

KICKSTART WEEKEND AGENDA

6-8th 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

Basic No prior campaign experience necessary and gives you the basics to your run your next election.	Intermediate Some campaigning knowledge and experience needed. This is what every campaigner should be aiming for.	Advanced For those who want to develop their campaign and go that bit further. Campaign experience required.
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Friday

18:00 - 20:00	Kickstart 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	Time with mentors - Allocated mentor room

ALDC KICKSTART Saturday



	Maple Ground Floor	Howden B First Floor	Meeting Room 4 First Floor	Meeting Room 5 First Floor
07:30 - 09:00	Breakfast - Restaurant			
09:00 - 10:15	<p><u>Being an Effective Ward Councillor</u> Getting the balance right between local campaigning, your community and the council. You will learn about how to be an effective community champion, who knows their ward and stands up for it effectively. It also covers the different aspects of being a councillor and councillor / work / life balance. You must be an elected councillor to attend.</p>	<p><u>Using emails effectively</u> Once you've mastered the basics there are lots of clever ways you can use emails to reach even more of your local voters and expand your reach to those you don't usually find it easy to engage with. Think about why we use email campaigning, how to gather emails and how to integrate emails into the rest of your campaign.</p>	<p><u>Introduction to Focus and Campaign Literature</u> 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. This does not cover PagePlus.</p>	<p><u>Campaigning with video</u> Online campaigning is changing fast. To make an impact you need to be using both graphics and videos but these are surprisingly easy (and cheap) to do. We discuss the why's and wherefores of digital campaigning and show you how to effectively do your next video. Useful session for those also thinking about Facebook advertising.</p>
10:15 - 10:45	Coffee break - Balcony			
10:45 - 11:45	<p style="text-align: center;">Plenary - Howden</p> <p style="text-align: center;">Shaun Roberts, Director of Campaigns and Elections for the Liberal Democrats will talk through the lessons learned from the 2018 local elections, his tips for moving forward as a local party. Opportunity for questions.</p>			
12:00 - 13:00	Group A - Lunch - Restaurant/ Group B - Time with mentors			
13:00 - 14:00	Group A - Time with mentors/ Group B - Lunch - Restaurant			
14:00 - 15:15	<p><u>Building your candidate brand</u> A look at all the ways you need to think about developing your candidate brand - both online and offline and how to turn it into electoral success. Think about the good attributes of a candidate and how you can sell them to the electorate by increasing the candidates profile.</p>	<p><u>Recruiting volunteers for your ward</u> Even in a small ward you can't do it all on your own. In this session we discuss what jobs need to be done, what motivates people to help and how to recruit them. Bring with you your ward audit to make the most of this session.</p>	<p><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.</p>	<p><u>Direct mail</u> It's all digital now, isn't it? No, 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.</p>
15:15 - 15:45	Coffee break - Balcony			
15:45 - 16:30	<p><u>Knocking on doors</u> Effective canvassing helps you pick up issues, bond with local residents and pick up vital information. Find out the best techniques for doing this well and organising your door knocking sessions to maximum effect. No previous experience necessary.</p>	<p><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.</p>	<p><u>Winning the postal vote</u> Winning amongst postal voters is increasingly important to local election success. From recruitment to an effective postal vote polling day operation, this session shows you how to do it and why it needs to be a vital part of every campaign.</p>	<p><u>MiniVAN</u> A practical session on how to upload MiniVAN onto your phone or tablet, load a list from Connect and use it in practice. You will need a phone or tablet device running Apple iOS or Google Android.</p>
16:30 - 18:00	Time with mentor			
19:15-19:45 from 19:45	<p style="text-align: center;">Drinks reception- Oak Suite</p> <p style="text-align: center;">Dinner with Layla Moran MP- Oak Suite</p>			

**Maple
Ground Floor**

**Willow
Ground Floor**

**Meeting Room 4
First Floor**

**Meeting Room 5
First 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 - 10:15

Community campaigning
How to identify the issues in your local area and campaign to make a liberal difference in your community. This session will make you think about how to run campaigns that engage people.

Facebook masterclass with Mark Pack
A session that looks at the basic essentials of what you should be doing to engage with your local community online by email and simple social media.

Advanced literature
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.

Advanced fundraising
You will go away with new ideas of how to fundraise and a plan for what steps you need to take to ensure you are maximising your fundraising. Useful for those who already have some knowledge of their teams fundraising efforts and how much funds are needed.

10:15 - 10:45

Coffee break - Balcony

10:45 - 12:15

Facebook masterclass with Mark Pack
A session that looks at the basic essentials of what you should be doing to engage with your local community online by email and simple social media.

Time with mentor

12:15 - 12:30

Coffee break - Balcony

12:30 - 13:00

Presentation of campaign plans - Howden- Short presentations by three of the groups who attended the Kickstart weekend explain the difference it made to their campaign plans and skills, and what they plan to do when they get home. If you'd like to volunteer to present then let Tim Pickstone know over the weekend.

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.