

# KICKSTART PAGEPLUS WEEKEND AGENDA



6-8<sup>th</sup> July 2018

Yarnfield Park Conference and Training Centre  
Yarnfield Lane, Yarnfield, Stone, Staffordshire, ST15 0NL

Free parking is available on site  
Nearest railway stations are Stone and Stafford

Please have PagePlus X9 downloaded on a laptop beforehand.  
There will be some 'homework' over the weekend.

## Friday

	Room 12	Meeting Room 4
	Ground floor	Ground floor
18:00 - 20:00	PagePlus Weekend registration and room check-in - Ground Floor	
18:00 - 20:00	Dinner - Restaurant Please ensure that you have notified ALDC of any access or dietary requirements at least one week before the weekend.	
20:00 - 20:30	Welcome and introductions - Howden with Cllr Tim Pickstone	
20:30 - 21:45	Introduction to Focus and Campaign Literature What is Focus and why is literature important? How do you go about producing them? What should you put in a leaflet and what makes a good one? We will go through the different literature needed for your whole campaign and how to use templates.	

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## Saturday



	Room 12 Ground floor	Meeting Room 4 Ground floor
07:30 - 09:00	Breakfast - Restaurant	
09:00 - 10:15	<u>The Basics - Part 1</u> Having great looking leaflets is an important part of running a successful campaign and this webinar will help you develop your artworking skills. During this session, you will learn: How to create shapes How to change fonts and which to use	
10:15 - 10:45	Coffee break - Balcony	
10:45 - 11:45	<u>The Basics - Part 2</u> During this session, you will learn: How to embed photos and fonts How to easily change photos on our templates	
12:00 - 13:00	Lunch- Restaurant	
13:00 - 14:00	<u>Photos</u> "A picture is worth a thousand words." A well known phrase, but one that very much holds true. The best way to grab the attention of local residents is producing leaflets that includes strong clear photographs that make your campaign message obvious without the need to read the text.	
14:00 - 15:15	1-to-1 training on PagePlus	<u>Getting your message right</u> Developing and using a consistent message is a vital part of a successful political campaign. This session explains what we mean by message, how we develop our message and how to communicate our message. (With other Kickstart attendees)
15:15 - 15:45	Coffee break with learning groups	
15:45 - 18:00	<u>How to write good copy</u> We will share his insight into the art of copywriting, including how to make your message clear, concise and even entertaining.	
19:00 - 19:30	Drinks reception- Bar	
from 19:45	Dinner with guest speaker Layla Moran MP - Restaurant	

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## Sunday



	Room 12 Ground floor	Meeting Room 4 Ground floor
07:30 - 09:00	Breakfast - Restaurant - Please make sure you have checked out of your room before the mentoring sessions start at 09:00. Space is available in the conference centre to store bags.	
09:00 - 10:30	1-to-1 training on PagePlus	<u>Advanced literature</u> Why you need to do more than just Focus leaflets, what sorts of literature you can produce and why, and for whom, each type works. We will also discuss tips and approaches to producing a variety of literature. (With other Kickstart attendees)
10:30 - 11:00	Coffee break	
11:00 - 12:15	<u>Literature and the law</u> It is vital that all Liberal Democrats stay on the right side of the law throughout the forthcoming election campaign, and this session will discuss how to stay on the right side and avoid costly legal expenses.	
12:15 - 12:30	Coffee break - Balcony	
12:30 - 13:00	<u>Making your leaflet print ready</u> This session will go through creating your PDF, making sure everything is proof read and print ready.	
13:00 - 13:15	Closing speeches - Howden	
13:15 - 14:15	Lunch - Restaurant	
from 13:30	Leave- If you would like a taxi booking to take you to Stone or Stafford Railway Stations, please arrange this with the conference centre reception on the ground floor.	