

# CONFERENCE PLANNER

# ALDC

## Saturday 17 September 2011

### **Police & Crime Commissioner elections**

*Hyatt Regency Hotel Allegro 11-00 to 12-30*

The Police & Crime Commissioner elections are coming up and we need to be prepared. This session will help highlight the policies and messages that will allow us to maximise our vote.

Hilary Stephenson Elections & Skills

### **CONNECT for Councillors**

*Soprano Room, Hyatt Regency Hotel 2-30 to 3-45*

See the party's new campaign database system CONNECT (VAN) in action. Focus on how CONNECT can empower Councillors to campaign more effectively in your community.

### **Winning Elections for Beginners**

*Hyatt Regency Hotel Andante 2-30 to 5-30*

This workshop is for people just starting out, it will give you the basics you will need to start campaigning in your ward, area, with practical ideas and examples to take away. Ideal for local election candidates and new

campaigners.

Rhiannon Wadeson Elections & Skills - John Bridges & Cllr Mark Alcock ALDC

### **Why should anyone vote for me in May?**

*Hyatt Regency Hotel Allegro 2-30 to 5-30*

This special session workshop will work through developing your message for next year's local elections. Ideal for all local election candidates, councillors, agents and campaign organisers.

Cllr Howard Sykes ALDC & Shaun Roberts Elections & Skills

### **ALDC's Annual General Meeting and Campaigner Awards 2011**

*ICC Hall 10b 20:15-21:30*

Have your say at ALDC's annual general meeting followed by the Campaigner Awards for local campaign literature. Presented by Tim Farron MP. First prize £500. Drinks sponsored by Midshires and RISO

## Sunday 18 September 2011

### **Winning Ways 1:**

#### **Campaigning in your Community**

*Jury's Inn room 112 - 9-15 to 10-45*

In communities across the country there are improvements just waiting for a successful campaign to bring them about. If you are a candidate, campaigner, councillor or Member of Parliament this is your chance to update your knowledge and skills needed to work with people to bring about change.

Cllr Jeanette Sunderland ALDC - Shaun Roberts Elections & Skills

#### **Next Generation Alumni**

*Jury's Inn room 114 - 9-15 to 10-45*

Update training session for the participants of Lib Dem Next Generation 1-5 and Lib Dems on previous Leadership Academies.

Cllr Erica Kemp

### **Facing a new challenge**

#### **Defending your council seat in 2012**

*Room 113/115/117 - 9-15 to 10-45*

If you are standing for re-election in 2012 this session is a must for you

Dave McCobb, Elections and Skills & Cllr Mark Alcock, ALDC

### **Winning Ways 2:**

#### **In Touch All Year Round**

*Jury's Inn room 112 - 11-00 to 12-30*

It's never been more important to communicate effectively with the residents in your ward. Get an overview of the different techniques ranging from Focus to social networking, via direct mail and the local media. Find out more about the advantages of each approach and how to choose the best technique for your different messages.

Cllr Anders Hanson ALDC - Cllr Adam Williams

## Using the Localism Bill to boost your campaign

*Jury's Inn room 114 – 11-00 to 12-30*

The Localism Bill offers some real campaigning opportunities for Liberal Democrats in their local community. Key tips and a chance to discuss how you can use this with Andrew Stunell MP and the LGA Lib Dem Group.

Andrew Stunell MP – Rob Banks LGA

## ALDC Members' Reception

*ICC Hall 8a 13:00-14:00*

ALDC Welcomes Nick Clegg MP, Deputy Prime Minister. How can partners encourage and empower volunteering in our communities, to the co-operative and mutual benefit of all? Refreshments sponsored by the Co-Operative Group

## Winning Ways 3:

### A Record of Action – Delivering on Community Politics

*Jury's Inn room 112 – 2-30 to 3-45*

This session looks at how we use Community Politics to get the best for our residents and our area. Ideal for all local election candidates, councillors, agents and campaign organisers.

Cllr Howard Sykes – Isobel McCall ALDC

## MyCouncillor Basics

*Jury's Inn room 114 – 2-30 to 3-45*

Now is the time to get your ward website up and running. Regardless of where you are in the country there is now an expectation that local representatives will have a website. Come here and learn how easy it is to set up and

manage a free MyCouncillor website through ALDC (for ALDC members)

Laura Willoughby – Cllr Anders Hanson ALDC

## Winning Ways 4:

### The Best Person for the Job

*Jury's Inn room 112 – 4-00 to 5-30*

How can we build and sell the profile of our candidates, make the electorate see that our candidate is the best person for the job, and how you can do this between now and polling day. Ideal for all local election candidates, councillors, agents and campaign organisers.

Cllr Tim Pickstone - Cllr Claire Hudson ALDC

## Finding Council Candidates

*Jury's Inn room 114 – 4-00 to 5-30*

More than ever finding the right candidate to WIN elections is critical. Use this programme to identify new and different potential candidates including from people who may not even yet be Party members.

Steve Hitchins ALDC – Cllr Anood Al Samerai

## Local Campaigning on National issues

*Jury's Inn Room 112 - 20:00 to 21:15*

How do we campaign as a party in the new political environment? What are the best ways to deliver our party campaigns locally and nationally. With Andrew Stunell MP, Chris Huhne MP and Shaun Roberts Elections & Skills Drinks provided.

## LG Group Reception

*Hall 8a, ICC - 21-00 to 22-30*

Secure area – photo passes req

# Monday 19 September 2011

## RTPI Policy breakfast

*Novotel Hotel, Broad Street - 08-00 to 09-00*

Invite only

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Cllr Howard Sykes – Isobel McCall ALDC

## Lib Dem Council Group Researchers

*Jury's Inn room 114 – 9-15 to 10-45*

An opportunity for Lib Dem Council group political assistants and researchers to get the latest briefings and to learn best practice from colleagues in other authorities.

## CONNECT for councillors

*Room 101, Jury's Inn - 9.15 to 10.45*

See the party's new campaign database system CONNECT (VAN) in action. Focus on how CONNECT can empower Councillors to campaign more effectively in your community.

Austin Rathe, Elections and Skills & Cllr Anders Hanson, ALDC

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Cllr Tim Pickstone - Cllr Claire Hudson ALDC

### **Candidate Approval and Selection**

*Jury's Inn room 114 – 11-00 to 12-30*

Approving and selecting council candidates properly is vital in ensuring we have candidates that will represent the party well to the electorate and reducing potential for embarrassment later. This training course will tell you what you need to do as well as good practice from elsewhere.

Laura Willoughby – Cllr Anders Hanson ALDC

### **LOCOG - 1 year to go**

*Hall 5, ICC - 13-00 to 14-00*

Lord Seb Coe, Chair, London 2012 organising committee; Jonathan Edwards, Olympian; Rt Hon Don Foster MP, Chris White

## **Winning Ways 6:**

### **Targeting Voters**

*Jury's Inn room 112 – 2-30 to 3-45*

You have lots of data you have collected about your electorate; this session will give you ways to use that data to target your voters throughout the year. Ideal for all local election candidates, councillors, agents and campaign organisers"

Cllr Mark Alcock ALDC – Tim Pollard Elections & Skills

### **Keeping in Touch – by Email!**

*Jury's Inn room 114 – 2-30 to 3-45*

Workshop to look how best to use email in our campaigning and communications.

Looking at the emails we send, collecting addresses and different systems we can use. Ideal for all local election candidates, councillors, agents and campaign organisers.  
Cllr Tim Pickstone ALDC

## **Working Smarter for Councillors**

*Jury's Inn room 114 – 4-00 to 5-30*

As councillors and campaigners we have very limited time, this session will help you make best use of your time. Ideal for all local election candidates and councillors"

Cllr Erica Kemp

## **Winning Ways 5:**

### **Voter ID**

*Jury's Inn room 112 – 4-00 to 5-30*

Most pre-2010 historic voter ID data is now less reliable and many canvassers in May found it harder to get accurate information from voters. This course will go over the basics of voter ID and look at how to approach it in the new environment.

John Bridges ALDC - Ian Horner

### **Health Hotel - Whose job is it anyway?**

*Jury's Inn Room 112 - 18-15 to 19-30*

*David Rogers*

(Alzheimer's Society, RCGP and National Voices)

## **Community politics for 2011 and beyond**

*ICC Hall 8a 18-15 to 19-30*

Come and hear how we can use community politics in 2011 to shape both our local communities and our distinctive identity as a party. Speakers include Paddy Ashdown, Tim Farron MP, Hilary Stephenson Elections & Skills and others.

## **Localism & the Green Deal**

*Jury's Inn Room 106 - 20-00 to 21-15*

Turning the Green Deal into a Great Deal for Councils. Speakers: Cllr Keith House – Eastleigh BC, Friends of the Earth's Liz Hutchins, B&Q's Ben Earl, Andrew George MP and Chris Davies MEP. Refreshments provided.

# Tuesday 20 September 2011

## Winning in 2011

*Jury's Inn room 114 – 9-15 to 10-45*

How we won in Portsmouth, Eastleigh, Hinckley & Bosworth and Oadby & Wigston against Labour and the Conservatives. If you are a candidate, sitting councillor or campaigner or campaign team member, you will benefit from their experience.

Cllr Keith House – Leader Eastleigh, Cllr Gerald Vernon-Jackson Leader Portsmouth, Cllr Stuart Bray Leader Hinckley and Bosworth, Cllr John Boyce Leader Oadby and Wigston

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Cllr Mark Alcock ALDC – Tim Pollard Elections & Skills

## Power of the Small Group

*Jury's Inn room 114 – 11-00 to 12-30*

If you are a small voice by number in your council group or in viewpoint then this session is your guide to winning the argument.

Cllr Jeanette Sunderland ALDC

## Health Hotel - Mind the Gap

### How can we bring health and social care together in the new NHS?

*Room 103 Jury's Inn - 13-00 to 14-00*

(Arthritis Research UK, Parkinson's UK, Stroke Association)

David Rogers

## Public Service Mutuals - Co-op

*Hall 7a ICC - 13-00 to 14-00*

Gerald Vernon-Jackson, Danny Alexandra

## MyCouncillor Advanced

*Jury's Inn room 114 – 2-30 to 3-45*

This session is for users of the My Councillor websites provided free to ALDC members. This session will explore ways of making the most of your website and look at the latest technological developments.

Cllr Tim Pickstone ALDC

## Winning Ways 2:

### In Touch All Year Round

*Jury's Inn room 112 – 2-30 to 3-45*

It's never been more important to communicate effectively with the residents in your ward. Get an overview of the different techniques ranging from Focus to social networking, via direct mail and the local media. Find out more about the advantages of each approach and how to choose the best technique for your different messages.

Cllr Anders Hanson ALDC – Cllr Adam Williams

## Workshop on Organised Independents

*Jury's Inn room 114 – 4-00 to 5-30*

This is a workshop on how other groups have worked to combat organised independent groups. Ideal for all local election candidates, councillors, agents and campaign organisers.

Cllr Chris White - Cllr Claire Hudson ALDC

## Winning Ways 1:

### Campaigning in your Community

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Cllr Jeanette Sunderland ALDC - Shaun Roberts Elections & Skills

## Housing Workshop

*Birmingham City Hall - 18-00 to 19-30*

Annette Brooke MP, Lord Tope, Simon Hughes MP, Andrew Stunell MP

## Age UK & Rethink

*Room 116 Jury's Inn - 18-15 to 19-30*

David Rogers