

Golden Tenner Appeal

Have you responded yet?

the icc
Federal Conference
September 16-21
Birmingham

MEMBERS RECEPTION

Special guests

Rt Hon Nick Clegg MP

Tim Farron MP

Lord McNally

9 45pm Sunday

Scherzo Suite

Hyatt Regency Hotel

Admission by ticket only
available from region's stand

300a, Hall 4

(MANAGER: Kathryn Ball)

REMINDER

LP chairs meet
Regional Executive
10 30am Saturday December 3
Chamber of Commerce
Birmingham

CONNECT with VAN

Liberal Democrat campaigners will shortly enjoy an edge they haven't experienced in years. After an exhaustive trial, the US Voter Activation Network (VAN) will be rolled out by the party later in the year under the UK label, CONNECT.

CONNECT replaces EARS.

It will allow us to counter those highly-targeted opposition blitzes made possible by their advanced data bases and their ability to Hoover up key voter information.

CONNECT will require a small investment by local parties but the result will be a smarter, more cost effective way of campaigning. "This is the kind of thing that local members and volunteers will appreciate," says a party boss.

"CONNECT will bring with it all the functionality we are used to, along with an easy to use interface, integration with party websites and online tools and a range of new functionality.

"The systems have been properly field-tested in thousands of elections and are robust and reliable."

Ed Davey saw the system in action when he was in the US for Barack Obama's election in 2008. "Their software was on a different level to anything I've seen before and I'm delighted we will have access to the same kind of technology."



CONNECT is the British version of VAN, the world's leading campaign software and was used in Barack Obama's election. It was chosen by Campaigns Department after exhaustive research

See Page 2 for details

Connect was chosen after the party had tested software in use in this country and around the world. Three packages (including EARS) were shortlisted and their features and functionality rigorously tested.

Among the group who made the final selection was Martin Turner, our regional Campaign Chair and Chair of the Parliamentary Candidates Association. "I think we have chosen the best campaign software available anywhere in the world."

Potential users will be able to check the system for themselves through a series of online seminars.

Any queries, email campaigns@libdems.org.uk

DIARY DATE: Regional Conference and AGM - November 5

The countdown to CONNECT is on



"With Connect, local campaigners will be able to campaign better and smarter than before."
Tim Farron MP



"Connect is easy to use so we can get more people active in our campaigns."
Kirsty Williams AM



"Connect combines high level security and reliability with a user friendly experience."
Lord Chris Rennard



"Connect has powerful targeting tools so it's easier to find the voters we need to reach to win."
Willie Rennie MSP



"Connect will make it easier for Liberal Democrats to campaign right across a region."
Fiona Hall MEP

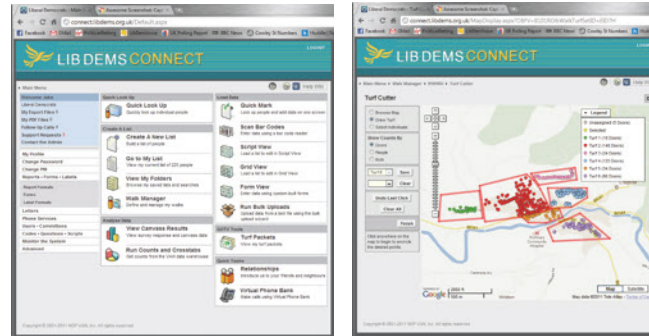


"Connect will give our campaigners an edge they have not enjoyed in years."
Ed Davey MP

Register your interest in CONNECT today

SEE RIGHT

Register your interest for CONNECT today



CONNECT is the UK version of the world's leading campaign software, and it's coming to our party this year.

The battle-tested technology was successfully used by Barack Obama in the USA. CONNECT's powerful and easy to use software will give local campaigners more secure access to their data. It will help us campaign smarter and better than ever.

Register your interest today and get a 3 month free trial. If you sign-up now you will also receive:

- ⊗ Early access to software demonstrations
- ⊗ Early access to online training
- ⊗ Support for fundraising - including the "CONNECT Club" for donors

I want to get my local party CONNECTED

Name:

Email address:

Phone:

Local party:

Address:

Return this slip to the training suite at the Jury's Inn or sign up online at: www.libdems.org.uk/connect.aspx

CONNECT events at Conference

Sessions focused on **CONNECT** for...

...Candidates:

Saturday @ 11am

Monday @ 4pm

...Councillors:

Saturday @ 2:30pm

Monday @ 9:15am

...Treasurers:

Saturday @ 4pm

Tuesday @ 9:15am

...Agents:

Sunday @ 9:15am

Tuesday @ 4pm

...Data Officers:

Sunday @ 11am

Monday @ 11am

***PLUS*...10 ways**

CONNECT will help you win:

Sunday @ 4pm

Tuesday @ 11am

3 things to remember about CONNECT:

- **Secure and reliable** - battle tested and backed up so data can't be lost
- **Powerful** - better data for smarter campaigning
- **Easy to use** - be trained in minutes online and enjoy built-in support