

# spring 2012 conference training programme

Training courses will take place in the MEC on the lower level of The Sage Gateshead. Training courses are for party members only and an appropriate conference photo pass must be shown for entry.

## Saturday 09.15 – 10.45

### If you don't ask you don't get

For approved & potential candidates, this session will help you identify what resources are necessary for a successful campaign, help you find different ways to secure those resources and give you the confidence to make the "ask". *Competencies covered: Communication skills, Leadership, Values in Action.* Paul Trollope & Judith Jolly, Candidates' Office (Elections & Skills).  
MEC 2, The Sage Gateshead

### Winning in the last week

All the things you need to do in the last week to make sure that you win! *Competencies covered: Values in Action, Resilience.* John Bridges, ALDC.  
MEC 6, The Sage Gateshead

### Workshop on May 2012 elections (Invitation only)

ALDC.  
MEC 7, The Sage Gateshead

### Introduction to agenting

Simon Drage & Neil Walton, Agents & Organisers Association.  
MEC 8, The Sage Gateshead

### Social media in the local elections

*Competencies covered: Communication skills, Values in Action.* Austin Rathe, Elections & Skills & Simon Cooper, Digital Content  
MEC 9, The Sage Gateshead

### Campaigning on your local record for 2012 & 2013

*Competencies covered: Communications skills, Strategic thinking & judgement.* Shaun Roberts & Adam Stachura, Elections & Skills.  
MEC 10, The Sage Gateshead

### Connect Committee Room

*Learn how to run polling day with Connect.* The Connect Team, Elections & Skills.  
MEC 17, The Sage Gateshead

### Planning & winning your selection campaign (Women only)

An essential guide to all aspects of running an effective selection campaign for women who are hoping to stand as candidates in this electoral cycle. *Competencies covered: Strategic thinking & judgement, Leadership, Communication skills.* Candy Piercy, Campaign for Gender Balance, Elections & Skills.  
MEC 19, The Sage Gateshead

### Getting your young Lib Dems active

Advice and an opportunity to ask questions about how to engage young people in your area with Lib Dem activities. *Competencies covered: Representing people, Values in Action.* Cllr Peter May (for Liberal Youth).  
MEC 22, The Sage Gateshead

## Saturday 11.00 – 12.30

### Think People! – Engaging with your team

Delivered by leading training consultancy Eliesha Training, this bite-sized session will provide candidates and campaign managers with practical tools to help you gather and analyse information about what is individually important to the people in your team, allowing you to adapt your leadership style and maximize team performance. *Competencies covered: Communication skills, Leadership.* Julie Steel & Aled Evans, Candidates' Office (Elections & Skills) and Eliesha Training.  
MEC 2, The Sage Gateshead

### Elected Mayor Referendum (Invitation only)

ALDC.  
MEC 6, The Sage Gateshead

### Making the most of the Localism Act

Implications and opportunities of using the Localism Act. *Competencies covered: Strategic thinking & judgement.* Cllr Howard Sykes (for ALDC).  
MEC 7, The Sage Gateshead

### Staying out of jail 1

*Basic election law.* Andrew Garner & Richard Marbrow (for Agents & Organisers Association).  
MEC 8, The Sage Gateshead

### So you want to be a strategic seat?

*Competencies covered: Values in action.* Dave McCobb & Victoria Marsom, Elections & Skills.  
MEC 9, The Sage Gateshead

### Connect Q&A

Come along and get answers to your questions about Connect. The Connect Team, Elections & Skills.  
MEC 10, The Sage Gateshead

### Connect Committee Room

*Learn how to run polling day with Connect.* The Connect Team, Elections & Skills.  
MEC 17, The Sage Gateshead

### Writing and delivering a fabulous hustings speech (Women only)

Advice and tips on giving hustings speeches – useful for any potential candidates who will be involved in hustings or any kind of speech giving. *Competencies covered: Communication skills.* Candy Piercy, Campaign for Gender Balance, Elections & Skills.  
MEC 19, The Sage Gateshead

### A beginners guide to Membership Data Online

Billi Williams & Jonathon Steen, Membership Department.  
MEC 22, The Sage Gateshead

**Saturday 14.30 – 15.45**

**Introduction to...the selection rules**

The essential session for any candidates or members who want to find out more about the new twin-track approach to candidate selection and how the role of the Returning Officer and the way in which candidates can campaign has changed. Sal Jarvis, Margaret Joachim & Tamsin Hewett, English Party & Candidates' Office (Elections & Skills).

MEC 2, The Sage Gateshead

**Winning the postal vote campaign**

What you need to do to make sure you win as many Postal Votes as possible. *Competencies covered: Strategic thinking & judgement, Values in Action.* Simon Drage & John Bridges (for ALDC).

MEC 6, The Sage Gateshead

**Promoting local growth**

Dealing with the economy in your council. Dave Hodgson (for ALDC).

MEC 7, The Sage Gateshead

**What to do at the count**

Paul Trollope & Danny Langley (for the Agents & Organisers Association).

MEC 8, The Sage Gateshead

**A winning election strategy**

You probably know how many votes you need to win, but have you thought about how to get them? We'll show you how to use data to scientifically build a winning strategy. *Competencies covered: Strategic thinking & judgement.* Austin Rathe, Elections & Skills & Andrew Stunell MP.

MEC 9, The Sage Gateshead

**Campaigning in opposition**

Practical ways to present a strong alternative to voters in your area. *Competencies covered: Strategic thinking & judgement, Values in Action.* Shaun Roberts & Adam Stachura, Elections & Skills.

MEC 10, The Sage Gateshead

**Connect Committee Room**

*Learn how to run polling day with Connect.* The Connect Team, Elections & Skills.

MEC 17, The Sage Gateshead

**Political career development session (New Generation members only)**

No matter what stage you are at, come along and get some individual expert advice on planning and progressing your political career. Whether you are thinking about becoming a councillor, standing for a party committee, becoming an MP, or just want to raise your profile, our experts are here to help.

*Overview of all competencies.* Diversity Unit, Elections & Skills.

MEC 19, The Sage Gateshead

**Getting your young Lib Dems active**

Advice and an opportunity to ask questions about how to engage young people in your area with Lib Dem activities. *Competencies covered: Representing people, Values in Action.* Cllr Peter May (for Liberal Youth).

MEC 22, The Sage Gateshead

**Saturday 16.00 – 17.30**

**Introduction to... becoming an approved candidate**

The essential session for anyone who is not currently an approved candidate and who is interested in finding out more about the approval process, or going forward for approval in the future. *Competencies covered: An overview of all competencies.* Sal Jarvis & Maddy Pite, Candidates' Office (Elections & Skills).

MEC 2, The Sage Gateshead

**Effective squeeze**

What is your squeeze message and how to use it to its best effect. *Competencies covered: Communication skills, Strategic thinking & judgement.* Richard Cole (for ALDC).

MEC 6, The Sage Gateshead

**Running an effective polling day**

How to run an effective polling day to give you as many votes as possible to make you win. *Competencies covered: Values in Action.* Paul Trollope (for ALDC).

MEC 7, The Sage Gateshead

**Staying out of jail 2**

*Advanced election law.* Andrew Garner & Richard Marbrow (for the Agents & Organisers Association).

MEC 8, The Sage Gateshead

**Using Connect from now until polling day**

Jake Holland & Austin Rathe, Elections & Skills.

MEC 10, The Sage Gateshead

Connect Committee Room  
Learn how to run polling day with Connect. The Connect Team, Elections & Skills.

MEC 17, The Sage Gateshead

**Whose vote are you missing? Campaigning with diverse communities**

Advice and examples on how to reach out and engage with ethnically diverse communities in your local area. *Competencies covered: Representing people, Values in Action.* Anood Al-Samerai & Dave McCobb (for the Diversity Unit, Election & Skills).

MEC 19, The Sage Gateshead

**Everything you need to know to be a Membership Officer**

Billi Williams & Dave Page, Membership Department.

MEC 22, The Sage Gateshead

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