




# Training Guide

Glasgow 2013

A magnifying glass with a black handle and a gold-colored rim is positioned over the logo. The lens is centered on the logo, which features the text 'A MILLION JOBS FOR A STRONGER ECONOMY'. The word 'JOBS' is significantly larger than the other words. The background of the entire image is a bright yellow color with a blurred newspaper or document texture. The text 'Electronic Engineering' is visible in the background above the magnifying glass.

A MILLION  
**JOBS**  
FOR A **STRONGER** ECONOMY

# National Jobs Campaign **Day of Action**

**28th September 10am – 4pm**

Help to deliver a stronger  
economy in a fairer society.

To find out more about your local event visit:  
**[www.amillionjobs.org/event](http://www.amillionjobs.org/event)**

Have you met

# OSKAR?

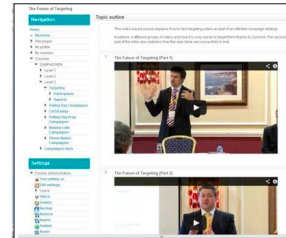
[www.libdems.org.uk/oskar](http://www.libdems.org.uk/oskar)

Oskar is our online training website. Free for all members, it contains a wide range of interactive training courses covering everything from campaigns to Connect.

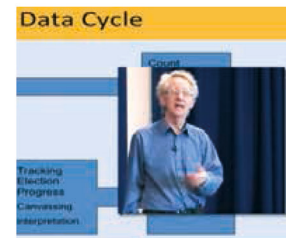
Head to [www.libdems.org.uk/oskar](http://www.libdems.org.uk/oskar) now and see what you could discover.



Canvassing



The Future of Targeting



Campaign Strategy

# Welcome to the Conference Training Programme

Whether it is from our fantastic Eastleigh by-election success, the winning Obama campaign or the success stories from our elections in May, the party is always learning.

Throughout this period we have been testing and embracing fresh techniques for getting our message across, developing skills and earning votes – at the same time as improving the way we work as a party, encouraging new volunteers and refreshing basic skills.

You'll find the results on OSKAR, through the regional delivery of the national LaunchPad series of workshop events and here at conference in the 140 training sessions on offer.

Meanwhile do have a great conference and take back home lots of inspiration and new ideas to grow your local party and increase your election success.

Best wishes

**Giorgia Gamba**

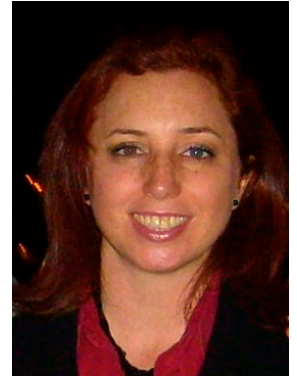
giorgia.gamba@libdems.org.uk

**Training Manager**

Department of Elections and Field Operations

**PS**

We value your feedback so please fill in the forms given out in the sessions and do contact me with any other ideas.



Bringing the best in party training to your region.

Action packed workshops suitable for local party teams at every level – with specialist trainers, group discussions and seat focused advice.

#### **Hear the latest on how you can:**

- Develop and engage more volunteers and members
- Plan and prioritise for success
- Achieve the most effective message for your voters
- Get the best from Connect and social media
- Apply new campaign techniques

Have you been to LaunchPad? If not, find out where future events are scheduled at:

**<http://launchpad.libdems.org.uk/>**

– or ask your regional team about future plans.



“Very, very useful and well done”

**Lord Paddy Ashdown, Chair of the 2015 General Election Campaign**



“The cornerstone of your preparation for every election from parish to Europe before, during and after 2015”

**Tim Farron MP, Party President**

# Lessons from this year's elections

The last twelve months have been exciting and challenging with many new learning experiences for the party at all levels.

In Eastleigh and in the county and unitary elections we took much of that learning and tested many new approaches, measuring their impact wherever possible.

Our training programme this year is based heavily on experiences from these campaigns and learning from the US Obama campaign.

To the right is a summary of some key election winning learning points which you will see developed across the Conference Training Programme.

## Plan for less predictable voting patterns

- Turnout levels are generally lower and very variable
- Ensuring that we identify Liberal Democrats and get them out to vote is even more vital now
- Make the most of Connect and the virtual phone bank to identify voters and spread the message

## Consistent messages get through

- Repeat key messages through EVERY medium you can
- A genuine record of candidate action counts
- Take national achievements in government and demonstrate their positive effect locally – stay in touch and use the Jobs Campaign materials

## Early work pays

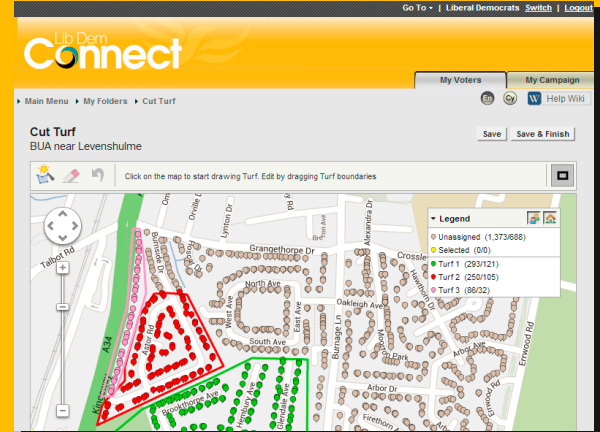
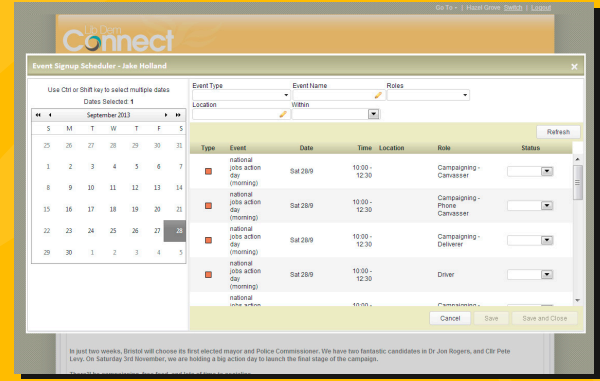
- Research shows that work done in the first half of the cycle - during 2013 - will pay big dividends in 2014
- Knocking on doors increases turnout – proven in both 2012, Eastleigh and in May 2013
- Getting more helpers is a vital first stage to success

## Strong local leadership gets results

- Always be positive – helpers need to know their work will pay off
- Agree, share and monitor monthly targets – celebrate achievement!
- Be clear what help you need
- Ask – thank – ASK AGAIN!

# Winning with Connect:

## From start to finish



The new 'Winning with Connect' course takes you through your campaign from start to finish. Through each session of the course, you'll gain the knowledge you need to make the most of Connect and the information you have collected.

### The five parts are:

- Part 1:** Understanding your electorate
- Part 2:** Growing your team
- Part 3:** Targeting your activity
- Part 4:** Communicating with voters
- Part 5:** Getting Out The Vote

Each module focuses on an aspect of campaigning starting with targeting and planning through to Getting Out The Vote. They explain what needs to be done in your campaign and how you can do it with Connect.



# 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 Getting started with your campaign (All welcome) (James Baker, Paul Moat) <i>Castle 3 – Crowne Plaza 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 Winning campaign leadership (Dan Purchase, Rachel Palma Randle) <i>Argyll 1 – Crowne Plaza Hotel</i>
14.30 – 17.30 Campaign Planning Workshop 2014 (ALDC) (John Bridges, Tom Morrison, Elspeth Finlay) <i>Dochart 1 – SECC Conference Centre</i>	14.30 – 15.45	14.30 – 15.45	14.30 – 15.45
16.00 – 17.30 Campaign Planning Workshop 2014 (ALDC) (John Bridges, Tom Morrison, Elspeth Finlay) <i>Dochart 1 – SECC Conference Centre</i>	16.00 – 17.30	16.00 – 17.30 What worked in 2013 (Dave McCobb, James Lillis) <i>Argyll 2 – Crowne Plaza Hotel</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 parliamentary candidate, or would like to be one

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 Becoming an approved candidate (Candidates Office) <i>Morar – SECC Conference Centre</i>	11.00 – 12.30
14.30 – 15.45 Now you are a PPC – first steps (Antony Hook for the Candidates Office) <i>Morar – SECC Conference Centre</i>	14.30 – 15.45 Communicating Lib Dem policy (Bess Mayhew) <i>Morar – SECC Conference Centre</i>	14.30 – 15.45	14.30 – 15.45
16.00 – 17.30 Effective performance at hustings (Layla Moran, Anthony Hook) <i>Morar – SECC Conference Centre</i>	16.00 – 17.30 Digital media for candidates (Rob Blackie for the Candidates' Office) <i>Morar – SECC Conference Centre</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 a campaign organiser or agent

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45 Advanced Election Law (Andrew Garner and Richard Marbrow for the Agents and Organisers' Association and Paul Trollope, Strategic Seat Team) <i>Etive – SECC Conference Centre</i>	9.15 – 10.45	9.15 – 10.45 Build a winning campaign infrastructure (Kelly Bloomfield, James MacCleary) <i>Argyll 1 – Crowne Plaza Hotel</i>
11.00 – 12.30	11.00 – 12.30 Lessons from America – organising to win your campaign (Victoria Marsom, Dave McCobb, Dan Purchase, Adam Stachura, Digital/membership) <i>Castle 1 – Crowne Plaza Hotel</i>	11.00 – 12.30	11.00 – 12.30
14.30 – 15.45 Basic election law (Richard Marbrow, Andrew Garner) <i>Etive – SECC Conference Centre</i>	14.30 – 15.45 Time and stress management (Chris Butler, Strategic Seat Team and Billi Williams, Agents and Organisers' Association) <i>Etive – SECC Conference Centre</i>	14.30 – 15.45	14.30 – 15.45
16.00 – 17.30 An introduction to Nationbuilder for organisers and campaign managers (Emily Schwartz from Nationbuilder, David Millar and Austin Rathe) <i>Ness – SECC Conference Centre</i>	16.00 – 17.30	16.00 – 17.30 What worked in 2013 (Dave McCobb, James Lillis) <i>Argyll 2 – Crowne Plaza Hotel</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 want help in growing your membership

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45	9.15 – 10.45	9.15 – 10.45	9.15 – 10.45
11.00 – 12.30 Recruiting & retaining young members (Membership) (Kat Pugh, Austin Rathe, Mike Matuszczyk) <i>Etive, SECC Conference Centre</i>	11.00 – 12.30 Growing local parties' membership (Austin Rathe, Jonny Steen) <i>Etive – SECC Conference Centre</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	16.00 – 17.30	16.00 – 17.30 Recruiting & retaining young members (Kat Pugh, Austin Rathe, Mike Matuszczyk) <i>Etive – SECC Conference Centre</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 want help with fundraising

Saturday	Sunday	Monday	Tuesday
9.15 – 10.45 Fuelling your campaign – asking for money the easy way (Sue Evans, Paul Trollope) <i>Morar – SECC Conference Centre</i>	9.15 – 10.45 Fuelling your campaign – a plan for all seasons – getting fundraising started (Sue Evans, Rachel Palma Randle) <i>Morar – SECC Conference Centre</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	14.30 – 15.45	14.30 – 15.45
16.00 – 17.30	16.00 – 17.30	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.

# 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

<b>Etive, SECC</b>	<b>Recruiting &amp; retaining young members</b> Examples and best practice showing you how to recruit and retain young people to your campaign. Kat Pugh (Liberal Youth), Austin Rathe (Membership), Mike Matuszczyk (Strategic Seats)
<b>Leven, SECC</b>	<b>How to get approved (Women only)</b> Come and find out about how the approval process works. Get one to one advice on filling in the application form. Ros Gordon (for the Diversity Unit)
<b>Morar, SECC</b>	<b>Winning with Connect, Module 1 – understanding your electorate</b> Planning your campaign and want to know where to find all the information you need to get started with a successful campaign? Part 1 of Winning with Connect gets you started. (A part of the ‘Winning with Connect’ course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own). Jake Holland, Tim Pollard (Digital), Adam Williams (Strategic Seats)



<b>Dochart 1, SECC</b>	<b>Campaign planning workshop 2014 (Part 1 of 2, continued at 4pm)</b> Plan your winning campaign for the 2014 elections. John Bridges (ALDC), Tom Morrison (Strategic Seats), Elspeth Finlay (Yorkshire & The Humber Euro Agent)
<b>Dochart 2, SECC</b>	<b>Next Generation Councillors Alumni (Invitation only) (Part 1 of 2, continued at 4pm)</b> For former participants in the Liberal Democrat Next Generation councillors programme. Cllr Erica Kemp (for ALDC)
<b>Etive, SECC</b>	<b>Basic election law</b> Everything you need to know about staying legal including getting your nominations done and completing those expenses returns. Richard Marbrow, Andrew Garner (for the Agents & Organisers' Association)
<b>Fyne, SECC</b>	<b>Page Plus drop-in session</b> Come along with any PagePlus queries, however basic or advanced. Kelly Bloomfield, Adam Williams (Strategic Seats)
<b>Leven, SECC</b>	<b>How to apply for a seat (Women only)</b> In many constituencies the process of applying for a seat is very competitive. Find out about what you need to include in the selection application form to give yourself the best chance of getting onto the shortlist. Martin Tod (for the Diversity Unit)



<p><b>Morar, SECC</b></p>	<p><b>Now you are a PPC – first steps</b></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;">Anthony Hook (for the Candidates' Office)</p>
<p><b>Ness, SECC</b></p>	<p><b>Winning with Connect, Module 2 – Growing your team</b></p> <p>Want to grow your local team so you can win in the years ahead? This session takes you through how you can grow your team and use Connect to keep it growing. (A part of the 'Winning with Connect' course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).</p> <p style="text-align: right;">Jake Holland (Digital), Austin Rathe (Membership)</p>
<p><b>Argyll 1, Crowne Plaza Hotel</b></p>	<p><b>Making the most of VIP visits (Invitation only)</b></p> <p>How to get the most out of your VIP visits for your campaign.</p> <p style="text-align: right;">Chris Butler (Strategic Seats), Ben Rathe (Visits &amp; Events Manager)</p>
<p><b>Argyll 2, Crowne Plaza Hotel</b></p>	<p><b>Councillors high level message briefing (Councillors only)</b></p> <p>Confidential briefing on latest party polling and message.</p> <p style="text-align: right;">Shaun Roberts (Political Communications), Anders Hanson (ALDC)</p>
<p><b>Argyll 3, Crowne Plaza Hotel</b></p>	<p><b>Fuelling your campaign – asking for money the easy way</b></p> <p style="text-align: right;">Sue Evans (Fundraising), Paul Trollope (Strategic Seats)</p>

<p><b>Dochart 1, SECC</b></p>	<p><b>Campaign planning workshop 2014 (Part 2 of 2)</b></p> <p>Plan your winning campaign for the 2014 elections.</p> <p style="text-align: right;">John Bridges (ALDC), Tom Morrison (Strategic Seats), Elspeth Finlay (Yorkshire &amp; The Humber Euro Agent)</p>
<p><b>Dochart 2, SECC</b></p>	<p><b>Next Generation Councillors Alumni (Invitation only) (Part 2 of 2)</b></p> <p>For former participants in the Liberal Democrat Next Generation councillors programme.</p> <p style="text-align: right;">Cllr Erica Kemp (for ALDC)</p>
<p><b>Etive, SECC</b></p>	<p><b>Introduction to agenting</b></p> <p>Have you been asked to be an agent? This course will help you to prepare for this rewarding if at times challenging role.</p> <p style="text-align: right;">Neil Walton, Billi Williams (for the Agents &amp; Organisers' Association)</p>
<p><b>Leven, SECC</b></p>	<p><b>Writing &amp; delivering a fabulous hustings speech (Women only)</b></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 style="text-align: right;">Candy Piercy (for the Diversity Unit)</p>
<p><b>Morar, SECC</b></p>	<p><b>Effective performance at hustings</b></p> <p>Every candidate knows that their hustings speech is the moment of truth for their selection campaign. Come and hear from Layla Moran PPC for Oxford West and Abingdon on what works and how to make that winning speech.</p> <p style="text-align: right;">Layla Moran, Anthony Hook (for the Candidates' Office)</p>

**Ness,  
SECC**

## **An introduction to Nationbuilder for organisers and campaign managers**

Have you visited the Million Jobs ([www.amillionjobs.org](http://www.amillionjobs.org)), Fairer Tax ([www.fairertax.org](http://www.fairertax.org)) or Mike Thornton websites? All were built on Nationbuilder sites and have helped us blast through records on online fundraising, engaging voters and signing up supporters. Come and find out more about using Nationbuilder as an organiser or campaign manager.

Emily Schwartz (Nationbuilder), David Millar (Digital), Austin Rathe (Membership)

<p><b>Dochart 1, SECC</b></p>	<p><b>Winning with Connect, Module 3 – Targeting your activity</b></p> <p>Want to target your activity where it will make the most difference? Part 3 of Winning with Connect takes you through the best ways to target to get a winning result. (A part of the ‘Winning with Connect’ course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).</p> <p>Jake Holland (Digital), Tom Morrison (Strategic Seats), James Lillis (Political Communications)</p>
<p><b>Etive, SECC</b></p>	<p><b>Advanced election law</b></p> <p>This course will increase your knowledge of election law and covers topics including apportioning your expenses and defamation.</p> <p>Andrew Garner, Richard Marbrow (for the Agents &amp; Organisers’ Association), Paul Trollope (Strategic Seats)</p>
<p><b>Fyne, SECC</b></p>	<p><b>Winning in the cities (Invitation only)</b></p> <p>Shaun Roberts (Political Communications), Tim Pickstone (ALDC)</p>
<p><b>Leven, SECC</b></p>	<p><b>Planning &amp; winning your selection campaign (Women only)</b></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>Martin Tod (for the Diversity Unit)</p>

<p><b>Morar, SECC</b></p>	<p><b>Fuelling your campaign – a plan for all seasons – getting fundraising started</b></p> <p>Sue Evans (Fundraising), Rachel Palma Randle (Strategic Seats)</p>
<p><b>Castle 1, Crowne Plaza Hotel</b></p>	<p><b>An integrated campaign in 2014 (Invitation only)</b></p> <p>Execute a winning strategy for Local and European elections in May 2014.</p> <p>Dave McCobb, Dan Purchase (Strategic Seats)</p>
<p><b>Castle 2, Crowne Plaza Hotel</b></p>	<p><b>Activists' Network: Two elections, one polling day (ALDC members only)</b></p> <p>An exchange of best practice and experience on how to campaign for the Local and European Elections on the same day in 2014.</p> <p>Mike Bell (ALDC), James MacCleary (Strategic Seats), Elspeth Finlay (Yorkshire &amp; The Humber Euro Agent)</p>
<p><b>Castle 3, Crowne Plaza Hotel</b></p>	<p><b>Campaign Basics (Build Up Programme) – Getting started with your campaign (All welcome)</b></p> <p>How to get a local campaign off the ground, looking at the basics that you need to do to get you on the path to victory, (part of ALDC's Build Up Programme, but open to all).</p> <p>James Baker (ALDC), Paul Moat (Strategic Seats)</p>

<b>Dochart 1, SECC</b>	<b>Getting the most from email and targeted communications</b> Want to maximise the return from your email? Learn how to use email and other targeted online communications to win people over and recruit supporters. Tim Pollard, Simon Cooper (Digital)
<b>Etive, SECC</b>	<b>Growing local parties' membership</b> Many local parties have increased their membership this year. Come along to find out how they did it. Austin Rathe, Jonny Steen (Membership)
<b>Fyne, SECC</b>	<b>How to get involved in policy making</b>  Bess Mayhew (Policy Unit), members of FPC
<b>Leven, SECC</b>	<b>Literature to get you selected (Women only)</b> A guide to planning and producing first-class selection literature to help you win! Miranda Roberts (for Diversity Unit)
<b>Morar, SECC</b>	<b>Public speaking</b> Public speaking is the key skill that all politicians are expected to have. This session will fill you in on the tips and tricks that can turn a good speech into a winning speech. Candy Piercy (for the Candidates' Office)

**Castle 1,  
Crowne Plaza  
Hotel**

**Lessons from America – organising to win your campaign**

First hand experience from the US elections – and how we can implement it to win here in the UK.

Victoria Marsom, Dave McCobb, Dan Purchase, Adam Stachura (Strategic Seats)

**Castle 2,  
Crowne Plaza  
Hotel**

**Activists’ Network: Targeting – how we use the 4 S’s effectively  
(ALDC members only)**

An exchange of best practice and experience on using supporters, squeeze, switch and stay at homes as distinct target groups in your winning campaign.

John Bridges (ALDC), Adam Williams (Strategic Seats), Richard Marbrow

**Castle 3,  
Crowne Plaza  
Hotel**

**Councillor training – Implementing the Morrissey Report for council groups**

Following the publication of Helena Morrissey’s report, we look at how this relates to Lib Dem council groups.

Alan Connett & Claire Hudson (for ALDC)

<p><b>Dochart 1, SECC</b></p>	<p><b>Winning with Connect, Module 4 – Communicating with voters</b></p> <p>There are lots of ways to communicate with voters, find out how to make the difference quickly and easily with Part 4 of Winning with Connect. (A part of the ‘Winning with Connect’ course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).</p> <p>Jake Holland (Digital), Adam Williams (Strategic Seats), Shaun Roberts (Political Communications)</p>
<p><b>Etive, SECC</b></p>	<p><b>Time &amp; stress management</b></p> <p>A useful guide to agents, organisers and others on managing their time and the inevitable stresses of any election campaign.</p> <p>Chris Butler (Strategic Seats), Billi Williams (for the Agents &amp; Organisers’ Association)</p>
<p><b>Fyne, SECC</b></p>	<p><b>Page Plus drop-in session</b></p> <p>Come along with any PagePlus queries, however basic or advanced.</p> <p>Simon Drage, Mike Matuszczyk (Strategic Seats)</p>
<p><b>Leven, SECC</b></p>	<p><b>Pictures worth a thousand words (Women only)</b></p> <p>An essential guide to learning how to plan, produce and pick first-class pictures for your selection campaign.</p> <p>Candy Piercy (for the Diversity Unit)</p>



<b>Morar, SECC</b>	<b>Communicating Lib Dem policy for candidates</b> Learn about new Lib Dem policy, brush up on the old and find out more about what we're already delivering in government. Bess Mayhew (for the Candidates' Office)
<b>Argyll 1, Crowne Plaza Hotel</b>	<b>Making the most of VIP visits (All welcome)</b> Making visits work for your campaign. Tim Bearder (Strategic Seats), Ben Rathe (Visits & Events Manager)
<b>Argyll 2, Crowne Plaza Hotel</b>	<b>Getting the message right for Scotland</b> Message session specifically for Scottish campaigners. Adam Stachura, Steve Jolly (Strategic Seats)
<b>Argyll 3, Crowne Plaza Hotel</b>	<b>Getting the most from your website and social media</b> Want to know how to get more from your website and social media? Learn how to use your website and social media to recruit supporters and win people over. Kev O'Connor, Simon Cooper (Digital)
<b>Castle 1, Crowne Plaza Hotel</b>	<b>Build a winning campaign infrastructure (Invitation only)</b> Recruit and build your winning campaign team. Paul Trollope, Paul Moat (Strategic Seats)

<p><b>Castle 2, Crowne Plaza Hotel</b></p>	<p><b>Activists' Network: Using the power of social media (ALDC members only)</b></p> <p>An exchange of best practice and experience on the effective use of social media.</p> <p>Craig Whittall, Mark Pack, Daisy Benson (for ALDC)</p>
<p><b>Castle 3, Crowne Plaza Hotel</b></p>	<p><b>Campaign Basics (Build Up Programme) – Polling day and the count (All welcome)</b></p> <p>How to run an effective polling day that gets as many of our voters to the ballot box, and then avoid throwing it all away at the count, (part of ALDC's Build Up Programme, but open to all).</p> <p>Anders Hanson (ALDC)</p>



<p><b>Dochart 1, SECC</b></p>	<p><b>Winning with Connect, Module 5 – Getting Out The Vote</b></p> <p>Planning how to get your supporters out to vote? The final part of ‘Winning with Connect’ takes you from recruiting postal voters to polling day. (A part of the ‘Winning with Connect’ course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).  <span style="float: right;">Jake Holland, Kev O’Connor (Digital), Paul Trollope (Strategic Seats)</span></p>
<p><b>Etive, SECC</b></p>	<p><b>Introduction to agenting</b></p> <p>Have you been asked to be an agent? This course will help you to prepare for this rewarding if at times challenging role.  <span style="float: right;">Simon Drage, Billi Williams (for the Agents &amp; Organisers’ Association)</span></p>
<p><b>Fyne, SECC</b></p>	<p><b>An introduction to Nationbuilder (Invitation only)</b></p> <p>Have you visited the Million Jobs (<a href="http://www.amillionjobs.org">www.amillionjobs.org</a>), Fairer Tax campaign or Mike Thornton websites? All were built on Nationbuilder sites and have helped us blast through records on online fundraising, engaging voters and supporters and signing up supporters. Come and find out how you can use Nationbuilder in your local area. <span style="float: right;">Emily Schwartz (Nationbuilder), David Millar (Digital)</span></p>
<p><b>Leven, SECC</b></p>	<p><b>Building your profile in the party – part of getting yourself selected (Women only)</b></p> <p>Getting your name known in the Lib Dems is a great first step to getting selected in a winnable seat. Come and find out more about how to establish a successful and positive profile in the Party.  <span style="float: right;">Candy Piercy (for the Diversity Unit)</span></p>
<p><b>Morar, SECC</b></p>	<p><b>Digital media for candidates</b></p> <p>Dos, don’ts and best practice – Learn the best ways to harness social media for campaigning and avoid the many political pitfalls.  <span style="float: right;">Rob Blackie (for the Candidates’ Office)</span></p>

<b>Argyll 1, Crowne Plaza Hotel</b>	<b>Project planning for campaigners (Invitation only)</b> How to manage your campaign plan on time, on budget, and on message.  Victoria Marsom, Chris Butler (Strategic Seats)
<b>Argyll 2, Crowne Plaza Hotel</b>	<b>Taking the fight to Labour</b> Message and communication session for campaigners fighting Labour.  Shaun Roberts, James Lillis (Political Communications), Dave McCobb (Strategic Seats)
<b>Argyll 3, Crowne Plaza Hotel</b>	<b>Running Connect in your local area</b> Are you a local Connect Manager or do you help support local users? Learn all the tips and tricks for making Connect easier to use in your local area and for supporting your local team.  Tim Pollard, Lizzy Parr (Digital)
<b>Castle 1, Crowne Plaza Hotel</b>	<b>Winning campaign leadership</b> Leadership skills to help you win.  Dan Purchase, Rachel Palma Randle (Strategic Seats)
<b>Castle 2, Crowne Plaza Hotel</b>	<b>Making the most of ALDC membership – Your MyCouncillor website (All welcome)</b> Every ALDC member is entitled to a free Wordpress-based MyCouncillor website. This session will take members through every step from registration to posting and promoting your stories effectively.  Craig Whittall, Chris White (ALDC)

<p><b>Dochart 1, SECC</b></p>	<p><b>Activists' Network: Encouraging young campaigners in your local campaigning (ALDC and Liberal Youth members only)</b></p> <p>An exchange of best practice and experience on how to recruit, enthuse, train and motivate young campaigners in your team. John Bridges, Rhys Taylor, Hannah Thompson (for ALDC &amp; Liberal Youth)</p>
<p><b>Dochart 2, SECC</b></p>	<p><b>Campaign Basics (Build Up Programme) – Basic fundraising (All welcome)</b></p> <p>This session is aimed specifically at people trying to raise money for ward campaigns and small to medium sized local parties, (part of ALDC's Build Up programme, but open to all). Neil Fawcett (ALDC), Sue Evans (Fundraising)</p>
<p><b>Etive, SECC</b></p>	<p><b>Growing local parties' membership</b></p> <p>Many local parties have increased their membership this year. Come along to find out how they did it. Austin Rathe, Jonny Steen (Membership)</p>
<p><b>Fyne, SECC</b></p>	<p><b>Page Plus drop-in session</b></p> <p>Come along with any PagePlus queries, however basic or advanced. Tom Morrison, Simon Drage (Strategic Seats)</p>
<p><b>Leven, SECC</b></p>	<p><b>Defining your message for selection (Women only)</b></p> <p>Good literature is not enough to make sure you get selected – a strong message is essential. This session will help women candidates develop a powerful campaign message to help them win. Candy Piercy (for Diversity Unit)</p>

<b>Morar, SECC</b>	<b>Approving &amp; selecting candidates – How does it work and how can you get involved</b> 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. (Candidates' Office)
<b>Argyll 1, Crowne Plaza Hotel</b>	<b>Winning with Connect, Module 1 – Understanding your electorate</b> Planning your campaign and want to know where to find all the information you need to get started with a successful campaign? Part 1 of Winning with Connect gets you started. (A part of the 'Winning with Connect' course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own). Jake Holland, Tim Pollard (Digital), Adam Williams (Strategic Seats)
<b>Argyll 2, Crowne Plaza Hotel</b>	<b>What worked in 2013</b> Learning from success – the best campaigning from Eastleigh by-election, 2013 local elections and by-elections. James Lillis (Political Communications), Dave McCobb (Strategic Seats)

<b>Dochart 1, SECC</b>	<b>Activists' Network: Developing your activist base (ALDC members only)</b> An exchange of best practice and experience where we are introducing some Obama style field organisers into the UK Lib Dem political environment. James Baker, Chris Lovell (for ALDC), Adam Stachura (Strategic Seats)
<b>Dochart 2, SECC</b>	<b>Councillor training – Leadership training for councillors (All welcome)</b> Leading community politics and your ward campaigning is a vital skill for councillors, this session will help to boost skills in this area. Candy Piercy (for ALDC)
<b>Etive, SECC</b>	<b>Basic election law</b> Everything you need to know about staying legal including getting your nominations done and completing those expenses returns. Simon Drage, Tim Huggan (for the Agents & Organisers' Association)
<b>Fyne, SECC</b>	<b>European Agents (Invitation only)</b> Briefing for Regional Agents for the 2014 European Elections. Strategic Seats



<p><b>Leven, SECC</b></p>	<p><b>Unconscious bias – how your unconscious mind tricks your thought processes &amp; what to do about it</b></p> <p>Research has shown that natural people preferences are hard wired into our brains and can influence prejudgements which sometimes lead to unintended bias. This session is an opportunity to understand the processes and find ways to ensure they don't influence your decisions.</p> <p style="text-align: right;">Jemima Jefferson (for the Diversity Unit)</p>
<p><b>Morar, SECC</b></p>	<p><b>Becoming an approved candidate</b></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 style="text-align: right;">Candidates' Office</p>
<p><b>Argyll 1, Crowne Plaza Hotel</b></p>	<p><b>Getting coverage in your local media (All welcome)</b></p> <p>How to get the coverage you deserve in your local media.</p> <p style="text-align: right;">Tim Hobden, Tim Bearder (for Strategic Seats)</p>
<p><b>Argyll 2, Crowne Plaza Hotel</b></p>	<p><b>Taking the fight to the Conservatives</b></p> <p>Message and communication session for campaigners fighting the Conservatives.</p> <p style="text-align: right;">Shaun Roberts (Political Communications), Steve Jolly &amp; Mike Matuszczyk (Strategic Seats)</p>

<p><b>Dochart 1, SECC</b></p>	<p><b>Activists' Network: Building a strong candidate brand (ALDC members only)</b></p> <p>An exchange of best practice and experience in making your sitting councillor or a new candidate the obvious choice for local voters.</p> <p style="text-align: right;">Tim Pickstone, Claire Hudson (for ALDC)</p>
<p><b>Dochart 2, SECC</b></p>	<p><b>Campaign Basics (Build Up Programme) – Campaigning in your community (All welcome)</b></p> <p>How to understand and then put your community at the heart of your local campaigning, (part of ALDC's Build Up programme, but open to all).</p> <p style="text-align: right;">Mike Bell (ALDC)</p>
<p><b>Etive, SECC</b></p>	<p><b>Winning the youth vote</b></p> <p>Showing you how we can win with young people.</p> <p style="text-align: right;">Kat Pugh (Liberal Youth), Kelly Bloomfield, Jon Aylwin (Strategic Seats)</p>
<p><b>Fyne, SECC</b></p>	<p><b>Annual accounts training</b></p> <p>This is a brilliant opportunity for all Treasurers who found the new criteria by the Electoral Commission confusing, to come along and speak to the annual accounts team directly. With a live demonstration of the new template and a chance to ask questions about the accounts, this is a training session not to be missed.</p> <p style="text-align: right;">Charlotte Harris, David Allworthy (for the Compliance Team)</p>
<p><b>Leven, SECC</b></p>	<p><b>Making the best use of the Virtual Phone Bank</b></p> <p>Phone contact is a huge part of winning modern elections. Get the latest best practice from campaigns in Eastleigh and across the country.</p> <p style="text-align: right;">Austin Rathe (Membership), Wasim Yunus (Lib Dem Calling)</p>

**Morar,  
SECC**

## **Getting yourself better local press coverage**

Local press can deliver you free coverage to hundreds of your local residents. Learn how to make best use of it in this comprehensive session.

Tim Hobden (for the Candidates' Office)

**Argyll 1,  
Crowne Plaza  
Hotel**

## **Fuelling your campaign – how to find major donors (Invitation only)**

Sue Evans (Fundraising), Victoria Marsom (Strategic Seats)

**Argyll 2,  
Crowne Plaza  
Hotel**

## **Targeting your message to women**

Sharpen up your campaigning with women.

Rachel Palma Randle (Strategic Seats), Miranda Roberts (for Political Communications)

<p><b>Dochart 1, SECC</b></p>	<p><b>Making the most of ALDC membership – Connect Casework (ALDC members only)</b></p> <p>ALDC members are entitled to free access to the Connect Casework module. This session takes members through the basics of setting up and using Casework Connect in your ward and local area.      Anders Hanson (ALDC), Lizzy Parr (Digital)</p>
<p><b>Dochart 2, SECC</b></p>	<p><b>Winning with Connect, Module 2 – Growing your team</b></p> <p>Want to grow your local team so you can win in the years ahead? This session takes you through how you can grow your team and use Connect to keep it growing. (A part of the ‘Winning with Connect’ course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).</p> <p style="text-align: right;">Jake Holland (Digital), Tom Morrison (Strategic Seats), Austin Rathe (Membership)</p>
<p><b>Etive, SECC</b></p>	<p><b>Recruiting &amp; retaining young members</b></p> <p>Examples and best practice showing you how to recruit and retain young people to your campaign.</p> <p style="text-align: right;">Kat Pugh (Liberal Youth), Mike Matuszczyk (Strategic Seats), Tom Hollis from Ashfield</p>
<p><b>Leven, SECC</b></p>	<p><b>Now you’re a PPC – building the right relationships from the start (Women only)</b></p> <p>Once you win selection you need to develop the team that will help you win in the General Election. The evidence shows that getting this right from Day One is a key factor helping women win and make it to Westminster!</p> <p style="text-align: right;">Candy Piercy (for the Diversity Unit)</p>

<p><b>Morar, SECC</b></p>	<p><b>An introduction to Nationbuilder</b></p> <p>Have you visited the Million Jobs (<a href="http://www.amillionjobs.org">www.amillionjobs.org</a>), Fairer Tax campaign or Mike Thornton websites? All were built on Nationbuilder sites and have helped us blast through records on online fundraising, engaging voters and supporters and signing up supporters. Come and find out how you can use Nationbuilder in your local area.</p> <p>Emily Schwartz (Nationbuilder), David Millar (Digital), Jon Aylwin (Strategic Seats)</p>
<p><b>Argyll 1, Crowne Plaza Hotel</b></p>	<p><b>Campaigning on the referendum in your constituency</b></p> <p>How to make the most of the Better Together campaign to win in your area.</p> <p>Adam Stachura, Steve Jolly (Strategic Seats)</p>
<p><b>Castle 1, Crowne Plaza Hotel</b></p>	<p><b>Targeting your message to older people</b></p> <p>Sharpen up your campaigning with older people.</p> <p>James Lillis (Political Communications), James MacCleary (Strategic Seats), Annette Brooke MP (Parliamentary Champion for Age UK)</p>

<p><b>Etive, SECC</b></p>	<p><b>Advanced election law</b></p> <p>This course will increase your knowledge of election law and covers topics including apportioning your expenses and defamation. Andrew Garner, Richard Marbrow (for the Agents &amp; Organisers' Association), Paul Trollope (Strategic Seats)</p>
<p><b>Fyne, SECC</b></p>	<p><b>Activists' Network: Strengthening your squeeze message (ALDC members only)</b></p> <p>An exchange of best practice and experience on developing messages but also tactics for a successful campaign for the Connect squeeze category you may need to win. Neil Fawcett (ALDC), Chris Butler (Strategic Seats)</p>
<p><b>Leven, SECC</b></p>	<p><b>Managing your time as a candidate (Women and under-represented groups only)</b></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 about how to manage their time! Candy Piercy (for the Diversity Unit)</p>
<p><b>Morar, SECC</b></p>	<p><b>Campaign Basics (Build Up Programme) – How to persuade people to vote for you (All welcome)</b></p> <p>Looking at the theory of how people decide who to vote for and then how to put this in to practice in your local campaigning, (part of ALDC's Build Up programme, but open to all). James Baker (ALDC)</p>
<p><b>Argyll 1, Crowne Plaza Hotel</b></p>	<p><b>Build a winning campaign infrastructure (All welcome)</b></p> <p>Recruit and build your winning campaign team. Kelly Bloomfield, James MacCleary (Strategic Seats)</p>

**Argyll 2,  
Crowne Plaza  
Hotel**

## **Taking the fight to the Conservatives**

Message and communication session for campaigners fighting the Conservatives.

Shaun Roberts (Political Communications), Steve Jolly & Mike Matuszczyk (Strategic Seats)

**Castle 2,  
Crowne Plaza  
Hotel**

## **Getting the most from email and targeted communications**

Want to maximise the return from your email? Learn how to use email and other targeted online communications to win people over and recruit supporters.

Tim Pollard, Simon Cooper (Digital)

**Castle 3,  
Crowne Plaza  
Hotel**

## **Winning with Connect, Module 3 – Targeting your activity**

Want to target your activity where it will make the most difference? Part 3 of Winning with Connect takes you through the best ways to target to get a winning result. (A part of the 'Winning with Connect' course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).

Jake Holland (Digital), Tom Morrison (Strategic Seats), James Lillis (Political Communications)

<p><b>Etive, SECC</b></p>	<p><b>Time &amp; stress management</b></p> <p>A useful guide to agents, organisers and others on managing their time and the inevitable stresses of any election campaign.</p> <p>Chris Butler, Kelly Bloomfield (Strategic Seats) (for the Agents &amp; Organisers' Association)</p>
<p><b>Fyne, SECC</b></p>	<p><b>Page Plus drop-in session</b></p> <p>Come along with any PagePlus queries, however basic or advanced.</p> <p>James MacCleary, Paul Moat (Strategic Seats)</p>
<p><b>Leven, SECC</b></p>	<p><b>Planning your political career (All welcome)</b></p> <p>Come along and find out more about how to plan your political career and navigate a successful path through the complicated structure and opportunities of politics as a Lib Dem!</p> <p>Candy Piercy, Anood Al Samerai (for the Diversity Unit)</p>
<p><b>Morar, SECC</b></p>	<p><b>Activists' Network: Developing a successful switch campaign (ALDC members only)</b></p> <p>An exchange of best practice and experience on developing messages but also tactics for a successful campaign for the Connect switch category you may need to win.</p> <p>Neil Fawcett (ALDC), Mike Matuszczyk (Strategic Seats), Claire Thomas (all for ALDC)</p>
<p><b>Argyll 1, Crowne Plaza Hotel</b></p>	<p><b>Winning campaign leadership</b></p> <p>Leadership skills to help you win.</p> <p>Dan Purchase, Rachel Palma Randle (Strategic Seats)</p>



**Argyll 2,  
Crowne Plaza  
Hotel**

## **Getting your message right for Wales**

Message session specifically for Welsh campaigners.

James Lillis (Political Communications), Jon Aylwin (Strategic Seats)

**Castle 2,  
Crowne Plaza  
Hotel**

## **Getting the most from your website and social media**

Want to know how to get more from your website and social media? Learn how to use your website and social media to recruit supporters and win people over.

Kev O'Connor, Simon Cooper (Digital)

**Castle 3,  
Crowne Plaza  
Hotel**

## **Winning with Connect, Module 4 – Communicating with voters**

There are lots of ways to communicate with voters, find out how to make the difference quickly and easily with Part 4 of Winning with Connect. (A part of the 'Winning with Connect' course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).

Jake Holland (Digital), Adam Williams (Strategic Seats), Shaun Roberts (Political Communications)

<b>Dochart 1, SECC</b>	<p><b>Activists' Network: Dealing with Local Government funding cuts (ALDC members only)</b></p> <p>An exchange of best practice and experience in control and opposition on how to deal with the challenge when cuts have to be made.</p> <p>Anders Hanson, Gerald Vernon Jackson, Sue Derbyshire (for ALDC)</p>
<b>Etive, SECC</b>	<p><b>Winning the youth vote</b></p> <p>Showing you how we can win with young people.</p> <p>Kat Pugh (Liberal Youth), Kelly Bloomfield, Jon Aylwin (Strategic Seats)</p>
<b>Fyne, SECC</b>	<p><b>General compliance Q&amp;A session</b></p> <p>A Question and Answer session aimed at Local Party Treasurers who want to get an answer for all those difficult Compliance related issues.</p> <p>Charlotte Harris, David Allworthy (for the Compliance Team)</p>
<b>Leven, SECC</b>	<p><b>A 2-way street: developing stronger relationships between SAOs/AOs and regional and local parties (All welcome)</b></p> <p>How can SAOs and AOs work more closely with local and regional parties? Leading figures in the party's special-interest groups share best-practice on how local parties can benefit from the wide range of experience and expertise within the SAOs and AOs. Hear how we can jointly develop strong local relationships and help encourage greater loyalty and commitment with the membership.</p> <p>Chaired by Gordon Lishman (for the Diversity Unit)</p>

<p><b>Morar, SECC</b></p>	<p><b>Campaign Basics (Build Up Programme) – Planning your postal vote campaign (All welcome)</b></p> <p>How to persuade more Lib Dem supporters to take up postal voters and how to maximise our share of the postal vote, (part of ALDC’s Build Up programme, but open to all). Neil Fawcett (ALDC), Mike Matuszczyk (Strategic Seats)</p>
<p><b>Argyll 1, Crowne Plaza Hote</b></p>	<p><b>Targeting your message to ethnic minority communities</b></p> <p>Sharpen up your campaigning with ethnic minority communities. Steve Jolly, Zuffar Haq (for Political Communications)</p>
<p><b>Argyll 2, Crowne Plaza Hote</b></p>	<p><b>Taking the fight to Labour</b></p> <p>Message and communication session for campaigners fighting Labour. Shaun Roberts, James Lillis (Political Communications), Dave McCobb (Strategic Seats)</p>
<p><b>Castle 2, Crowne Plaza Hotel</b></p>	<p><b>Winning in your local media (Invitation only)</b></p> <p>How to get the coverage you deserve in your local media. Tim Hobden, Tim Bearder (for Strategic Seats)</p>
<p><b>Castle 3, Crowne Plaza Hotel</b></p>	<p><b>Councillor training – Motivating the motivators – councillors and keeping motivated (All welcome)</b></p> <p>Motivating yourself and your local activists is a particular challenge in difficult times. This session will help you improve at this vital skill. Howard Sykes &amp; Jeanette Sunderland (for ALDC)</p>

<b>Dochart 1, SECC</b>	<p><b>Making the most of ALDC membership – Where to find the help you need (All welcome)</b></p> <p>A 'how-to' session exploring the different services which ALDC provides to support its members, including the Ask ALDC advice service, the ALDC File Library, the nationwide Build Up programme and all ALDC training opportunities.</p> <p>Craig Whittall, Mike Bell (ALDC)</p>
<b>Etive, SECC</b>	<p><b>Making the best use of the Virtual Phone Bank</b></p> <p>Phone contact is a huge part of winning modern elections. Get the latest best practice from campaigns in Eastleigh and across the country.</p> <p>Austin Rathe (Membership), Wasim Yunus (Lib Dem Calling)</p>
<b>Fyne, SECC</b>	<p><b>Fuelling your campaign – how to make a persuasive case for funding (Invitation only)</b></p> <p>Sue Evans (Fundraising), Victoria Marsom (Strategic Seats)</p>
<b>Leven, SECC</b>	<p><b>How diversity and inclusion can strengthen your local party (All welcome)</b></p> <p>What do we mean by 'Diversity' and 'Inclusion'? Are they the same or different? Why are they important to the work of a political party? Join the discussion and learn what these terms really mean and why they are important in all areas of politics.</p> <p>Jemima Jefferson (for the Diversity Unit)</p>

<p><b>Morar, SECC</b></p>	<p><b>An introduction to Nationbuilder</b></p> <p>Have you visited the Million Jobs (<a href="http://www.amillionjobs.org">www.amillionjobs.org</a>), Fairer Tax campaign or Mike Thornton websites? All were built on Nationbuilder sites and have helped us blast through records on online fundraising, engaging voters and supporters and signing up supporters. Come and find out how you can use Nationbuilder in your local area.</p> <p>Emily Schwartz (Nationbuilder), David Millar (Digital), Jon Aylwin (Strategic Seats)</p>
<p><b>Argyll 2, Crowne Plaza Hotel</b></p>	<p><b>Lessons from America – message &amp; targeting</b></p> <p>Find out best practice from the 2012 US campaign on message and targeting.</p> <p>Shaun Roberts, James Lillis (Political Communications)</p>
<p><b>Castle 2, Crowne Plaza Hotel</b></p>	<p><b>Campaigning on the referendum in your constituency</b></p> <p>How to make the most of the Better Together campaign to win in your area.</p> <p>Adam Stachura, Steve Jolly (Strategic Seats)</p>
<p><b>Castle 3, Crowne Plaza Hotel</b></p>	<p><b>Winning with Connect, Module 5 – Getting Out The Vote</b></p> <p>Planning how to get your supporters out to vote? The final part of ‘Winning with Connect’ takes you from recruiting postal voters to polling day. (A part of the ‘Winning with Connect’ course – attendees will get most from attending all the sessions in this course, but each session can be taken on its own).</p> <p>Jake Holland, Kev O’Connor (Digital), Paul Trollope (Strategic Seats)</p>

# The A to Z of conference training

## **Activists' Network**

Two elections, one polling day (ALDC members only) – 9.15am Sunday

## **Activists' Network**

Targeting – how we use the 4 S's effectively (ALDC members only) – 11am Sunday

## **Activists' Network**

Developing your activist base (ALDC members only) – 11am Monday

## **Activists' Network**

Dealing with Local Government funding cuts (ALDC members only) – 2.30pm Tuesday

## **Activists' Network**

Strengthening your squeeze message (ALDC members only) – 9.15am Tuesday

## **Activists' Network**

Developing a successful switch campaign (ALDC members only) – 11am Tuesday

## **Activists' Network**

Building a strong candidate brand (ALDC members only) – 2.30pm Monday

## **Agents & Organisers**

Basic election law – 2.30pm Saturday & 11am Monday

## **Agents & Organisers**

Introduction to agenting – 4pm Saturday & 4pm Sunday

## **Agents & Organisers**

Advanced election law – 9.15am Sunday & 9.15am Tuesday

## **Agents & Organisers**

Time & stress management for agents – 2.30pm Sunday & 11am Tuesday

## **ALDC membership**

Where to find the help you need (All welcome) – 4pm Tuesday

## **Campaign basics**

Getting started with your campaign – 9.15am Sunday

## **Campaign basics**

Polling day and the count – 2.30pm Sunday

## **Campaign basics**

Basic fundraising – 9.15am Monday

## **Campaign basics**

Campaigning in your community – 2.30pm Monday

## **Campaign basics**

How to persuade people to vote for you – 9.15am Tuesday

## **Campaign basics**

Planning your postal vote campaign – 2.30pm Tuesday

## **Campaigners' open sessions**

Lessons from America – organising to win your campaign – 11am Sunday

## **Campaigners' open sessions**

Making the most of VIP visits – 2.30pm Sunday

## **Campaigners' open sessions**

Winning campaign leadership – 4pm Sunday & 11am Tuesday

## **Campaigners' open sessions**

Getting coverage in your local media – 11am Monday

**Campaigners' open sessions**

Campaigning on the referendum in your constituency – 4pm Monday & 4pm Tuesday

**Campaigners' open sessions**

Build a winning campaign infrastructure – 9.15am Tuesday

**Candidates' Office**

Now you are a PPC...first steps – 2.30pm Saturday

**Candidates' Office**

Effective performance at hustings – 4pm Saturday

**Candidates' Office**

Public speaking – 11am Sunday

**Candidates' Office**

Communicating Lib Dem policy for candidates – 2.30pm Sunday

**Candidates' Office**

Approving & selecting candidates – how does it work – 9.15am Monday

**Candidates' Office**

Becoming an approved candidate – 11am Monday

**Candidates' Office**

Getting yourself better local press coverage – 2.30pm Monday

**Compliance**

Annual accounts training – 2.30pm Monday

**Compliance**

General compliance Q&A session – 2.30pm Tuesday

**Connect**

Winning with Connect, Module 1 – Understanding your electorate – 11am Saturday & 9.15am Monday

**Connect**

Winning with Connect, Module 2 – Growing your team – 2.30pm Saturday & 4pm Monday

**Connect**

Winning with Connect, Module 3 – Targeting your activity – 9.15am Sunday & 9.15am Tuesday

**Connect**

Winning with Connect, Module 4 – Communicating with voters – 2.30pm Sunday & 11am Tuesday

**Connect**

Winning with Connect, Module 5 – Getting out the vote – 4pm Sunday & 4pm Tuesday

**Connect**

Running Connect in your local area – 4pm Sunday

**Connect**

Making the most of the Virtual Phone Bank – 2.30pm Monday & 4pm Tuesday

**Connect**

Connect Casework (ALDC members only) – 4pm Monday

**Councillor training**

High level message briefing (Councillors only) – 2.30pm Saturday

**Councillor training**

Implementing the Morrissey Report for council groups – 11am Sunday

**Councillor training**

Leadership training for councillors – 11am Monday

# The A to Z of conference training

## **Councillor training**

Motivating the motivators – councillors and keeping motivated – 2.30pm Tuesday

## **Diversity Unit**

How to get approved (Women only) – 11am Saturday

## **Diversity Unit**

How to apply for a seat (Women only) – 2.30pm Saturday

## **Diversity Unit**

Writing & delivering a fabulous hustings speech – 4pm Saturday

## **Diversity Unit**

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

## **Diversity Unit**

Literature to get you selected (Women only) – 11am Sunday

## **Diversity Unit**

A picture's worth a thousand words (Women only) – 2.30pm Sunday

## **Diversity Unit**

Building your profile in the party (Women only) – 4pm Sunday

## **Diversity Unit**

Defining your message for selection (Women only) – 9.15am Monday

## **Diversity Unit**

Unconscious bias – 11am Monday

## **Diversity Unit**

Now you're a PPC...building the right relationships from the start (Women only) – 4pm Monday

## **Diversity Unit**

Managing your time as a candidate – 9.15am Tuesday

## **Diversity Unit**

Planning your political career (All welcome) – 11am Tuesday

## **Diversity Unit**

A 2-way street: developing strong relationships between SAOs/AOs, regional and local parties – 2.30pm Tuesday

## **Diversity Unit**

How diversity and inclusion can strengthen your local party – 4pm Tuesday

## **E-campaigning**

Getting the most from email and targeted communications – 11am Sunday & 9.15am Tuesday

## **E-campaigning**

Getting the most from your website and social media – 2.30pm Sunday & 11am Tuesday

## **E-campaigning**

Using the power of social media (ALDC members only) – 2.30pm Sunday

## **E-campaigning**

Social media for candidates – 4pm Sunday

## **E-campaigning**

Your MyCouncillor website (All welcome) – 4pm Sunday

## **Elections 2014**

Campaign planning workshop 2014 (Part 1 of 2) – 2.30pm Saturday & (Part 2 of 2) 4pm Saturday



### **Elections 2014**

An integrated campaign in 2014 (Invitation only) – 9.15am Sunday

### **European elections**

European election agents' briefing (Invitation only) – 11am Monday

### **Fundraising**

Fuelling your campaign – asking for money the easy way – 2.30pm Saturday

### **Fundraising**

Fuelling your campaign – a plan for all seasons, getting fundraising started – 9.15am Sunday

### **Fundraising**

Fuelling your campaign – how to find major donors (Invitation only) – 2.30pm Monday

### **Fundraising**

Fuelling your campaign – how to make a persuasive case for funding (Invitation only) – 4pm Tuesday

### **Membership**

Growing local parties' membership – 11am Sunday & 9.15am Monday

### **Message & Communications**

Winning in the cities (Invitation only) – 9.15am Sunday

### **Message & Communications**

Getting your message right for Scotland – 2.30pm Sunday

### **Message & Communications**

Taking the fight to Labour – 4pm Sunday & 2.30pm Tuesday

### **Message & Communications**

Targeting your message to older people – 4pm Monday

### **Message & Communications**

Taking the fight to the Conservatives – 11am Monday & 9.15am Tuesday

### **Message & Communications**

Targeting your message to women – 2.30pm Monday

### **Message & Communications**

What worked in 2013 – 9.15am Monday

### **Message & Communications**

Getting the message right for Wales – 11am Tuesday

### **Message & Communications**

Targeting your message to ethnic minority communities – 2.30pm Tuesday

### **Message & Communications**

Lessons from America – message & targeting – 4pm Tuesday

### **Nationbuilder**

An introduction to Nationbuilder for organisers and campaign managers – 4pm Saturday

### **Nationbuilder**

An introduction to Nationbuilder (Invitation only) – 4pm Sunday

### **Nationbuilder**

An introduction to Nationbuilder (All welcome) – 4pm Monday & 4pm Tuesday

### **Next Generation Alumni**

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

# The A to Z of conference training

## **Next Generation Alumni**

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

## **Page Plus**

Drop in session – 2.30pm Saturday, 2.30pm Sunday, 9.15am Monday & 11am Tuesday

## **Policy making**

How to get involved in policy making – 11am Sunday

## **Strategic Seats**

Making the most of VIP visits (Invitation only) – 2.30pm Saturday

## **Strategic Seats**

Build a winning campaign infrastructure (Invitation only) – 2.30pm Sunday

## **Strategic Seats**

Project planning for campaigners (Invitation only) – 4pm Sunday

## **Strategic Seats**

Winning in your local media (Invitation only) – 2.30pm Tuesday

## **Young people**

Recruiting & retaining young members – 11am Saturday & 4pm Monday

## **Young people**

Encouraging young campaigners in your local campaigning (ALDC & Liberal Youth members only) – 9.15am Monday

## **Young people**

Winning the youth vote – 2.30pm Monday & 2.30pm Tuesday





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