



Essex Conference

- How do we get new candidates?
- What's this VAN thing?
- How do I campaign effectively?

Secure your place today by filling in the form below or e-mailing ipgale@blueyonder.co.uk.

For further information call Ian Gale on ☎ 01245 257382.

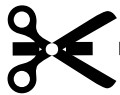
- What's the best campaign technique?
- How did Colchester win?
- How do we market our candidates?



All this and more at....

Great Baddow Millennium Community Centre, Chelmsford

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 £7.

Name(s):.....

.....

.....Postcode:.....

Landline:.....Mobile.....

E-mail:.....

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

Please return to Ian Gale, EC3, 20 Dane Road, Chelmsford, CM1 2SS by 27th September 2011.

I would like to attend the following sessions:

Session 1

Be a councillor

How Colchester bucked the trend in May

Session 2

An introduction to Connect

Campaigning in your Community

Session 3

The Best Person for the Job

In Touch All Year Round

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

Essex Conference

Saturday 1st October 2011



Great Baddow Millennium Community Centre, Baddow Road, Chelmsford CM2 9RL

10.00 - 10.30	Conference opens	
Session 1 10.30 - 11.30	Be a councillor <i>How to identify potential successful council candidates</i>	How Colchester bucked the trend in May
11.30 - 11.40	Break	
Session 2 11.40 - 12.40	An introduction to Connect <i>The party's new software for recording and using voter ID data</i>	Campaigning in your Community <i>Update your skills and learn new ones</i>
12.40 - 1.40	Lunch (Light finger buffet included in registration fee)	
Session 3 1.40 - 2.40	The Best Person for the Job <i>Build and sell the profile of our candidates</i>	In Touch All Year Round <i>How to choose the best technique for your different messages</i>
2.40 - 2.50	Closing remarks	

The conference will be held in the Mill Suite and the Tower Room. Programme subject to change, depending on demand.

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

Directions to the event can be found at <http://www.flocktogether.org.uk/event/7423>

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