

LGA and ALDC at the Liberal Democrats Spring Conference

9-11 March 2018
Southport

The Local Government Association (LGA) and ALDC (Association of Liberal Democrat Councillors) are again active at this year's Spring Liberal Democrat Conference. Local government speakers will also feature in a number of debates, seminars, training sessions and roundtables hosted by a variety of partner organisations.

Be a Councillor – celebrating women in local government

FRIDAY 9 MARCH

RAMADA PLAZA SOUTHPORT,
HESKETH 2

20.15-21.30

Celebrating 100 years of women getting the vote. ALDC and LGA booklet launch encouraging more women to stand for council and the difference Lib Dem women have made.

Speakers: Baroness Councillor Kath Pinnock, Councillor Lisa Smart (Stockport), Councillor Sue McGuire (Sefton), Councillor Mirna Juarez (Liverpool). **Chair:** Councillor Sarah Boad

Refreshments provided

BE A
COUNCILLOR

Local
Government
Association
Liberal Democrat Group

ALDC
Liberal Democrat
CAMPAIGNERS & COUNCILLORS

Liberal
Democrats

The Battle for Bedford Borough

LGA Liberal Democrat Group and ALDC

SATURDAY 10 MARCH

RAMADA PLAZA SOUTHPORT,
PROMENADE ROOM

19.45-21.00

Hear about the Liberal Democrat journey in Bedford and the Liberal Democrat led administration's successes.

Speakers include: Bedford Mayor Dave Hodgson, Campaigns Officer Christine McHugh, and Alexa Williams, Campaigns Organiser. **Chair:** Councillor Howard Sykes, LGA Lib Dem Group Leader

Refreshments provided

What future for Adult Social Care?

LGA Liberal Democrat Group and ALDC

SATURDAY 10 MARCH

SOUTHPORT THEATRE & CONVENTION
CENTRE, WATERFRONT SUITE 5

13.00-14.00

Come along to our adult social care booklet launch. What are the key challenges locally and nationally?

Speakers include: Baroness Judith Jolly, Councillor Richard Kemp LGA Lib Dem Social Care Spokesperson and Kate Beecroft MHK, Leader, Liberal Vannin, Isle of Man. **Chair:** Councillor Heather Kidd LGA Lib Dem Group Chair

Refreshments provided

LGA AND ALDC TRAINING PROGRAMME

ALL TRAINING SESSIONS TAKE
PLACE AT SOUTHPORT THEATRE
AND CONVENTION CENTRE

SATURDAY 10 MARCH 2018

COUNCILLOR TRAINING **Building a councillor brand**

BASIC LEVEL

09.30-10.45

WATERFRONT SUITE 4

A look at all the ways you need to think about developing your councillor or candidate brand – both online and offline and how to turn it into electoral success.

Trainers Alan Connett and Lisa Smart

Digital campaigning: using video to campaign

ADVANCED LEVEL

11.00- 12.30

WATERFRONT SUITE 4

Online campaigning is changing fast. We discuss the whys and wherefores of digital campaigning and show you how to effectively do your next video.

Trainers James Baker and
Ed Stephenson

Pick a ward and win it: winning the postal vote/the last week

INTERMEDIATE LEVEL

11.00-12.30

WATERFRONT SUITE 5

This is a double session. First we look at the importance of the postal vote and how to maximise your vote amongst postal voters. Then we cover the 'Get Out The Vote' plan for the last week of the campaign.

Trainers Richard Cole and Heather Kidd

BE A COUNCILLOR **Approval and selection procedures**

14.30-15.45

WATERFRONT SUITE 4

This session covers the approvals process in detail, discussing why it is necessary, how to do it and how to carry out your local selection process.

Trainers Richard Cole and
Terry Stacy

Developing campaigning: advanced literature

ADVANCED LEVEL

14.30-15.45

WATERFRONT SUITE 5

Why you need to do more than just focus, what sorts of literature you can produce and why, and for whom each type works. We discuss tips to producing a variety of literature.

Trainers Claire Halliwell and Ed Stephenson

Pick a ward and win it: knocking on doors/installing and using MiniVAN

BASIC LEVEL

16.00-17.30

WATERFRONT SUITE 4

Another double session; we begin by looking at the importance of talking to voters and look at ways to do it. We follow this by looking at the party's canvassing app – 'MiniVAN'.

Trainers James Baker and Claire Halliwell

SUNDAY 11TH MARCH 2018

BE A COUNCILLOR

Making candidate pools more diverse

09.30-10.45

WATERFRONT SUITE 4

Finding new candidates can be difficult. This session looks at ways to find new candidates and to help your pool of candidates look like the communities you are trying to represent.

Trainers Alan Muhammed and Helena Cole

COUNCILLOR TRAINING

Using the council to campaign

INTERMEDIATE LEVEL – FOR ELECTED COUNCILLORS

9.30-11.00

VENUE TBC

How to use the council in your campaigning from full council to scrutiny. This session discusses how to agree key themes/messages, communicating what you are doing and planning your campaigning efforts.

Trainers Alan Connett and Howard Sykes

Important dates for your diary

LGA/ALDC GROUP LEADERSHIP DAY
8 JUNE 2018

ALDC KICKSTART AND LGA COUNCILLORS' WEEKEND
6-8 JULY 2018

ALDC KICKSTART
23-25 NOVEMBER 2018

