

The background of the slide features a photograph of two women. On the right, a woman with long dark hair and glasses is looking down and writing in a notebook with a black pen. She is wearing a white dress with a colorful floral and bird pattern. On the left, the face and shoulder of another woman with dark curly hair and a nose ring are visible. The entire scene is overlaid with a semi-transparent orange banner that contains the event title and date.

Kickstart Weekend

1st - 3rd July 2022

ALDC

Introduction

All of us here at ALDC are very excited to welcome you to Kickstart and the Councillors Weekend.

Registration opens at 4pm.

Dinner is in the main restaurant area from 6pm.

Help and advice: The ALDC help desk will be on the first floor through the weekend. Staff are available through the day if you have queries or issues. If you've forgotten anything the Yarnfield Park accommodation desk sells essential items.

We would encourage delegates to wear masks where possible during the weekend. We understand that this will not be possible for all delegates. If at any point you lose your mask or need another we have some disposable masks available.

If you have any problems at all during the weekend please come and find a member of ALDC staff and we will help you.

I hope you have an enjoyable and useful weekend that sets you up for electoral success.

Best wishes,



Councillor Tim Pickstone

Chief Executive, ALDC



Friday 1st July



Arrivals starts at 4pm on Friday. You'll be welcomed, given the key to your room and then settle down to some dinner before the all important introduction plenary session and time in groups.

- 4pm - Registration opens - Check in and receive your workbook
- 6pm - 8pm - Dinner is served
- 8pm - Welcome and introductions in Howden.
- 8:30pm - 9:45pm - Kickstart delegates go to their mentor groups. Councillors Weekend delegates head to the Councillors weekend introductions session.
- 9:45pm - Social time

Saturday 2nd July

7:30 - 9:00	Breakfast							7:30 - 9:00
9:00 - 10:15	Recruiting and working with volunteers	Community Campaigning	Cllrs Weekend Keeping your Council Seat		Hi-Vis Campaigning	Getting Your Message Right	Cllrs Weekend Using the Council to Campaign	9:00 - 10:15
10:15 - 10:45	Coffee break							10:15 - 10:45
10:45 - 12:00	Gaining and keeping control of your Council				Party messaging and strategy with Mike Dixon and Mark Pack			10:45 - 12:00
12:00 - 13:00	Group B mentor time				Group A Lunch			12:00 - 13:00
13:00 - 14:00	Cllrs Weekend A view from the LGA				Group B Lunch			13:00 - 14:00
14:00 - 15:15	Finding Great Candidates	Using Facebook to Campaign	Campaigning effectively with surveys and petitions		Cllrs Weekend - The power of scrutiny	Cllrs Weekend- APSE - Levelling Up: Fact or Fiction	How to write great direct mail	14:00 - 15:15
15:15 - 15:45	Coffee break							15:15 - 15:45
15:45 - 16:30	How to win a by-election	How to build your email list	ALDC Artworker		Councillrs Weekend - Ask us anything!	Good photos, used well	Holding your opponents to account	15:45 - 16:30
16:30 - 18:00	Kickstart Mentor time				Kickstart Mentor time	Policy in action - Green your Council	Policy in action - Homes for people	16:30 - 18:00
19:00 - 19:15	Drinks reception							19:00 - 19:15
19:15 - 20:00	Summer BBQ							19:15 - 20:00

Sunday 3rd July

7:30 - 9:00	Breakfast							7:30 - 9:00
9:00 - 10:30	Mentor time				Councillors Weekend - Resilience and making a liberal difference			9:00 - 10:30
10:30 - 11:00	Coffee break							10:30 - 11:00
11:00 - 12:15	Knockin on doors	Raising the funds you need to win	Single issue campaigning		How to write a great Focus article	Councillors Weekend - Public Speaking	Councillors Weekend - Managing casework	11:00 - 12:15
12:15 - 12:30	Coffee break							12:15 - 12:30
12:30 - 13:15	Presentations and closing speeches				Presentations and closing speeches			12:30 - 13:15
13:15 - 14:15	Lunch							13:15 - 14:15
14:15	Close							14:15