Candidates' Office
(Invitation only)
(contact candidates@libdems.org.uk)

16.00 – 17.30 continued

Top tips for media interviews

Venue: Connect 2, Premier Inn

Training Provider

Jon Neal (Campaign for Gender Balance)

(All welcome)

5 e-campaigning things every key seat must do

For those who feel left behind by technology

Venue: Connaught One, Connaught Hotel

Training Provider

Will Howells & Michael Wilson
(Campaigns Department)
(Key Seat Invitation Only)

Campaigning against the Greens

Venue: Connaught Two, Connaught
Hotel

Training Provider

Tim Pollard & Ian Horner
(Campaigns Department)

Monday 21 September

09.15 – 10.45

Campaign Planning

Developing & using your campaign plan

Venue: Gladstone Suite, Royal Bath Hotel

Training Provider

Mark Alcock (ALDC)

The Member Development Charter

Developing elected members to achieve the groups and the councils objectives

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Chas Leslie (IDeA Leadership Academy) & (ALDC)

09.15 – 10.45 continued

Surviving a General Election campaign

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy (Campaign for Gender Balance)
(All welcome)

Local parties & Liberal Youth – Stronger together

Venue: Syndicate 5, Premier Inn

Training Provider

Liberal Youth

09.15 – 10.45 continued

Recruiting, engaging & skill building with your volunteer team & through the internet – learning from Obama

Venue: Connaught Two, Connaught Hotel

Training Provider

Jon Aylwin & Will Howells
(Campaigns Department)

Q&A for agents and campaign managers

Venue: Priory One, Connaught Hotel

Training Provider

Stuart Bray (Campaigns Department)

11.00 – 12.30

Managing a coalition

Looking at how you can work together and avoiding the pitfalls of being in a coalition

Venue: Gladstone Suite, Royal Bath Hotel

Training Provider

Gerald Vernon Jackson (ALDC & IDeA)

How to canvass

Canvassing techniques to get you the information you need to win

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

John Bridges & Roger Symonds (ALDC)

Money, money, money

Venue: Gallery Suite, Premier Inn

Training Provider

Chris Keating & Dan Purchase
(Agents & Organisers Association)

I'm a public speaker – get me out of here!

Venue: Connect 1, Premier Inn

Training Provider

Lembit Opik MP (Parliamentary
Candidates' Office)

As MPs may be asked to speak at conference at short notice, these times are subject to change. Any postponement will be posted on the door of the training room.

Getting your data and what to do with it when you've got it

Venue: Connaught One, Connaught
Hotel

Training Provider

Simon Werner & Tim Pollard
(Campaigns Department)

The Big Build

Infrastructure building

Venue: Franklyn Room, Connaught
Hotel

Training Provider

Andrew Reeves & Alan Muhammed
(Campaigns Department)

Understanding your membership & building your local party

Venue: Gallery Suite, Premier Inn

Training Provider

Chris Keating & David Nikel
(Membership Department)

If you don't ask you won't get

Securing the resources for success

Venue: Connect 1, Premier Inn

Training Provider

Jake Holland & Andrew Reeves
(Parliamentary Candidates' Office)

Monday 21 September

11.00 – 12.30 continued

Answering questions effectively

Venue: Connect 2, Premier Inn
Training Provider
Jo Swinson MP (Campaign for Gender Balance)
(All welcome)

Q&A for urban seats

Venue: Connaught One, Connaught Hotel
Training Provider
Chris Leaman & Charles Dundas (Campaigns Department) & Tom Morrison (Liverpool Wavertree)

11.00 – 12.30 continued

Q&A on beating the Tories

Venue: Franklyn Room, Connaught Hotel
Training Provider
Richard Pinnock & Michael Wilson (Campaigns Department)

14.30 – 15.45

Holding your council seat

Having worked hard to win your council seat, guidance to make sure you don't lose it
Venue: Gladstone Suite, Royal Bath Hotel
Training Provider
Tim Pickstone & Claire Hudson (ALDC)

14.30 – 15.45 continued

Leadership skills for women

Venue: Connect 2, Premier Inn
Training Provider
Candy Piercy & Miranda Roberts (Campaign for Gender Balance)
(Women only)

HANDS – the improved membership module

Venue: Syndicate 5, Premier Inn
Training Provider
EARS

Q&A for rural seats

Venue: Connaught Two, Connaught Hotel

Training Provider

Jon Aylwin & Judith Cole
(Campaigns Department)

Setting up mini phone banks

Venue: Priory One, Connaught Hotel

Training Provider

David Robinson & Tim Kent
(Campaigns Department)

Councils: Helping citizens through the recession – practical help now

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Howard Sykes (ALDC & IDeA)

Designing a winning development plan

To give volunteer agents the tools to identify strengths & weaknesses

Venue: Gallery Suite, Premier Inn

Training Provider

Simon Drage & Mike Dixon
(Agents & Organisers Association)

Using Parliament effectively

Venue: Connaught One, Connaught Hotel

Training Provider

Victoria Marsom & Jake Holland
(Best Practice Team)

If you don't do this you won't win

Postal vote campaigns & two polling days

Venue: Connaught Two, Connaught Hotel

Training Provider

Tim Kent & Austin Rathe (Campaigns Department) & Hamish McCallum
(St Austell & Newquay)

Monday 21 September

14.30 – 15.45 continued

Identifying more donors

An essential for anyone with political ambitions but a shortage of funds

Venue: Priory One, Connaught Hotel

Training Provider

Martin Hayman (Scottish Lib Dems Chief Executive) & Ibrahim Taguri (Fundraising Officer)

How to write better letters

Venue: Franklyn Room, Connaught Hotel

Training Provider

Dave McCobb & Rhiannon Wadeson (Campaigns Department)

16.00 – 17.30

Doing more with less

Getting ready for the funding cuts in the future

Venue: Gladstone Suite, Royal Bath Hotel

Training Provider

Howard Sykes (ALDC & IDEa)

Finding candidates

How to find diverse candidates

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Laura Willoughby (ALDC)

16.00 – 17.30 continued

Dealing with difficult people

Venue: Connect 2, Premier Inn

Training Provider

Miranda Roberts & Tamsin Hewett (Campaign for Gender Balance) (All welcome)

Getting up to speed on e-campaigning

Venue: Connaught One, Connaught Hotel

Training Provider

Will Howells & Alan Muhammed (Campaigns Department)

16.00 – 17.30 continued

Q&A on beating Labour

Venue: Franklyn Room, Connaught Hotel

Training Provider

Stuart Bray (Campaigns Department) & Paul Holmes MP

Treasurers' Q&A

Venue: Gallery Suite, Premier Inn

Training Provider

Electoral Commission & David Allworthy (Head of Compliance & Constitutional Support)

How to make the best use of your voice

Venue: Connect 1, Premier Inn

Training Provider

Brian Orrell (Parliamentary Candidates' Office)

Winning the student vote

Venue: Connaught Two, Connaught Hotel

Training Provider

Rhiannon Wadeson (Campaigns Department), Dave Radcliffe (Birmingham), Mark Gettleson (Southwark) & Liberal Youth (Key Seat Invitation Only)

Q&A compliance briefing

Including all the new rules

Venue: Priory One, Connaught Hotel

Training Provider

Victoria Marsom & Jake Holland (Best Practice Team)

09.15 – 12.30

Be a councillor

Training for trainers

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Steve Hitchins & Laura Willoughby
(ALDC & Leadership Centre)
(Invitation only)

09.15 – 10.45

Postal votes & direct mail

How to maximise your postal vote and direct mail

Venue: Gladstone Suite, Royal Bath Hotel

Training Provider

Anders Hanson & Neil Fawcett
(ALDC)

Membership data online Q&A

Venue: Gallery Suite, Premier Inn

Training Provider

David Nikel & Ernest Mitchell
(Membership Department)

09.15 – 10.45 continued

Asking for bigger gifts

Packed with practical tips to give you the confidence to ask for more – and get the answers you want

Venue: Connaught One, Connaught Hotel

Training Provider

Martin Hayman (Scottish Lib Dems Chief Executive) & Ibrahim Taguri (Fundraising Officer)

Project management

Venue: Connaught Two, Connaught Hotel

Training Provider

Austin Rathe & Dave Smithson
(Campaigns Department)

11.00 – 12.30

Using EARS and data collection techniques

Venue: Gladstone Suite, Royal Bath Hotel

Training Provider

John Bridges (ALDC)

Winning the count

Venue: Gallery Suite, Premier Inn

Training Provider

Tim Prater & Season Prater
(Agents & Organisers Association)

Secrets of a winning campaign

Venue: Connect 1, Premier Inn

Training Provider

Lynne Featherstone MP
(Parliamentary Candidates' Office)

As MPs may be asked to speak at conference at short notice, these times are subject to change. Any postponement will be posted on the door of the training room.

Building your local profile using the media

Venue: Connect 2, Premier Inn

Training Provider

Sarah Carr (Campaign for Gender Balance)
(Women only)

Q&A on getting young people involved in politics

Venue: Franklyn Room, Connaught Hotel

Training Provider

Jake Holland (Campaigns Department) & Liberal Youth

Fighting the General Election in a non target seat

Venue: Connect 1, Premier Inn

Training Provider

Tim Farron MP (Parliamentary Candidates' Office)

Planning and winning your selection campaign

Venue: Connect 2, Premier Inn

Training Provider

Martin Tod & Sarah Green
(Campaign for Gender Balance)
(Women only)

11.00 – 12.30 continued

Q&A on social networking/texting etc

Venue: Connaught One, Connaught Hotel

Training Provider

Will Howells & Jon Aylwin
(Campaigns Department)

Getting the tone & language right in your leaflets

Venue: Connaught Two, Connaught Hotel

Training Provider

Shaun Roberts & Dave McCobb
(Campaigns Department)

14.30 – 15.45

MyCouncillor

Making the most of your MyCouncillor website

Venue: Gladstone Suite, Royal Bath Hotel

Training Provider

Tim Pickstone (ALDC)

Finding candidates

How to find diverse candidates

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

Laura Willoughby (ALDC)

14.30 – 15.45 continued

Running a successful Freshers' Fayre

Venue: Syndicate 5, Premier Inn

Training Provider

Liberal Youth

Q&A for suburban seats

Venue: Connaught One, Connaught Hotel

Training Provider

Andrew Reeves & Michael Wilson
(Campaigns Department)

16.00 – 17.30

London Leaders' meeting

Venue: Gladstone Suite, Royal Bath Hotel

Training Provider

Laura Willoughby (London Council & ALDC)
(Invitation only)

Lib Dem researchers training

Venue: Mirabelle Suite, Royal Bath Hotel

Training Provider

ALDC
(Invitation only)

Winning in the last 72 hours

Venue: Franklyn Room, Connaught Hotel

Training Provider

Richard Pinnock & Tim Pollard
(Campaigns Department)

Money, money, money

Venue: Gallery Suite, Premier Inn

Training Provider

Season Prater & David Nikel
(Membership Department)

Influencing skills for women

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy (Campaign for Gender Balance)
(Women only)

Fundraising – how to find the money to win

Venue: Connaught Two, Connaught Hotel

Training Provider

Martin Hayman (Scottish Lib Dems Chief Executive) & Tim Kent
(Campaigns Department)
(Key Seat Invitation Only)

Campaigning against the BNP

Venue: Franklyn Room, Connaught Hotel

Training Provider

Dave Smithson & Stuart Bray
(Campaigns Department)

Managing your candidate

Venue: Gallery Suite, Premier Inn

Training Provider

Miranda Roberts & Chris Keating
(Agents & Organisers Association)

Yes you can (be a candidate)

The approval process explained

Venue: Connect 1, Premier Inn

Training Provider

Sal Jarvis, Tamsin Hewett & Maddy Prite (Parliamentary Candidates' Office)

16.00 – 17.30 continued

Dress for success

What to wear as a woman in politics

Venue: Connect 2, Premier Inn

Training Provider

Candy Piercy (Campaign for Gender Balance)
(Women only)

Casework Manager – the ultimate tool to manage your casework

Venue: Syndicate 5, Premier Inn

Training Provider

EARS

16.00 – 17.30 continued

Winning the student vote

Venue: Franklyn Room, Connaught Hotel

Training Provider

Rhiannon Wadeson (Campaigns Department), Dave Radcliffe (Birmingham), Mark Gettleson (Southwark) & Liberal Youth

MPs' literature & new ideas

Venue: Connaught One, Connaught Hotel

Training Provider

Victoria Marsom & Jake Holland
(Best Practice Team)

Campaigning against the Greens

Venue: Connaught Two, Connaught Hotel

Training Provider

Tim Pollard & Ian Horner
(Campaigns Department)

Notes

Notes

www.libdems.org.uk

Published by the Liberal Democrats
4 Cowley Street, London SW1P 3NB

Printed by Park Communications Limited

Make a powerful statement.

Whatever your environmental requirement, budget constraint or print application the revive range has the perfect paper for your needs.

NEW
revive[™]
pure

100% recycled, 100% commitment.
White and natural shades.

revive[™]
75

A powerful statement and near-virgin look.

revive[™]
50:50

A balance of ethics and quality.

NEW
revive[™]
25

A strong message for smaller budgets.

All products in the revive range are FSC accredited with the exception of revive pure natural.

ORDER SAMPLES NOW



Call your local Robert Horne Representative



email revive@roberthorne.co.uk



visit www.roberthorne.co.uk

revive[™]
go beyond



The mark of responsible forestry
Cert no. SGS-COC-000912
www.fsc.org
© 1996 Forest Stewardship Council



Robert Horne Group

printed on revive 50:50 white silk 130 g/m²
paper supplied by the Robert Horne Group

Park

» Park Communications provides fast, reliable, high quality printing exclusively for Liberal Democrats

- Project management
- Design
- Litho print production
- Digital print production
- Personalisation
- Fulfilment including sorting for Royal Mail
- Mailing
- Delivery

» To learn more, contact
Richard Fingland
T: 020 7055 6572
E: r.fingland@parkcom.co.uk



By buying products with the FSC label you are supporting the growth of responsible forest management worldwide



John Weeks
CarbonNeutral.com
CO₂ emissions reduced to net zero in accordance with The CarbonNeutral Protocol



Certificate EMS 92799



Certificate FS 92352