



Liberal Democrat
Spring Conference 2018
Training Guide

Looking for one-to-one help, advice or support at Conference?



ASK AN EXPERT!

Ask an Expert is a stand in the exhibition where you can get advice and help on issues big and small.

It is open throughout conference and you don't need an appointment.

Come along and get advice or one-to-one support on a range of party and campaigning issues.

From fundraising to strategy, seat approval and selection - and much, much more!

You can even get one-to-one tuition on Connect, NationBuilder and social media. Whatever you need help with, our team of Liberal Democrat experts will be pleased to help you.

- ✓ Campaigning and winning elections
- ✓ Fundraising
- ✓ New data protection regulations (GDPR)
- ✓ Being an election agent and compliance issues
- ✓ Making the most of Connect, NationBuilder and other digital tools
- ✓ Councillors' advice
- ✓ Parliamentary candidate approval
- ✓ Diversity issues
- ✓ Growing and developing your Local Party
- ✓ Developing your volunteer team
- ✓ Being a Local Party Officer
- ✓ And much more...!

For help and queries please email training@libdems.org.uk

Training & Workshops

We want to help you get the most from Spring Conference training. Whether you joined the party a month ago or twenty or more years ago, there are courses at conference for everyone.

Every course is 'tagged' with the different skills you will learn, helping you find the right training course for you. If you need any help, please get in touch at training@libdems.org.uk.

Finding the right sessions for you

diversity

Learn how to engage diverse people and communities or find out how to build a successful and sustainable political career as a person from an under-represented group.

digital

Learn how to get the most from the party's suite of digital tools. Find out how to engage voters and supporters through a range of digital channels.

fundraising

Whether you are trying to win an election or grow your local party, fundraising is crucial. Learn how to fundraise, get ideas, tips, tricks as well as advice and support.

party roles

Across the party there are many roles you could take on. Learn the skills needed to take on different party roles and find out about how you can develop your skills further.

campaigning

Whether you have been campaigning and fighting elections for decades or are just getting started, learn the latest techniques and brush up on your existing skills.

compliance

These courses will keep you up to date on legal and compliance issues. Particularly useful for election agents and local party officers.

personal

Personal development courses will help you develop a range of skills that will enable you to grow in your roles within the Liberal Democrats as well as in the outside world.

teams

Building diverse, winning teams is crucial to our success at all levels. These courses will help you build a team and enable your team to thrive and grow further.

Training & Skills: Saturday

Saturday 08.00–09.00

Getting started with the membership database

Salesforce, our membership database, is the tool that you need to find & manage all of your local party members. Here we show you how to navigate the software effectively. This course is only suitable for those local party officers (Membership/Data officer or Treasurer) with access to the membership database.

Membership Team

STCC, Waterfront Suite 3

party roles

compliance

digital

Could you be an MP?

Thinking about Parliamentary candidate approval? We want to encourage prospective candidates from diverse backgrounds. Come along and find out more. You'll also be buddied up with someone to help you complete the form! There are two opportunities at conference to attend this session.

Saturday, 14.30 - 15.45

STCC, Waterfront Suite 1

Sunday, 0930 - 1045

STCC, Waterfront Suite 6

Saturday 09.30–10.45

Membership database drop-in session

Got a practical question, or need help finding something on the membership database? Come and join us at our Salesforce drop-in and get answers from our experts.

Membership Team

STCC, Waterfront Suite 2

party roles

compliance

digital

Councillor training: Building a councillor brand (**BASIC LEVEL**)

A look at all the ways you need to think about developing your councillor or candidate brand - both online and offline and how to turn it into electoral success.

ALDC

STCC, Waterfront Suite 4

campaigning

personal

Training & Skills: Saturday continued

Saturday 09.30–10.45 cont.

Getting your message right

Whether you're facing elections in May or building for future years, getting your message right is key. Learn how to develop a strong local message and how to integrate effectively with national messages to get the best results.

Campaigns Team

STCC, Waterfront Suite 3

campaigning

teams

diversity

Speaking in public - at a selection hustings or at public meetings.

(Women Only)

Every candidate wants to give a brilliant speech each and every time they stand up in front of an audience. Come along and learn the techniques and tips to help you do just that.

Compliance for Gender Balance

Ramada Plaza, Promenade

diversity

party roles

personal

Effective community campaigning

Learn how to best utilise key multi-faith and cultural dates, as well as local issues, to increase community engagement throughout your local election campaign.

Diversity Team

Ramada Plaza, Hesketh 2

diversity

teams

campaigning

Introduction to becoming an approved candidate

Get vital info about how to join the team of Lib Dem candidates. Ideal for new members looking to make the most of their first 12 months of membership

Candidates Team

Ramada Plaza, Hesketh 3

diversity

party roles

personal

Being an agent for local elections *(Basic Level)*

An important session for ALL agents of local election candidates. This session is a must for any agent in the forthcoming elections, first time agents and those who have agented before should both attend.

Compliance Team

STCC, Waterfront Suite 5

compliance

personal

campaigning

Candidate's Briefing for Approved Parliamentary Candidates *(By invitation only)*

This briefing will provide useful information for candidates on how to prepare, campaign and maintain themselves in the months ahead. Followed by Q & A. For an invitation please send an email to candidates@libdems.org.uk.

Candidates Team

Ramada Plaza, Marine Suite

diversity

party roles

personal

For help and queries please email training@libdems.org.uk

Training & Skills: Saturday continued

Saturday 11.00–12.30

Ask Me for Money: Conversations with a Real Live Major Donor

(This session will run 11am - 12pm)

Following the enormous popularity of our autumn 2017 session, this is a chance to hear from and question in person a party major donor, understand what makes them tick, how to approach a big ask and the key to securing a lasting donor relationship.

Fundraising Team

STCC, Waterfront Suite 2

fundraising

personal

How to write the best email and target letters

Come and find out how to write the most effective emails and target letters and target your message to different audiences.

Campaigns Team

STCC, Waterfront Suite 3

campaigning

digital

Using video to campaign

(Advanced Level)

Online campaigning is changing fast. We discuss the why's and wherefores of digital campaigning and show you how to effectively do your next video.

ALDC

STCC, Waterfront Suite 4

campaigning

digital

Pick a ward and win it: Winning the postal vote/The last week

(Basic Level)

This is a double session - First we look at the importance of the postal vote and how to maximise your vote amongst postal voters. Then we cover the 'Get Out The Vote' plan for the last week of the campaign.

ALDC

STCC, Waterfront Suite 5

campaigning

digital

compliance

Using Connect and data to win

Get the most from the party's online voter database, Connect, and better understand the data it gives you.

Campaigns Team

STCC, Waterfront Suite 6

campaigning

digital

The new Data Protection Regulations – what you need to know

Important session for all local party officers and campaigners. The new Data Protection Regulations are coming in May and will change the way everyone in the Liberal Democrats handles and collects data. All local party officers and campaigners should attend at least one of the three sessions at this conference.

Compliance Team

Ramada Plaza, Marine Suite

compliance

teams

Training & Skills: Saturday continued

Saturday 11.00–12.30 cont.

Young and Winning: develop skills to become a successful young candidate

Develop the skills and tools needed as a young candidate to run a successful electoral campaign.

Young Liberals

Ramada Plaza, Hesketh 2

party roles

personal

diversity

Successful Parliamentary selection – kickstarting your PPC selection in the local elections

Top tips on getting ahead in a candidate selection and using the 2018 local elections to do so. From building support in the membership to acing the hustings.

Candidates Team

Ramada Plaza, Hesketh 3

party roles

personal

diversity

Interview skills for selection
(Women Only)

Shortlisting interviews are one of the most important elements of winning a selection battle. This module will help you impress the panel and make it through to the hustings.

Campaign for Gender Balance

Ramada Plaza, Promenade

personal

diversity

New Data Protection Rules Training for Local Party officers and campaigners

The new General Data Protection Regulations (GDPR) are coming in May and they will change the way everyone in the Liberal Democrats handles and collects data.

All local party officers and campaigners should attend at least one of the three sessions at this conference to find out more.

Come along and find out more.

Session 1

When: Saturday 11.30 - 12.30

Where: Ramada Plaza, Marine Suite

Session 2

When: Saturday 14.30 - 15.45

Where: Ramada Plaza, Marine Suite

Session 3

When: Sunday 09.30 - 10.45

Where: Ramada Plaza, Hesketh 2

Top Tip for Training

The coloured buttons make suggestions as to what skills you will learn in each session. Use this as a guide to help you find the right training for your needs.

Training & Skills: Saturday continued

Saturday 14.30–15.45

Could you be an MP?

Thinking about Parliamentary candidate approval? We want to encourage prospective candidates from diverse backgrounds. Come along and find out more. You'll also be buddied up with someone to help you complete the form!

Candidates Team

STCC, Waterfront Suite 1

party roles

personal

diversity

Be a councillor: Approval and selection procedures

This session covers the approvals process in detail, discussing why it is necessary, how to do it and how to carry out your local selection process.

ALDC and LGA Lib Dems

STCC, Waterfront Suite 4

party roles

personal

campaigning

Winning in the final 6 weeks

Ensure you maximise the final few crucial weeks of your election campaign and do what's needed to get the results you deserve.

Campaigns Team

STCC, Waterfront Suite 3

campaigning

teams

digital

Growing your local party

Raise money, grow your team, win elections – all by growing your local party's membership. Join us for practical

hints and tips on how to identify potential members, make contact with them, persuade them to join and how to keep them engaged after the first year.

Membership Team

STCC, Waterfront Suite 2

fundraising

teams

diversity

Raising the money to win

Campaigns and elections cost money. Find out how best to go about fundraising to win.

Campaigns Team

STCC, Waterfront Suite 6

fundraising

campaigning

Developing campaigning: Advanced literature (Advanced Level)

Why you need to do more than just Focus, what sorts of literature you can produce and why, and for whom each type works. We discuss tips to producing a variety of literature.

ALDC

STCC, Waterfront Suite 5

campaigning

Top Tip for Training

The coloured buttons make suggestions as to what skills you will learn in each session. Use this as a guide to help you find the right training for your needs.



Training & Skills: Saturday continued

Saturday 14.30–15.45 cont.

The new Data Protection Regulations – what you need to know

Important session for all local party officers and campaigners. The new Data Protection Regulations are coming in May and will change the way everyone in the Liberal Democrats handles and collects data. All local party officers and campaigners should attend at least one of the three sessions at this conference.

Compliance Team

Ramada Plaza, Marine Suite

compliance

teams

Local Elections: how to win over young voters

A session on how to tailor Young Liberals' campaigns to your local area in order to engage young activists and secure the support of young voters.

Young Liberals

Ramada Plaza, Hesketh 2

diversity

campaigning

Media and Public speaking skills for candidates

Prospective Parliamentary Candidates are on the frontline delivering the Lib Dem message on the doorstep, in their communities and to their local media. Learn how to perfect your media skills with a leading media coach.

Candidates Team

Ramada Plaza, Hesketh 3

party roles

personal

Designing and producing winning selection literature *(Women Only)*

Great literature is a key element in winning a selection. We will look at what you need to include and what to leave out when writing a top quality selection leaflet.

Campaign for Gender Balance

Ramada Plaza, Promenade

party roles

personal

diversity

Training & Skills: Saturday continued

Saturday 16.00–17.30

Being agent for local elections

(Advanced Level)

An important session for ALL agents of target seat local election candidates. This session is a must for agents in the forthcoming elections who are running more than just minimal campaigns, first time agents and those who have agented before should attend.

Compliance Team

STCC, Waterfront Suite 1

campaigning

compliance

Countdown to Local Election

Fundraising: Every Day from Now until May

Your final steps in detail to achieve a good campaign fund. Learn techniques to complete one fundraising goal every day to ensure a winning war chest.

Fundraising Team

STCC, Waterfront Suite 2

fundraising

campaigning

What a good digital campaign looks like

How email, Facebook and other digital tools can build your supporter base, reach fresh audiences and give you new insight into local communities.

Campaigns Team

STCC, Waterfront Suite 3

campaigning

digital

Pick a ward and win it: Knocking on doors/Installing and using Mini-Van

(Basic Level)

Another double session - We begin by looking at the importance of talking to voters and look at ways to do it. We follow this by looking at the party's canvassing app - 'MiniVAN'.

ALDC

STCC, Waterfront Suite 4

digital

campaigning

Unconscious Bias - what it is and why it matters

Unconscious Bias is the source of prejudice and discrimination. Understanding how to recognise Unconscious Bias and challenge it appropriately are the key to building high performing teams.

Diversity Team

Ramada Plaza, Hesketh 3

diversity

personal

teams

Planning and winning a selection campaign *(Women Only)*

The key to a successful selection campaign is preparing a comprehensive plan. Find out what you can prepare ahead - and what it takes to win selection.

Campaign for Gender Balance

Ramada Plaza, Promenade

party roles

diversity

personal

Training & Skills: Sunday

Sunday 09.30–10.45

Running your local party

New local party officer? Old-hand looking for new ideas? Join us for all the essential information about running a local party, what you need to do and how to make it fun!

Membership Team

STCC, Waterfront Suite 2

teams

party roles

Could you be an MP?

Thinking about Parliamentary candidate approval? We want to encourage prospective candidates from diverse backgrounds. Come along and find out more. You'll also be buddied up with someone to help you complete the form!

Candidates Team

STCC, Waterfront Suite 6

party roles

personal

diversity

What a good digital campaign looks like

Find out how email, Facebook and other digital tools can build your supporter base, reach fresh audiences and give you new insight into local communities.

Campaigns Team

STCC, Waterfront Suite 1

campaigning

digital

Be a councillor: Making candidate pools more diverse

Finding new candidates can be difficult. This session looks at ways to find new candidates and to help your pool of candidates look like the communities you are trying to represent.

ALDC with LGA Lib Dems

STCC, Waterfront Suite 4

party roles

teams

diversity

Raising the money to win

Campaigns and elections cost money. Find out how best to go about fundraising to win.

Campaigns Team

STCC, Waterfront Suite 3

campaigning

fundraising

Councillor training: Using the council to campaign (*Intermediate Level - for elected councillors*)

How to use the council in your campaigning from full council to scrutiny. This session discusses how to agree key themes/messages, communicating what you are doing and planning your campaigning efforts.

ALDC with LGA Lib Dems

Ramada Plaza, Executive Lounge

campaigning

teams

Training & Skills: Sunday

Sunday 09.30–10.45 cont.

New ways of Fundraising in a Digital Landscape *(One hour followed by optional 30 minute Q&A session)*

Take a step into digital fundraising with examples from our most successful email and crowd-funding campaigns. Learn the basics, as well as ways to improve your response rates and average donations with well written, engaging content. This session is ideal for parties using, or just starting out with NationBuilder, as well as other platforms.

Fundraising Team

STCC, Waterfront Suite 5

fundraising

digital

The new Data Protection Regulations – what you need to know

Important session for all local party officers and campaigners. The new Data Protection Regulations are coming in May and will change the way everyone in the Liberal Democrats handles and collects data. All local party officers and campaigners should attend at least one of the three sessions at this conference.

Compliance Team

Ramada Plaza, Hesketh 2

compliance

teams

New Data Protection Rules: Important training and Q&A session for Local Party Officers and campaigners

The new General Data Protection Regulations (GDPR) are coming in May and they will change the way everyone in the Liberal Democrats handles and collects data.

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Come along and find out more.

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