

Training guide

Autumn Conference Glasgow 2014



Field campaign manual

Winning in 2015 and beyond

A large group of experienced and winning campaigners from LDHQ and ALDC have produced a Field Campaign Manual to help Lib Dem campaigners win at every level.

It is a vital tool for people just starting out and also provides a checklist for more experienced campaigners.



Available to buy from the ALDC stand (E2) at Conference or contact them on 0161 212 1012 or online at aldc.org

Training guide

Autumn Conference Glasgow 2014

Contents

Welcome	3
My training timetable	5
Training programme	7–20
Saturday training sessions	7
Sunday training sessions	12
Monday training sessions	19
Tuesday training sessions	25
Wednesday training sessions	31
A to Z of conference training	32–39
Notes	40–41

The Training Guide and other conference publications are available online

www.libdems.org.uk/conference_papers



Published by Liberal Democrats, 8–10 Great George Street, London SW1P 3AE.

Design and layout by Mike Cooper, mike@mikecoopermcc.co.uk.

Printed by Park Communications Ltd, Alpine Way, London E6 6LA.

Connect

Getting help at conference

Training Sessions

Campaign Basics with Connect
Saturday 9.30am, Monday 4pm

Canvassing with Connect
Monday 9.30am, Tuesday 11am

Are we winning yet?
Sunday 11am, Tuesday 11am

Direct Mail with Connect
Saturday 9.30am, Monday 11am

Speaking to the right voters
Saturday 3.45pm, Tuesday 9.30am

Find all the details in this guide.

Drop-in Surgeries

Not sure how to do something?
Want help with who you should
target? Got a question about
how Connect works?

**Come and ask us anything
about Connect.**

Find us in the Campaign Zone
at Stand CZ5 in the Exhibition
area throughout Conference.

We're looking forward to
meeting you.



Need help logging in or setting up an account?
Email: help@libdems.org.uk or call 020 7340 4927

Welcome to the Conference Training Programme

As we approach a bumper year of elections, don't miss the opportunity to catch up on the latest techniques, rules and regulations as well as learn the basics for the many roles the party offers to its volunteers, brush up on established skills and share best practice.

This brochure covers the full range of training courses available at Conference, along with information about the Campaign Zone, where you will find advice from commercial providers and drop in sessions with party digital, fundraising and campaign experts. The brochure will help you make the most of your time at Conference alongside attending events in the hall, so please keep it with you.



There's certainly not time to cover everything at conference, so I want also to draw your attention to two other important sources of advice and information. The Field Campaign Manual is now available. Produced by the party's professional campaigners in the Elections & Field team and ALDC it covers a full range of advice on election planning and skills, as well as signposting you to other sources of more detailed information. The Manual is available to buy via ALDC at their stall. In addition OSKAR, the party's online skills and resources site is available as and when you need it at www.libdems.org.uk/oskar.

Best wishes

Giorgia Gamba

giorgia.gamba@libdems.org.uk

Training Manager, Department of Elections and Field Operation

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

NationBuilder

Getting help at conference

Training Sessions

Introduction to NationBuilder
Sunday 9.30am

Advanced NationBuilder
Saturday 1.30pm, Monday 11am

An introduction to campaigning
with Social Media
Sunday 9.30am

Intermediate campaigning with
Social Media
Sunday 2.30pm

Building your email list and
raising money
Saturday 9.30am, Monday 2.30pm,
Tuesday 11am, Tuesday 2.30pm

Drop-in Surgeries

Just getting started? Want help
with setting up your site? Got a
question about how
NationBuilder works?

**Come and ask us anything
about NationBuilder.**

Find us in the Campaign Zone
at Stand CZ5 in the Exhibition
area throughout Conference.

We're looking forward to
meeting you.

The screenshot shows the website for Jackie Porter, a Liberal Democrat candidate for Winchester & Chandlers Ford. The page features a navigation menu with links for News, About, Volunteer, Campaigns, Contact, Get involved, Join, and Donate. A large photograph of Jackie Porter is displayed on the left. On the right, there is a 'Get Involved' section with a sign-up form containing fields for First name, Last name, Email, and Mobile, along with a 'Sign up' button.

Need help logging in or setting up an account?
Email: help@libdems.org.uk or call 020 7340 4927

My training timetable

Saturday 4th October

09.30–11.30

13.30–15.30

15.45–17.30

Sunday 5th October

09.30–10.45

11.00–12.30

14.30–15.45

16.00–17.30

Monday 6th October

09.30–10.45

11.00–12.30

14.30–15.45

16.00–17.30

Tuesday 7th October

09.30–10.45

11.00–12.30

14.30–15.45

16.00–17.45

Wednesday 8th October

09.30–10.45

11.15–12.30

Find skills and resources online

www.libdems.org.uk/oskar

OSKAR (Online Skills and Resources) is the online home for skills and resources materials for Lib Dem members. You'll find materials on:

The **Skills** you need, the **Actions** you take and the **Software** we use.

There's everything from short sessions to modular courses and videos, quizzes and printable Quick Sheets to help you.

Just type www.libdems.org.uk/oskar into your browser's address bar and log in.

The screenshot shows the OSKAR website interface. At the top, there is a navigation menu with links for 'Issues', 'About', 'Get Involved', 'Members', 'Join', and 'Donate'. Below the navigation is a banner for 'OSKAR: Get Started' with a background image of a person on a phone. The main content area includes a welcome message and a list of resources categorized into Skills, Actions, and Software. The 'Skills' section lists Councillor, Organiser, Campaigner, Artworker, and Candidate. The 'Actions' section lists Data Gathering and Communicating. The 'Software' section lists PagePlus, Connect, and NationBuilder.

Stronger Economy. Fairer Society

Issues About Get Involved Members Join Donate

OSKAR: Get Started

Welcome to OSKAR (Online Skills and Resources), where we provide skills and resources materials to Liberal Democrat members, (if a Liberal Democrat member who runs this party and win elections. On OSKAR you'll find something for you.

We've provided materials in three forms:

- Skills – modular courses covering everything you need to be able to do better in many roles within the party.
- Actions – short sessions covering particular actions covering everything from organising events to producing literature.
- Software – all the resources you need for learning how to use the different software Liberals Democrats use.

You'll find a range of materials on OSKAR from videos and powerpoint presentations to PDF guides. OSKAR complements training provided at conferences and in regions. You can also find support from other Liberal Democrats on our Facebook user groups for [Connect](#), [NationBuilder](#), [Campaigner](#) and [Social Media](#).

Skills: I want to be a...

- Councillor
- Organiser
- Campaigner
- Artworker
- Candidate

Actions: I want to learn...

- Data Gathering
- Communicating

Software: I want to use...

- PagePlus
- Connect
- NationBuilder

Need help logging in or setting up an account?
Email: help@libdems.org.uk or call 020 7340 4927

Campaign basics with Connect

Just getting started in campaigning? Find out how to use Connect to give your campaign a head start.

Ben Hudson, Victor Chamberlain and Jake Holland, Digital Team, LDHQ.

Castle 1, Crowne Plaza

January to May 2015: A winning General Election strategy**INVITATION ONLY**

Come along to find out the party's detailed strategy for working with our strategic constituencies between now and the General Election.

Dave McCobb, Victoria Marsom and Steve Jolly, Elections & Field, LDHQ.

Castle 3, Crowne Plaza

Fundraising that works! Part 1: Who do I ask? (Advanced)**INVITATION ONLY**

Part of our fundraising series – develop new ideas for how to find prospective donors for your campaign, from a range of sources.

Sue Evans, Chris Lovell and Dan Purchase, Fundraising and Elections & Field, LDHQ.

Staffa, Crowne Plaza

Building your email list and raising money

We'll talk through how to expand your local email list and how to raise money online.

Austin Rathe and Bess Mayhew, Members & Supporters and Digital Team, LDHQ.

Shuna, Crowne Plaza

Direct Mail with Connect

Want to go beyond basic Direct Mail and get a bigger impact? Come to this session and find out more about how you can improve your targeting and direct mail from Connect.

Tim Pollard, Dave Wood and Dave Busby, Elections & Field and Digital Team, LDHQ.

Jura, Crowne Plaza

Run an effective ‘Get Out The Vote’ campaign

The point of the Get Out The Vote campaign is to get as many votes in the ballot box as possible. Learn how to focus your efforts.

Jon Aylwin and Mike Matuszczyk, Elections & Field, LDHQ.

Barra, Crowne Plaza

Fundraising that works! Part 1: Who do I ask? (Basic)

Part of our fundraising series – develop new ideas for how to find prospective donors for your campaign, from a range of sources.

Rachel Palma Randle and Kelly Bloomfield, Elections & Field and Fundraising, LDHQ.

Leven, SECC

Introduction to Liberal Democrat policy making: Shaping the message

Introduction to how Liberal Democrat policy is made and how to get involved. The presentation will set out the party policy making processes from the Federal Policy Committee, to policy working groups, to votes at conference. It will also outline forthcoming opportunities to get involved in party policy making including the 2015 Manifesto process. All members welcome.

Steve O’Neil, Policy Unit, LDHQ.

Morar, SECC

Basic election law

An essential guide to election law for first time agents and anyone who needs to refresh their knowledge.

Richard Marbrow and Paul Trollope, Agents & Organisers Association.

Ness, SECC

How to grow your local party membership: Learning from success

Across the country local parties are increasing their membership – find out how they’re doing it and how you are as well.

Jonny Steen and Al Ghaff, Members & Supporters, LDHQ.

Argyll 3, Crowne Plaza

Advanced NationBuilder

Learn how to go beyond the basics with NationBuilder to maximise your number of volunteers and donors.

Doug Hunt and Jon Aylwin, Digital Team, LDHQ.

Castle 1, Crowne Plaza

2015 Election planning workshop for non-strategic seats (until 17.30)

Plan your winning campaign for the 2015 joint Local and General Elections at this intensive planning session.

John Bridges, Hilary Stephenson and Neil Fawcett, ALDC and Elections & Field.

Castle 2, Crowne Plaza

Advanced literature writing

Are you an intermediate leaflet designer but want to take it to the next level? This is the module for you, focusing on tabloids, full colour leaflets and magazines.

James Lillis, Dave Busby and Mike Matuszczyk, Elections & Field, LDHQ.

Castle 3, Crowne Plaza

Activists' Network: Integrated campaigning

Next year sees most Lib Dems face two, three or even four elections on the same day. Come and compare best practice on how to campaign for victory at all levels.

Richard Cole, ALDC.

Staffa, Crowne Plaza

The candidate's role in fundraising and how to get started

Dispelling the fear and myths and introducing political fundraising and the candidate's role in this. The session is primarily aimed at first time candidates.

Sue Evans and James MacCleary for the Candidates' Office.

Jura, Crowne Plaza

Using real-life stories to bring your campaign to life

The best way to sell our political messages is by using emotion and people's personal stories. Learn from the party's experts in this, who have sold the party's achievements in leaflets, direct mail, online and in video.

Ruth Younger, Laura Archer and Adam Stachura, Elections & Field, LDHQ.

Barra, Crowne Plaza

Fundraising that works! Part 2: What's your plan? (Basic)

Part of our fundraising series – learn how to develop an effective fundraising plan and link this to your campaign's cashflow requirements.

Rachel Palma Randle and Kelly Bloomfield, Fundraising and Elections & Field, LDHQ.

Leven, SECC

Youth Recruit!

How to recruit, engage and motivate young people in the build up to the General Election. This session will focus specifically on the best ways to gain young party members and how to work with them in order to improve your campaign.

Diversity & Outreach Unit, LDHQ.

Morar, SECC

Advanced election law

Covering more advanced areas of election law including how to apportion expenses between local, constituency and national campaigns in 2015.

Dan Purchase and Richard Marbrow, Agents & Organisers Association.

Ness, SECC

Local Parties' finances: How to complete the Accounts Template, as structured around the Electoral Commission's guidelines

This accounts workshop will go over the accounts template that was designed 2 years ago using the Electoral Commission's guidelines. New and old Treasurers are encouraged to attend to not only see why the template can dramatically help them but to also share their opinions of the accounts template.

Charlotte Harris, David Allworthy and Darren Briddock, Compliance Team.

Argyll 1, Crowne Plaza

Words that work: How to ask people to join

Asking people to join the party is an essential part of growing your membership. We'll show you how to use words that work when asking people to join.

Jonny Steen and Al Ghaff, Members & Supporters, LDHQ.

Argyll 3, Crowne Plaza

Speaking to the right voters with Connect

Finding the right list of voters to speak to at the right time will give your campaign a real boost. From the people you need to persuade to those you need to Get Out To Vote, come and find out how to get the best lists out of Connect.

Jake Holland and Paul Moat, Elections & Field and Digital Team, LDHQ.

Castle 3, Crowne Plaza

Making the most of MyCouncillor

ALDC's MyCouncillor websites have recently seen a major redesign. Find out more about taking advantage of this free member benefit.

Tim Pickstone and Craig Whittall, ALDC.

Staffa, Crowne Plaza

Engagement matters! Campaigning and engaging with diverse communities

How to find more members, more activists and more voters from diverse groups. Explores the ideas behind community engagement and what we can get from them; discusses which communities we should be talking to; and how local parties can best approach them. All members welcome!

Diversity & Outreach Team, LDHQ.

Shuna, Crowne Plaza

Building your local profile using the media

Aimed at first time candidates, this session will cover how to successfully align your campaigns with local media outlets.

Laura Archer for the Candidates' Office.

Jura, Crowne Plaza

Using our national achievements to win locally

Polling shows that it's absolutely crucial voters in our seats know what positive things we've delivered in government. Come along and find out how best to make this work for your local campaigns.

James Lillis, Dave Wood and Becky Carr, Elections & Field, LDHQ.

Barra, Crowne Plaza

How to grow your local party membership: Learning from success

Across the country local parties are increasing their membership – find out how they're doing it and how you can as well.

Jonny Steen and Al Ghaff, Members & Supporters, LDHQ.

Leven, SECC, Membership

Campaign Essentials: Introduction to Literature Writing

Want to produce literature for your campaign but not sure where to start? Come along and we'll guide you through the process of producing Liberal Democrat literature including making best use of templates.

Richard Cole and Ruth Younger, ALDC and Elections & Field.

Morar, SECC

Councillor training: Setting the policy agenda with a declining budget

An exchange of best practice and experience in control and opposition on how to set council priorities in an age of declining budgets.

Cllr Keith House, ALDC

Ness, SECC

Fundraising that works! Part 2: What's your plan? (Advanced)**INVITATION ONLY**

Part of our fundraising series – learn how to develop an effective fundraising plan and link this to your campaign's cashflow requirements.

Rachel Palma Randle, Chris Lovell and Dan Purchase, Fundraising and Elections & Field, LDHQ.

Argyll 1, Crowne Plaza

Developing an effective squeeze message

Getting the third party in our seats to lend us their support will be crucial in our campaigns next year. Find out how this has been done most effectively, when fighting either Labour or the Conservatives.

Steve Jolly, John Bridges and Elspeth Finlay, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

Management and mediation for volunteer managers**INVITATION ONLY**

A session for core team volunteers designed to maximise effective working with both staff and volunteers in times of high pressure.

Jane Andrews, HR Consultant, and Jeanne Tarrant, Pastoral Care Officer.

Argyll 3, Crowne Plaza

Dealing with difficult people**WOMEN ONLY**

Every team has the occasional person who is less easy to get along with than others. This session will help you identify how you can adapt your communication and behaviour to build positive working relationships with other team members.

LDW Campaign for Gender Balance.

Castle 1, Crowne Plaza

An introduction to campaigning with social media

Want to know the difference between a 'Page' and a 'Profile' and what's with all the chirping, come and learn how social media can give your campaign a boost.

Bess Mayhew and Jon Aylwin, Digital Team, LDHQ.

Castle 2, Crowne Plaza

Introduction to NationBuilder

Just getting started with NationBuilder? Come and find out how to get your website up and running and to send effective emails.

Doug Hunt and Ben Hudson, Digital Team, LDHQ.

Castle 3, Crowne Plaza

Top tips for first time candidates

Essential tips to help you plan how to use the next 7 months to assist your long term plans, overcome the challenges facing less-developed seats, and set and achieve goals that will help you, your local party and the party at large.

Daisy Cooper for the Candidates' Office.

Leven, SECC

Campaign Essentials: Winning the postal votes campaign

Every winning campaign needs a winning postal vote campaign and strategy. It's vital we maximise the opportunity of recruiting our supporters to be postal votes, and we show you some top tips to maximise the benefit from this opportunity.

James Baker and Chris Butler, ALDC and Elections & Field.

Morar, SECC

Councillor training: Getting the council group basics right

Every council group and local party has some basic rules they need to get right. This session takes you through council group standing orders and council candidate approval and selection procedures.

Anders Hanson, ALDC.

Ness, SECC

Compliance Question and Answer

The Compliance team will be sitting down to answer all compliance questions that Treasurers and Chairs have, this can range from their legal responsibilities to entering a donation on the online donation return.

Charlotte Harris and David Allworthy, Compliance Team.

Argyll 1, Crowne Plaza

Getting the right message to the right voters

With so much to say to so many people and with the technology to now segment our campaigns effectively, more than ever we should be targeting our messages according to people's interests.

Steve Jolly, Neil Fawcett and Rachel Palma Randle, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

PagePlus drop-in session

Come along and learn from the leading experts in the party with any questions or queries you have about using PagePlus or designing leaflets.

Dave Busby and Paul Moat, Elections & Field, LDHQ.

Argyll 3, Crowne Plaza

Influencing Skills**WOMEN ONLY**

Politics is all about influencing people. This fun course will explore practical and proven ways to become better at persuading and influencing.

LDW Campaign for Gender Balance.

Castle 1, Crowne Plaza**Are we winning yet? Understanding your data**

You can collect a lot of data in Connect, but how do you know if you are winning? Drawing on work from this year's local elections, learn how to interpret the data you are getting back from voters.

Tim Pollard, Dave McCobb and Ben Hudson, Digital Team, LDHQ.

Castle 2, Crowne Plaza**Maximise use of volunteers' time and talents**

Most campaigns are good at recruiting people – but how many people do you have in key roles? This session aims to share and generate ideas for taking people on a journey of activism, from 'armchair' membership to being a super activist.

Dan Purchase, Mike Matuszczyk and Tim Bearder, Elections & Field, LDHQ.

Castle 3, Crowne Plaza**Words that work: How to ask people to join**

Asking people to join the party is an essential part of growing your membership. We'll show you how to use words that work when asking people to join.

Jonny Steen and Al Ghaff, Members & Supporters, LDHQ.

Leven, SECC**Campaign Essentials: Developing a winning strategy**

How do I win this election? Where do I start? What's the most effective strategy to win? We'll be tackling these questions and others and show you the best way to tackle campaigns of all sizes.

James Baker and Adam Stachura, ALDC and Elections & Field.

Morar, SECC

Activists' Network: From black hole to victory

This session looks at tips and techniques on how to win your ward from scratch.

James Baker, ALDC.

Ness, SECC

Introduction to being an Agent

If you have been asked to take on an agent or local organiser role, come and find out the skills you need to be effective what the difference between the two roles is.

Kelly Bloomfield and David MacDonald for the Agents & Organisers Association.

Argyll 1, Crowne Plaza

Developing powerful campaign messages

Do you have the killer messages to get you across the line in May? If not, come along and find out how to get Lib Dem votes in the ballot box.

James MacCleary, Neil Fawcett and Chris Butler, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

2015 Local Elections Briefing: Using your parliamentary campaign as a springboard for local success

This session looks at how PPCs in non-target seats can use their role to win council seats whilst developing a constituency.

Richard Cole and Anders Hanson, ALDC.

Argyll 3, Crowne Plaza

Now you are selected: Building your team

WOMEN ONLY

This session will explore how to find the best people for your team and make the most of their talents. It will be particularly helpful for newly selected women PPCs.

LDW Campaign for Gender Balance.

Castle 1, Crowne Plaza

Intermediate campaigning with social media (until 17.30)

Join staff from Facebook and Twitter to go beyond the basics of social media and learn from the best campaigns out there.

Bess Mayhew and Jon Aylwin, Digital Team, LDHQ.

Castle 2, Crowne Plaza

Using the phone to win (Basic)

Contacting voters using the phone is an integral part of any campaign. We show you some top tips and tricks how to maximise the benefit from this – including getting the most out of the Virtual Phone Bank tool on Connect and ways to plan your phone campaign and make it as effective as possible.

Simon Drage, John Bridges and Becky Carr, Elections & Field and ALDC.

Castle 3, Crowne Plaza

Effective public speaking in a successful election campaign

A session aimed at all candidates and designed to develop the confidence and capability of addressing medium to large audiences.

Antony Hook for the Candidates' Office.

Leven, SECC

Campaign essentials: Build your poster campaign

An effective poster display at election time can reinforce the momentum behind a winning campaign, but needs careful planning and preparation. Come along and find out some best practice from excellent poster campaigns around the country.

Steve Holt and James Baker, ALDC and Elections & Field.

Morar, SECC

Activists' Network: Using email to win your council election

Keeping in touch all year round is now as much about email as it is Focus leaflets. This discussion looks at how people who won in May used it to great effect.

Tim Pickstone, Iain Roberts and Adam Williams, ALDC

Ness, SECC

Libel and defamation: Latest updates and guidance

Bring your knowledge of defamation and libel up-to-date, be confident in the law and make sure you run effective but trouble-free campaigns.

Steve Jolly and Simon Drage, Agents & Organisers Association and Elections & Field.

Argyll 1, Crowne Plaza

Making best use of your MP's / PPC's diary**INVITATION ONLY**

Your candidate's diary needs to be carefully managed to use time available to best effect. Come along and learn how to do this well.

Victoria Marsom, Claire Hudson and Paul Trollope, Elections & Field.

Argyll 2, Crowne Plaza

2015 Local Elections Briefing: How to stand a full slate of candidates

Standing a full slate of local election candidates, including paper candidates for non-target wards, will help us deliver the best result possible in 2015. Here's how to find the people who'll stand.

Steve Hitchins for ALDC.

Argyll 3, Crowne Plaza

Public speaking skills**WOMEN ONLY**

This session will help strengthen your public speaking skills. It will look at how to prepare your speech, feel and look confident and get a powerful message across.

LDW Campaign for Gender Balance.

Castle 1, Crowne Plaza

The candidate's role in running an effective integrated campaign

Get best practice on how best to integrate your council and general election campaign as a candidate.

Elsbeth Finlay, Rachel Palma Randle and Tim Bearder, Elections & Field

Castle 3, Crowne Plaza

How to approach the General Election Campaign as a PPC

An essential guide on how to run an effective campaign, including essential tips on how to enable you to maintain positive relationships with your local party members. This session will be particularly beneficial for first time candidates.

Margaret Joachim and Jeanne Tarrant (Pastoral Care Officer) for the Candidates' Office.

Leven, SECC

**Campaign essentials: Integrating your election campaigns
FOR CAMPAIGN MANAGERS AND ORGANISERS**

Get best practice on how best to integrate your council and general election campaign as a campaigner.

Adam Williams and Richard Cole, ALDC and Elections & Field.

Morar, SECC

Councillor training: Health and social care

Thanks to the Liberal Democrats in government, councils now have a stronger role in health and social care issues. This session looks at how to make the most of it.

ALDC.

Ness, SECC

Run an effective 'Get Out The Vote' campaign

The point of the Get Out The Vote campaign is to get as many votes in the ballot box as possible. Learn how to focus your efforts.

Jon Aylwin and Simon Drage, Elections & Field, LDHQ.

Argyll 1, Crowne Plaza

Developing powerful campaign messages

Do you have the killer messages to get you across the line in May? If not, come along and find out how to get Lib Dem votes in the ballot box.

James MacCleary, Neil Fawcett and Chris Butler, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

Time management**WOMEN ONLY**

This session will give you plenty of practical tips for managing the time demands of work, life and politics in the run up to the General Election and beyond.

LDW Campaign for Gender Balance.

Castle 1, Crowne Plaza

Canvassing with Connect

Want to make the most of every conversation you have? This session will cover how to use Connect to get the most from your canvassing time, from using MiniVAN to collecting email addresses and printing canvass cards.

Jake Holland, Ben Hudson and Dave Wood, Digital Team, LDHQ.

Castle 2, Crowne Plaza

Using the membership database

The membership team will give you an overview of the membership database and answer your questions.

Jonny Steen, Al Ghaff and Wasim Yunus, Members & Supporters.

Leven, SECC

Campaign essentials: Get your message across in pictures

As the saying goes, a picture can tell a thousand words. Campaigning photos are no different. Come along and learn some top tips and tricks to make your photographs stand out from the crowd and help get across your message in a captivating way.

Ruth Younger and Anders Hanson, Elections & Field and ALDC.

Morar, SECC

Councillor training: Being an effective ward councillor

This session looks at how to do the role of councillor well so you can make a real difference to the community you represent.

Tim Pickstone and Claire Hudson, ALDC.

Ness, SECC

Advanced NationBuilder

Learn how to go beyond the basics with NationBuilder to maximise your number of volunteers and donors.

Doug Hunt and Jon Aylwin, Digital Team, LDHQ.

Argyll 1, Crowne Plaza

Developing an effective squeeze message

Getting the third party in our seats to lend us their support will be crucial in our campaigns next year. Find out how this has been done most effectively, when fighting either Labour or the Conservatives.

Steve Jolly, John Bridges and Elspeth Finlay, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

Pictures worth a thousand words: Taking good photos**WOMEN ONLY**

A fantastic guide to planning, taking and using first-class pictures for selection and election campaign literature.

LDW Campaign for Gender Balance.

Castle 1, Crowne Plaza

Direct Mail with Connect

Want to go beyond basic Direct Mail and get a bigger impact? Come to this session and find out more about how you can improve your targeting and direct mail from Connect.

Tim Pollard, Simon Drage and James MacCleary, Digital Team and Elections & Field, LDHQ.

Castle 2, Crowne Plaza

Liberal Democrat policy for candidates

The session will include a presentation on how to communicate on national policy issues during a general election campaign and provide the chance to practice developing messages for your local area.

Steve O'Neil for the Candidates' Office.

Leven, SECC

Campaign essentials: Build your team and keep it motivated!

Get best practice on building up your campaign team and keeping up the pace between now and the General Election.

Chris Lovell and James Baker, ALDC and Elections & Field.

Morar, SECC

Activists' Network: Getting your fundraising off the ground

This group discussion session is designed to swap ideas amongst people trying to raise money for ward campaigns and small to medium local parties.

Neil Fawcett, ALDC.

Ness, SECC

Using our national achievements to win locally

Polling shows that it's absolutely crucial voters in our seats know what positive things we've delivered in government. Come along and out how best to make this work for your local campaigns.

James Lillis, Dave Wood and Becky Carr, Elections & Field, LDHQ.

Argyll 1, Crowne Plaza

Messaging through the media

Local newspapers, TV and radio are a great way of broadcasting your message to one group of people in one hit. You have to ensure that the message gets through – this session will help.

Adam Stachura, Ben Rathe, and Tim Bearder, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

Unconscious bias

How unconscious bias develops and how it affects us all. The course will help you manage its impact on attitudes, decisions and on behaviour in life and in politics.

Vicky Booth and Jeanne Tarrant (Pastoral Care Officer), Diversity & Outreach Team, LDHQ.

Castle 1, Crowne Plaza

Monday 6th October

14.30–15.45

Building your email list and raising money

We'll talk through how to expand your local email list and how to raise money online.

Austin Rathe and Jon Aylwin, Fundraising and Digital Team, LDHQ.

Castle 2, Crowne Plaza

Monday 6th October

16.00–17.30

Building relationships with donors and making the 'ask'

This session aims to help you improve your confidence with building relationships with your prospective donors – and actually making the 'ask'!

Sue Evans and Rachel Palma Randle, Fundraising and Elections & Skills, LDHQ.

Leven, SECC

Using the phone to win (Advanced)

Contacting voters using the phone is an integral part of any campaign. We show you some top tips and tricks how to maximise the benefit from this – including getting the most out of the Virtual Phone Bank tool on Connect and ways to plan your phone campaign and make it as effective as possible.

Simon Drage, John Bridges and Becky Carr, ALDC and Elections & Field.

Morar, SECC

Activists' Network: Making the most of door knocking

Proper two-way conversations with voters are vital in understanding local issues and opinions. This looks at how to make the most of that conversation.

Tim Pickstone, ALDC.

Ness, SECC

What's the candidate's story? Developing your personal narrative to win

The personal story of the candidate is absolutely crucial to get over the winning line. What's their USP? Why them and not their opponent? What's their record and what will they bring to the role?

James Lillis, Ben Rathe and Elspeth Finlay, Elections and Field, LDHQ.

Argyll 2, Crowne Plaza

Stress management

WOMEN ONLY

This session will focus on how to recognize stress and its impact in yourself and others. It will also give you quick and easy ways to reduce your own stress.

LDW Campaign for Gender Balance.

Castle 1, Crowne Plaza

Campaign basics with Connect

Just getting started in campaigning? Find out how to use Connect to give your campaign a head start.

Ben Hudson, Victor Chamberlain and Jake Holland, Digital Team, LDHQ.

Castle 2, Crowne Plaza, Digital

Campaign Essentials: Winning the postal votes campaign

Every winning campaign needs a winning postal vote campaign and strategy. It's vital we maximise the opportunity of recruiting our supporters to be postal votes, and we show you some top tips to maximise the benefit from this opportunity.

John Bridges and Paul Moat, ALDC and Elections & Field.

Ness, SECC

Using social media as a woman candidate**WOMEN ONLY**

Social Media is now a powerful and essential tool for politicians, especially in the run up to an election. This session will help you make a vote-winning success of your social media profile.

LDW Campaign for Gender Balance.

Argyll 1, Crowne Plaza

Making best use of your MP's / PPC's diary**INVITATION ONLY**

Your candidate's diary needs to be carefully managed to use time available to best effect. Come along and learn how to do this well.

Victoria Marsom, Claire Hudson and Paul Trollope, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

The candidate's role in running an effective integrated campaign

Get best practice on how best to integrate your council and general election campaign as a candidate.

Elsbeth Finlay, Rachel Palma Randle and Tim Bearder, Elections & Field, LDHQ.

Argyll 3, Crowne Plaza

Are we winning yet? Understanding your data

You can collect a lot of data in Connect, but how do you know if you are winning? Drawing on work from this year's local elections, learn how to interpret the data you are getting back from voters.

Tim Pollard, Dave McCobb and Ben Hudson, Digital Team, LDHQ.

Castle 1, Crowne Plaza

Tuesday 7th October

09.30–10.45

Speaking to the right voters with Connect

Finding the right list of voters to speak to at the right time will give your campaign a real boost. From the people you need to persuade to those you need to Get Out To Vote, come and find out how to get the best lists out of Connect.

Jake Holland and Becky Carr, Elections & Field and Digital Team, LDHQ.

Castle 2, Crowne Plaza

Tuesday 7th October

11.00–12.30

MPs' staff drop-in session

An opportunity for MPs' staff to meet and share best practice and keep up to date on rules and guidelines ahead of a busy year.

Elections & Field and Whips Office.

Leven, SECC

Stress and time management for campaigners

Top tips to help you manage your time better and cope with stress so you can be a more effective campaigner. A session useful for anyone involved in elections.

Chris Butler and Billi Williams, Agents & Organisers Association.

Morar, SECC

Campaign essentials: Get your message across in pictures

As the saying goes, a picture can tell a thousand words. Campaigning photos are no different. Come along and learn some top tips and tricks to make your photographs stand out from the crowd and help get across your message in a captivating way.

Ruth Younger, Anders Hanson, Elections & Field and ALDC.

Ness, SECC

Getting the most from fundraising appeals

Fundraising appeals are a vital component of your overall fundraising plan. Find out what works and get some top tips and tricks to improve your results.

Victoria Marsom and Paul Trollope, Fundraising and Elections & Field, LDHQ.

Argyll 1, Crowne Plaza

PagePlus drop-in session

Come along and learn from the leading experts in the party with any questions or queries you have about using PagePlus or designing leaflets.

Dave Busby and Adam Williams, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

Maximise use of volunteers' time and talents

Most campaigns are good at recruiting people – but how many people do you have in key roles? This session aims to share and generate ideas for taking people on a journey of activism, from 'armchair' membership to being a super activist.

Dan Purchase, Kelly Bloomfield and Tim Bearder, Elections & Field, LDHQ.

Argyll 3, Crowne Plaza

Building your email list and raising money

We'll talk through how to expand your local email list and how to raise money online.

Austin Rathe and Jon Aylwin, Members & Supporters and Digital Team, LDHQ.

Castle 1, Crowne Plaza

Canvassing with Connect

Want to make the most of every conversation you have? This session will cover how to use Connect to get the most from your canvassing time, from using MiniVAN to collecting email addresses and printing canvass cards.

Jake Holland, Ben Hudson and Dave Wood, Digital Team, LDHQ.

Castle 2, Crowne Plaza

Building your email list and raising money

We'll talk through how to expand your local email list and how to raise money online.

Austin Rathe and Bess Mayhew, Members & Supporters and Digital Team, LDHQ.

Leven, SECC

Building your local profile using the media

Aimed at first time candidates, this session will cover how to successfully align your campaigns with local media outlets.

Laura Archer for the Candidates' Office.

Morar, SECC

Activists' Network: Fighting UKIP

This session discusses ways in which we can take on UKIP and win.

Clr Keith House and Dave McCobb, ALDC.

Ness, SECC

Meeting the campaign challenges – for women candidates

WOMEN ONLY

This session will provide practical advice, tips and tools to help you be organised, keep smiling and get the best from your election campaign.

LDW Campaign for Gender Balance.

Argyll 1, Crowne Plaza

Getting the right message to the right voters

With so much to say to so many people and with the technology to now segment our campaigns effectively, more than ever we should be targeting our messages according to people's interests.

Steve Jolly, Neil Fawcett and Rachel Palma Randle, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

2015 Local Elections Briefing: Fighting Town and Parish Council campaigns

2015 sees parish and town council elections in many areas across the country. Find out more on how to win at this most local of levels and how to integrate with other elections.

ALDC.

Shuna, Crowne Plaza

Campaign essentials: Finding deliverers and helpers

Campaigns of all sizes rely on enough people to win. Come and learn some tips and tricks to find more to grow your campaign.

Paul Moat, ALDC and Elections & Field.

Jura, Crowne Plaza

Fundraising that works! Part 3: What's your message? (Basic)

Part of our fundraising series – you need an effective fundraising message to entice people to support your campaign. Generate ideas and find out what works.

Victoria Marsom and Kelly Bloomfield, Fundraising and Elections & Field, LDHQ.

Barra, Crowne Plaza

Using the membership database

The membership team will give you an overview of the membership database and answer your questions.

Jonny Steen, Al Ghaff, and Wasim Yunus, Members & Supporters.

Leven, SECC

Now you're a PPC

A session on the best first tips for any newly selected PPC – or any candidate yet to be selected

Anthony Hook for the Candidates' Office.

Morar, SECC

Activists' Network: Engaging with your community

Being part of local community campaigns is at the heart of understanding your area and making it a more liberal place. This session swaps best practice on how to make this happen.

Jeanette Sunderland, ALDC.

Ness, SECC

Using real-life stories to bring your campaign to life

The best way to sell our political messages is by using emotion and people's personal stories. Learn from the party's experts in this, who have sold the party's achievements in leaflets, direct mail, online and in video.

Ruth Younger, Laura Archer and Adam Stachura, Elections & Field, LDHQ.

Argyll 2, Crowne Plaza

Election law Q&A

Bring your questions and find out about the latest changes to election law from David Allworthy (Head of Compliance) and Mark Pack, author of ALDC Election Law Handbook. This session will be beneficial to agents, organisers, people writing literature and anyone interested in election law.

Charlotte Harris (Chair), Mark Pack and David Allworthy for the Agents & Organisers Association.

Shuna, Crowne Plaza

What's the candidate's story? Developing your personal narrative to win

The personal story of the candidate is absolutely crucial to get over the winning line. What's their USP? Why them and not their opponent? What's their record and what will they bring to the role?

James Lillis, Ben Rathe and Elspeth Finlay, Elections & Field, LDHQ.

Jura, Crowne Plaza

Fundraising that works! Part 3: What's your message? (Advanced) **INVITATION ONLY**

Part of our fundraising series – you need an effective fundraising message to entice people to support your campaign. Generate ideas and find out what works.

Victoria Marsom, Dan Purchase and Chris Lovell, Elections & Field, LDHQ.

Barra, Crowne Plaza

Wednesday 8th October

9.30–10.45

Basic and advanced election law (until 12.30)

An essential guide to the election law you will need to be familiar with if you are going to be an agent in 2015 at whatever level. A useful session for both first time agents and people who want to refresh their knowledge.

Simon Drage and Richard Marbrow, Agents & Organisers Association.

Morar, SECC

Wednesday 8th October

11.15–12.30

Making the most of social media as a PPC

How use social media for a successful campaign with confidence and rectify mistakes if necessary. A useful session for all candidates.

Laura Archer and Jon Aylwin, Digital Team for the Candidates' Office.

Ness, SECC

A to Z of conference training

Activists' Network	Integrated campaigning	Saturday 13.30
Activists' Network	Fighting UKIP	Sunday 14.30
Activists' Network	Engaging with your community	Tuesday 16.00
Activists' Network	Getting your fundraising off the ground	Monday 14.30
Activists' Network	Making the most of door knocking	Monday 16.00
Activists' Network	From black hole to victory	Sunday 14.30
Activists' Network	Using email to win your council election	Tuesday 16.00
Agents & Organisers	Basic election law	Saturday 13.30
Agents & Organisers	Advanced election law	Saturday 15.45
Agents & Organisers	Introduction to being an agent	Sunday 14.30
Agents & Organisers	Libel and defamation: Latest updates and guidance	Sunday 16.00
Agents & Organisers	Stress and time management for campaigners	Tuesday 11.00
Agents & Organisers	Election law Q&A	Tuesday 16.00
Agents & Organisers	Basic and advanced election law	Wednesday 09.30

A to Z of conference training

Campaign Essentials	Introduction to literature writing	Sunday 09.30
Campaign Essentials	Winning the postal votes campaign	Sunday 11.00 Tuesday 09.30
Campaign Essentials	Developing a winning strategy	Sunday 14.30
Campaign Essentials	Build your poster campaign	Sunday 16.00
Campaign Essentials	Integrating your election campaign (FOR CAMPAIGN MANAGERS AND ORGANISERS)	Monday 09.30
Campaign Essentials	Get your message across in pictures	Monday 11.00 Tuesday 11.00
Campaign Essentials	Build your team and keep it motivated!	Monday 14.30
Campaign Essentials	Finding deliverers and helpers	Tuesday 14.30
Campaigners' open session	Run an effective 'Get Out The Vote' campaign	Saturday 09.30 Monday 09.30
Campaigners' open session	Using our national achievements to win locally	Saturday 15.45 Monday 14.30
Campaigners' open session	Using the phone to win (Basic)	Sunday 14.30
Campaigners' open session	The candidate's role in running an effective integrated campaign	Sunday 16.00 Tuesday 09.30

A to Z of conference training

Campaigners' open session	Using the phone to win (Advanced)	Monday 16.00
Candidates' Office	Building your local profile using the media	Saturday 15.45 Tuesday 14.30
Candidates' Office	Top tips for first time candidates	Sunday 11.00
Candidates' Office	Effective public speaking in a successful election campaign	Sunday 16.00
Candidates' Office	How to approach the General Election campaign as a PPC	Monday 09.30
Candidates' Office	Now you're a PPC	Tuesday 16.00
Compliance	Local Party finances: How to complete the Accounts Template	Saturday 15.45
Compliance	Q&A	Sunday 11.00
Connect	Campaign basics with Connect	Saturday 09.30 Monday 16.00
Connect	Direct mail with Connect	Saturday 09.30 Monday 11.00
Connect	Speaking to the right voters with Connect	Saturday 15.45 Tuesday 09.30
Connect	Are we winning yet? Understanding your data	Sunday 11.00 Tuesday 09.30
Connect	Canvassing with Connect	Monday 09.30 Tuesday 11.00
Councillor training	Being an effective ward councillor	Monday 11.00
Councillor training	Getting the council group basics right	Sunday 11.00

A to Z of conference training

Councillor training	Health and social care	Monday 09.30
Councillor training	Setting the policy agenda with a declining budget	Sunday 09.30
Diversity & Outreach	Public speaking skills (WOMEN ONLY)	Sunday 16.00
Diversity & Outreach	Time management (WOMEN ONLY)	Monday 09.30
Diversity & Outreach	Pictures worth a thousand words: Taking good photos (WOMEN ONLY)	Monday 11.00
Diversity & Outreach	Unconscious bias	Monday 14.30
Diversity & Outreach	Stress management (WOMEN ONLY)	Monday 16.00
Diversity & Outreach	Using social media as a woman candidate (WOMEN ONLY)	Tuesday 09.30
Diversity & Outreach	Engagement matters! Campaigning and engaging with diverse communities	Saturday 15.45
E-Campaigning	Making the most of MyCouncillor	Saturday 15.45
E-Campaigning	An introduction to campaigning with social media	Sunday 09.30
E-Campaigning	Intermediate campaigning with social media	Sunday 14.30
E-Campaigning	Making the most of social media as a PPC	Wednesday 11.15

A to Z of conference training

Elections 2015	January to May 2015: A winning General Election strategy (INVITATION ONLY)	Saturday 09.30
Elections 2015	Election planning workshop for non-strategic seats	Saturday 13.30
Elections 2015	Local Election briefing: Using your parliamentary campaign as a springboard for local success	Sunday 14.30
Elections 2015	Local Election briefing:How to stand a full slate of candidates	Sunday 16.00
Elections 2015	Making the best use of your MP's/ PPC's diary (INVITATION ONLY)	Sunday 16.00 Tuesday 09.30
Elections 2015	Local Election briefing: Fighting town and parish council campaigns	Tuesday 14.30
Fundraising	Building your email list and raising money	Saturday 09.30 Monday 14.30 Tuesday 11.00 Tuesday 14.30
Fundraising	Fundraising that works! Part 1 – Who do I ask? (Basic)	Saturday 13.30
Fundraising	Fundraising that works! (Part 1): Who do I ask? (Advanced) INVITATION ONLY	Saturday 09.30
Fundraising	The candidate's role in fundraising and how to get started	Saturday 13.30
Fundraising	Fundraising that works! (Part 2): What's your plan?	Saturday 15.45

A to Z of conference training

Fundraising	Fundraising that works! (Part 2): What's your plan? (INVITATION ONLY)	Sunday 09.30
Fundraising	Building relationships with donors and making the 'ask'	Monday 16.00
Fundraising	Getting the most from fundraising appeals	Tuesday 11.00
Fundraising	Fundraising that works! (Part 3): What's your message?	Tuesday 14.30
Fundraising	Fundraising that works! (Part 3): What's your message? (INVITATION ONLY)	Tuesday 16.00
LDW Campaign for Gender Balance	Meeting the campaign challenges for women candidates (WOMEN ONLY)	Tuesday 14.30
LDW Campaign for Gender Balance	Dealing with difficult people (WOMEN ONLY)	Sunday 09.30
LDW Campaign for Gender Balance	Influencing skills (WOMEN ONLY)	Sunday 11.00
LDW Campaign for Gender Balance	Now you are selected: Building your team (WOMEN ONLY)	Sunday 14.30
Members & Supporters	How to grow your local party members: Learning from success	Saturday 13.30
Members & Supporters	Words that work: How to ask people to join	Saturday 15.45 Sunday 14.30

A to Z of conference training

Members & Supporters	How to grow your local party members: Learning from success	Sunday 09.30
Members & Supporters	Using the membership database	Monday 11.00 Tuesday 16.00
Message & Communication	Advanced literature writing	Saturday 13.30
Message & Communication	Using real-life stories to bring your campaign to life	Saturday 13.30 Tuesday 16.00
Message & Communication	Developing an effective squeeze message	Sunday 09.30 Monday 11.00
Message & Communication	Getting the right message to the right voters	Sunday 11.00 Tuesday 14.30
Message & Communication	Developing powerful campaign messages	Sunday 14.30 Monday 09.30
Message & Communication	Messaging through the media	Monday 14.30
Message & Communication	What's the candidate's story? Developing your personal narrative to win	Monday 16.00 Tuesday 16.00
MPs' staff	MPs' staff drop-in session	Tuesday 11.00
NationBuilder	Advanced NationBuilder	Saturday 13.30 Monday 11.00
NationBuilder	Introduction to NationBuilder	Sunday 09.30
PagePlus	PagePlus drop-in session	Sunday 11.00 Tuesday 11.00

A to Z of conference training

Policy	Introduction to Liberal Democrat policy making: Shaping the message	Saturday 13.30
Policy	Liberal Democrat policy for candidates	Monday 14.30
Volunteers	Management and mediation for volunteer managers (INVITATION ONLY)	Sunday 09.30
Volunteers	Maximise use of volunteers' time and talents	Sunday 11.00 Tuesday 11.00
Young people	Youth recruit!	Saturday 15.45

Notes

Notes