

# Training and Skills Programme

**Saturday 23 September - Tuesday 26 September**

**Welcome to our Autumn Conference 2023 training programme!**

Whether you're just starting out as a Liberal Democrat member, or whether you've been a member for decades, there's a training session for everyone. You can learn new skills, brush up on existing skills or even learn how to take on new roles in the party.

We have also created some training streams to help you get the most out of conference! But of course you can just turn up to any session you like. Below is a brief description of each stream so if you want to concentrate on a particular area you can!

**Party Roles** - Learn or develop the skills to take on different party roles.

**Local Government** - How to get elected and serve your area as a councillor.

**Candidates** - How to become a candidate or develop your skills as one.

**Start up Campaigner** - For those just getting started in a campaign skill.

**Advanced Campaigner** - For those looking to expand campaigning skills.

Saturday

## Saturday 23 September

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### TRAINING AND SKILLS SATURDAY MORNING

**09.30-10.45**

#### Introduction to Fleet

We've got a brand new web platform that'll make it a doddle to run great online campaigns, raise money and win elections. Join us at this session to find out how it works.

*LDHQ Tech Team*

**Branksome Suite, BIC**

**START UP CAMPAIGNER**

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## **TRAINING AND SKILLS SATURDAY MORNING 09.30-10.45 CONT**

### **How to give a great Conference Speech (Women only)**

Making a speech at conference can seem daunting but here is the help and advice you need. We will explain how to craft your message and deliver it in style to make a big impact on your audience

*Campaign for Gender Balance*

**Durley Suite, BIC**

**CANDIDATES**

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### **Dealing with Boundary Changes**

How will the boundaries impact on your local party? Is your local party affected by boundary changes? Come along and find out how to share your assets or liabilities?

*LDHQ Compliance Team*

**Westbourne Suite, BIC**

**START UP CAMPAIGNER**

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### **How to survive Conference**

Get all the inside knowledge on how to survive conference. Designed for first-timers, but old hands might find some new knowledge too; all welcome.

*FCC*

**Dorchester South, MARRIOTT HIGHCLIFF**

**FIRST TIMERS**

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### **Creating a winning plan for the General Election - Development & Start-Up**

This session is for anyone in a Development or Start Up seat - Campaign planning is more than just which leaflets you deliver each month. Learn from our campaigning experts on how best to plan your General Election campaign.

*LDHQ Campaigns and Elections Team*

**Dorchester North, MARRIOTT HIGHCLIFF**

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## TRAINING AND SKILLS SATURDAY MORNING 09.30-10.45 CONT

### Be a Councillor - Approval and Selection

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*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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### How to become a Westminster Candidate

A guided tour of the parliamentary approval process for those looking to become a Parliamentary Candidate. Learn how the process works, who does what, and get your questions answered.

*LDHQ Candidates team & ECC*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**CANDIDATES**

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### Turn the streets gold in a General Election

The Lib Dem brand is a crucial part of any election campaign and can help us win over many different types of voters and show the strength we have locally. In this session you can learn about the important role that stakeboards play in winning.

*LDHQ Campaigns and Elections Team*

**Blandford Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### Be a Councillor - You can be a Lib Dem councillor

Want to change the world? Do it from the ground up as a local councillor. come and find out what being a councillor is all about

*ALDC*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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**TRAINING AND SKILLS SATURDAY MORNING 09.30-10.45 CONT****How to fight the Greens in a General Election**

All too often it can feel like we are competing with the Greens for the same voters and this key group of people could make all the difference in a close election. Come along to this session to find out about running campaigns against the Greens

*LDHQ Campaigns and Elections Team*

**Bryanston Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

Saturday

**TRAINING AND SKILLS SATURDAY LATE MORNING  
11.00-12.15****Introduction to Targeted Email**

Meet Targeted Email - the party's new bulk email tool, in Connect. Learn how to send your first targeted email and all the tips and tricks you need to run great email marketing campaigns.

*LDHQ Tech Team*

**Branksome Suite, BIC**

**START UP CAMPAIGNER**

**How CGB can help you get approved and selected (Women only)**

Learn more about how the Lib Dem Candidate's approval and selection process works. Find out how to prepare yourself to become an approved candidate.

*Campaign for Gender Balance*

**Durley Suite, BIC**

**CANDIDATES**

**Compliance Drop in**

Come and ask the compliance team any questions you may have. Any questions relating to PPERA, being a Treasurer, Data Protection or Election Law.

*LDHQ Compliance Team*

**Westbourne Suite, BIC**

**PARTY ROLES**

**TRAINING AND SKILLS SATURDAY LATE MORNING****11.00-12.15 CONT****How to write a Conference Motion**

Writing a conference motion is a skill. Learn from seasoned experts on the best way to write one.

*FCC*

**Dorchester South, MARRIOTT HIGHCLIFF**

**FIRST TIMERS**

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**Knocking on the right doors in a General Election**

Whether you've been knocking doors for years, or never tried before, what are we trying to achieve, which are the best techniques to use, and how do we make sure the data we collect is reliable especially in the lead up to the General Election?

*LDHQ Campaigns and Elections Team*

**Dorchester North, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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**Be a Councillor - Keeping Your Council Seat**

So you've won! Brilliant! Now learn how to keep your seat and grow your team. A must for all councillors, especially those elected for the first time.

*ALDC*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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**People behind the scenes**

Not everyone wants to be an MP, but every MP needs help to get elected. Agents, Returning Officers and Assessors are essential. Here's what you can do to help.

*LDHQ Candidates team & ECC*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**PARTY ROLES**

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## **TRAINING AND SKILLS SATURDAY LATE MORNING**

### **11.00-12.15 CONT**

#### **Be a Councillor - Inclusive council groups and communities with LDCRE**

Understand how to make your council group inclusive, responsive to local communities and properly representative.

*ALDC*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

#### **Lessons from the by-election in Somerton & Frome**

After our success in Somerton and Frome in July come along and hear from members of the team who got Sarah Dyke MP elected about their top tips that you can replicate in your seats.

*LDHQ Campaigns and Elections Team*

**Bryanston Suite, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

## **TRAINING AND SKILLS SATURDAY AFTERNOON**

### **15.00-16.00**

#### **Digital in Depth: Winning Online**

Find out how to make the most of social media as a top tool in your campaigning arsenal. This is an intermediate session, aimed at people who are comfortable with using Facebook.

*LDHQ Tech Team*

**Branksome Suite, BIC**

**ADVANCED CAMPAIGNER**

#### **First Steps towards standing for Parliament (Women only)**

Have you ever wanted to stand for Parliament but felt unsure of where to start? Come along and have the Campaign for Gender Balance help you with your first steps.

*Campaign for Gender Balance*

**Durley Suite, BIC**

**CANDIDATES**

## TRAINING AND SKILLS SATURDAY AFTERNOON 15.00-16.00 CONT

### Community campaigning - How to write a great FOCUS article

FOCUS is the foundation stone of countless Lib Dem campaigns. Make sure your FOCUS articles pack a punch by attending this session.

*ALDC*

**Dorchester South, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### Ensuring you have the team you need in a General Election

General Elections are won by building a strong team on the ground able to face any challenge that comes their way. Come along and hear how you can be ensuring your seat has the team it needs for a General Election

*LDHQ Campaigns and Elections Team*

**Dorchester North, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### What to say to voters in a General Election

A strong message is vital in any campaign, find out how to craft your own message to know what to say to voters in a General Election.

*LDHQ Campaigns and Elections Team*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### Fundraising to Win

Fundraising is a cornerstone of campaign success. Learn how to develop your team and create a plan to raise the money you need to win.

*LDHQ Fundraising team*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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## **TRAINING AND SKILLS SATURDAY AFTERNOON**

### **15.00-16.00 CONT**

#### **Voter ID and Election Law - Changes for the next General Election**

The Elections Act 2022 brings in numerous changes that will impact how we organise our elections. The rolling introduction of the statutory instruments means these are changing on a monthly basis. Find out the most recent update.

*LDHQ Compliance Team*

**Blandford Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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#### **Returning officer Training - (This is a double session running until 17.30)**

Learn how to run a selection for a parliamentary candidate and help us to get candidates in place as quickly as possible. Attending will enable you to qualify as an Assistant Returning Officer.

*LDHQ Candidates team & ECC*

**Blandford Syndicate 3, MARRIOTT HIGHCLIFF**

**PARTY ROLES**

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#### **Be a Councillor - More diverse candidate pools**

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*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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#### **How data can help bring you success**

When we have accurate data in our campaign it helps us make decisions about our resources and targeting. Come along and learn about how to ensure you're getting the most out of data in your campaigning.

*LDHQ Campaigns and Elections Team*

**Bryanston Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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## TRAINING AND SKILLS SATURDAY LATE AFTERNOON 16.15-17.30

### Introduction to Connect

Join us to learn the basics of how Connect works, what you can use it for, and how to do some basic tasks as well as make sure you comply with the law. This session is ideal for people just starting out using Connect.

*LDHQ Tech Team*

### Branksome Suite, BIC

**START UP CAMPAIGNER**

### Making a positive impact and staying safe on social media (Women only)

Women candidates need to create a strong and positive image on social media. Hear about ways to avoid potential elephant traps and manage tricky online situations.

*Campaign for Gender Balance*

### Durley Suite, BIC

**CANDIDATES**

### Creating a winning plan for the General Election - Moving Forward

This session is for anyone in a Moving Forward seat - Campaign planning is more than just which leaflets you deliver each month. Learn from our campaigning experts on how best to plan your year-round campaign.

*LDHQ Campaigns and Elections Team*

### Dorchester South, MARRIOTT HIGHCLIFF

### Tackling your main opposition in a General Election

Every seat needs messages designed to win the votes of their main opposition voters. Find out how our experts do this, and why winning this switch vote needs to become a priority for all campaigns.

*LDHQ Campaigns and Elections Team*

### Dorchester North, MARRIOTT HIGHCLIFF

**START UP CAMPAIGNER**

## **TRAINING AND SKILLS SATURDAY LATE AFTERNOON 16.15-17.30 CONT**

### **Win with Overseas Voters!**

An estimated 2 million Britons living overseas have regained their right to vote in the UK as a result of the Elections Act. Join campaigners from LibDems Abroad and colleagues from across the Party to hear about plans to encourage these potential supporters to help your campaigns to win at the next General Election.

*Lib Dems Abroad*

### **Sherborne Suite, MARRIOTT HIGHCLIFF**

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### **How we are building a campaign in Mid Beds**

Over the summer the Campaigns team have been helping the local party build and prepare for a by-election. Come along and hear from the team how they are doing this and how it can happen in your seat too!

*LDHQ Campaigns and Elections Team*

### **Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### **Data Protection - How to keep on the right side on the law**

Are you going to use any data in your campaign? Come and find out what you can and can't do – with practical examples.

*LDHQ Compliance Team*

### **Blandford Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### **ALDC Artworker**

ALDC Artworker is a great tool to help Lib Dem campaigners create leaflets and direct mail online. Come and find out more!

*ALDC*

### **Sandbanks Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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## TRAINING AND SKILLS SATURDAY LATE AFTERNOON 16.15-17.30 CONT

**Holding your Council seat on the same day as a General Election**

There is a possibility that the General Election will be on the same day as the Local Elections. In this session the LDHQ Campaigns and Election team will help you with the planning needed to run a fully integrated campaign  
*LDHQ Campaigns and Elections Team*

**Bryanston Suite, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

### Q&A sessions

There will be a series of Q&A sessions during conference where you can ask questions of our spokespeople. All sessions take place in the BIC. See *Conference Extra* and *Daily* for details.

### Conference Extra

will be available online in the week running up to conference, at:  
[www.libdems.org.uk/conference\\_papers](http://www.libdems.org.uk/conference_papers)

Saturday

# Whisky Tasting

With Alistair Carmichael MP

A unique opportunity to taste, discuss and learn a bit about malt whisky in a friendly and relaxed environment.

Tickets: £40 (*numbers limited*)

Book tickets by contacting [libdemfow@gmail.com](mailto:libdemfow@gmail.com)

Proceeds to support campaigning in Orkney and Shetland

22.00 - 00.00, Sunday 24 September @

Bryanston Suite, Highcliff Marriott Hotel, Bournemouth



# Sunday 24 September

## TRAINING AND SKILLS SUNDAY MORNING

**09.30-10.45**

### Digital in Depth: Winning Online

Find out how to make the most of social media as a top tool in your campaigning arsenal. This is an intermediate session, aimed at people who are comfortable with using Facebook.

*LDHQ Tech Team*

### Branksome Suite, BIC

**ADVANCED CAMPAIGNER**

### Leadership Skills for Women in Politics (Women only)

So much of politics requires strong leadership which many women can struggle with. Come along to this session to learn how to improve your leadership skills

*Campaign for Gender Balance*

### Durley Suite, BIC

**CANDIDATES**

### Using Diversity resources

If you are a Local Party Diversity Officer or interested in becoming one come along to this session to learn about how to get the most out of available resources.

*LDHQ Diversity Team*

### Westbourne Suite, BIC

**PARTY ROLES**

### Community campaigning - How to write great direct mail

Industry still spends billions on direct mail because it works as part of communication and fundraising. We will discuss who you should write to and what a good piece of direct mail looks like.

*ALDC*

### Dorchester South, MARRIOTT HIGHCLIFF

**START UP CAMPAIGNER**

**TRAINING AND SKILLS SUNDAY MORNING 09.30-10.45 CONT****Creating a winning plan for the General Election - Development & Start-Up**

This session is for anyone in a Development or Start Up seats - Campaign planning is more than just which leaflets you deliver each month. Learn from our campaigning experts on how best to plan your General Election campaign.

*LDHQ Campaigns and Elections Team*

**Dorchester North, MARRIOTT HIGHCLIFF**

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**Community campaigning - Doorstep campaigns - design, discussion and data**

Talking to voters is key to winning elections but we can't talk to everyone. How should we decide who to talk to, what sorts of conversations should we have and how should we handle the data?

*ALDC*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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**How to fight the Greens in a General Election**

All too often it can feel like we are competing with the Greens for the same voters and this key group of people could make all the difference in a close election. Come along to this session to find out about running campaigns against the Greens

*LDHQ Campaigns and Elections Team*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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**Turn the streets gold in a General Election**

The Lib Dem brand is a crucial part of any election campaign and can help us win over many different types of voters and show the strength we have locally. In this session you can learn about the important role that stakeboards play in winning.

*LDHQ Campaigns and Elections Team*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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## TRAINING AND SKILLS SUNDAY MORNING 09.30-10.45 CONT

### Advanced seat agent session

An opportunity for all those who are due to be the election agent in an advanced seat to come along and catch up on any latest changes to election law.

*LDHQ Compliance Team*

**Blandford Syndicate 3, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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### How data can help bring you success

When we have accurate data in our campaign it helps us make decisions about our resources and targeting. Come along and learn about how to ensure you're getting the most out of data in your campaigning.

*LDHQ Campaigns and Elections Team*

**Bryanston Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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## TRAINING AND SKILLS LATE SUNDAY MORNING 11.00-12.15

### Facebook Advertising

Learn how to get the most out of Facebook advertising and all the tips and tricks you need to run great campaigns.

*LDHQ Tech Team*

**Branksome Suite, BIC**

**ADVANCED CAMPAIGNER**

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### Building a brilliant campaign team as a woman candidate (Women only)

Becoming a success in politics is all about your ability to find and motivate people to support you. The best candidates are the ones who have a strong support network of people around them.

*Campaign for Gender Balance*

**Durley Suite, BIC**

**CANDIDATES**

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## **TRAINING AND SKILLS SUNDAY LATE MORNING 11.00-12.15 CONT**

### **Inclusifying Inclusion**

In this session we will be taking a deeper look at unconscious bias and inclusive language to make sure we are creating welcoming and diverse environments.

*LDHQ Diversity Team*

**Westbourne Suite, BIC**

***PARTY ROLES***

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### **Creating a winning plan for the General Election - Moving Forward**

This session is for anyone in a Moving Forward seat - Campaign planning is more than just which leaflets you deliver each month. Learn from our campaigning experts on how best to plan your year-round campaign.

*LDHQ Campaigns and Elections Team*

**Dorchester South, MARRIOTT HIGHCLIFF**

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### **What to say to voters in a General Election**

A strong message is vital in any campaign, find out how to craft your own message to know what to say to voters in a General Election.

*LDHQ Campaigns and Elections Team*

**Dorchester North, MARRIOTT HIGHCLIFF**

***START UP CAMPAIGNER***

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### **Diversity - Writing your local party diversity statement**

Before you can start the process of getting a PPC you need to have a diversity statement. We show you how to do this and how to make sure it really is a step towards becoming a more diverse local party.

*ALDC*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

***PARTY ROLES***

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## TRAINING AND SKILLS SUNDAY LATE MORNING 11.00-12.15 CONT

### Knocking on the right doors in a General Election

Whether you've been knocking doors for years, or never tried before, what are we trying to achieve, which are the best techniques to use, and how do we make sure the data we collect is reliable especially in the lead up to the General Election?

*LDHQ Campaigns and Elections Team*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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### How do you apportion Election Expenses?

Next year, on the same day as the local elections there will be at least Police and Crime Commissioner elections, if not a General Election. One of the topics we are frequently asked about is how to apportion election expenses? Come along and find out how to do it.

*LDHQ Compliance Team*

**Blandford Room, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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### How we are building a campaign in Mid Beds

Over the summer the Campaigns team have been helping the local party build and prepare for a by-election. Come along and hear from the team how they did this and how it can happen in your seat too!

*LDHQ Campaigns and Elections Team*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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## TRAINING AND SKILLS SUNDAY AFTERNOON 14.30-15.45

### Introduction to Fleet

We've got a brand new web platform that'll make it a doddle to run great online campaigns, raise money and win elections. Join us at this session to find out how it works.

*LDHQ Tech Team*

**Branksome Suite, BIC**

**START UP CAMPAIGNER**

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## **TRAINING AND SKILLS SUNDAY AFTERNOON 14.30-15.45 CONT**

### **Preparing a winning selection leaflet (Women only)**

Identify how to craft a strong message to help you win selection. Look at how to communicate it face to face and in your selection leaflet.

*Campaign for Gender Balance*

**Durley Suite, BIC**

**CANDIDATES**

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### **Working with young people in your local party**

The MPs, Councillors, and campaign masterminds of the future are probably in your local party right now. This Young Liberals session will give you the best tips on helping your young members excel both within the party and their potential future political career.

*Young Liberals*

**Westbourne Suite, BIC**

**START UP CAMPAIGNER**

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### **Tackling your main opposition in a General Election**

Every seat needs messages designed to win the votes of their main opposition voters. Find out how our experts do this, and why winning this switch vote needs to become a priority for all campaigns.

*LDHQ Campaigns and Elections Team*

**Dorchester South, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### **Building a Local Party standing order campaign**

Regular income can help you achieve so much more in your campaigning. Come along and learn how to ask your local members to set up monthly standing orders.

*LDHQ Fundraising team*

**Dorchester North, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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## TRAINING AND SKILLS SUNDAY AFTERNOON 14.30-15.45 CONT

### Focus on Councillors - Community campaigning

Learn how to identify key people and network with them, how to better understand the local community and use this information in campaigns that engage people.

*ALDC*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### Win the General Election by winning the tactical argument

One of the crucial elements in getting over the winning line in an election is winning the tactical argument and getting the support of Squeeze voters. Come along to find out what squeeze and the tactical argument are and how can we use them to win?

*LDHQ Campaigns and Elections Team*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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### How to make your life easier - Xero, unity and LDHQ

What services does the compliance team provide to make your life easier – not a sales pitch but practical examples.

*LDHQ Compliance Team*

**Blandford Room, MARRIOTT HIGHCLIFF**

**PARTY ROLES**

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### How to get the most out of your PCC campaigns

There is a possibility that the General Election will be on the same day as the Police and Crime Commissioner elections. In this session the LDHQ Campaigns and Election team will help you with making sure you are maximising the opportunities this brings

*LDHQ Campaigns and Elections Team*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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## **TRAINING AND SKILLS SUNDAY AFTERNOON** **14.30-15.45 CONT**

### **Be a Councillor - You can be a Lib Dem councillor**

Want to change the world? Do it from the ground up as a local councillor. come and find out what being a councillor is all about

*ALDC*

### **Blandford Syndicate 3, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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## **TRAINING AND SKILLS SUNDAY LATE AFTERNOON** **16.15-17.30**

### **Introduction to Targeted Email**

Meet Targeted Email - the party's new bulk email tool, in Connect. Learn how to send your first targeted email and all the tips and tricks you need to run great email marketing campaigns.

*LDHQ Tech Team*

### **Branksome Suite, BIC**

**START UP CAMPAIGNER**

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### **Planning your selection campaign (Women only)**

A good selection campaign requires a lot of planning. In this session we look at how to make sure your selection campaign covers everything it needs to.

*Campaign for Gender Balance*

### **Durley Suite, BIC**

**CANDIDATES**

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### **Ask them to stand - Encouraging young people to stand for office**

It's important that those who are elected represent the communities that they serve. Come along to this session to find out how you can ask, encourage and support young people in standing for election.

*Young Liberals*

### **Westbourne Suite, BIC**

**LOCAL GOVERNMENT**

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## TRAINING AND SKILLS SUNDAY LATE AFTERNOON 16.15-17.30 CONT

### Ensuring you have the team you need in a General Election

General Elections are won by building a strong team on the ground able to face any challenge that comes their way. Come along and hear how you can be ensuring your seat has the team it needs for a General Election

*LDHQ Campaigns and Elections Team*

#### Dorchester South, MARRIOTT HIGHCLIFF

**START UP CAMPAIGNER**

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### Fundraising to Win

Fundraising is a cornerstone of campaign success. Learn how to develop your team and create a plan to raise the money you need to win.

*LDHQ Fundraising team*

#### Dorchester North, MARRIOTT HIGHCLIFF

**ADVANCED CAMPAIGNER**

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### Community campaigning - Are you local by election ready?

Council by elections give us a great opportunity to win but is your local party ready if one comes along? Find out how you can set yourself up to be first off the blocks when one is called.

*ALDC*

#### Sherborne Suite, MARRIOTT HIGHCLIFF

**START UP CAMPAIGNER**

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### Running Good High Value Events

With the right planning and preparation you can be running fun and exciting events that help raise a lot of money for your campaign. Come along to hear from those who already do this about how to make it happen.

*LDHQ Campaigns and Elections Team*

#### Shaftesbury Suite, MARRIOTT HIGHCLIFF

**ADVANCED CAMPAIGNER**

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## **TRAINING AND SKILLS SUNDAY LATE AFTERNOON 16.15-17.30 CONT**

### **How we won in 2023**

Celebrating our successes in 2023, and hearing from the teams on how they did it.

*ALDC*

**Blandford Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### **Ensure your General Election campaign is also a fun campaign**

Election campaigns can be tough but they can also be fun! Come along and learn how to keep people going and get them out campaigning.

*LDHQ Campaigns and Elections Team*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

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### **Focus on Councillors - How to be an effective town or parish councillor**

Using a Town or Parish campaign to set out a compelling vision for your local community.

*ALDC*

**Blandford Syndicate 3, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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# Monday 25 September

## **TRAINING AND SKILLS MONDAY MORNING** **09.30-10.45**

### **Lessons from the by-election in Somerton & Frome**

After our success in Somerton and Frome in July come along and hear from members of the team who got Sarah Dyke MP elected about their top tips that you can replicate in your seats

*LDHQ Campaigns and Elections Team*

### **Dorchester South, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

### **Focus on Councillors - Facing Labour workshop**

A discussion session to look at what worked and didn't work in Labour facing areas, how to campaign in different types of Labour areas and to share best practice.

*ALDC*

### **Sherborne Suite, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

### **A4 leaflet in under an hour using Artworker.**

Bring your own copy (or be provided with the elements needed) for a practical session on how to write an A4 leaflet. Laptop needed. No previous experience needed.

*ALDC*

### **Sandbanks Room, MARRIOTT HIGHCLIFF**

**START UP CAMPAIGNER**

### **Managing your time for Fundraising**

It can be tough finding time to do everything you need to on a campaign. Come along to this session to find out how to effectively use your time to maximise your fundraising potential.

*LDHQ Campaigns and Elections Team*

### **Blandford Syndicate 3, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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## TRAINING AND SKILLS MONDAY AFTERNOON 14.30-15.45

### Focus on Councillors - Resilience for councillors

Being a councillor is a hugely rewarding role. But it is important that we make the time to look after ourselves when the going gets tough.

*ALDC*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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### Defamation and Libel

Come and find out the current advice on staying legal on defamation and libel before you write your leaflets for 2024.

*LDHQ Compliance Team*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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### Good Email Asks

You can successfully raise regular small amounts of money through good email asks. Come along to find out from the team how you can make this happen in your area.

*LDHQ Campaigns and Elections Team*

**Blandford Room, MARRIOTT HIGHCLIFF**

**ADVANCED CAMPAIGNER**

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### Focus on Councillors - Effective Council Groups

How do effective council groups operate? This looks at what makes council groups effective, sustainable and successful.

*ALDC*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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## **TRAINING AND SKILLS MONDAY AFTERNOON 14.30-15.45 CONT**

### **Great photos helping you get selected (Women only)**

A picture says 1000 words and in this session we look at how you can be making sure to be using them to maximum effect

*Campaign for Gender Balance*

**Blandford Syndicate 3, MARRIOTT HIGHCLIFF**

*CANDIDATES*

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## **TRAINING AND SKILLS MONDAY LATE AFTERNOON 16.15-17.30**

### **How we won in 2023**

Celebrating our successes in 2023, and hearing from the teams on how they did it.

*ALDC*

**Sherborne Suite, MARRIOTT HIGHCLIFF**

*START UP CAMPAIGNER*

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### **Stay compliant at the count!**

Come along as we run a mock count. With close elections, knowing the ins and outs of how counts work can be the difference between winning and losing. We will be running a practical exercise.

*LDHQ Compliance Team*

**Shaftesbury Suite, MARRIOTT HIGHCLIFF**

*START UP CAMPAIGNER*

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### **The boost that phones bring in a General Election**

Since the pandemic the use of phoning in campaigns to both mobilise volunteers and engage with voters has increased. In this session you can hear from experts about how to get the most out of phoning in a campaign

*LDHQ Campaigns and Elections Team*

**Blandford Room, MARRIOTT HIGHCLIFF**

*START UP CAMPAIGNER*

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## **TRAINING AND SKILLS MONDAY LATE AFTERNOON 16.15-17.30 CONT**

### **Focus on Councillors - How to be an effective town or parish councillor**

Using a Town or Parish campaign to set out a compelling vision for your local community.

*ALDC*

**Sandbanks Room, MARRIOTT HIGHCLIFF**

**LOCAL GOVERNMENT**

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### **Stress Management for Women candidates (Woman only)**

Whether it's a campaign, selection or trying to juggle everything you are doing, life can become stressful. In this session we share top tips on how to manage your stress

*Campaign for Gender Balance*

**Blandford Syndicate 3, MARRIOTT HIGHCLIFF**

**CANDIDATES**

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# Tuesday 26 September

## TRAINING AND SKILLS TUESDAY MORNING

### 09.30-10.45

#### A year in the life of a Connect Manager

Being a constituency Connect Manager is a huge responsibility. Join our Connect Team to find out everything you need to be doing throughout the year.

*LDHQ Tech Team*

#### Branksome Suite, BIC

**ADVANCED CAMPAIGNER**

#### Building your personal resilience (Women only)

The Campaign for Gender Balance supports women candidates throughout all campaigning and in this session we help you learn how to build your personal resilience for when you need it most

*Campaign for Gender Balance*

#### Durley Suite, BIC

**CANDIDATES**

#### Selecting your Westminster Candidate

A guided tour of the parliamentary selection process for approved candidates and local party officers. Most local party members haven't selected a candidate since 2015, and many candidates have never experienced a selection. Learn how the process works, who does what, and get your questions answered.

*LDHQ Candidates team & ECC*

#### Westbourne Suite, BIC

**PARTY ROLES**

#### Local Returning Officer - Part One

Selecting candidates for local government elections is a huge annual task across the country. This training will equip you with the knowledge to run a successful selection for local elections. Part one of a two part course

*ALDC*

#### Avon Room, BIC

**PARTY ROLES**

## **TRAINING AND SKILLS TUESDAY LATE MORNING**

### **11.00-12.15**

#### **Introduction to Lighthouse**

Join us to learn the basics of how Lighthouse works, what you can use it for, and how to do some basic tasks as well as make sure you comply with the law. This session is ideal for people just starting out using Lighthouse.

*LDHQ Tech Team*

**Branksome Suite, BIC**  
**START UP CAMPAIGNER**

#### **Conflict management for woman candidates (Women only)**

In a stressful campaign where so much is reliant on volunteers there can be clashes. Come along to learn how best to manage these moments of conflict and ensure you are getting the most out of your team.

*Campaign for Gender Balance*

**Durley Suite, BIC**  
**CANDIDATES**

#### **Local Returning Officer - Part Two**

Selecting candidates for local government elections is a huge annual task across the country. This training will equip you with the knowledge to run a successful selection for local elections. Part two of a two part course.

*ALDC*

**Avon Room, BIC**  
**PARTY ROLES**

## **Thank You!**

We hope that you have enjoyed the Autumn Conference 2023. We look forward to seeing you at:

**Spring Conference 2024**

(15-17 March, Barbican York)

**Autumn Conference 2024**

(14-17 September, Brighton Centre).