



# Skills Training

## Candidate Development Training Workshop

- **Are you considering running for public office?**
- **Do you want to discover how to be selected and how to get elected?**
- **Do you want to learn from the successes and mistakes of those who've gone before you?**

The YBF Candidate Development Training Workshop is a one-day specialist training programme that will equip you to be the best you can be on television. **Conservatives owe it to their philosophy to study how to win.**

The YBF Candidate Development Training Workshop covers:

- **The decision to run : 10 questions you need to answer**
- **The first 25 steps every smart candidate should take**
- **Crafting your message and campaigning on your terms**
- **Fundraising : the bucks stops here**
- **Canvassing : the do's and don'ts in the 21st century**
- **Volunteers : your most precious resource**
- **How to get re-elected - and how to lose**
- **Tips for the campaign trail : keeping your focus**

### **Register and you will receive:**

- ❖ **A full days training**
- ❖ **Tuition from the best speakers in their field**
- ❖ **Printed course materials**
- ❖ **Refreshments**
- ❖ **Buffet Lunch**

**Price: £10 students,  
£15 non-students**

**For more information  
regarding Television  
Techniques Training  
Workshops please contact  
Operations Director, Emma  
Carr, at [emma@ybf.org.uk](mailto:emma@ybf.org.uk)**

**Places on each workshop are  
strictly limited!**

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