



Training Guide

Brighton 2012

Job No: 11931	Proof Event: 5	Black Line Level: 0	Park Communications Ltd Alpine Way London E6 6LA
Customer: Liberal Democrats	Project Title: Conference Training Guide		T: 0207 055 6500 F: 020 7055 6600

Supercharge your campaign

with **Connect**

Liberal Democrat campaigners now have the world's leading campaign software (CONNECT - powered by NGP-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 now have access to the same technology.

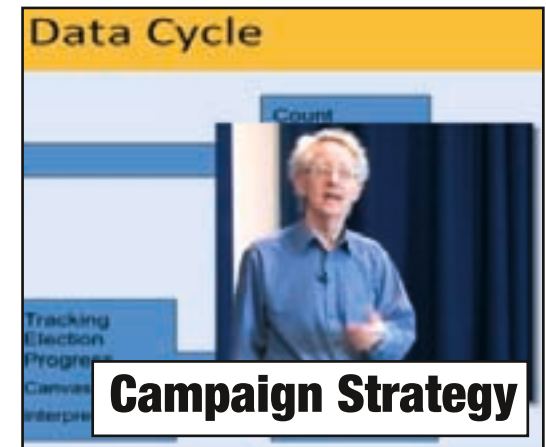
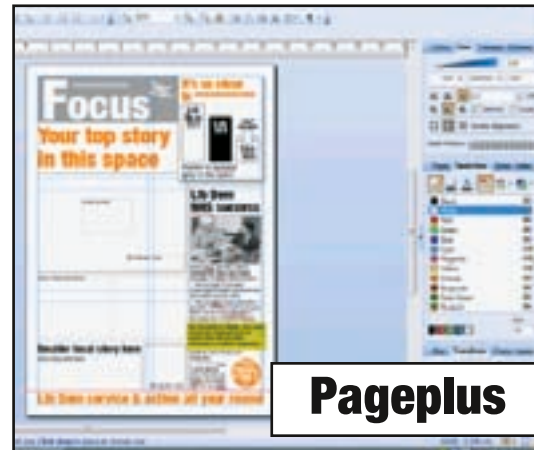
Ed Davey MP

To get started with Connect, just email connectsubs@libdems.org.uk

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Have you met **OSKAR**?

Oskar is our new online training website. Free for all members, it contains a wide range of interactive training courses covering everything from campaigns to Connect. Head to www.libdems.org.uk/oskar now and see what you could discover.



www.libdems.org.uk/oskar

Welcome to the Conference Training Programme

In putting this programme together we have tried to do three things. The first and most important is to give you the key lessons the party has learned from our most recent elections. By presenting these in an accessible way, we hope you can easily and quickly build them into your own campaigns.


Secondly, we've reflected how the world is constantly changing. For example, more people now use Facebook than read all the national newspapers combined, and that obviously affects how we campaign. Also, the Connect system gives us a new advantage in how we can use data and prioritise our resources. OSKAR, the online skills and resources site is there to help make training and information more accessible.


Thirdly, we've tried to make it easier to see what training is relevant to you. Through the recommended training plans and the course categories, we hope you'll be able to quickly find the training that you and your team will benefit from the most.

I'd like to thank all the staff in the Elections and Skills team, the Membership team, ALDC, LGA, the Candidates Office, the Fund Raising Team, Liberal Youth, the Campaign for Gender Balance, the Diversity Unit and the Agents and Organisers Association for their work in making this year's training programme possible.

Thank you

Giorgia Gamba
Training Manager

Department of 
Elections & Skills

 Association of
Liberal Democrat Councillors



**Campaign for
Gender Balance**



**Training Manager
Giorgia Gamba**

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How the training is organised

To help you find the courses best suited to your team, the **Department of Elections and Skills'** training is divided into the following categories:

Campaign Strategy & Messages. These courses cover the two main features of a successful campaign; having the right message and developing a winning strategy. Also included here are technical skills such as Connect, Pageplus & social media.

Building a campaign. These courses are all about capacity. How to get more money, people and in fact more of everything you need to help you win.

Leading and Managing. An election campaign is a complex project which needs to be successfully managed. People also need to be motivated and enthused. These courses are all about how to get the best out of your team.

For courses provided by **ALDC** you'll find the following two categories:

Essential Skills: These introductory courses will cover the basics of a particular area in a simple and accessible way. Useful for both newcomers and those who want an important refresher.

Activists Network: These courses are designed for more experienced campaigners, although all ALDC members are welcome.

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Lessons from May 2012

Campaigns are always changing. Every year we must adapt to new challenges, adopt new techniques and make sure we're learning from our experience.

May 2012 saw some encouraging victories across the country. In some cases, wards which had been lost in 2011 were comfortably won, both against Labour and the Conservatives.

Our training this year is based heavily on the experiences from these campaigns. Below is a summary of the key learning points, which you'll see examples of throughout our training programme.

Voting patterns have changed.	This is in your hands, and it starts now
<ul style="list-style-type: none"> • Voter turnout levels are volatile and different to pre-2010 	<ul style="list-style-type: none"> • Work done throughout 2011 was key to winning in 2012
<ul style="list-style-type: none"> • We need to respond by ensuring that all Lib Dem supporters vote 	<ul style="list-style-type: none"> • More doors knocked = more votes in the ballot box. This was clearly proven in May 2012
	<ul style="list-style-type: none"> • Build your resources. We need more people than ever so recruitment is everyone's challenge
Think carefully about your message	Be confident and lead from the front
<ul style="list-style-type: none"> • There has to be a clear choice between you and your opponent 	<ul style="list-style-type: none"> • Motivating your activists is key, they need to believe you can win
<ul style="list-style-type: none"> • Never take any group of voters for granted 	<ul style="list-style-type: none"> • Plan monthly activity targets and don't be afraid to be very honest about them
<ul style="list-style-type: none"> • Candidates need to show a real record of action 	<ul style="list-style-type: none"> • Use Connect to make the most of outside help, especially using the new Virtual Phone Bank
<ul style="list-style-type: none"> • Take national achievements in government and demonstrate their positive effect locally (e.g. pupil premium or apprentices) 	

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.

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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 Building a campaign: The basics of fundraising for your campaign <i>Balmoral Room, Hilton Metropole Hotel</i>	9.15 – 10.45 Campaign Strategy & Messages: Developing a winning message <i>Balmoral Room, Hilton Metropole Hotel</i>	9.15 – 10.45 Essential Skills: Direct Mail <i>Clarence Room, Hilton Metropole Hotel</i>
11.00 – 12.30 Building a campaign: Recruiting new activists & members <i>Kings Terrace, Grand Hotel</i>	11.00 – 12.30 Campaign Strategy & Messages: The future of voter targeting <i>Balmoral Room, Hilton Metropole Hotel</i>	11.00 – 12.30 Essential skills: Winning the postal vote <i>Clarence Room, Hilton Metropole Hotel</i>	11.00 – 12.30
14.30 – 15.45 Leading & Managing: Unleash the potential of your volunteers <i>Charlotte Room, Grand Hotel</i>	14.30 – 15.45 Campaign Strategy & Messages: Thinking through your campaigning and planning targets <i>Buckingham Room, Hilton Metropole Hotel</i>	14.30 – 15.45 Essential Skills: Voter ID <i>Clarence Room, Hilton Metropole Hotel</i>	14.30 – 15.45 Campaign Strategy & Messages: Identifying the right issues <i>Balmoral Room, Hilton Metropole Hotel</i>
16.00 – 17.30 Campaign Strategy & Messages: Using your personal story to win <i>Charlotte Room, Grand Hotel</i>	16.00 – 17.30 Building a campaign: Meeting the Labour challenge – whether you are fighting them or the Tories <i>Balmoral Room, Hilton Metropole Hotel</i>	16.00 – 17.30 Building a campaign: Building good relationships with local journalists and press <i>Cambridge Room, Hilton Metropole Hotel</i>	16.00 – 17.30

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Recommended Training Plans

If you're a parliamentary candidate, or would like to be one

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45 Building a campaign: The basics of fundraising for your campaign <i>Balmoral Room, Hilton Metropole Hotel</i>	9.15 – 10.45 Campaign Strategy & Messages: Developing a winning message <i>Balmoral Room, Hilton Metropole Hotel</i>	9.15 – 10.45 Making the best use of your voice <i>Edinburgh Room, Hilton Metropole Hotel</i>
11.00 – 12.30 Building a campaign: Recruiting new activists & members <i>Kings Terrace, Grand Hotel</i>	11.00 – 12.30 Leading & Managing: Communicating effectively with supporters and members <i>Buckingham Room, Hilton Metropole Hotel</i>	11.00 – 12.30 Developing & using your online profile <i>Edinburgh Room, Hilton Metropole Hotel</i>	11.00 – 12.30 Dealing with difficult people <i>Edinburgh Room, Hilton Metropole Hotel</i>
14.30 – 15.45 Leading & Managing: Unleash the potential of your volunteers <i>Charlotte Room, Grand Hotel</i>	14.30 – 15.45 Building a campaign: Fundraising success & innovation <i>Library, Hilton Metropole Hotel</i>	14.30 – 15.45 If you don't ask you don't get – asking for resources with confidence <i>Edinburgh Room, Hilton Metropole Hotel</i>	14.30 – 15.45 Now you are a PPC ... <i>Edinburgh Room, Hilton Metropole Hotel</i>
16.00 – 17.30 Campaign Strategy & Messages: Using your personal story to win <i>Charlotte Room, Grand Hotel</i>	16.00 – 17.30 Building a campaign: Meeting the Labour challenge – whether you are fighting them or the Tories <i>Balmoral Room, Hilton Metropole Hotel</i>	16.00 – 17.30 Building a campaign: Building good relationships with local journalists and press <i>Cambridge Room, Hilton Metropole Hotel</i>	16.00 – 17.30 Introduction to becoming an approved Parliamentary candidate <i>Edinburgh Room, Hilton Metropole Hotel</i>

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Recommended Training Plans

If you're a campaign organiser or agent

Saturday	Sunday	Monday	Tuesday
<p>9.15 – 10.45 Campaign Strategy & Messages: Effective literature (Part 1 of 2) <i>Consort Room, Grand Hotel</i></p>	<p>9.15 – 10.45 Leading and Managing: Advanced election law <i>Room 3, Hilton Metropole Hotel</i></p>	<p>9.15 – 10.45 Campaign Strategy & Messages: Developing a winning message <i>Balmoral Room, Hilton Metropole Hotel</i></p>	<p>9.15 – 10.45 Campaign Strategy & Messages: Ten ways Connect will help you win <i>Buckingham Room, Hilton Metropole Hotel</i></p>
<p>11.00 – 12.30 Campaign Strategy & Messages: Effective literature (Part 2 of 2) <i>Consort Room, Grand Hotel</i></p>	<p>11.00 – 12.30 Campaign Strategy & Messages: The future of voter targeting <i>Balmoral Room, Hilton Metropole Hotel</i></p>	<p>11.00 – 12.30 Essential Skills: Winning the postal vote <i>Clarence Room, Hilton Metropole Hotel</i></p>	<p>11.00 – 12.30 Essential Skills – Winning in the last week <i>Clarence Room, Hilton Metropole Hotel</i></p>
<p>14.30 – 15.45 Introduction to agenting <i>Kings Terrace, Grand Hotel</i></p>	<p>14.30 – 15.45 Campaign Strategy & Messages: Thinking through your campaigning and planning targets <i>Buckingham Room, Hilton Metropole Hotel</i></p>	<p>14.30 – 15.45 Leading & Managing: Building relationships with the core team & candidate <i>Buckingham Room, Hilton Metropole Hotel</i></p>	<p>14.30 – 15.45 Campaign Strategy & Messages: Identifying the right issues <i>Balmoral Room, Hilton Metropole Hotel</i></p>
<p>16.00 – 17.30 Campaign Strategy & Messages: Keeping a campaign going over months not weeks <i>Regent Room, Grand Hotel</i></p>	<p>16.00 – 17.30 Building a campaign: Meeting the Labour challenge – whether you are fighting them or the Tories <i>Balmoral Room, Hilton Metropole Hotel</i></p>	<p>16.00 – 17.30 Building a campaign: Building good relationships with local journalists and press <i>Cambridge Room, Hilton Metropole Hotel</i></p>	<p>16.00 – 17.30</p>

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Recommended Training Plans

If you're interested in social media, new technology or Connect

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45 Activists Network* – How to use Connect to target more effectively (ALDC members only) <i>Cambridge Room, Hilton Metropole Hotel</i>	9.15 – 10.45 Activists Network* – Turning social networking into local votes <i>Lancaster Room, Hilton Metropole Hotel</i>	9.15 – 10.45
11.00 – 12.30	11.00 – 12.30 Campaign Strategy & Messages: The future of voter targeting <i>Balmoral Room, Hilton Metropole Hotel</i>	11.00 – 12.30 Developing & using your online profile – guidance & advice for potential candidates <i>Edinburgh Room, Hilton Metropole Hotel</i>	11.00 – 12.30 Campaign Strategy & Messages: Thinking through your campaigning and planning targets <i>Balmoral Room, Hilton Metropole Hotel</i>
14.30 – 15.45	14.30 – 15.45	14.30 – 15.45 Campaign Strategy & Messages: Ten ways Connect will help you win <i>Balmoral Room, Hilton Metropole Hotel</i>	14.30 – 15.45 Campaign Strategy & Messages: Campaigning using Facebook <i>Buckingham Room, Hilton Metropole Hotel</i>
16.00 – 17.30 Campaign Strategy & Messages: Keeping a campaign going over months not weeks <i>Regent Room, Grand Hotel</i>	16.00 – 17.30	16.00 – 17.30	16.00 – 17.30

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Recommended Training Plans

If you want help in growing your membership

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45	9.15 – 10.45 Leading & Managing: Communicating efficiently & effectively with supporters and members <i>Buckingham Room, Hilton Metropole Hotel</i>	9.15 – 10.45
11.00 – 12.30 Building a campaign: Recruiting new activists & members <i>Kings Terrace, Grand Hotel</i>	11.00 – 12.30 Recruiting more members <i>Room 3, Hilton Metropole Hotel</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 Building a campaign: Understanding & keeping your members <i>Kings Terrace, Grand Hotel</i>	16.00 – 17.30 Everything you need to know to be a Membership Officer <i>Room 3, Hilton Metropole Hotel</i>	16.00 – 17.30 Local Party Membership Officers meeting (<i>Please note this session starts at 4.15pm</i>) <i>Victoria Terrace, Grand Hotel</i>	16.00 – 17.30

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Recommended Training Plans

If you want help with fundraising

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45 Building a campaign: The basics of fundraising for your campaign <i>Balmoral Room, Hilton Metropole Hotel</i>	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 Building a campaign: Fundraising success & innovation <i>Library, Hilton Metropole Hotel</i>	14.30 – 15.45 If you don't ask you don't get – asking for resources with confidence <i>Endinburgh Room, Hilton Metropole Hotel</i>	14.30 – 15.45
16.00 – 17.30	16.00 – 17.30	16.00 – 17.30 Financing Your Campaigns to 2015 (Invitation only) <i>Buckingham Room, Hilton Metropole Hotel</i>	16.00 – 17.30

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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

My training notes



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**Consort Room,
Grand Hotel**

Campaign Strategy & Messages: Effective literature (Part 1 of 2, continued at 11am)

This extended session will look in detail at how to produce the most effective campaign literature based on recent examples of winning campaigns. If you have a laptop with Pageplus X4, bring it along. Also feel free to bring any examples of your own literature from recent campaigns.

Shaun Roberts & James Lillis (Elections & Skills)



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**Consort Room,
Grand Hotel**

Campaign Strategy & Messages: Effective literature (Part 2 of 2)

Continued from 09.15. This extended session will look in detail at how to produce the most effective campaign literature based on recent examples of winning campaigns. If you have a laptop with Pageplus X4, bring it along. Also feel free to bring any examples of your own literature from recent campaigns.
Shaun Roberts & James Lillis (Elections & Skills)

**Kings Terrace,
Grand Hotel**

Building a campaign: Recruiting new activists & members

Every campaign needs to be continually recruiting new activists and members. This session will allow you to share your own experiences and best practice and see simple examples from our most successful areas.
Paul Trollope (Elections & Skills)



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<p>Charlotte Room, Grand Hotel</p>	<p>Leading & Managing: Unleash the potential of your volunteers</p> <p>Your volunteer team will have hidden talents. By harnessing these and effectively organising your volunteers we can transform our campaigns.</p> <p style="text-align: right;">Dan Purchase (Elections & Skills)</p>
<p>Empress Room, Grand Hotel</p>	<p>Police & Crime Commissioner Elections (Part 1 of 2, continued at 4pm)</p> <p>Briefing for Liberal Democrat candidates/likely candidates and their campaign teams for the November 2012 Police and Crime Commissioner elections.</p> <p style="text-align: right;">Tom Brake MP, John Bridges (ALDC), Shaun Roberts (Elections & Skills) & Rob Banks (LGA)</p>
<p>Alexandra Room, Grand Hotel</p>	<p>Next Generation Alumni (Invitation only) (Part 1 of 2, continued at 4pm)</p> <p>For former participants in the Liberal Democrat Next Generation councillors programme.</p> <p style="text-align: right;">Cllr Erica Kemp & Cllr Abi Bell (for ALDC)</p>
<p>Consort Room, Grand Hotel</p>	<p>Speaking at Conference (Women only)</p> <p>An essential guide to speaking at Conference – giving you the information, confidence and tips that you need to get up on that stage!</p> <p style="text-align: right;">Candy Piercy (for the Campaign for Gender Balance & Women Liberal Democrats)</p>
<p>Kings Terrace, Grand Hotel</p>	<p>Introduction to agenting</p> <p style="text-align: right;">Simon Drage & Kelly Bloomfield (Elections & Skills) (for the Agents and Organisers Association)</p>

**Victoria
Terrace,
Grand Hotel**

Introduction to youth campaigning

This session is aimed at helping young Liberal Democrats to get other young people motivated to take political action

James Lillis & Mike Matuszczyk (Elections & Skills for Liberal Youth)

<p>Charlotte Room, Grand Hotel</p>	<p>Campaign Strategy & Messages: Using your personal story to win</p> <p>Your personal story, or that of the candidate you're working with, is one of the most powerful weapons you have. For this session we're joined by Simon deDeney who provides commercial training on the use of storytelling to organisations across the country.</p> <p style="text-align: right;">Simon deDeney & James Lillis (Elections & Skills)</p>
<p>Empress Room, Grand Hotel</p>	<p>Police & Crime Commissioner Elections (Part 2 of 2)</p> <p>Briefing for Liberal Democrat candidates/likely candidates and their campaign teams for the November 2012 Police and Crime Commissioner elections.</p> <p style="text-align: right;">Tom Brake MP, John Bridges (ALDC), Shaun Roberts (Elections & Skills) & Rob Banks (LGA)</p>
<p>Alexandra Room, Grand Hotel</p>	<p>Next Generation Alumni (Invitation only) (Part 2 of 2)</p> <p>For former participants in the Liberal Democrat Next Generation councillors programme.</p> <p style="text-align: right;">Cllr Erica Kemp & Cllr Abi Bell (for ALDC)</p>
<p>Consort Room, Grand Hotel</p>	<p>Consultation on new women's organisation (All welcome)</p> <p>The Campaign for Gender Balance and the Women Liberal Democrats invite you to share your views about the current proposals to combine the two organisations</p> <p style="text-align: right;">Campaign for Gender Balance & Women Liberal Democrats</p>
<p>Kings Terrace, Grand Hotel</p>	<p>Understanding & keeping your members</p> <p>Holding on to the members you've got is key to growth. Find out how!</p> <p style="text-align: right;">Billi Williams (Membership Department) & Chris Butler (Elections & Skills)</p>

**Regent Room,
Grand Hotel**

Campaign Strategy & Messages: Keeping a campaign going over months not weeks

Effective campaigns run over the long term. We need to repeat our message without sounding repetitive. This session looks at how we can keep a campaign fresh over the long term.

Austin Rathe & Mike Matuszczyk (Elections & Skills)

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Campaigning in your community How to put ‘community politics’ into practice in your local campaigning.</p> <p style="text-align: right;">Cllr Jeanette Sunderland (for ALDC)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Building a campaign: The basics of fundraising for your campaign This session will focus on the most effective and straight forward ways to raise money for your campaign based on best practice from across the Lib Dems and beyond.</p> <p style="text-align: right;">Jake Holland (Elections & Skills) & Andrea Holt (Regional Fundraising Manager)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Returning Officer training (Invitation only) (Part 1 of 4, continued at 11am)</p> <p style="text-align: right;">Jenny Shorten (for the Candidates’ Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Selection interview skills (Women only) The selection interview is a crucial stage in getting on the shortlist for a competitive seat selection – come along for some top advice and tips!</p> <p style="text-align: right;">Candy Piercy (for the Campaign for Gender Balance)</p>
<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Identifying the right issues Even the most effective campaign is worth nothing if you don’t pick the right issues to campaign on. Using examples of recently successful campaigns, this session looks at how we pick the issues that have the highest impact.</p> <p style="text-align: right;">Adam Stachura & Jon Aylwin (Elections & Skills)</p>

<p>Library, Hilton Metropole Hotel</p>	<p>Best practice sharing for MEPs' staff</p> <p style="text-align: right;">Victoria Marsom (Elections & Skills)</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>Activists' Network* – How to use Connect to target more effectively (ALDC members only)</p> <p>This session looks at how we can use the more detailed data we are gathering in Connect to target our voters more effectively. <i>*The Activists Network programme is aimed at more experienced campaigners, although all ALDC members are welcome.</i></p> <p style="text-align: right;">Cllr Tim Pickstone (ALDC) & Austin Rathe (Elections & Skills)</p>
<p>Room 3, Hilton Metropole Hotel</p>	<p>Advanced election law</p> <p style="text-align: right;">Andrew Garner & Richard Marbrow (for the Agents & Organisers Association)</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Making the most of councillor casework</p> <p>This session explores how to generate councillor casework, keep on top of it, do it well and then use it to win.</p> <p style="text-align: right;">Cllr Heather Kidd & Cllr Chris White (for ALDC)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: The future of voter targeting</p> <p>The Connect system gives us the ability to target voters in a way we've never been able to before. This session introduces a new method of targeting voters which has been shown to be effective in a number of successful local campaigns this year.</p> <p style="text-align: right;">Austin Rathe, Shaun Roberts & Dave McCobb (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Leading & Managing: Communicating efficiently & effectively with supporters and members</p> <p>Both your local members and your wider supporter network need to be engaged all year round. In this session the team from Westmorland and Lonsdale will take you through their supporter communication strategy.</p> <p style="text-align: right;">Paul Trollope & Chris Butler (Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Returning Officer training (Invitation only) (Part 2 of 4, continued at 2.30pm)</p> <p style="text-align: right;">Jenny Shorten (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Reaching out! Widening participation in your local party</p> <p>Practical ways to involve those from under-represented groups in your local party activity, including tips for talent-spotting potential council candidates.</p> <p style="text-align: right;">Anood-Al-Samerai (for the Diversity Unit)</p>

<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Campaign strategy & Messages: Campaigning using Facebook</p> <p>Half of the people in the UK have a Facebook account, and half of them use it every day. No successful campaign can ignore Facebook. This session will show you how to do it right using examples from successful campaigns.</p> <p>Simon Cooper (Digital Media & Content Manager) (for Elections & Skills)</p>
<p>Library, Hilton Metropole Hotel</p>	<p>Best practice sharing for MPs' staff</p> <p>Hilary Stephenson (Elections & Skills)</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>E-campaigning: Using email in your local campaigning (ALDC members only)</p> <p>How to build up your email list, how to use it and in particular how to use MailChimp to run your local email campaigns.</p> <p>Cllr Tim Pickstone (ALDC)</p>
<p>Room 3, Hilton Metropole Hotel</p>	<p>Recruiting more members</p> <p>Want to grow your local party? Then this course is for you. The course aims to give you the best advice on getting more members for your local party, however big or small it is at the moment.</p> <p>Billi Williams (Membership Department) & Gerard Thompson (Eastbourne)</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Developing your campaign plan</p> <p>What makes a winning campaign plan – and it's not just about leaflets – and how to keep yourself and others on track.</p> <p style="text-align: right;">Dave McCobb (Elections & Skills) & Mark Alcock (ALDC)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Leading & Managing: Building relationships with the core team & candidate</p> <p>Every successful campaign has a small core team who make things happen. This session looks at team building, conflict resolution and positive thinking techniques that will help you have the strongest team possible.</p> <p style="text-align: right;">Victoria Marsom & Kelly Bloomfield (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Thinking through your campaigning and planning targets</p> <p>Campaigns need two things to succeed, strong messages and a strong campaign strategy. This session looks at campaign strategy and will cover how to analyse data to decide target groups, and how to plan a winning strategy to get the votes you need.</p> <p style="text-align: right;">Jon Aylwin & Tim Pollard (Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Returning Officer training (Invitation only) (Part 3 of 4, continued at 4pm)</p> <p style="text-align: right;">Jenny Shorten (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Assertiveness skills for potential women candidates (Women only)</p> <p>A session focusing on one of the key skills for being an effective candidate.</p> <p style="text-align: right;">Candy Piercy (for Campaign for Gender Balance)</p>

<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Leading & Managing: Getting the best from a constituency & campaign office</p> <p>This session is applicable for both held seats and those with campaign offices. We'll cover best practice on how to run an effective office for both an MP and candidate.</p> <p style="text-align: right;">James Lillis & Paul Trollope (Elections & Skills) & Marie Jenkins (North Devon)</p>
<p>Library, Hilton Metropole Hotel</p>	<p>Building a campaign: Fundraising success & innovation</p> <p>A discussion and open session on fundraising techniques and strategies that work. An opportunity to share local achievements, inspire others and to challenge the way the Party can effectively fundraise in the future using new techniques. Suitable for anyone with an interest in fundraising regardless of level.</p> <p style="text-align: right;">Andrea Holt (Regional Fundraising Manager)</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>Local Government Policy: Innovative ways of providing local services</p> <p>When money is tight it's never been more important to find novel ways of providing local services and avoiding cuts – how Lib Dem councils have maintained and expanded services.</p> <p style="text-align: right;">Cllr Gerald Vernon Jackson & Dave Hodgson (for ALDC & the Local Government Association)</p>
<p>Room 3, Hilton Metropole Hotel</p>	<p>Time & stress management for agents</p> <p style="text-align: right;">Chris Butler (Elections & Skills) & Simon Drage (for the Agents & Organisers Association)</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Essential Skills – Raising the money</p> <p>Most Liberal Democrat campaigns are run on a shoestring, but it doesn't have to be that way. Find out how to raise the funds for your local campaigns.</p> <p style="text-align: right;">Neil Fawcett & Cllr Mark Alcock (ALDC)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Building a campaign: Meeting the Labour challenge – whether you are fighting them or the Tories</p> <p>The current political environment provides a different challenge. Based heavily on examples of success from the 2012 local elections, this session will help you meet the Labour challenge either as your main opposition or a third party.</p> <p style="text-align: right;">Dave McCobb & Dan Purchase (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Building a campaign: Building good relationships with local journalists and press</p> <p>Local media still plays a huge role in building your reputation. This session will cover both traditional print media and newer platforms such as blogs.</p> <p style="text-align: right;">Phil Reilly (Media Office) & Mark Morris (Greater London Assembly) (for Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Returning Officer training (Invitation only) (Part 4 of 4)</p> <p style="text-align: right;">Jenny Shorten (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Consultation session on new womens' organisation (All welcome)</p> <p>The Campaign for Gender Balance and the Women Liberal Democrats invite you to share your views about the current proposals to combine the two organisations.</p> <p style="text-align: right;">Campaign for Gender Balance & Women Liberal Democrats</p>

<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Using your personal story to win</p> <p>Your personal story, or that of the candidate you're working with, is one of the most powerful weapons you have. For this session we're joined by Simon deDeney who provides commercial training on the use of storytelling to organisations across the country.</p> <p style="text-align: right;">Simon deDeney & James Lillis (Elections & Skills)</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>Activists' Network*: Getting local messages right (ALDC members only)</p> <p>It's never been more important to get our campaign messages across effectively, but the current political circumstances make getting these messages right even more important.</p> <p><i>*The Activists Network programme is aimed at more experienced campaigners although all ALDC members are welcome.</i></p> <p style="text-align: right;">Shaun Roberts (Elections & Skills) & Richard Cole (Portsmouth) (for ALDC)</p>
<p>Room 3, Hilton Metropole Hotel</p>	<p>Everything you need to know to be a Membership Officer</p> <p>From Membership Data Online to how to organise a recruitment campaign and everything in between. Whether you're a Membership Development Officer, a Data Officer or a Membership Secretary this course covers everything you need to know to fulfil your role effectively.</p> <p style="text-align: right;">Billi Williams & Jonathon Steen (Membership Department)</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Communicating with your members Keeping in touch with your members is vital. You need to know how to do it well! Staying in touch with your members has never been more important. This course will look at all the different ways you can do it and how to do it well.</p> <p style="text-align: right;">Billi Williams & Simon Drage (for the Membership Department)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Developing a winning message Campaigns have two key parts, a winning message and a winning strategy. This session will look at how you can develop the winning message for your campaign.</p> <p style="text-align: right;">Shaun Roberts & Adam Stachura (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Leading & Managing: Communicating efficiently & effectively with supporters and members Both your local members and your wider supporter network need to be engaged all year round. In this session the team from Westmorland and Lonsdale will take you through their supporter communication strategy.</p> <p style="text-align: right;">Paul Trollope & Chris Butler (Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Introduction to becoming an approved Parliamentary candidate The essential session for anyone who is not currently an approved candidate and who is interested in finding out more about the approval process, or going forward for approval in the future.</p> <p style="text-align: right;">Sal Jarvis (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Planning & winning your selection campaign (Women only) An essential guide to all aspects of running an effective selection campaign for all women who are hoping to stand as candidates in this electoral cycle.</p> <p style="text-align: right;">Jo Swinson MP & Candy Piercy (for the Campaign for Gender Balance)</p>

<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills – Producing FOCUS leaflets</p> <p>This session looks at the basics of what makes a good Focus leaflet and how to use it “all year round and not just at election time”.</p> <p style="text-align: right;">Kevin O’Connor & Cllr Sara Bedford (for ALDC)</p>
<p>Lancaster Room, Hilton Metropole Hotel</p>	<p>Activists’ Network* – Turning social networking into local votes</p> <p>Candidates and campaigners are increasingly using social networking, but are they actually winning any local votes with it? This session explores how we can turn a fun activity into something that wins us elections.</p> <p><i>*The Activists Network programme is aimed at more experienced campaigners although all ALDC members are welcome.</i></p> <p style="text-align: right;">Cllr Tim Pickstone (ALDC) & Dr Mark Pack</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Keeping a campaign going over months not weeks</p> <p>Effective campaigns run over the long-term. We need to repeat our message without sounding repetitive. This session looks at how we can keep a campaign fresh over the long-term.</p> <p style="text-align: right;">Austin Rathe & Mike Matuszczyk (Elections & Skills)</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>The count</p> <p>Jenny Shorten & Andrew Garner (for the Agents & Organisers Association)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Leading & Managing: Getting the best from a constituency & campaign office</p> <p>This session is applicable for both held seats and those with campaign offices. We'll cover best practice on how to run an effective office for both an MP and candidate.</p> <p>James Lillis & Paul Trollope (Elections & Skills) & Marie Jenkins (North Devon)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Building a campaign: The basics of fundraising for your campaign</p> <p>This session will focus on the most effective and straight forward ways to raise money for your campaign based on best practice from across the Lib Dems and beyond.</p> <p>Jake Holland (Elections & Skills) & Andrea Holt (Regional Fundraising Manager)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Developing & using your online profile – guidance & advice for potential candidates</p> <p>Developing a good online profile is essential for candidates, particularly in the lead up to selection and election. This session will help you to understand the best ways to do this, and some key 'do's and don'ts'!</p> <p>Simon Cooper (Digital Media & Content Manager) (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Writing & delivering a fabulous hustings speech (Women only)</p> <p>Giving a great hustings speech can be a vital part of winning a selection in a competitive seat. Come along and hear some top tips on how to write and deliver one!</p> <p>Candy Piercy (for the Campaign for Gender Balance)</p>

<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Winning the postal vote</p> <p>Learn how to target postal voters all year round, get our supporters to apply for them and then how to get them to vote.</p> <p style="text-align: right;">Cllr Mark Alcock & Kevin O'Connor (for ALDC)</p>
<p>Lancaster Room, Hilton Metropole Hotel</p>	<p>E-campaigning: MyCouncillor basics (ALDC members only)</p> <p>MyCouncillor are the free councillor and campaigner websites available to all ALDC members. Come along to find out how to set one up and then how to use it to its full effect.</p> <p style="text-align: right;">Craig Whittall & Laura Willoughby (for ALDC)</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>Developing policies that matter to young people</p> <p>How young people can help to develop policies and messages that connect with them.</p> <p style="text-align: right;">Chris Butler (Elections & Skills) (for Liberal Youth)</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Understanding & keeping your members Holding on to the members you've got is the key to growth. Find out how! Billi Williams (Membership Department) & Chris Butler (Elections & Skills)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Ten ways Connect will help you win Connect has already made the difference in critical elections across the Country. This session will use these examples to show you how it can help you have the edge in your own campaigns. Jake Holland & Tim Pollard (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Leading & Managing: Building relationships with the core team & candidate Every successful campaign has a small core team who make things happen. This session looks at team building, conflict resolution and positive thinking techniques that will help you have the strongest team possible. Victoria Marsom & Kelly Bloomfield (Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>If you don't ask you don't get – asking for resources with confidence 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 those resources and give you the confidence to make the "ask". Andrea Holt (Regional Fundraising Manager) & Austin Rathe (Elections & Skills) (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Selection surgery (Women only) (Part 1 of 2, continued at 4pm) An opportunity to get one-to-one advice from an expert about how to prepare for and win your selection. Book your place by e-mailing Roxana.cimpeanu@libdems.org.uk Campaign for Gender Balance & Women Liberal Democrats</p>

<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Voter ID</p> <p>Techniques for canvassing on the doorstep, phone and surveying and what sort of information you should be collecting.</p> <p>Paul Trollope (Elections & Skills) (for ALDC)</p>
<p>Lancaster Room, Hilton Metropole Hotel</p>	<p>Local Government Policy: Opposition budgets</p> <p>Pick up ideas on how to use the council budget-setting round to highlight our priorities whilst still getting the books to balance.</p> <p>Cllr Gerald Vernon Jackson & Cllr Isobel McCall (for ALDC & the Local Government Association)</p>
<p>Library, Hilton Metropole Hotel</p>	<p>Getting involved in party policy</p> <p>An introduction to the party policy making process aimed at demystifying it and showing people how they can get involved.</p> <p>Bess Mayhew & Adam Pritchard (Policy Unit) & Dinti Wakefield (Federal Policy Committee)</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>Leading & Managing: Unleash the potential of your volunteers</p> <p>Your volunteer team will have hidden talents. By harnessing these and effectively organising your volunteers we can transform our campaigns.</p> <p>Dan Purchase (Elections & Skills)</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Time & stress management for agents</p> <p style="text-align: right;">Simon Drage & Chris Butler (Elections & Skills) (for the Agents & Organisers Association)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Building a campaign: Recruiting new activists & members</p> <p>Every campaign needs to be continually recruiting new activists and members. This session will allow you to share your own experiences and best practice and see simple examples from our most successful areas.</p> <p style="text-align: right;">Paul Trollope (for Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Financing Your Campaigns to 2015 (Invitation only)</p> <p>This session is aimed at covering the essentials of an ambitious but achievable fundraising strategy taking you through to fighting the next general election and everything in between.</p> <p style="text-align: right;">Andrea Holt (Regional Fundraising Manager) & Victoria Marsom (Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Introduction to ... the new selection rules</p> <p>The essential session for any candidates or members who want to find out more about the new twin-track approach to candidate selection and how the role of the Returning Officer and the way in which candidates can campaign has changed.</p> <p style="text-align: right;">Sal Jarvis & Margaret Joachim (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Selection surgery (Women only) (Part 2 of 2)</p> <p>An opportunity to get one-to-one advice from an expert about how to prepare for and win your selection. Book your place by e-mailing Roxana.cimpeanu@libdems.org.uk</p> <p style="text-align: right;">Campaign for Gender Balance & Women Liberal Democrats</p>

<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Behind every good candidate is a good team</p> <p>One man (or woman) bands rarely win elections, but by building a good team you not only get more done but it's more fun too. Here's how to find those people who can help you out and how to keep them involved.</p> <p style="text-align: right;">Ed Fordham (for ALDC)</p>
<p>Lancaster Room, Hilton Metropole Hotel</p>	<p>Activists' Network*: Winning over swing voters (ALDC members only)</p> <p>How we win over swing voters is crucial to our success and in this session we look at different ways in which it can be done.</p> <p><i>*The Activists Network programme is aimed at more experienced campaigners although all ALDC members are welcome.</i></p> <p style="text-align: right;">Cllr Abi Bell, Cllr Claire Thomas & Cllr Martin Tod (for ALDC)</p>
<p>Cambridge Room, Hilton Metropole Hotel</p>	<p>Building a campaign: Building good relationships with local journalists and press</p> <p>Local media still plays a huge role in building your reputation. This session will cover both traditional print media and newer platforms such as blogs.</p> <p style="text-align: right;">Phil Reilly (Media Office) & Mark Morris (Greater London Assembly)</p>
<p>Victoria Terrace, Grand Hotel</p>	<p>Local Party Membership Officers meeting</p> <p><i>(Please note this session starts at 4.15pm)</i></p> <p>A chance for local party membership officers to meet staff from the Membership Department, hear about current plans and discuss best practice.</p>

<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Everything you need to know to be a Membership Officer From Membership Data Online to how to organise a recruitment campaign and everything in between. This course is especially useful for new Membership Officers or those considering taking on the role in the future. It is also useful for more experienced officers as a refresher and update. Billi Williams & Ernest Mitchell (Membership Department)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Building a campaign: Meeting the Labour challenge – whether you are fighting them or the Tories The current political environment provides a different challenge. Based heavily on examples of success from the 2012 local elections, this session will help you meet the Labour challenge either as your main opposition or a third party. Dave McCobb & Dan Purchase (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Ten ways Connect will help you win Connect has already made the difference in critical elections across the Country. This session will use these examples to show you how it can help you have the edge in your own campaigns. Jake Holland & Tim Pollard (Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Making the best use of your voice Of benefit to anyone who wants to improve their public speaking technique. This practical course will take you through the basics of safe voice production and projection. Brian Orrell (for the Candidates' Office)</p>
<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Direct Mail Direct mail is a vital, but often neglected, part of every winning campaign. Here's what to say and how to do it. Charles Glover & Cllr Claire Hudson (for ALDC)</p>

<p>Lancaster Room, Hilton Metropole Hotel</p>	<p>Activists' Network*: Sustaining the team (ALDC members only) Keeping our teams of volunteers going can be tough. This session will explore ways of keeping our teams of volunteers motivated and campaigning. <i>*The Activists Network programme is aimed at more experienced campaigners although all ALDC members are welcome.</i> Cllr Jeanette Sunderland & Neil Fawcett (for ALDC)</p>
<p>Durham Gallery, Hilton Metropole Hotel</p>	<p>Equality Act 2010 – make sure your local party complies with best practice & the law All local parties need to be aware of the Equality Act 2010 and how this impacts on their activities. An important and practical session for membership development officers, local chairs and Executive members. Vicky Booth (for the Diversity Unit)</p>



<p>Sandringham Room, Hilton Metropole Hotel</p>	<p>Advanced election law</p> <p style="text-align: right;">Andrew Garner & Simon Drage (for the Agents & Organisers Association)</p>
<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Thinking through your campaigning and planning targets</p> <p>Campaigns need two things to succeed, strong messages and a strong campaign strategy. This session looks at campaign strategy and will cover how to analyse data to decide target groups, and how to plan a winning strategy to get the votes you need.</p> <p style="text-align: right;">Jon Aylwin & Tim Pollard (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Developing a winning message</p> <p>Campaigns have two key parts, a winning message and a winning strategy. This session will look at how you can develop the winning message for your campaign.</p> <p style="text-align: right;">Shaun Roberts & Adam Stachura (Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Dealing with difficult people</p> <p>Conflict is inevitable in political life, and it is important to deal with it effectively. This session is particularly tailored for potential candidates and anyone in their teams.</p> <p style="text-align: right;">Candy Piercy (for the Candidates' Office)</p>
<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills – Winning in the last week</p> <p>The last week of the campaign is essential in making sure your months, or years, of work haven't been wasted. Here's what you should be doing in that final week and making sure it culminates in victory.</p> <p style="text-align: right;">Cllr Mike Bell & Cllr Alan Boad (for ALDC)</p>

**Lancaster
Room,
Hilton Metropole
Hotel**

E-Campaigning: Connect Casework for councillors (ALDC members only)

Connect Casework is now available free to all ALDC members (and at a small charge for other party members). This session explains how it works and how to use it to organise your casework effectively.

Cllr Anders Hanson (ALDC) & Austin Rathe (Elections & Skills)

**Durham Gallery,
Hilton Metropole
Hotel**

Outreach & campaigning with BAME communities

Advice and examples on how to reach out and engage with ethnically diverse communities in your local area, based on experiences from Southwark.

Michael Bukola (London Diversity Champion) & Simon Hughes MP

<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: Identifying the right issues</p> <p>Even the most effective campaign is worth nothing if you don't pick the right issues to campaign on. Using examples of recently successful campaigns, this session looks at how we pick the issues that have the highest impact.</p> <p style="text-align: right;">Adam Stachura & Jon Aylwin (Elections & Skills)</p>
<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Campaign strategy & Messages: Campaigning using Facebook</p> <p>Half of the people in the UK have a Facebook account, and half of them use it every day. No successful campaign can ignore Facebook. This session will show you how to do it right using examples from successful campaigns.</p> <p style="text-align: right;">Simon Cooper (Digital Media & Content Manager) (for Elections & Skills)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Now you are a PPC ...</p> <p>A session on the best first steps for any newly selected PPC – useful for any candidate hoping to be selected in this electoral cycle.</p> <p style="text-align: right;">Martin Tod (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole 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 style="text-align: right;">Candy Piercy (for the Campaign for Gender Balance)</p>
<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Being a good Lib Dem & still having a life</p> <p>Being a successful councillor and campaigner takes up lots of time, but it doesn't mean you have to give up having a life. This session gives you tips and advice on how to organise yourself and allocate time for campaigning, work and a happy home life.</p> <p style="text-align: right;">Jenny Shorten (for ALDC)</p>

**Lancaster
Room,
Hilton Metropole
Hotel**

Local Government Policy: Health reforms & local councillors

NHS reforms have given new powers to local government, and new opportunities for local government to shape and scrutinise health policy.

Cllr David Rogers & Steve Hitchins
(for ALDC & the Local Government Association)

**Durham Gallery,
Hilton Metropole
Hotel**

Introduction to agenting

Chris Butler & Kelly Bloomfield
(for the Agents & Organisers Association)

<p>Balmoral Room, Hilton Metropole Hotel</p>	<p>Campaign Strategy & Messages: The future of voter targeting The Connect system gives us the ability to target voters in a way we've never been able to before. This session introduces a new method of targeting voters which has been shown to be effective in a number of successful local campaigns this year. Austin Rathe, Shaun Roberts & Dave McCobb (Elections & Skills)</p>
<p>Buckingham Room, Hilton Metropole Hotel</p>	<p>Student recruitment (All welcome) How to run a successful Freshers' Fayre and how to engage students and keep them involved. Jon Aylwin & Jenny Willott MP (for Liberal Youth)</p>
<p>Edinburgh Room, Hilton Metropole Hotel</p>	<p>Introduction to becoming an approved Parliamentary candidate The essential session for anyone who is not currently an approved candidate and who is interested in finding out more about the approval process, or going forward for approval in the future. Sal Jarvis (for the Candidates' Office)</p>
<p>Gloucester Room, Hilton Metropole Hotel</p>	<p>Getting involved in the candidate process – if you don't want to actually be a candidate (All welcome) Come along to this session to find out more about becoming a Returning Officer, taking part in shortlisting committees, becoming a Regional Candidates Chair, or an assessor for approval assessment days. Brian Orrell (for the Candidates' Office)</p>
<p>Clarence Room, Hilton Metropole Hotel</p>	<p>Essential Skills: Interpersonal skills For people who are putting themselves into the limelight, Lib Dems can be a shy bunch. This session is not only about giving you more confidence but also how to get more from your interaction with the electorate, council officers and other people you come across in your daily life. Jenny Shorten & Cllr Mark Alcock (for ALDC)</p>

**Lancaster
Room,
Hilton Metropole
Hotel**

Activists' Network*: Advanced campaign planning (ALDC members only)

We explore how effective campaign planning has led to electoral success in key areas, and how we implement our plans whilst keeping the team on board.

**The Activists Network programme is aimed at more experienced campaigners although all ALDC members are welcome.*

Cllr Abi Bell & Richard Cole (for ALDC)

**Durham Gallery,
Hilton Metropole
Hotel**

Recruiting more members

Want to grow your local party? Then this course is for you.

The course aims to give you the best advice on getting more members for your local party, however big or small it is at the moment.

Billi Williams (Membership Department) & Gerard Thompson (Eastbourne)

The A to Z of conference training

Agents & Organisers

Advanced election law – 9.15am Sunday & 11am Tuesday

Agents & Organisers

Introduction to agenting – 2.30pm Saturday & 2.30pm Tuesday

Agents & Organisers

Time & stress management for agents – 2.30pm Sunday & 4pm Monday

Agents & Organisers

The count – 11am Monday

Activists' Network

How to use Connect to target more effectively (ALDC members only) – 9.15am Sunday

Activists' Network

Getting local messages right (ALDC members only) – 4pm Sunday

Activists' Network

Turning social networking into local votes (ALDC members only) – 9.15am Monday

Activists' Network

Winning over swing voters (ALDC members only) – 4pm Monday

Activists' Network

Sustaining the team (ALDC members only) – 9.15am Tuesday

Activists' Network

Advanced campaign planning (ALDC members only) – 4pm Tuesday

Building a campaign

Recruiting new activists & members – 11am Saturday & 4pm Monday

Building a campaign

The basics of fundraising for your campaign – 9.15am Sunday & 11am Monday

Building a campaign

Fundraising success & innovation – 2.30pm Sunday

Building a campaign

Meeting the Labour challenge – 4pm Sunday & 9.15am Tuesday

Building a campaign

Building good relationships with local journalists & press – 4pm Sunday & 4pm Monday

Campaign for Gender Balance

Speaking at conference (Women only) – 2.30pm Saturday

Campaign for Gender Balance

Selection interview skills (Women only) – 9.15am Sunday

Campaign for Gender Balance

Assertiveness skills for potential women candidates (Women only) – 2.30pm Sunday

Campaign for Gender Balance

Planning & winning your selection campaign (Women only) – 9.15am Monday

Campaign for Gender Balance

Writing & delivering a fabulous hustings speech (Women only) – 11am Monday

Campaign for Gender Balance

Literature to get you selected (Women only) – 2.30pm Tuesday

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Campaign for Gender Balance & WLD

Consultation on new women's organisation (All welcome) –
4pm Saturday & 4pm Sunday

Campaign for Gender Balance & WLD

Selection surgery (Part 1 of 2) (Women only) – 2.30pm Monday

Campaign for Gender Balance & WLD

Selection surgery (Part 2 of 2) (Women only) – 4pm Monday

Campaign Strategy & Messages

Effective literature (Part 1 of 2) – 9.15am Saturday

Campaign Strategy & Messages

Effective literature (Part 2 of 2) – 11am Saturday

Campaign Strategy & Messages

Using your personal story to win – 4pm Saturday & 4pm Sunday

Campaign Strategy & Messages

Keeping a campaign going over months not weeks – 4pm Saturday
& 9.15am Monday

Campaign Strategy & Messages

Identifying the right issues – 9.15am Sunday & 2.30pm Tuesday

Campaign Strategy & Messages

The future of voter targeting – 11am Sunday & 4pm Tuesday

Campaign Strategy & Messages

Campaigning using Facebook – 11am Sunday & 2.30pm Tuesday

Campaign Strategy & Messages

Thinking through your campaigning & planning targets –
2.30pm Sunday & 11am Tuesday

Campaign Strategy & Messages

Ten ways Connect will help you win – 2.30pm Monday
& 9.15am Tuesday

Campaign Strategy & Messages

Developing a winning message – 9.15am Monday & 11am Tuesday

Diversity Unit

Reaching out! Widening participation in your local party –
11am Sunday

Diversity Unit

Equality Act 2010 – make sure your local party complies with best
practice and the law – 9.15am Tuesday

Diversity Unit

Outreach & campaigning with BAME communities – 11am Tuesday

E-campaigning

Using email in your local campaign (ALDC members only) –
11am Sunday

E-campaigning

MyCouncillor basics (ALDC members only) – 11am Monday

E-campaigning

Connect casework for councillors (ALDC members only) –
11am Tuesday

Essential Skills

Campaigning in your community – 9.15am Sunday

Essential Skills

Making the most of councillor casework – 11am Sunday

The A to Z of conference training

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The A to Z of conference training

Essential Skills

Developing your campaign plan – 2.30pm Sunday

Essential Skills

Raising the money – 4pm Sunday

Essential Skills

Producing FOCUS leaflets – 9.15am Monday

Essential Skills

Winning the postal vote – 11am Monday

Essential Skills

Voter ID – 2.30pm Monday

Essential Skills

Behind every good candidate is a good team – 4pm Monday

Essential Skills

Direct Mail – 9.15am Tuesday

Essential Skills

Winning in the last week – 11am Tuesday

Essential Skills

Being a good Lib Dem & still having a life – 2.30pm Tuesday

Essential Skills

Interpersonal skills – 4pm Tuesday

Leading & Managing

Unleash the potential of your volunteers – 2.30pm Saturday & 2.30pm Monday

Leading & Managing

Communicating efficiently & effectively with supporters & members – 11am Sunday & 9.15am Monday

Leading & Managing

Building relationships with the core team & candidate – 2.30pm Sunday & 2.30pm Monday

Leading & Managing

Getting the best from a constituency & campaign office – 2.30pm Sunday & 11am Monday

Leading & Managing

Financing your campaigns to 2015 (Invitation only) – 4pm Monday

Local Government Policy

Innovative ways of providing local services – 2.30pm Sunday

Local Government Policy

Opposition budgets – 2.30pm Monday

Local Government Policy

Health reforms & local councillors – 2.30pm Tuesday

MEPs' staff

Sharing best practice – 9.15am Sunday

Membership

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

Membership

Recruiting more members – 11am Sunday & 4pm Tuesday

Membership

Everything you need to know to be a Membership Officer – 4pm Sunday & 9.15am Tuesday

Membership

Communicating with your members – 9.15am Monday

Membership

Local Party membership officers meeting – 4.15pm Monday

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Next Generation Alumni

(Invitation only) Part 1 of 2 – 2.30pm Saturday

Next Generation Alumni

(Invitation only) Part 2 of 2 – 4pm Saturday

MPs' staff

Sharing best practice – 11am Sunday

Parliamentary Candidates

Introduction to becoming an approved Parliamentary candidate – 9.15am Monday & 4pm Tuesday

Parliamentary Candidates

Developing & using your online profile – 11am Monday

Parliamentary Candidates

If you don't ask you don't get – asking for resources with confidence – 2.30pm Monday

Parliamentary Candidates

Introduction to the new selection rules – 4pm Monday

Parliamentary Candidates

Making the best use of your voice – 9.15am Tuesday

Parliamentary Candidates

Dealing with difficult people – 11am Tuesday

Parliamentary Candidates

Now you are a PPC ... – 2.30pm Tuesday

Parliamentary Candidates

Getting involved in the candidate process – 4pm Tuesday

Party Officer training

Returning Officer training (Part 1 of 4) – 9.15am Sunday

Party Officer training

Returning Officer training (Part 2 of 4) – 11am Sunday

Party Officer training

Returning Officer training (Part 3 of 4) – 2.30pm Sunday

Party Officer training

Returning Officer training (Part 4 of 4) – 4pm Sunday

Police & Crime Commissioner elections

Part 1 of 2 – 2.30pm Saturday

Police & Crime Commissioner elections

Part 2 of 2 – 4pm Saturday

Policy making

Getting involved in party policy – 2.30pm Monday

Young people

Introduction to youth campaigning – 2.30pm Saturday

Young people

Developing policies that matter to young people – 11am Monday

Young people

Student recruitment – 4pm Tuesday

The A to Z of conference training

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