



Skills Training

Campaign Management Training Workshop

- **Are you sick of seeing your opponents win elections that you should have won?**
- **Do you wonder why your opponents seem to be one step ahead of you all the time?**
- **Do you want to learn the latest campaign techniques so you can win elections?**

The YBF Campaign Management 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 Campaign Management Training Workshop covers:

- **The real nature of politics and elections**
- **Developing a campaign plan and building your organisation**
- **Opposition research**
- **Direct mail, personal solicitation and fundraising events**
- **Websites, blogging and internet activism**
- **Ballot integrity and election law**
- **How to handle the print and broadcast media**
- **Handling negative information**

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**

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

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