

PREPARING FOR PUBLIC LIFE

DEVELOPMENT DAYS

2011 - 2012



**Conservative
Women's Organisation
Development**

PREPARING FOR PUBLIC LIFE

Standing for public office is extremely rewarding, for you, your community and the country.

In whatever role you choose, the Party needs more women like you to step forward and serve your country at community, regional and national levels.

- Member of the European Parliament (MEP)
- Member of Parliament (MP)
- London, Welsh or Scottish Assembly Member (AM)
- Councillor (County, District, Unitary, Borough, etc.)
- School Governor, NHS Trust Member
- Other public appointments (e.g. Quangos)
- JP / Magistrate

CWO Development can help you no matter which type of public office you want to apply for. We provide training sessions that are useful in all offices (e.g. public speaking, media training) and ones designed for specific roles.

Your Name



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DEVELOPMENT DAYS

The majority of our courses are run at weekends to allow as many people to attend as possible. All days include a light lunch.

We will try and accommodate the development requirements of all our delegates, so if you are interested in a subject or course that isn't listed here, please email development@conservativewomen.org.uk



GETTING INVOLVED

Course Length: 1 Day
Maximum Attendees: 50
Requirements: None

This 'welcome & find out more' day is for anyone who is considering standing for public office. You do not have to be a member of the Conservative Party to attend.

It covers all types of Public Office and you will be given the chance to listen to and ask questions of our speakers, including councillors, MPs and other public officers.

INTRODUCTION TO POLITICS AND THE PARTY

Course Length: 1 Day
Maximum Attendees: 20
Requirements: None

In this introductory workshop, we will explore what we mean by politics, the Party and what does it mean to be a Conservative?

Where do you fit within the Party - Councillor, School Governor, MP or MEP? How can the CWO help you. What's involved in campaigning?

DEVELOPMENT WORKSHOPS

CANDIDATES WORKSHOP

Course Length: 1 Day

Maximum Attendees: 10

Requirements: Conservative Party Member

Whatever level of public office you decide you want to hold, you are likely to be invited to a selection session and you may have to participate in a television panel at some point.

This workshop is for anyone who has decided to stand for office but is unsure of what will lie ahead.

It includes sessions on how to brand yourself, preparation to participate on a television panel and mock selection questions from experienced selectors - with feedback.

The day also includes:

- * Information about being a candidate
- * Television panel practice and review
- * Planning your campaign

CAMPAIGN COMMUNICATIONS

Course Length: 1 Day

Maximum Attendees: 15

Requirements: Conservative Party Member

“Good communication is as stimulating as black coffee and just as hard to sleep after.” *Anne Morrow Lindbergh ‘Gift from the Sea’*

Whether it's writing a last minute speech, giving that speech, writing a press release, having photos taken, setting up a website, writing a blog or just Tweeting, you will need to communicate with your constituents, your community and the media.

This workshop aims to give you the skills you need to be able to communicate through the print media, radio and the Internet.

With advice on what to do and what to avoid, your experienced and professional speakers will guide you through the maze of communication. There will be the chance to practise what you've learned and get feedback throughout the day.

DEVELOPMENT WORKSHOPS

APPLICATIONS, INTERVIEWS, FINANCE & FUNDRAISING

Course Length: 1 Day

Maximum Attendees: 15

Requirements: Conservative Party Member

If you decide to apply for Public Office, you will need to know how to approach the application forms, and how to approach the interview.

Political or public office interviews are not your run of the mill ones! Qualified political interviewers will help you with test questions and give advice and feedback throughout the day.

You'll need to know about the financial aspects of running a campaign and how to manage your personal finances, your campaign funds and how to comply with Election Laws.

HOW TO REGISTER

Visit the CWO Development website at: conservativewomen.org.uk/development and complete the registration form with your preference for courses.

This registration form will add you to our mailing list - it does not register you for any development days.

Each separate workshop/day can be accessed from the Development page and a form can be downloaded to register for individual workshops.

If you have any questions please email development@conservativewomen.org.uk or telephone 020 7984 8139

TESTIMONIALS

“Brilliant - really useful”

“Really helpful - the first time I’ve seen myself on camera” *(Candidates Workshop)*

“Made me rethink about how to present myself”

“Lots of areas I hadn’t thought about - really helpful”

“An eye-opener!”

“Incredibly useful and it was good to meet other women who are active in the Party”

“A great way to meet other people in the same situation, ask questions and to practice answering questions”

“Extremely useful and thought provoking. A big bonus was how enjoyable it was - lovely people and just the right kind of atmosphere from the moment I entered right up to our farewells”

“Relevant, interesting, insightful and most of all, fun!”

“Information you just can’t get on the web!”

“A really worthwhile and enjoyable day”

TESTIMONIALS

“Terrifying - but I’m so glad I did it!”

“Excellent practical information”

“Made me realise the impact of my nerves in these situations”

“Lots of information about which I was not aware”

“Every bit of advice from the leaders was superb”

“A terrific workshop from which I gained a huge amount”

“Excellent on-the-spot practice”

“Thank you for a very useful and enjoyable workshop. My fellow Councillor and I are still talking about it!”

“I look forward to the next one and hope you can continue to provide such excellent courses”

“It was very useful to examine myself & be put on the spot in a protected environment”

“Incredibly useful”

“Really helpful - more please!”

**CWO Development
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www.conservativewomen.org.uk/development



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