

The wisest mind has something yet to learn

George Santayana



Learning is like rowing upstream: not to advance is to drop back

Chinese Proverb



Education is the most powerful weapon which you can use to change the world

Nelson Mandela



Welcome to the 2011 Birmingham Conference Training Guide

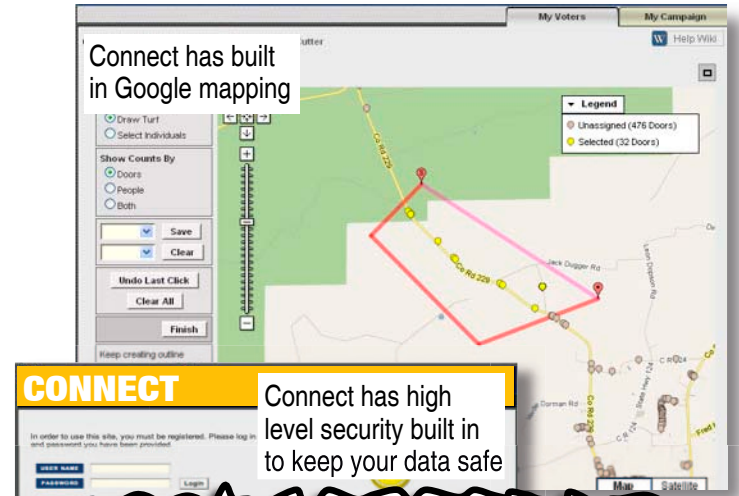


Supercharge your campaign with **CONNECT**

From late 2011, Liberal Democrat campaigners will have the world's leading campaign software (CONNECT - powered by VAN).

Based on the technology that drove the Obama campaign to success, CONNECT includes:

- A user friendly system to help you target and communicate with voters in a smarter and more cost effective way
- A range of new tools to help you get more people involved in your local campaign
- Quicker, easier and more secure access to the data you collect on the doorsteps and online
- A UK dedicated system built on proven technology with a record of success around the world



Obama's campaign software was on a different level to anything I've seen before. I'm delighted that Lib Dem campaigners will now have access to the same kind of technology.

Ed Davey MP

Find out more at one of the daily **CONNECT** introduction sessions at conference

Welcome to training 2011

We want your help and support to start a *campaigning revolution* across the Liberal Democrats.

We need the best of the old, best of the new and the best from you.

The political environment has been transformed over the past eighteen months and the challenges to how we campaign and organise ourselves are immense. There will never be a better time to take a fresh look at what we do, learn from the best and also try some different things.

Picking up new ideas is a key part of the conference experience. This is an opportunity to hear about what's new, what works – and what doesn't! So please use this directory to get started and join in.

Just now we are also developing many exciting training and development projects outside conference, aiming to make getting involved easier for all our member and supporters. These include:

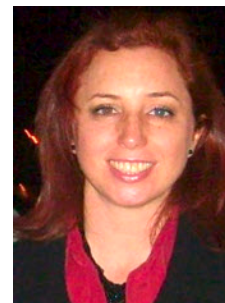
- The CONNECT Project, which will help local parties to involve more members in campaigning .
- An Online Skills and Resources facility which will enable learning when and where you want.
- An improved Winning Teams programme that will enable local teams to learn together, share best practice and compare progress.

You can find out more about all these here at conference through the training sessions and fringe meetings, and by making contact with our new Training Manager Giorgia Gamba (see right), who will be in the training area for much of conference.

Hilary Stephenson - Director of Elections & Skills

Department of 
Elections & Skills

 Association of
Liberal Democrat Councillors



Training Manager
Giorgia Gamba

The A to Z of conference training

Campaign for Gender Balance

Literature to get you selected (Women only) – 4pm Saturday

Campaign for Gender Balance

Raising your profile & preparing for selection (Women only) – 9.15am Sunday

Campaign for Gender Balance

Balancing your political career with real life – 2.30pm Sunday

Campaign for Gender Balance

Planning & winning your selection campaign (Women only) – 4pm Sunday

Campaign for Gender Balance

Winning & delivering a fabulous hustings speech – 9.15am Monday

Campaign for Gender Balance

Growing your own target seat – 11am Monday

Campaign for Gender Balance

Selection surgery (Invitation only) – 2.30pm Monday

Campaign for Gender Balance

Working with conflict (Women only) – 9.15am Tuesday

Campaign organisation

Introduction to organising – 11am Saturday & 9.15am Tuesday

Campaign organisation

Staying out of jail – 2.30pm Saturday & 11am Monday

Campaign organisation

Winning elections for beginners – 2.30pm Saturday

Campaign organisation

for campaign managers, agents & organisers – 4pm Saturday & 4pm Tuesday

Campaign organisation

Campaign fundamentals, planning & capacity building (Part 1) – 9.15am Sunday & 11am Monday

Campaign organisation

Staying sane in the campaign – 9.15am Sunday & 4pm Monday

Campaign organisation

Campaign fundamentals, planning & capacity building (Part 2) – 4pm Sunday & 2.30pm Monday

Campaign organisation

Introduction to agenting – 2.30pm Sunday & 4pm Tuesday

Campaign organisation

Mayoral campaigning – how we won in Bedford – 11am Sunday

Campaign organisation

Winning with new boundaries – lessons from Brent – 4pm Monday & 2.30pm Tuesday

CONNECT

for candidates – 11am Saturday & 4pm Monday

CONNECT

for councillors – 2.30pm Saturday & 9.15am Monday

CONNECT

for treasurers & fundraisers – 4pm Saturday & 9.15am Tuesday

CONNECT

for agents & organisers – 9.15am Sunday & 4pm Tuesday

CONNECT

for data officers – 11am Sunday & 11am Monday

CONNECT

Ten ways in which CONNECT will help you win – 4pm Sunday & 11am Tuesday

Councillor training

Why should anyone vote for me in May – 2.30pm Saturday

Councillor training

Facing a new challenge – defending your council seat in 2012 – 9.15am Sunday & 9.15am Tuesday

Councillor training

Next Generation alumni – 9.15am Sunday

Councillor training

Using the Localism Bill to boost your campaign – 11am Sunday

Councillor training

MyCouncillor basics – 2.30pm Sunday

Councillor training

Finding council candidates – 4pm Sunday

Councillor training

Candidate approval & selection – 11am Monday

Councillor training

Keeping in touch by email – 2.30pm Monday

Councillor training

Working smarter for councillors – 4pm Monday

Councillor training

Inspired – winning in 2011 – 9.15am Tuesday

Councillor training

Power of the small group – 11am Tuesday

Councillor training

MyCouncillor advanced – 2.30pm Tuesday

Councillor training

Workshop on organised independents – 4pm Tuesday

Design

PagePlus workshop – 4pm Saturday & 11am Sunday & 2.30pm Monday & 9.15am Tuesday

Design

More than FOCUS – are you really communicating with voters – 4pm Saturday & 2.30pm Tuesday

Diversity

Reaching out! Campaigning with diverse communities in your local area – 11am Sunday

Diversity

Understanding African communities – 11.30am Monday

Diversity

Getting political about Africa – 11.30am Tuesday

Diversity

Whose vote are you missing – 11am Tuesday

Diversity

Making your mark – 4pm Tuesday

Effective messaging

Story telling – making your personal story real – 2.30pm Saturday

The A to Z of conference training

Effective messaging

Incorporating national messages into your local campaign – 11am Saturday & 2.30pm Monday

Effective messaging

Using design & language to communicate your message effectively – 2.30pm Sunday & 4pm Monday

Effective messaging

Story telling for candidates – 11am Tuesday

Lib Dem council group researchers

9.15am Monday

Membership

Recruiting more members – 2.30pm Saturday & 9.15am Monday

Membership

Meeting the team – 4pm Saturday & 2.30pm Tuesday

Membership

Communicating with your members – 11am Sunday & 11am Tuesday

Membership

Understanding & keeping your members – 4pm Sunday & 2.30pm Monday

MPs' staff best practice Q&A

2.30pm Monday

Parliamentary candidates

Talking to voters: why canvassing matters – 9.15am Sunday

Parliamentary candidates

If you don't ask you don't get – 11am Sunday & 2.30pm Tuesday

Parliamentary candidates

Introduction to being a parliamentary candidate – 2.30pm Sunday

Parliamentary candidates

Eurovision 2014 – 4pm Sunday

Parliamentary candidates

So you want to fight a target seat – 11am Monday

Parliamentary candidates

Getting selected – 2.30pm Monday

Parliamentary candidates

Picking your seat – 4pm Monday

Parliamentary candidates

Introduction to becoming an approved candidate – 9.15am Tuesday

Parliamentary candidates

Making the best use of your voice – 11am Tuesday

Parliamentary candidates

Planning & winning your selection campaign (New Generation members only) – 2.30pm Tuesday

Party Officer training

Returning Officer refresher training (Invitation only) – 2.30pm Saturday

Party Officer training

Producing local party accounts – 2.30pm Sunday

Party Officer training

Sharpen your assessment skills (Invitation only) – 4pm Tuesday

Party Officer training

Treasurers' Q&A with the Electoral Commission – 4pm Tuesday

Police Commissioner Elections

11am Saturday

Social media

Social media clinic with TweetyHall – 4pm Sunday

Social media

Beginners guide to Facebook – 11am Monday

Social media

Advanced use of Facebook – 2.30pm Monday

Winning Teams (Invitation only)

11am Sunday

Winning Ways

Campaigning in your community – 9.15am Sunday & 4pm Tuesday

Winning Ways

In touch all year round – 11am Sunday & 2.30pm Tuesday

Winning Ways

A record of action – 2.30pm Sunday & 9.15am Monday

Winning Ways

The best person for the job – 4pm Sunday & 11am Monday

Winning Ways

Targeting voters – 2.30pm Monday & 11am Tuesday

Winning Ways

Voter ID – 4pm Monday & 9.15am Tuesday

Young people

Making a difference in the party as a young person – 4pm Saturday

Young people

Targeting the youth vote – 9.15am Sunday

Young people

Talking to young people – have your say – 2.30pm Sunday

Young people

Linking your branch with your local party – 11am Monday

Young people

Freshers' Fayres – 11am Tuesday

<p>Scherzo Room, Hyatt Regency Hotel</p>	<p>Police Commissioner Elections</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement Hilary Stephenson, Director of Elections and Skills on behalf of ALDC</p>
<p>Drawing Room, Hyatt Regency Hotel</p>	<p>Introduction to organising</p> <p>Get top tips from experienced campaign organisers about what it takes to run successful campaigns.</p> <p>Competencies covered – Values in action Simon Drage, Chris Butler & Jon Walsh – Agents & Organisers Association</p>
<p>Dolce Room, Hyatt Regency Hotel</p>	<p>Incorporating national messages into your local campaign</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement Shaun Roberts & Katy Riddle, Elections and Skills</p>
<p>Soprano Room, Hyatt Regency Hotel</p>	<p>CONNECT for candidates</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement, Values in action Tim Pollard & Steve Jolly, Elections and Skills</p>

**Allegro Room,
Hyatt Regency
Hotel**

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

**Andante 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 & Shaun Roberts, Elections and Skills

**Fortissimo
Room, Hyatt
Regency Hotel**

Returning Officer refresher training (Invitation only, contact 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 & Tamsin Hewett,
English Party and Candidates' Office (Elections and Skills)

Saturday 17th September

14.30 – 17.30 session

<p>Sonata Room, Hyatt Regency Hotel</p>	<p>Story telling – Making your personal story real</p> <p>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.</p> <p>Competencies covered – Communication Skills Simon de Deney & Katy Riddle, Elections and Skills</p>
<p>Concerto Room, Hyatt Regency Hotel</p>	<p>Staying out of jail – election law and compliance update</p> <p>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.</p> <p style="text-align: right;">Andrew Garner & Richard Marbrow, Agents and Organisers Association</p>
<p>Drawing Room, Hyatt Regency Hotel</p>	<p>Recruiting more members</p> <p>Top tips on getting more members for your local party; who to ask, how to ask them and what to say.</p> <p>Competencies covered – Representing people Billi Williams & Dave Page, Membership Department</p>
<p>Soprano Room, Hyatt Regency Hotel</p>	<p>CONNECT for councillors</p> <p>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.</p> <p style="text-align: right;">Austin Rathe, Elections and Skills & Cllr Anders Hanson, ALDC</p>

<p>Scherzo Room, Hyatt Regency Hotel</p>	<p>PagePlus Workshop</p> <p>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.</p> <p style="text-align: right;">Steve Jolly, Elections and Skills</p>
<p>Sonata Room, Hyatt Regency Hotel</p>	<p>Campaign organisation for campaign managers, agents & organisers</p> <p>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.</p> <p>Competencies covered – Values in action, Leadership Victoria Marsom & Adam Williams, Elections and Skills</p>
<p>Concerto Room, Hyatt Regency Hotel</p>	<p>Making a difference in the party as a young person</p> <p>How young people can influence the Party's policy and campaigns and why they should.</p> <p>Competencies covered – Strategic thinking and judgement Simon Drage, Liberal Youth</p>
<p>Drawing Room, Hyatt Regency Hotel</p>	<p>Meet the team</p> <p>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.</p> <p style="text-align: right;">Membership Department</p>
<p>Dolce Room, Hyatt Regency Hotel</p>	<p>Literature to get you selected (Women only)</p> <p>A guide to planning and producing first class selection literature to help you win!</p> <p>Competencies covered – Communication skills, Strategic thinking and judgement Candy Piercy, Campaign for Gender Balance (Elections and Skills)</p>

Saturday 17th September

16.00 – 17.30 session

**Soprano 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 their record keeping and reporting easier.

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

<p>Room 101, Jury's Inn</p>	<p>CONNECT for agents & organisers</p> <p>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.</p> <p style="text-align: right;">Tim Pollard, Elections and Skills & Andrew Garner, Agents and Organisers Association</p>
<p>Room 102, Jury's Inn</p>	<p>Campaign fundamentals, planning & capacity building (part 1)</p> <p>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.</p> <p>Competencies covered – Values in action, Leadership Jon Aylwin & Steve Jolly, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Raising your profile and preparing for selection (Women only)</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement, Communication skills, Representing people Candy Piercy & Ed Fordham, Campaign for Gender Balance (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>Talking to voters – Why canvassing matters and how to make it fun for your team</p> <p>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.</p> <p>Competencies covered – Communication skills, Representing people, Resilience Martin Tod, Austin Rathe & Tamsin Hewett, Candidates' Office (Elections and Skills)</p>
<p>Room 105, Jury's Inn</p>	<p>Targeting young people</p> <p>Choosing campaigns and messages that resonate with youth and student voters.</p> <p>Competencies covered – Representing people Simon Drage, Liberal Youth</p>

<p>Room 106, Jury's Inn</p>	<p>Staying sane in the campaign</p> <p>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.</p> <p>Competencies covered – Resilience Chris Butler & Jenny Shorten, Agents and Organisers Association</p>
<p>Room 113/115/117, Jury's Inn</p>	<p>Facing a new challenge – Defending your council seat in 2012</p> <p>If you are standing for re-election in 2012 this session is a must for you.</p> <p>Competencies covered – Values in action Dave McCobb, Elections and Skills & Cllr Mark Alcock, ALDC</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 1: Campaigning in your community</p> <p>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.</p> <p>Competencies covered – Representing people, Values in action Cllr Jeanette Sunderland, ALDC & Shaun Roberts, Elections and Skills</p>
<p>Room 114, Jury's Inn</p>	<p>Next Generation Alumni</p> <p>Update session for the participants of Lib Dem Next Generation 1-5 and Lib Dems from the previous Leadership Academy.</p> <p style="text-align: right;">Cllr Erica Kemp, ALDC</p>

<p>Room 101, Jury's Inn</p>	<p>CONNECT for data officers</p> <p>See the new campaign database system, CONNECT in action. This session is in particular for current local party data officers.</p> <p style="text-align: right;">Tim Pollard, Elections and Skills & Pete Dollimore</p>
<p>Room 102, Jury's Inn</p>	<p>Winning Teams meeting (invitation only)</p> <p style="text-align: right;">Austin Rathe & Giorgia Gamba, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Reaching out! Campaigning with diverse communities in your local area</p> <p>Advice and examples on how to reach out and engage with ethnically diverse communities in your local area.</p> <p>Competencies covered – Representing people, Values in action</p> <p style="text-align: right;">Rhiannon Wadeson and Simon Hughes MP (tbc), Diversity Unit (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>If you don't ask you don't get</p> <p>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”.</p> <p>Competencies covered – Communication skills, Leadership, Values in action</p> <p style="text-align: right;">Jake Holland & Martin Hayman, Scottish Party and Candidates' Office (Elections and Skills)</p>
<p>Room 105, Jury's Inn</p>	<p>PagePlus workshop</p> <p>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.</p> <p style="text-align: right;">Steve Jolly, Elections and Skills</p>

<p>Room 106, Jury's Inn</p>	<p>Communicating with your members</p> <p>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.</p> <p>Competencies covered – Representing People Billi Williams & Simon Drage, Membership Department</p>
<p>Room 113/115/117, Jury's Inn</p>	<p>Mayoral campaigning – how we won in Bedford</p> <p>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.</p> <p style="text-align: right;">Shaun Roberts, Elections and Skills & Dave Hodgson, Mayor of Bedford</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 2: In touch all year round</p> <p>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.</p> <p>Competencies covered – Communication skills Cllr Anders Hanson, ALDC & Adam Williams, Elections and Skills</p>
<p>Room 114, Jury's Inn</p>	<p>Using the Localism Bill to boost your campaign</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement Andrew Stunell MP & Rob Banks, LGA</p>

<p>Room 101, Jury's Inn</p>	<p>Talking to young people – have your say</p> <p>What do you think our message to young people should be? Come along for an open discussion with Liberal Youth and the Elections and Skills Department. Open to all.</p> <p>Competencies covered – Representing people Katy Pritchard, Liberal Youth & Katy Riddle, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Balancing your political career with ‘real’ life!</p> <p>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.</p> <p>Competencies covered – Resilience Tamora Langley & Dinti Batstone – Campaign for Gender Balance (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>Introduction to...being a parliamentary candidate</p> <p>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.</p> <p>Overview of all competencies Tamsin Hewett & Sal Jarvis – English Party and Candidates' Office (Elections and Skills)</p>
<p>Room 105, Jury's Inn</p>	<p>Producing local party accounts</p> <p>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.</p> <p style="text-align: right;">Nigel Bliss & David Allworthy</p>
<p>Room 106, Jury's Inn</p>	<p>Introduction to agenting</p> <p>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.</p> <p style="text-align: right;">Jenny Shorten & Neil Walton, Agents and Organisers Association</p>

<p>Room 113/115/117, Jury's Inn</p>	<p>Using design and language to communicate your message effectively</p> <p>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.</p> <p>Competencies covered – Communication Skills Shaun Roberts & Rhiannon Wadeson, Elections and Skills</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 3: A record of action – Delivering on community politics</p> <p>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.</p> <p>Competencies covered – Representing people, Values in action Cllr Howard Sykes & Isobel McCall, ALDC</p>
<p>Room 114, Jury's Inn</p>	<p>MyCouncillor basics</p> <p>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.</p> <p style="text-align: right;">Laura Willoughby & Cllr Anders Hanson, ALDC</p>

<p>Room 101, Jury's Inn</p>	<p>Ten ways in which CONNECT will help you win</p> <p>Our new campaign database system, CONNECT will be rolling out later this year. Come along and see 10 ways in which adopting CONNECT will help you win. A session for campaigners and members at all levels.</p> <p>Competencies covered – Strategic thinking and judgement, Values in action Austin Rathe & Jake Holland, Elections and Skills</p>
<p>Room 102, Jury's Inn</p>	<p>Campaign fundamentals, planning & capacity building (part 2)</p> <p>Developing and widening the team, motivation, team building and leadership. How to identify talent and make it work for the Lib Dems.</p> <p>Competencies covered – Values in action, Leadership Dan Purchase & Ian Horner, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Planning and winning your selection campaign (Women only)</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement, Leadership, Communication skills Candy Piercy & Jo Swinson MP, Campaign for Gender Balance (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>Eurovision 2014 – Everything you ever wanted to know about being a candidate for the European Parliament but were afraid to ask</p> <p>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!</p> <p>Competencies covered – Strategic thinking and judgement, Representing people Tim Huggan & Ed Maxfield, Candidates' Office (Elections and Skills)</p>

<p>Room 105, Jury's Inn</p>	<p>More than FOCUS – are you really communicating with voters in your area?</p> <p>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.</p> <p>Competencies covered – Communication skills Katy Riddle & Rhiannon Wadeson, Elections and Skills</p>
<p>Room 106, Jury's Inn</p>	<p>Understanding and keeping your members</p> <p>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.</p> <p>Competencies covered – Leadership Billi Williams & David Loxton, Membership Department</p>
<p>Room 113/115/117, Jury's Inn</p>	<p>Social media clinic with TweetyHall</p> <p>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.</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 4: The best person for the job</p> <p>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.</p> <p>Competencies covered – Communication skills, Representing people Cllr Tim Pickstone & Cllr Claire Hudson, ALDC</p>
<p>Room 114, Jury's Inn</p>	<p>Finding council candidates</p> <p>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.</p> <p>Competencies covered – Representing people Steve Hitchins, ALDC & Anood Al Samerai, Diversity Unit (Elections and Skills)</p>

<p>Room 101, Jury's Inn</p>	<p>CONNECT for councillors</p> <p>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.</p> <p style="text-align: right;">Austin Rathe, Elections and Skills & Cllr Anders Hanson, ALDC</p>
<p>Room 103, Jury's Inn</p>	<p>Writing and delivering a fabulous hustings speech</p> <p>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.</p> <p>Competencies covered – Communication skills Jo Swinson MP, Candidates' Office & Diversity Unit (Elections and Skills)</p>
<p>Room 106, Jury's Inn</p>	<p>Recruiting more members</p> <p>Top tips on getting more members for your local party: who to ask, how to ask them and what to say.</p> <p>Competencies covered – Representing people, Values in action Billi Williams & Dave Page, Membership Department</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 3: A record of action – Delivering on community politics</p> <p>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.</p> <p>Competencies covered – Representing people, Values in action Cllr Howard Sykes & Isobel McCall, ALDC</p>
<p>Room 114, Jury's Inn</p>	<p>Lib Dem Council Group researchers</p> <p>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.</p> <p style="text-align: right;">ALDC</p>

<p>Room 101, Jury's Inn</p>	<p>Connect for data officers</p> <p>See the new campaign database system, CONNECT in action. This session is in particular for current local party data officers.</p> <p style="text-align: right;">Tim Pollard, Elections and Skills & Pete Dollimore</p>
<p>Room 102, Jury's Inn</p>	<p>Campaign fundamentals, planning and capacity building (part 1)</p> <p>How to start finding and recruiting your team; Using Connect to do it, how to ask people; get the inspiration you need to start.</p> <p>Competencies covered – Leadership, Values in action</p> <p style="text-align: right;">Jon Aylwin & Steve Jolly, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Growing your own winnable seat</p> <p>Drawing on experiences from various constituencies, this session will give you advice on how you can make your seat winnable.</p> <p>Competencies covered – Leadership, Strategic thinking and judgement</p> <p style="text-align: right;">Candy Piercy & Mark Pack, Campaign for Gender Balance (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>So you want to fight a target seat</p> <p>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.</p> <p>Competencies covered – Leadership, Resilience, Values in action</p> <p style="text-align: right;">Dan Purchase for the Candidates' Office (Elections and Skills)</p>
<p>Room 105, Jury's Inn</p>	<p>Linking your branch with your local party</p> <p>How to get your youth branch on board with campaigns and how local parties can support their youth branches.</p> <p>Competencies covered – Representing people</p> <p style="text-align: right;">Jon Whitehouse, Liberal Youth</p>

<p>Room 106, Jury's Inn</p>	<p>Staying out of jail – election law and compliance update</p> <p>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.</p> <p style="text-align: right;">Andrew Garner & Richard Marbrow, Agents and Organisers Association</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 4: The best person for the job</p> <p>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.</p> <p>Competencies covered – Communication skills, Representing people</p> <p style="text-align: right;">Cllr Tim Pickstone & Cllr Claire Hudson, ALDC</p>
<p>Room 114, Jury's Inn</p>	<p>Candidate approval and selection</p> <p>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.</p> <p style="text-align: right;">Laura Willoughby & Cllr Anders Hanson, ALDC</p>
<p>Room 116, Jury's Inn</p>	<p>Beginners guide to Facebook</p> <p>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.</p> <p>Competencies covered – Communication skills</p> <p style="text-align: right;">Austin Rathe, Elections and Skills & Elizabeth Linder, Facebook</p>

**Room
113/115/117,
Jury's Inn**

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 & Charles Anglin,
Chair of London's African and Afro-Caribbean Taskforce

**Room 103,
Jury's Inn**

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 & Martin Tod,
Campaign for Gender Balance and New Generation (Elections and Skills)

Monday 19th September

14.30 – 17.30 session

Room 101, Jury's Inn	MPs' staff best practice Q&A <p>This session is aimed at MPs' staff and provides an opportunity to discuss and exchange best practice for both constituency and Westminster offices.</p> <p>Jake Holland & Sarah Morris, Elections and Skills & Hollie Voyce, Whips Office</p>
Room 102, Jury's Inn	Incorporating national messages into your local campaigns <p>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.</p> <p>Competencies covered – Strategic thinking and judgement Shaun Roberts & Katy Riddle, Elections and Skills</p>
Room 104, Jury's Inn	Getting selected – strategic planning for your selection campaign <p>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.</p> <p>Competencies covered – Strategic thinking and judgement, Representing people, Values in action Ed Fordham, Candidates' Office (Elections and Skills)</p>
Room 105, Jury's Inn	PagePlus workshop <p>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.</p> <p>Steve Jolly, Elections and Skills</p>
Room 106, Jury's Inn	Understanding and keeping your members <p>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.</p> <p>Competencies covered – Leadership Billi Williams & David Loxton, Membership Department</p>

<p>Room 113/115/117, Jury's Inn</p>	<p>Campaign fundamentals, planning and capacity building (part 2)</p> <p>Developing and widening the team, motivation, team building and leadership. How to identify talent and make it work for the Lib Dems.</p> <p>Competencies covered – Leadership, Values in action Dan Purchase & Ian Horner, Elections and Skills</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 6: Targeting voters</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement Cllr Mark Alcock, ALDC & Tim Pollard, Elections and Skills</p>
<p>Room 114, Jury's Inn</p>	<p>Keeping in touch – by Email</p> <p>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.</p> <p>Competencies covered – Communications skills Cllr Tim Pickstone, ALDC</p>
<p>Room 116, Jury's Inn</p>	<p>Advanced use of Facebook</p> <p>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.</p> <p>Competencies covered – Communication skills Austin Rathe, Elections and Skills & Elizabeth Linder, Facebook</p>

Room 101, Jury's Inn	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 & Steve Jolly, Elections and Skills
Room 102, Jury's 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 & Pete Hannon, Elections and Skills
Room 104, Jury's 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 and judgement Sal Brinton & Martin Turner, Parliamentary Candidates' Association and Candidates' Office (Elections and Skills)
Room 106, Jury's 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 & Neil Walton, Agents and Organisers Association

**Room 112,
Jury's 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 and Skills

**Room 114,
Jury's 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

**Room 116,
Jury's 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 & Rhiannon Wadeson, Elections and Skills

<p>Room 101, Jury's Inn</p>	<p>CONNECT for treasurers and fundraisers</p> <p>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 their record keeping and reporting easier.</p> <p>Jake Holland, Elections and Skills & Richard Marbrow, North West Regional Treasurer</p>
<p>Room 102, Jury's Inn</p>	<p>Facing a new challenge – Defending your council seat in 2012</p> <p>If you are standing for re-election in 2012 this session is a must for you.</p> <p>Competencies covered – Values in action</p> <p>Dave McCobb, Elections and Skills & Cllr Mark Alcock, ALDC</p>
<p>Room 103, Jury's Inn</p>	<p>Working with conflict: recognise it, defuse it and use it! (Women only)</p> <p>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.</p> <p>Competencies covered – Resilience</p> <p>Candy Piercy, Campaign for Gender Balance (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>Introduction to...becoming an approved candidate</p> <p>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.</p> <p>Overview of all competencies</p> <p>Maddy Pite & Sal Jarvis, English Party and Candidates' Office (Elections and Skills)</p>
<p>Room 105, Jury's Inn</p>	<p>PagePlus workshop</p> <p>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.</p> <p>Steve Jolly, Elections and Skills</p>

<p>Room 106, Jury's Inn</p>	<p>Introduction to organising</p> <p>Get top tips from experienced campaign organisers about what it takes to run successful campaigns.</p> <p>Competencies covered – Values in action Jon Walsh & Neil Walton, Agents and Organisers Association</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 5: Voter ID</p> <p>Most pre-2010 historic voter ID 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.</p> <p>Competencies covered – Strategic thinking and judgement, Values in action John Bridges, ALDC & Ian Horner, Elections and Skills</p>
<p>Room 114, Jury's Inn</p>	<p>Inspired – Winning in 2011</p> <p>How we won in Portsmouth, Eastleigh, Hinckley & Bosworth and Oadby & Wigston against Labour and the Conservatives. If you are a candidate, sitting councillor or campaigner or campaign team member, you will benefit from the experiences.</p> <p>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 & Cllr John Boyce</p>

<p>Room 101, Jury's Inn</p>	<p>Ten ways in which CONNECT will help you win</p> <p>Our new campaign database system, CONNECT will be rolling out later this year. Come along and see 10 ways in which adopting CONNECT will help you win. A session for campaigners and members at all levels.</p> <p>Competencies covered – Strategic thinking and judgement, Values in action Austin Rathe & Jake Holland, Elections and Skills</p>
<p>Room 102, Jury's Inn</p>	<p>Story telling for Candidates</p> <p>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.</p> <p>Competencies covered – Communication Skills Simon de Deney & Katy Riddle, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Whose vote are you missing? Making sure your message reaches disabled people</p> <p>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.</p> <p>Competencies covered – Representing people, Values in action, Communication skills Abigail Lock, Diversity Unit (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>Making the best use of your voice</p> <p>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.</p> <p>Competencies covered – Communication skills Brian Orrell, English Party and Candidates' Office (Elections and Skills)</p>
<p>Room 105, Jury's Inn</p>	<p>Freshers' Fayres</p> <p>How to run and follow up after a successful Freshers' Fayre.</p> <p style="text-align: right;">Chris Butler, Liberal Youth</p>

**Room 106,
Jury's 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 & Simon Drage, Membership Department

**Room 112,
Jury's 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 & Tim Pollard, Elections and Skills

**Room 114,
Jury's 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

**Room
113/115/117,
Jury's Inn**

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 &
Rebecca Tinsley, Chair of Waging Peace

<p>Room 101, Jury's Inn</p>	<p>Winning with new boundaries – lessons from Brent</p> <p>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.</p> <p>Competencies covered – Values in action. Victoria Marsom, Elections and Skills & Pete Hannon</p>
<p>Room 102, Jury's Inn</p>	<p>More than FOCUS – are you really communicating with voters</p> <p>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.</p> <p>Competencies covered – Communication Skills Katy Riddle & Rhiannon Wadeson, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Planning and winning your selection campaign (New Generation members only)</p> <p>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.</p> <p>Competencies covered – Strategic thinking and judgement, Leadership, Communication skills Candy Piercy & Munira Wilson, New Generation (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>If you don't ask you don't get</p> <p>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".</p> <p>Competencies covered – Communication skills, Leadership, Values in action Jake Holland & Martin Hayman, Scottish Party and Candidates' Office (Elections and Skills)</p>
<p>Room 106, Jury's Inn</p>	<p>Meet the team</p> <p>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.</p> <p style="text-align: right;">Membership Department</p>

<p>Room 112, Jury's Inn</p>	<p>Winning Ways 2: In touch all year round</p> <p>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.</p> <p>Competencies covered – Communication skills</p> <p style="text-align: right;">Cllr Anders Hanson, ALDC & Adam Williams, Elections and Skills</p>
<p>Room 114, Jury's Inn</p>	<p>MyCouncillor advanced</p> <p>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.</p> <p style="text-align: right;">Cllr Tim Pickstone, ALDC</p>

<p>Room 101, Jury's Inn</p>	<p>CONNECT for agents and organisers</p> <p>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 campaigns.</p> <p>Tim Pollard, Elections and Skills & Andrew Garner, Agents and Organisers Association</p>
<p>Room 102, Jury's Inn</p>	<p>Campaign organisation for campaign managers, agents and organisers</p> <p>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.</p> <p>Competencies covered – Values in action, Leadership</p> <p>Victoria Marsom & Adam Williams, Elections and Skills</p>
<p>Room 103, Jury's Inn</p>	<p>Making your mark. Selling your SAO/AO inside and outside the Party</p> <p>A session directed at SAOs/AOs who want to make sure that they are communicating effectively with their membership, and recruiting new members.</p> <p>Competencies covered – Communication skills</p> <p>Helen Duffett, Diversity Unit (Elections and Skills)</p>
<p>Room 104, Jury's Inn</p>	<p>Sharpen your assessment skills (Invitation only, contact candidates@libdems.org.uk)</p> <p>Sharing best practice workshop for candidate assessors.</p> <p>Sal Jarvis, Margaret Joachim, Tamsin Hewett & Maddy Pite, English Party and Candidates' Office (Elections and Skills)</p>
<p>Room 105, Jury's Inn</p>	<p>Treasurers Q&A with the Electoral Commission</p> <p>Come and ask any questions you have about PPERA matters.</p> <p>David Allworthy and a representative from the Electoral Commission</p>

<p>Room 106, Jury's Inn</p>	<p>Introduction to agenting</p> <p>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.</p> <p style="text-align: right;">Chris Butler & Simon Drage, Agents and Organisers Association</p>
<p>Room 112, Jury's Inn</p>	<p>Winning Ways 1: Campaigning in your community</p> <p>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.</p> <p>Competencies covered – Representing people, Values in action</p> <p style="text-align: right;">Cllr Jeanette Sunderland, ALDC & Shaun Roberts, Elections and Skills</p>
<p>Room 114, Jury's Inn</p>	<p>Workshop on organised independents</p> <p>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 threat.</p> <p style="text-align: right;">Cllr Chris White & Cllr Claire Hudson, ALDC</p>

Recommended Training Plans

Unless specifically stated, all of our training is open and accessible to all members. Please use this training guide to pick the courses you'd like to attend, and make a note of them in the "My Training Plan" space provided at the back.

If you're unsure what training to attend, you can use these recommended training plans to start you off. We've listed the course times once, however most courses run more than once, see the day by day guide or the index for more information.

Recommended Training Plans

If you'd like to know more about CONNECT

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45	9.15 – 10.45 Connect for Councillors <i>Jury's Inn – Room 101</i>	9.15 – 10.45
11.00 – 12.30 Connect for Candidates <i>Hyatt Regency – Soprano Room</i>	11.00 – 12.30 Connect for Data Officers <i>Jury's Inn – Room 101</i>	11.00 – 12.30	11.00 – 12.30
14.30 – 15.45	14.30 – 15.45	14.30 – 15.45	14.30 – 15.45
16.00 – 17.30 Connect for Treasurers and Fundraisers <i>Hyatt Regency – Soprano Room</i>	16.00 – 17.30 Ten ways in which Connect will help you win <i>Jury's Inn – Room 101</i>	16.00 – 17.30	16.00 – 17.30 Connect for Agents and Organisers <i>Jury's Inn – Room 101</i>

If you're unsure what training to attend, you can use these recommended training plans to start you off. We've listed the course times once, however most courses run more than once, see the day by day guide or the index for more information.

Recommended Training Plans

If you're a candidate in next year's local elections

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45 Campaign fundamentals, planning & capacity building (Part 1) <i>Jury's Inn – Room 102</i>	9.15 – 10.45 Winning Ways 3: A record of action <i>Jury's Inn – Room 112</i>	9.15 – 10.45 Facing a new challenge – defending your council seat in 2012 <i>Jury's Inn – Room 102</i>
11.00 – 12.30	11.00 – 12.30	11.00 – 12.30	11.00 – 12.30 Ten ways in which Connect will help you win
14.30 – 17.30 Why should anyone vote for me in May? <i>Hyatt Regency – Andante Room</i>	14.30 – 15.45	14.30 – 15.45 Incorporating national messages into your local campaign <i>Jury's Inn – Room 102</i>	14.30 – 15.45
	16.00 – 17.30 Campaign fundamentals, planning & capacity building (Part 2) <i>Jury's Inn – Room 102</i>	16.00 – 17.30	16.00 – 17.30 Winning Ways 1: Campaigning in your community <i>Jury's Inn – Room 112</i>

If you're unsure what training to attend, you can use these recommended training plans to start you off. We've listed the course times once, however most courses run more than once, see the day by day guide or the index for more information.

Recommended Training Plans

If you're an approved parliamentary candidate, or would like to be

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45 Talking to voters – why canvassing matters <i>Jury's Inn – Room 104</i>	9.15 – 10.45	9.15 – 10.45
11.00 – 12.30 Connect for Candidates <i>Hyatt Regency – Soprano Room</i>	11.00 – 12.30	11.00 – 12.30 So you want to fight a target seat <i>Jury's Inn – Room 104</i>	11.00 – 12.30 Simon De Denev – Story telling for candidates <i>Jury's Inn – Room 102</i>
14.30 – 15.45	14.30 – 15.45 Introduction to being a parliamentary candidate <i>Jury's Inn – Room 104</i>	14.30 – 15.45 Getting selected <i>Jury's Inn – Room 104</i>	14.30 – 15.45 If you don't ask you don't get <i>Jury's Inn – Room 104</i>
16.00 – 17.30 Literature to get you selected (women only) <i>Hyatt Regency – Dolce Room</i>	16.00 – 17.30	16.00 – 17.30 Picking your seat <i>Jury's Inn – Room 104</i>	16.00 – 17.30

If you're unsure what training to attend, you can use these recommended training plans to start you off. We've listed the course times once, however most courses run more than once, see the day by day guide or the index for more information.

Recommended Training Plans

If you're a campaign organiser or agent

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45 Campaign fundamentals, planning & capacity building (Part 1) <i>Jury's Inn – Room 102</i>	9.15 – 10.45	9.15 – 10.45 Facing a new challenge – defending your council seat in 2012 <i>Jury's Inn – Room 102</i>
11.00 – 12.30 Introduction to Organising <i>Hyatt Regency – Drawing Room</i>	11.00 – 12.30	11.00 – 12.30 Staying out of jail <i>Jury's Inn – Room 106</i>	11.00 – 12.30 Ten ways in which Connect will help you win <i>Jury's Inn – Room 101</i>
14.30 – 17.30 Why should anyone vote for me in May? <i>Hyatt Regency – Andante Room</i>	14.30 – 15.45	14.30 – 15.45	14.30 – 15.45 More than Focus – are you really communicating with your electorate? <i>Jury's Inn – Room 102</i>
	16.00 – 17.30 Campaign fundamentals, planning & capacity building (Part 2) <i>Jury's Inn – Room 102</i>	16.00 – 17.30 Winning with new boundaries – lessons from Brent <i>Jury's Inn – Room 102</i>	16.00 – 17.30 Connect for Agents and Organisers <i>Jury's Inn – Room 101</i>

If you're unsure what training to attend, you can use these recommended training plans to start you off. We've listed the course times once, however most courses run more than once, see the day by day guide or the index for more information.

Recommended Training Plans

If you'd like to know more about using social media and technology

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45	9.15 – 10.45	9.15 – 10.45
11.00 – 12.30	11.00 – 12.30	11.00 – 12.30 Beginners guide to Facebook <i>Jury's Inn – Room 116</i>	11.00 – 12.30 Ten ways in which Connect will help you win <i>Jury's Inn – Room 101</i>
14.30 – 15.45	14.30 – 15.45	14.30 – 15.45 Advanced use of Facebook <i>Jury's Inn – Room 116</i>	14.30 – 15.45 More than Focus – are you really communicating with your electorate? <i>Jury's Inn – Room 102</i>
16.00 – 17.30	16.00 – 17.30 Social Media Clinic <i>Jury's Inn – Rooms 113/115/117</i>	16.00 – 17.30	16.00 – 17.30

If you're unsure what training to attend, you can use these recommended training plans to start you off. We've listed the course times once, however most courses run more than once, see the day by day guide or the index for more information.

Recommended Training Plans

If you're interested in better literature design and using PagePlus

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45 Incorporating national messages into your local campaign <i>Hyatt Regency – Dolce Room</i>	9.15 – 10.45	9.15 – 10.45	9.15 – 10.45
11.00 – 12.30	11.00 – 12.30	11.00 – 12.30	11.00 – 12.30 Ten ways in which Connect will help you win <i>Jury's Inn – Room 101</i>
14.30 – 15.45 Storytelling – Making your personal story real <i>Hyatt Regency – Sonata Room</i>	14.30 – 15.45	14.30 – 15.45 Incorporating national messages into your local campaign <i>Jury's Inn – Room 102</i>	14.30 – 15.45
16.00 – 17.30 PagePlus workshop <i>Hyatt Regency – Scherzo Room (repeated daily, times and rooms vary)</i>	16.00 – 17.30 More than Focus, are you really communicating with voters <i>Jury's Inn – Room 105</i>	16.00 – 17.30 Using design and language to communicate your message effectively <i>Jury's Inn – Room 116</i>	16.00 – 17.30

If you're unsure what training to attend, you can use these recommended training plans to start you off. We've listed the course times once, however most courses run more than once, see the day by day guide or the index for more information.

My training notes



My training timetable

Write the sessions you plan to attend below

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45	9.15 – 10.45	9.15 – 10.45
11.00 – 12.30	11.00 – 12.30	11.00 – 12.30	11.00 – 12.30
14.30 – 15.45	14.30 – 15.45	14.30 – 15.45	14.30 – 15.45
16.00 – 17.30	16.00 – 17.30	16.00 – 17.30	16.00 – 17.30



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