



# Essex Training Day

"How do I deal with negative campaigning?"

"How should the County be dealing with its waste?"

"How do I use EARS?"

"How do I use Page Plus?"

"How can I use direct mail?"

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

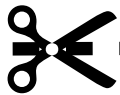
*County Hall, Chelmsford on Saturday 29th September 2007*

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.



Turn over the page for more details.



## Essex Training Day *Booking Form*

Please book me a place on the Essex Training Day. 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 for the EARS/Page Plus 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 2007.

I would like to attend the following sessions:

### Session 1

- QUANGOs and Local Councils
- Focus Basics and Page Plus
- Learning the Lessons of 2007

### Session 2

- Waste – A Burning Issue
- EARS – Getting Started
- How to be an Effective Opposition

### Session 3

- County Council Question Time
- Direct Mail and Blue Ink Letters
- Dealing with Negative Campaigning

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

# Essex Training Day

**County Hall, Chelmsford on**

**Saturday 29th September 2007**



	<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>QUANGOs and Local Councils</b> Report back from Conference on the QUANGOs motion and discussion led by Bob Russell, MP for Colchester.	<b>Focus Basics and an Introduction to Page Plus</b>  Workshop led by Paul Westlake. Please bring a laptop with Page Plus 11 pre-loaded or be prepared to share.	<b>Learning the lessons of 2007 – why Chelmsford bucked the trend</b>  Presentation and discussion led by Stephen Robinson on how Chelmsford managed to increase its number of councillors in 2005 and 2007.
11:30 – 11:40	Break		
11:40 – 12:30	Plenary Speaker: Baroness Scott of Needham Market, Liberal Democrat Spokesperson for the Office of the Deputy Prime Minister and the Local Government Association.  <a href="http://www.ros-scott.org">www.ros-scott.org</a>		
12:30 – 13:20	Lunch (Sandwiches and fruit juice included in registration fee)		
<b>Session 2</b> 13:20 – 14:35	<b>Waste – A Burning Issue</b> Presentation and discussion led by County Councillor Ian Gale. Get up to date with plans for large "waste facilities" in Essex. What line should we take?	<b>EARS – Getting Started</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 be an Effective Opposition</b>  Presentation and discussion TBC
14:35 – 14:45	Break		
<b>Session 3</b> 14:45 - 16:00	<b>County Council Question Time</b> Panel discussion led by County Councillor Tom Smith-Hughes. Your chance to quiz the Liberal Democrat County Council group.	<b>Direct Mail and Blue Ink Letters</b>  Workshop led by Jon Whitehouse on how to use these types of literature in addition to Focus.	<b>Dealing with Negative Campaigning</b>  Presentation and discussion TBC