training programme

An extensive range of training courses is being provided at autumn conference in Liverpool.

Training courses will take place in the Jurys Inn and Hilton Liverpool Hotels.

Training courses are free and for *party members only*. An appropriate conference photo pass or party membership card must be shown for entry.



saturday 18th september, morning

09.15 - 12.30

Conciliator training (Invitation only – contact candidates@libdems.org.uk)

Competencies covered – Communication Skills, Representing People.

Tamsin Hewett (Candidates' Office) & Jenny Shorten (English Party)
Meeting Room 3, Hilton Hotel

All out in 2011

Election Planning Workshop for English Districts and Unitaries Neil Fawcett, Cllr Anders Hanson, Cllr Claire Hudson (ALDC), Shaun Roberts (Campaigns Department) Suite 9, Jury's Inn

09.15 - 10.45

So, you want to be an agent?

Introduction to being an election agent

Chris Keating & Chris Butler (Agents & Organisers Association)

Meeting Room 8, Hilton Hotel

Going head to head with Labour and winning (Brent Central & Norwich South)

Competencies covered – Values in Action, Strategic Thinking & Judgement Chris Leaman & Victoria Marsom (Campaigns Department) Suite 1, Jury's Inn

Local elections – defending your council

Stuart Bray & Jon Aylwin (Campaigns Department) & Mark Alcock (ALDC) Suite 6, Jury's Inn

Whole place, total place, area based working

Sharing budgets and services Cllr Howard Sykes (ALDC & IDeA) Suite 8, Jury's Inn

10.30 - 12.30

Speaking at conference (women only)

Competencies covered – Communication Skills Candy Piercy & Gilly Hollis (Campaign for Gender Balance & Women Liberal Democrats) Meeting Room 2, Hilton Hotel

11.00 - 12.30

Running a Freshers Fair

Liberal Youth show you how to make the best of their 2010 university packs

Jon Neal & Alex Royden (Liberal Youth)

Meeting Room 8, Hilton Hotel

Building for big swings over 5 years (Redcar & Ashfield)

Competencies covered – Values in Action, Strategic Thinking & Judgement Stuart Bray & Dave McCobb (Campaigns Department)

Suite 1, Jury's Inn

Winning online – the best of internet campaigning in 2010

Competencies covered – Communication Skills Will Howells & Rhiannon Wadeson (Campaigns Department) Suite 3/4/5, Jury's Inn

So you want to be an MP What you need to know now if you want to win in 2015 (Invitation only)

Competencies covered – Values in Action, Strategic Thinking & Judgement Jake Holland & Katy Riddle (Diversity Unit & Campaigns Department) Suite 6, Jury's Inn

Sharing officers, sharing services Cllr Kath Pinnock & Cllr Alan Connett

(ALDC & IDeA) Suite 8, Jury's Inn

training programme

saturday 18th september, afternoon

14.30 - 17.30

Building your future

Looking at your development plans, recruiting and involving new members and leadership skills

Competencies covered – Leadership, Representing People, Values in Action Victoria Marsom, Richard Pinnock, Jon Aylwin (Campaigns Department) Suite 1, Jury's Inn

14.30 - 15.45

Membership Data Online – Beginners' Tour

David Loxton & Rachel Williams (Membership Department) Meeting Room 1, Hilton Hotel

Managing your team effectively as a candidate (women only)

Competencies covered – Leadership, Representing People Gilly Hollis (Campaign for Gender Balance)

Meeting Room 2, Hilton Hotel

So you want to be an MP?

What you need to know now if you want to win in 2015 (All welcome)
Competencies covered – Values in Action, Strategic Thinking & Judgement
Jake Holland & Katy Riddle
(Candidates' Office & Campaigns Department)

Meeting Room 3, Hilton Hotel

Every seat needs a good organiser

Introduction to being a constituency organiser

Dan Purchese (Agents & Organisers Association)

Meeting Room 8, Hilton Hotel

Westmorland & Lonsdale – from marginal to big win

Competencies covered – Leadership, Values in Action Tim Farron MP & Paul Trollope (Organiser, Westmorland & Lonsdale) Suite 3/4/5, Jury's Inn

Lights, Camera, Action

Your video campaign Competencies covered – Communication Skills Jo Swinson MP & Will Howells (Campaigns Department) Suite 6, Jury's Inn

Local elections – making gains on your council

Dave McCobb & Tim Pollard (Campaigns Department) & Mark Alcock (ALDC) Suite 7, Jury's Inn

The Sutton Story

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Cllr Ruth Dombey (for ALDC & London Councils)
Suite 8, Jury's Inn

Be a councillor – Finding & recruiting good Lib Dem candidates

Steve Hitchins (ALDC) Suite 9, Jury's Inn

16.00 - 17.30

Accounting for the referendum campaign

Guidance for local party treasurers and other officers on accounting for the referendum campaign Electoral Commission & David Allworthy (Head of Compliance and Constitutional Support) Meeting Room 1, Hilton Hotel

Feedback session for women candidates (Women only)

Candy Piercy & Sal Brinton (Campaign for Gender Balance) Meeting Room 2, Hilton Hotel

Your personal brand – how to create it and how to use it (All welcome)

Competencies covered – Communication Skills, Leadership, Representing People Simon Bucknall (Candidates' Office) Meeting Room 3, Hilton Hotel

Basic introduction to EARS and eCanvass

Getting the most out of your campaign software EARS

Meeting Room 8, Hilton Hotel

Winning is a team game

Your core campaign team is your key to winning at all levels. How to find & keep them
Competencies covered –
Leadership, Values in Action
Dave McCobb & Hilary Stephenson
(Campaigns Department)
Suite 3/4/5, Jury's Inn

Winning & keeping the under 35s vote

Competencies covered – Representing People Katy Riddle & Dan Purchese (Campaigns Department) Suite 6, Jury's Inn

Cleaning out your EARS

Tim Pollard & Rhiannon Wadeson (Campaigns Department) Suite 7, Jury's Inn

Member/Officer relations

Cllr Gerald Vernon-Jackson (ALDC & IDeA)

Suite 8, Jury's Inn

Essential Campaign Skills 1: Targeting and the Plan

Choosing your target ward(s) and planning the campaign Cllr Kath Pinnock & Cllr Erica Kemp (ALDC)

Suite 9, Jury's Inn

training programme

sunday 19th september, morning

09.15 - 12.30

Why should someone vote for YOU?

Building your profile & local campaign – for campaigners & potential candidates in all elections Competencies covered – Communications Skills, Leadership, Values in Action Shaun Roberts, Stuart Bray, Austin Rathe (Campaigns Department) Suite 8, Jury's Inn

Welsh elections workshop 2011

Jon Aylwin & Dan Purchese (Campaigns Department) Suite 7, Jury's Inn

Winning in 2011 and preparing for 2012

Andrew Stunell MP & Hilary Stephenson (Campaigns Department for ALDC) Suite 3/4/5, Jury's Inn

09.15 - 10.45

Leadership skills for potential women candidates (women only)

Competencies covered – Leadership, Representing People Lee Chalmers (Campaign for Gender Balance)

Meeting Room 2, Hilton Hotel

Secrets of a successful selection (All welcome)

Competencies covered – Communication Skills, Resilience, Values in Action Stephen Gilbert MP & Naomi Smith (Candidates' Office)

Meeting Room 3, Hilton Hotel

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.

HandS

How to use the EARS standard database tools to manage helpers, members & supporters EARS

Meeting Room 8, Hilton Hotel

Working to win the fairer votes referendum in your area

Competencies covered – Values in Action, Strategic Thinking & Judgement Jake Holland & Rhiannon Wadeson (Campaigns Department) Suite 1, Jury's Inn

Making the most of local and regional media

Competencies covered – Communication Skills Chris Leaman & Dave Smithson (Campaigns Department) Suite 6, Jury's Inn

Essential Campaign Skills 2: Winning the Postal Vote

Cllr Anders Hanson & Cllr Kevin O'Connor (ALDC) Suite 9, Jury's Inn

11.00 - 12.30

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Membership Data Online - Workshop

Not the beginners' tour! Ernest Mitchell & Chris Ward (Membership Department) Meeting Room 1, Hilton Hotel

Preparing for your selection campaign (women only)

Competencies covered – Communications Skills, Resilience, Values in Action Candy Piercy (Campaign for Gender Balance)

Meeting Room 2, Hilton Hotel

Yes you can! (be a parliamentary candidate) (All welcome)

The approval process explained Introduction to all Competencies Tamsin Hewett & Maddy Pite (Candidates' Office) & Sal Jarvis (English Party)

Meeting Room 3, Hilton Hotel

Speaking in schools & colleges

Ever been invited to speak at your local college and not know quite how to go about it? Then this is for you. Competencies covered – Communications Skills, Representing People

Craig Woolmer (Liberal Youth)
Meeting Room 8, Hilton Hotel

Lights, Camera, Action

Your video campaign Competencies covered – Communication Skills Jo Swinson MP & Will Howells (Campaigns Department) Suite 1, Jury's Inn

Raising the money to win

Competencies covered – Values in Action Martin Hayman (Chief Executive,

Martin Hayman (Chief Executive, Scottish Liberal Democrats)
Suite 6, Jury's Inn

Essential Campaign Skills 3: Talking & listening to voters / Voter ID

Competencies covered – Representing People Cllr Charles Glover & Cllr Mark Alcock (ALDC) Suite 9, Jury's Inn

training programme

sunday 19th september, afternoon

14.30 - 15.45

Local Party Treasurers' Q&A

Guidance for local party treasurers on donation reporting and accounts Nigel Bliss (Director of Finance) & David Allworthy (Head of Compliance & Constitutional Support) Meeting Room 1, Hilton Hotel

Becoming an approved candidate Q&A (women only)

Introduction to all Competencies Jon Neal & Ros Gordon (Campaign for Gender Balance)

Meeting Room 2, Hilton Hotel

I'm an agent – get me out of here!

Managing stress and time as an agent or organiser
Competencies covered - Resilience
Miranda Roberts & Dan Purchese
(Agents & Organisers Association)
Meeting Room 8, Hilton Hotel

So you want to get active in your area – ideas for newly active members

Victoria Marsom & Austin Rathe (Campaigns Department)
Suite 1, Jury's Inn

Campaigning in coalition – key messages and approach

Competencies covered – Values in Action, Strategic Thinking & Judgement Shaun Roberts & Richard Pinnock (Campaigns Department) Suite 3/4/5, Jury's Inn

Winning online – the best of internet campaigning in 2010

Competencies covered – Communication Skills Will Howells & Rhiannon Wadeson (Campaigns Department) Suite 6, Jury's Inn

Providing an effective casework service

Competencies covered – Representing People Jake Holland (MPs' Best Practice Team) & Paul Trollope (Westmorland & Lonsdale) Suite 7, Jury's Inn

Learning for London – workshop on building a better London (London only)

ALDC & London Councils Suite 8, Jury's Inn

Council Group Researchers Network (invitation only)

Training & briefings for Lib Dem council group researchers & political assistants

ALDC

Suite 9, Jury's Inn

16.00 - 17.30

So you want to be an MP? (women only)

What you need to know now if you want to win in 2015
Competencies covered – Values in Action, Strategic Thinking & Judgement
Jake Holland & Katy Riddle
(Campaign for Gender Balance & Campaigns Department)
Meeting Room 1, Hilton Hotel

Building your profile using the media (All welcome)

Competencies covered – Communication Skills Jon Neal (Campaign for Gender Balance)

Meeting Room 2, Hilton Hotel

Picking your seat (All welcome)

How to see through the sales pitch and find the right constituency for you

Competencies covered – Strategic Thinking & Judgement Sal Brinton (Candidates' Office) Meeting Room 3, Hilton Hotel

Money, money, money!

Raising the funds to deliver your campaign plan
Competencies covered – Values in Action
Chris Keating & Ibrahim Taguri
(Agents & Organisers Association)

Meeting Room 8, Hilton Hotel

Going head to head with the Tories and winning (Eastbourne, Wells & Solihull)

Competencies covered – Values in Action, Strategic Thinking & Judgement

Dan Purchese, Austin Rathe, Richard Pinnock (Campaigns Department) Suite 1, Jury's Inn

Winning or losing – what made the difference

Competencies covered – Values in Action, Strategic Thinking & Judgement Shaun Roberts & Tim Pollard (Campaigns Department)

Suite 3/4/5, Jury's Inn

Engaging with opinion formers

Competencies covered – Communications Skills, Leadership Victoria Marsom (MPs' Best Practice Team)

Suite 6, Jury's Inn

Making the Web work for you

Competencies covered – Communication Skills Richard Allan, Lib Dem Peer who works for Facebook & Will Howells (Campaigns Department) Suite 7, Jury's Inn

Cabinet Member for your ward – being an effective ward councillor

Competencies covered – Representing People Cllr Erica Kemp (ALDC & IDeA) Suite 8, Jury's Inn

Essential Campaign Skills 4: The winning team

Competencies covered – Leadership, Values in Action Cllr Tim Pickstone & Cllr Claire Hudson (ALDC) Suite 9, Jury's Inn

training programme

monday 20th september, morning

09.15 - 12.30

Scottish Election Workshop 2011

Andrew Reeves, Richard Pinnock & Dan Purchese (Campaigns Department)

Suite 7, Jury's Inn

09.15 - 10.45

Growing your local party - Part

David Loxton & Rachel Williams (Membership Department) Meeting Room 1, Hilton Hotel

Dealing with difficult people

Competencies covered -Communication Skills, Leadership, Resilience

Miranda Roberts & Tamsin Hewett (Campaign for Gender Balance) Meeting Room 2, Hilton Hotel

If you don't ask you don't get (All welcome)

Securing the resources for success Competencies covered -Communication Skills, Leadership, Values in Action Martin Hayman (Chief Executive, Scottish Lib Dems) & Jake Holland (Campaigns Department) for the Candidates' Office Meeting Room 3, Hilton Hotel

Advanced EARS and EARS v9

EARS workshop and an overview of the next generation database

Meeting Room 8, Hilton Hotel

Going head to head with Labour and winning (Brent Central & **Norwich South)**

Competencies covered – Values in Action, Strategic Thinking & Judgement Chris Leaman & Victoria Marsom (Campaigns Department) Suite 1, Jury's Inn

Campaigning in coalition - key messages and approach

Competencies covered - Values in Action, Strategic Thinking & Judgement Shaun Roberts & Richard Pinnock (Campaigns Department) Suite 3/4/5, Jury's Inn

Budgeting in control

Cllr Howard Sykes & Cllr Gerald Vernon-Jackson (ALDC & IDeA) Suite 8, Jury's Inn

Essential Campaign Skills 5: Ecampaigning - using the internet and email to help you win locally

Competencies covered -Communication Skills Cllr Sara Bedford & Mary Reid (ALDC) Suite 9, Jury's Inn

11.00 - 12.30

Becoming an effective mentor (All welcome)

Using your skills & experience to encourage others Competencies covered -Communication Skills, Representing People

Candy Piercy & Sal Brinton (Campaign for Gender Balance) Meeting Room 1, Hilton Hotel

Working with conflict: recognise it, defuse it and use it (All welcome)

Competencies covered -Communications Skills, Leadership, Resilience

Miranda Roberts & Tamsin Hewett (Campaign for Gender Balance) Meeting Room 2, Hilton Hotel

How to make the best use of your voice (All welcome)

Competencies covered -Communication Skills Brian Orrell (Candidates' Office and **English Party**) Meeting Room 3, Hilton Hotel

Becoming a candidate

Targeted specifically towards younger candidates Overview of all Competencies Naomi Smith & Sarah Green (Liberal Youth)

Meeting Room 8, Hilton Hotel

Building for big swings over 5 years (Redcar & Ashfield)

Competencies covered - Values in Action, Strategic Thinking & Judgement Stuart Bray & Dave McCobb (Campaigns Department) Suite 1, Jury's Inn

Winning or losing - what made the difference

Competencies covered - Values in Action, Strategic Thinking & Judgement Shaun Roberts & Tim Pollard (Campaigns Department) Suite 3/4/5, Jury's Inn

So you want to get active in your area - ideas for newly active members

Victoria Marsom & Austin Rathe (Campaigns Department) Suite 6, Jury's Inn

Budgeting in opposition

Cllr Howard Sykes & Cllr Gerald Vernon-Jackson (ALDC & IDeA) Suite 8 Jury's Inn

Essential Campaign Skills 6: Focus (Why-what-how)

Cllr Jeanette Sunderland (ALDC) Suite 9, Jury's Inn

training programme

tuesday 18th september, morning

09.15 - 12.30

Why should someone vote for YOU?

Building your profile & local campaign – for campaigners & potential candidates in all elections Competencies covered – Communication Skills, Leadership, Values in Action Shaun Roberts, Stuart Bray, Austin Rathe (Campaigns Department) Suite 1, Jury's Inn

Building your future

Looking at your development plans, recruiting and involving new members and leadership skills Competencies covered – Leadership, Representing People, Values in Action Victoria Marsom, Richard Pinnock, Jon Aylwin (Campaigns Department) Suite 3/4/5, Jury's Inn

Next Generation Councillors Alumni (Invitation only)

More training & development for councillors who have been part of the Next Generation programme ALDC

Suite 9, Jury's Inn

09.15 - 10.45

Recruiting more members

Season Prater (Membership Department)

Meeting Room 1, Hilton Hotel

Yes you can be a candidate ... with kids

A session for candidates and local parties about successfully juggling politics and family ife Competencies covered - Resilience Emily Gasson & Dinti Batstone (Campaign for Gender Balance) Meeting Room 2, Hilton Hotel

Yes you can! (be a parliamentary candidate) (All welcome)

The approval process explained Introduction to all Competencies Tamsin Hewett & Maddy Pite (Candidates' Office) & Sal Jarvis (English Party)

Meeting Room 3, Hilton Hotel

Winning the student vote

Campaigns that work for students Competencies covered – Representing People Mark Mills & Simon Drage (Liberal Youth)

Meeting Room 8, Hilton Hotel

Raising the money to win

Competencies covered – Values in Action

Martin Hayman (Chief Executive, Scottish Liberal Democrats) Suite 6, Jury's Inn

Maximising impact – running a proactive diary

Jake Holland (MPs' Best Practice Team) & Paul Trollope (Westmorland & Lonsdale)

Suite 7, Jury's Inn

London Group Leaders (Invitation only)

Training & briefings for Lib Dem council group leaders in London ALDC & London Councils Suite 8, Jury's Inn

11.00 - 12.30

Thinking strategically about your political career

Competencies covered – Strategic Thinking & Judgement, Resilience Jo Swinson MP & Dinti Batstone (Campaign for Gender Balance) Meeting Room 2, Hilton Hotel

Basic election law

Andrew Garner & Season Prater (Agents & Organisers Association) Meeting Room 8, Hilton Hotel

Making the most of local and regional media

Competencies covered – Communications Skills Chris Leaman & Dave Smithson (Campaigns Department) Suite 6, Jury's Inn

Making the Web work for you

Competencies covered – Communication Skills Richard Allan, Lib Dem Peer who works for Facebook & Will Howells (Campaigns Department) Suite 7, Jury's Inn

MyCouncillor websites – drop in support and advice session

Cllr Tim Pickstone (ALDC) & Laura Willoughby (London Councils) Suite 8, Jury's Inn

training programme

tuesday 18th september, afternoon

14.30 - 15.45

Widening participation and promoting diversity in your local party

Competencies covered – Representing People Diversity Unit Meeting Room 2, Hilton Hotel

Help! Mobilising a volunteer workforce from the day you are selected till Polling Day (All welcome)

Competencies covered – Leadership, Representing People, Values in Action

Stephen Gilbert MP & Katy Riddle (Campaigns Department) for the Candidates' Office

Meeting Room 3, Hilton Hotel 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

Simon Drage & Chris Keating (Agents & Organisers Association)
Meeting Room 8, Hilton Hotel

Westmorland & Lonsdale – from marginal to big win

Competencies covered – Leadership, Values in Action Tim Farron MP & Paul Trollope (Organiser, Westmorland & Lonsdale) Suite 1, Jury's Inn

Working to win the fairer votes referendum in your area

Competencies covered – Values in Action, Strategic Thinking & Judgement Jake Holland & Rhiannon Wadeson (Campaigns Department) Suite 3/4/5, Jury's Inn

Winning & keeping the under 35s vote

Competencies covered – Representing People Katy Riddle & Dan Purchese (Campaigns Department) Suite 6, Jury's Inn

Local elections – making gains on your council

Dave McCobb & Tim Pollard (Campaigns Department) & Mark Alcock (ALDC)

Suite 7, Jury's Inn

We are the Government - implications for Lib Dem councillors

Cllr Isobel McCall & Alanna Coombes (ALDC & IDeA) Suite 8, Jury's Inn

Essential Campaign Skills 7: Successful campaigning at the grassroots

Competencies covered – Values in Action

Cllr Jeanette Sunderland (ALDC) Suite 9, Jury's Inn

16.00 - 17.30

Growing your local party – Part Two

David Loxton & Rachel Williams (Membership Department)

Meeting Room 1, Hilton Hotel

Diversity Champion training session (Invitation only)

Competencies covered – Communication Skills, Leadership, Representing People Issan Ghazni & Vicky Booth (Diversity Unit)

Meeting Room 2, Hilton Hotel

Sharpen your assessment skills (Invitation only – contact candidates@libdems.org.uk)

Sharing best practice workshop for candidate assessors
Sal Jarvis (English Party) & Tamsin
Hewett (Candidates' Office)
Meeting Room 3, Hilton Hotel

Casework Manager for councillors and MPs

How to save time and manage your casework EARS

Meeting Room 8, Hilton Hotel

Going head to head with the Tories and winning (Eastbourne, Wells & Solihull)

Competencies covered – Values in Action, Strategic Thinking & Judgement Dan Purchese, Austin Rathe, Richard Pinnock (Campaigns Department)

Winning is a team game

Suite 1, Jury's Inn

Your core campaign team is your key to winning at all levels. How to find & keep them.

Competencies covered – Leadership, Values in Action

Dave McCobb & Hilary Stephenson (Campaigns Department) Suite 3/4/5, Jury's Inn

Local elections – defending your council

Stuart Bray & Jon Aylwin (Campaigns Department) & Mark Alcock (ALDC) Suite 6, Jury's Inn

Cleaning out your EARS

Tim Pollard & Rhiannon Wadeson (Campaigns Department) Suite 7, Jury's Inn

Councillors in politically split wards

Cllr Erica Kemp & Cllr Tom Morrison (ALDC & IDeA) Suite 8, Jury's Inn

Essential Campaign Skills 8: Getting Out The Vote

John Bridges & Cllr Charles Glover (ALDC)

Suite 9, Jury's Inn