

KICKSTART

28-30 JUNE 2019

SUMMER KICKSTART TRAINING AND COURSE PROGRAMME



WHAT'S ON AT SUMMER KICKSTART





INTRODUCING KICKSTART

► **ALDC KICKSTART JUNE 28-30 2019**

WHAT IS KICKSTART?

Kickstart is the premier training weekend for Liberal Democrat members who want to learn about campaigning. Come along to get tailored, professional advice; training and bespoke mentoring for your team from experienced Liberal Democrat campaigners and councillors.

WHO SHOULD GO TO KICKSTART?

The weekend caters for everyone; whatever your role in a campaign, and regardless of your experience. You'll go away having improved your campaigning skills and with a well-developed campaign plan ready for your next set of elections. Kickstart is the boot-camp you need to win.

The weekend also provides an opportunity to meet and network with like-minded Lib Dems, who want to campaign hard to get the best deal for their communities.

Over the next few pages you can look at the 20 training sessions that sit alongside bespoke mentoring

WHAT'S INCLUDED?

- Hours of training with courses suitable for both new and experienced campaigners
- Time to work as a team with an experienced mentor who can look at your plans and advise you from an independent perspective about how to make them even better
- Guest speaker along with a three course dinner on the Saturday night
- Drop-in sessions on more specialist campaign techniques and skills
- In-depth strategy and review sessions
- Two-nights' full board accommodation in a dedicated training centre with a bar and leisure facilities

WHAT'S THE RIGHT TRAINING FOR ME?

All of our training sessions are ranked by the experience we think is necessary to make full use of the session. Use the colour coding below or the information on training sessions on the previous page to make decisions about your training.

BASIC

No prior campaign experience is necessary. This gives you the basics to your run your next election.

INTERMEDIATE

Some campaigning knowledge and experience needed.

ADVANCED

For those who want to develop their campaign and go that bit further. Campaign experience required.

FRIDAY AGENDA

16:00 - 20:00	Kickstart Weekend registration and room check-in - Ground Floor
18:00 - 20:00	Dinner - Restaurant Please notify ALDC of any access or dietary requirements.
20:00 - 20:30	Welcome and introductions - Howden with Councillor Tim Pickstone and Special Guest
20:30 - 21:45	Time with mentors - Allocated mentor room

TRAINING SESSIONS

SATURDAY 9:00-10:30

One ward campaign plans

If you are picking a ward to win you need a straight-forward Campaign Plan to maximise your potential in that ward. This session takes you through what you need in your plan and how to create it.

Basic

Casework strategies for councillors

We explore different strategies and tools that Councillors use to keep on top of their case load.

Basic

Literature

What sorts of literature you can produce, why, and for whom? Why and when each type works.

Intermediate

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?

Intermediate

Persuading electors to vote for us

What motivates people to vote for a candidate or a party? We look at the science behind the art of persuading people to vote for us. These practical exercises aim to improve your ability to produce persuasive material.

Advanced

SATURDAY PLENARIES 10:45 - 11:45

TBC

Saturday Plenaries will be announced in the coming weeks once the speakers and subjects are confirmed.

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SATURDAY 14.00 - 15:15

Fighting Labour

If you're fighting Labour in your area, come to this session to learn some of the lessons top campaigners have been using in their areas to move forwards.

Intermediate

Raising the money

If you want to run winning campaigns you need to raise money. What ways can we raise money? What motivates people to give? What are the techniques that prove effective?

Intermediate

Using the Council to campaign

The council can be a great asset to your campaign. Understand how people perceive the jobs the council does and how to use that to your advantage.

Intermediate

Win elections with 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.

Advanced

Recruiting Volunteers

Even in a small ward, you can't do it all on your own. In this session we discuss which jobs need to be done, what motivates people to help and how to recruit them. Bring your ward audit with you to make the most of this session.

Basic

SATURDAY 15.45 - 16:30

Hi-vis campaigning

Learn how and why you should add Hi-vis campaigning into your core campaign plan. Make an impact in the community with street stalls, litter picks and more!

Basic

Canvass with MiniVan

A practical session on how to download MiniVAN onto your phone or tablet, load a list from Connect and use it. You will need a phone or tablet device running Apple iOS or Google Android.

Basic

Local skills audit

How to successfully audit your local team and your wider local party to make sure you're making the most out of their skills.

Intermediate

Good photos, used well

The best way to grab the attention of local residents is by producing leaflets that include strong, clear photographs that make your campaign message obvious without the need to read the text.

Intermediate

Mastering Mailmerge

This technical session runs through the steps required to create your list in Connect, export it to Excel and manipulate there and then to use PagePlus or Word to mailmerge it ready for delivery or postage. Some knowledge of Connect, Excel and Page Plus is essential to gain the most from this session.

Advanced

SUNDAY 9:00 - 10:15

Getting your message right

Developing and using a consistent message is a vital part of a successful campaign. This session explains what we mean by 'message', how we develop our message and how to communicate.

Basic

Yes, you can still use emails

Email is an effective way to communicate. Under GDPR, how can we collect and store email addresses? How do we use the email addresses that we have?

Intermediate

Campaigning with video

Online campaigning is changing fast. To make an impact you need to be using both graphics and videos; these are surprisingly easy (and cheap) to do. Useful session for those thinking about Facebook advertising.

Advanced

Council Budgets

How to look at a Council Budget as ruling group or as an opposition. How to think about amendments and get the most out of your budget meetings.

Advanced

Using digital to organise

In this session we go through how to make most of your online presence for organising your team from using your site to host events, as well as top tips on how to manage your campaigning efforts through virtual HQs and WhatsApp. You need to be computer literate. This is not a technical run through of how to use each product.

Advanced

SUNDAY 10:15 - 13:30

10:30- 11:00 **Coffee break**

11:00 - 12:15 **Time with mentors**

12:15 - 12:30 **Coffee break**

12:30 - 13:00 **Kickstart Presentations**

13:00 - 13:15 **Closing speeches**

13:15 - 14:15 **Lunch** - Restaurant

from 13:30 **Leave** - If you would like a taxi to take you to Stone or Stafford Railway Stations, please arrange this with the conference centre reception on the ground floor.

PAGEPLUS WEEKEND

► **ALDC PAGEPLUS WEEKEND JUNE 28-30 2019**

WHAT IS THE PAGEPLUS WEEKEND?

A training weekend for the Liberal Democrats leaflet design tool PagePlus X9.

Take your artwork to the next level. Learn hints, tips and tricks to make your artwork the best it can be. From copywriting and photos to a technical run through of PagePlus X9 this course will leave you with the confidence to create great leaflets and share that knowledge with others.

WHO SHOULD GO TO THE PAGEPLUS WEEKEND?

This course is best suited to those with confidence, some artworking experience and solid IT skills. It will aim to help intermediate and advanced artworkers get a fuller grasp of PagePlus and the best practice behind designing leaflets to win elections.

If you are unsure if this weekend is for you or have any questions call on 0161 212 1012.

You will need access to a Windows Laptop with PagePlus X9 installed.

WHAT'S INCLUDED?

- Hours of technical training and advice with PagePlus experts
- Best practice, hints and tips to improve your photos, copy, and design to create winning literature campaigns.
- Guest speaker along with a three course dinner on the Saturday night
- Two-nights' full board accommodation in a dedicated training centre with a bar and leisure facilities

CONNECT WEEKEND

► **ALDC CONNECT WEEKEND JUNE 28-30 2019**

WHAT IS THE CONNECT WEEKEND?

Connect is a vital tool for campaigning in our Party. This course will build on your existing skills and help you get the most out of Connect for your local party area. We will also support you in developing skills to share your Connect skills with others so you can become part of our Connect Super User Network.

WHO SHOULD GO TO THE CONNECT WEEKEND?

This course is best suited to those experienced with Connect who want to take their skills to the next level and become Connect Super Users.

Participants must already have access to Connect and as a minimum be able to log in and do searches. Good IT skills will be vital to get the most out of this course. If you want to find out if this course is for you then call 0161 212 1012.

WHAT'S INCLUDED?

- Hours of technical training on Connect
- Learn about target pools, GOTV with Connect, walks, lists, turfs, data entry, creating phonebanks, doing exports, analyse contact results, and get to grips with MyCampaign.
- Guest speaker along with a three course dinner on the Saturday night
- Two-nights' full board accommodation in a dedicated training centre with a bar and leisure facilities

COUNCILLORS WEEKEND

► **ALDC AND LGA COUNCILLORS WEEKEND JUNE 28-30 2019**

WHAT IS THE COUNCILLOR WEEKEND?

The weekend provides a great opportunity to meet with fellow councillors from across the country, whilst enjoying a packed programme of tailored training sessions.

Come along to improve your skills in your important roles as both a Liberal Democrat councillor and campaigner.

You can also take advantage of the Kickstart plenaries.

It is worth asking your council if they will fund your attendance at the weekend from their member training budget.

WHO SHOULD GO TO THE COUNCILLORS WEEKEND?

This course is great for groups or Councillors on their own to get a handle on best practice for Liberal Democrat Councillors.

Newly elected Councillors or groups that have big changes will find this a particularly useful weekend.

WHAT'S INCLUDED?

- Hours of training on advice customised to meet your needs as a Lib Dem Councillor.
- Amazing networking opportunities with other councillors and high profile campaigners.
- Guest speaker along with a three course dinner on the Saturday night
- Two-nights' full board accommodation in a dedicated training centre with a bar and leisure facilities

COUNCILLOR SPECIFIC TRAINING

Casework strategies for councillors

We explore different strategies and tools that Councillors use to keep on top of their case load.

Basic

Using the Council to campaign

The council can be a great asset to your campaign. Understand how people perceive the jobs the council does and how to use that to your advantage.

Intermediate

Council Budgets

How to look at a Council Budget as ruling group or as an opposition. How to think about amendments and get the most out of your budget meetings.

Advanced

AND MORE TO BE ANNOUNCED

