



**LIBERAL  
DEMOCRATS**

# Essex Conference 2010

- How to win in 2011
- Building a more diverse membership
- Getting out the vote on polling day
- Growing your local party
- Tweeting your campaign
- A Beginner's guide to campaigning

Secure your place today by filling in the form below or e-mailing [ipgale@blueyonder.co.uk](mailto:ipgale@blueyonder.co.uk).

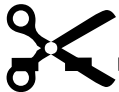
For further information call Ian Gale on 01245 257382.

All this and more at....

**County Hall, Chelmsford on  
Saturday 2nd October 2010**



Turn over the page for more details.



## Essex Conference Booking Form

Please book me a place at the Essex Conference. I enclose a cheque made payable to 'Essex Liberal Democrats' for £5.

Name(s):.....

E-mail:.....

Address: .....

Mobile:.....Home Phone:.....

I have the following special requirements (diet, access etc.):

Please return to Ian Gale, EC3, 20 Dane Road, Chelmsford, CM1 2SS by 28th September 2010.

**I would like to attend the following sessions (✓):**

### Session 1

Welcome to the Lib Dems

What to do between now and January 1st

District-wide campaign plans

### Session 2

Identifying voters and issues

Finding the people and money you need to win

Tweeting your campaign\*

### Session 3

Effective literature

Winning in the Spring

Develop your members

\* Please bring a smartphone, if you have one.

# Essex Conference

*County Hall, Chelmsford on  
Saturday 2nd October*



**Coffee will be available from 9.30 AM.**

10.00 - 10.30	How we can win in 2011: Cllr. Chris White, Chair, Regional Campaign Committee		
	<b>Where do we start</b>	<b>Planning to win</b>	<b>That bit extra</b>
<b>Session 1</b> 10:30 - 11.40	Welcome to new members: a guide to the Lib Dems	What to do between now and January 1st .	District-wide campaign plans
11.40 - 11.55	Break		
<b>Session 2</b> 11.55 - 1.05	Identifying voters and campaign issues: canvassing and residents' surveys	Finding the people and money you need to win	Tweeting your campaign*
1.05 - 2.00	Lunch (Sandwiches and fruit juice included in registration fee)		
<b>Session 3</b> 2.00 - 3.10	Effective literature: it's not just Focus	Winning in the Spring: win your Council seat and the Fairer Votes referendum	Develop your members and find more candidates
3.10 - 4.00	Parliamentary Report: Dr Julian Huppert, MP for Cambridge		

*\* Please bring a smartphone, if you have one, and set up a Twitter account to follow LDKatz71 and CllrDJKendall*

A meeting of the Essex County Co-ordinating Committee will be held at the close of proceedings.

For directions to County Hall see:

<http://www.flocktogether.org.uk/event/6752>

or use postcode **CM1 1JP** in your SatNav. You can park in the Members car park.

**"For Liberal Democrat members across Essex including Southend and Thurrock"**