



# Essex Conference

"How can we beat the Tories?"

"What should the 2009 County manifesto say?"

"How can we retain our members?"

"What's this Pool thing all about?"

"How do I use EARS?"

"How can I use direct mail?"

All these questions and more will be answered at....

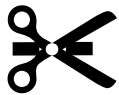
Secure your place today by filling in the form below or e-mailing [ipgale@blueyonder.co.uk](mailto:ipgale@blueyonder.co.uk).

For further information call Ian Gale on ☎01245 257382.

*County Hall, Chelmsford on Saturday 27th September 2008*



Turn over the page for more details.



## Essex Conference *Booking Form*

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

Name(s):.....

Address: .....

Postcode:..... Tel.: .....

E-mail:.....

I will / will not be bringing a laptop with a CD drive and external mouse for the EARS session (Please delete as appropriate).

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

Please return to Ian Gale, EC3, 20 Dane Road, Chelmsford, CMI 2SS by 14th September 2008.

**I would like to attend the following sessions:**

### Session 1

- Manifesto consultation 1
- The Pool and how to use it
- Learning the lessons of 2008

### Session 2

- Manifesto consultation 2
- Using EARS with MOSAIC
- How to beat the Tories

### Session 3

- Manifesto consultation 3
- Direct mail
- Building the team

**Please tick (✓) one option per session as appropriate.**

# Essex Conference

**County Hall, Chelmsford on  
Saturday 27th September 2008**



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

	<b>STRAND 1 Policy</b>	<b>STRAND 2 Campaigning Tools</b>	<b>STRAND 3 Campaigning Strategy</b>
<b>Session 1</b> 10:00 – 11:30	<b>Manifesto consultation 1</b> Your chance to have your say on what goes into the manifesto for the 2009 County Council Elections in Essex. Consultation led by Tom Smith-Hughes and David Kendall.	<b>The pool for bulk mailings - what it is, how to find it and how to use it.</b>  Workshop led by Paul Westlake on how we target our potential supporters - including surveying, MOSAIC, canvassing, using the phone.	<b>Learning the lessons of 2008 – how Colchester bucked the trend and turned the corner</b>  Presentation and discussion led by Nick Barlow on how Colchester managed to increase its number of councillors in 2008 after some lean years.
11:30 – 11.40	Break		
11:40 – 12:20	Plenary Speaker: Linda Jack, No. 2 on the Lib Dem List for European Elections in the East of England		
12:20 – 13:20	Lunch (Sandwiches and fruit juice included in registration fee)		
<b>Session 2</b> 13:20 – 14:35	<b>Manifesto consultation 2</b> Your chance to have your say on what goes into the manifesto for the 2009 County Council Elections in Essex. Consultation led by Tom Smith-Hughes and David Kendall.	<b>Using EARS with MOSAIC</b> Workshop led by Marion Dyer on how to use the party's voter identification software. Please bring a laptop with a CD drive and preferably an external mouse, or be prepared to share.	<b>How to beat the Tories before Cameron's Teflon comes off</b>  Presentation and discussion led by Stephen Robinson.
14:35 – 14:45	Break		
<b>Session 3</b> 14:45 - 16:00	<b>Manifesto consultation 3</b> Your chance to have your say on what goes into the manifesto for the 2009 County Council Elections in Essex. Consultation led by Tom Smith-Hughes and David Kendall.	<b>Focus is not enough: direct mail and blue ink letters</b>  Workshop led by Paul Westlake on how to use these types of literature in addition to Focus.	<b>Building the team</b>  Presentation and discussion led by Jon Whitehouse on how to retain members, activists and councillors.

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

**Directions to County Hall can be found at:**

<http://www.flocktogether.org.uk/showMeetingPage.php?Meeting=3760>

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