AUTUMN LEARNING PROGRAMME

ALDC CONFERENCE

▶ **JOIN ALDC'S 2020 ONLINE CONFERENCE AND AGM WITH OUR BRAND NEW LEADER**

This year we're running a full ALDC Conference on Saturday 5th September.

It's free to our members so please come and join us on Zoom.

As with all of our events you can sign up online at aldc.org/events.

We'll have our Annual General Meeting first, followed by amazing training and policy sessions.

We'll round off just before lunch with a speech by our brand new Liberal Democrat party leader.

Our AGM is always fun so please join us all day - we can't wait to see you there.

Check out the programme below.

10:00	Welcome and Annual General Meeting				
	POLICY SESSIONS		**TRAINING SESSIONS**		
10:30-11:20	Making the recovery green	The future for local government	2021 local election briefing	Introduction to Affinity Publisher	Holding your council to account
11:20-11:30	Break				
	POLICY SESSIONS		**TRAINING SESSIONS**		
11:30-12:20	Responding to the crisis in social care	Building a distinctive voice for 2021	Using direct mail to win elections	Persuading electors to vote for us	Unconscious bias for councillors
12:20-13:00	Speech from the Leader of the Liberal Democrats				
	Close				

STATE & REGIONAL CONFERENCES

▶ **GET IN TOUCH AND WE CAN TRAIN AT YOUR CONFERENCE TOO**

We're working to make sure we can train at every regional conference in England and at the Scottish and Welsh conferences too.

Please get in touch if you'd like us to work with you to provide training at your regional or state conference.

We can provide first class training that fits with your forwards plan. Take a look at the sessions in this booklet or on our website at aldc.org/events.

Get in touch with abi.bell@aldc.org or with your local Regional Development Officer or ALDC Development Officer and let them know you'd like to set up an event.

AUTUMN WEBINAR PROGRAMME

▶ 45 MINUTE TO 1 HOUR SESSIONS DESIGNED TO UP YOUR SKILLS ONE AREA AT A TIME

At ALDC we've delivered over 3800 training attendances in the last few months through our online programme. This Autumn we're doing even more.

Book on to all of our sessions online at **aldc.org/events.**

Our webinar sessions take you through a single topic in 45 minutes to 1 hour.

Delivered by expert volunteers and ALDC staff our webinars cover topics from using Connect to fine tuning your public speaking. And we've saved some space for timely hot topic sessions that we'll fill up a few weeks before.

Date	Time	Session
Wed 2 Sep	12:30 & 17:00	**Introduction to FOCUS and Literature**
Fri 4 Sep	12:30 & 17:00	**Using ALDC Artworker**
Mon 7 Sep	12:30 & 17:00	**Be a Cllr: Approval and Selection**
Tue 8 Sep	17:00	**Scottish Webinar: Introduction to Campaigning**
Wed 9 Sep	12:30 & 17:00	**Local Returning Officer Part 1**
Fri 11 Sep	12:30 & 17:00	**Local Returning Officer Part 2**
Mon 14 Sep	12:30 & 17:00	**Be a Cllr: Making an impact with your public speaking**
Wed 16 Sep	12:30 & 17:00	**Hi-Vis Campaigning**
Fri 18 Sep	12:30 & 17:00	**Employment Seminar with Goodman Derrick LLP**
Mon 21 Sep	12:30 & 17:00	**Be a Cllr: Holding your council to account**
Tue 22 Sep	17:00	**Scottish Webinar: Hot Topic**
Wed 23 Sep	12:30 & 17:00	**Getting things done when you're busy**
Wed 30 Sep	12:30 & 17:00	**Good photos, used well**
Thu 1 Oct	12:30	**Welsh Webinar: Building your team for the Welsh 21/22 Elections**
Fri 2 Oct	12:30 & 17:00	**How to campaign when you have two (or more) elections on the same day**
Mon 5 Oct	12:30 & 17:00	**Hot Topic**
Wed 7 Oct	12:30 & 17:00	**Campaigning effectively with surveys and petitions**
Fri 9 Oct	12:30 & 17:00	**Planning a campaign in uncertain times**
Mon 12 Oct	12:30 & 17:00	**Connect 1**
Wed 14 Oct	12:30 & 17:00	**Connect 2**
Fri 16 Oct	12:30 & 17:00	**Connect 3**
Mon 19 Oct	12:30 & 17:00	**Get the list you need from Connect**
Tue 20 Oct	17:00	**Scottish Webinar: Hot Topic**
Wed 21 Oct	12:30 & 17:00	**How to mail merge**
Fri 23 Oct	12:30 & 17:00	**Direct mail**
Mon 26 Oct	12:30 & 17:00	**Using the phone to campaign**
Wed 28 Oct	12:30 & 17:00	**Raising your winning income**
Fri 30 Oct	12:30 & 17:00	**Recruiting Volunteers**
Mon 2 Nov	12:30 & 17:00	**Be a Cllr: Making an impact on the council**
Tue 3 Nov	17:00	**Scottish Webinar: Hot Topic**
Wed 4 Nov	12:30 & 17:00	**Developing your local message**
Thu 5 Nov	12:30	**Welsh Webinar: Hot topic**
Fri 6 Nov	12:30 & 17:00	**Hot topic**
Mon 9 Nov	12:30 & 17:00	**Winning the postal vote**
Wed 11 Nov	12:30 & 17:00	**Be a Cllr: GDPR for councillors**
Fri 13 Nov	12:30 & 17:00	**Community Campaigning**
Mon 16 Nov	12:30 & 17:00	**Hot topic**
Tue 17 Nov	17:00	**Scottish Webinar: Agenting in Scotland**
Wed 18 Nov	12:30 & 17:00	**Making the most of MyCouncillor websites**
Fri 20 Nov	12:30 & 17:00	**Writing and speaking to disabled people w/LDDA**
Mon 23 Nov	12:30 & 17:00	**Making the most of Facebook**
Wed 25 Nov	12:30 & 17:00	**Campaigning with emails**
Fri 27 Nov	12:30 & 17:00	**Planning your digital campaign**
Mon 30 Nov	12:30 & 17:00	**Making the most of the new voter register**
Wed 2 Dec	12:30 & 17:00	**Building a winning team**
Thu 3 Dec	12:30	**Welsh Webinar: Agenting in Wales**
Fri 4 Dec	12:30 & 17:00	**What makes a good leader**
Mon 7 Dec	12:30 & 17:00	**Affinity Publisher 1**
Wed 9 Dec	12:30 & 17:00	**Affinity Publisher 2**
Fri 11 Dec	12:30 & 17:00	**Affinity Publisher 3**
Mon 14 Dec	12:30 & 17:00	**Hot Topic**
Wed 16 Dec	12:30 & 17:00	**Keeping Connect tidy**

VIRTUAL MOTIVATE DAYS

▶ TWO STREAMS OF TRAINING AND GROUP SEMINARS FOR A FULL MORNING

ALDC's popular Motivate Days involve two streams of training around learning themes, broken up with plenary sessions and small team seminars too.

Since we took our ALDC Motivate Days online we've had hundreds of attendances and amazing feedback.

You can get detail on the agenda for each day from our website at aldc.org/events each agenda will be finalised no later than two weeks before the event.

We've decided to keep on going, and they're free to every Liberal Democrat member.

Date	Time	Session
Sat 12 Sep	9:30 - 13:00	**Virtual Motivate Day for everyone**
Sat 10 Oct	9:30 - 13:00	**Virtual Motivate Day North**
Sat 17 Oct	9:30 - 13:00	**Virtual Motivate Day Scotland**
Sat 24 Oct	9:30 - 13:00	**Virtual Motivate Day for everyone**
Sat 7 Nov	9:30 - 13:00	**Virtual Motivate Day Wales**
Sat 14 Nov	9:30 - 13:00	**Virtual Motivate Day Technical**
Sat 12 Dec	9:30 - 13:00	**Virtual Motivate Day - Get a flying start in January**

ALDC AT FEDERAL CONFERENCE

▶ **30 TOP NOTCH 1 HOUR SESSIONS DESIGNED TO MOVE YOU AND YOUR TEAM FORWARD**

At Federal Conference this Autumn ALDC are delivering 30 training sessions a full range of topics.

If you're planning to register for conference why not come along and see us as we move our top level online training to the Federal Party's

new Conference system.Don't let your team miss out on the agent's training ahead of a large and complicated set of elections!

	FRIDAY SESSIONS	
Fri 25 Sep	15:30	Agents Training - Part 1
Fri 25 Sep	15:30	Growing your council group - Developing your targeting strategy
Fri 25 Sep	15:30	Be a Councillor - Getting your approval and selection process right
Fri 25 Sep	19:30	Digital campaigning - Planning your digital campaign
Fri 25 Sep	19:30	Being an effective councillor - Organising your work as a councillor
Fri 25 Sep	19:30	Campaigning effectively with surveys and petitions
	SATURDAY SESSIONS	
Sat 26 Sep	10:30	Pick a ward and win it - developing your plan and team
Sat 26 Sep	10:30	Being an effective councillor - building a councillor brand
Sat 26 Sep	10:30	How the party works, for new members
Sat 26 Sep	14:30	Agents Training - Part 2
Sat 26 Sep	14:30	Digital Campaigning - Great emails
Sat 26 Sep	14:30	How to campaign when you have two (or more) elections on the same day
Sat 26 Sep	17:30	Pick a ward and win it - Getting started with literature and comms
Sat 26 Sep	17:30	Growing your council group - Building the team
Sat 26 Sep	17:30	Be a Councillor - Making your candidate pool more diverse
	SUNDAY SESSIONS	
Sun 27 Sep	10:30	Pick a ward and win it - Talking to voters
Sun 27 Sep	10:30	Growing your council group - Developing your local message
Sun 27 Sep	10:30	Pick a ward and win it - Developing your plan and team
Sun 27 Sep	14:30	Agents Training - Part 3
Sun 27 Sep	14:30	Digital campaigning - Making the most of Facebook
Sun 27 Sep	14:30	Pick a ward and win it - Getting started with literature and comms
Sun 27 Sep	17:30	Pick a ward and win it - Get out the vote
Sun 27 Sep	17:30	Being an effective councillor - Success as a ward councillor
Sun 27 Sep	17:30	How to campaign when you have two, or more, elections on the same day
	MONDAY SESSIONS	
Mon 28 Sep	14:30	Agents Training - Part 4
Mon 28 Sep	14:30	Growing your council group - Campaigning on the council
Mon 28 Sep	14:30	Pick a ward and win it - Get out the vote
Mon 28 Sep	17:45	Digital campaigning - Effective videos
Mon 28 Sep	17:45	Being an effective councillor - Making an impact on the council
Mon 28 Sep	17:45	Pick a ward and win it - Talking to voters