

ASBA campaign school for candidates

september
17 & 18, 2010

Chateau Louis
11727 Kingsway
Edmonton

schedule at a glance

Friday September 17

- 6 p.m. Registration
- 6:30 p.m. Role of the school board
- Tales from the campaign trail
- 8 p.m. Reception

Saturday September 18

- 8 a.m. Registration
- 8 a.m. Coffee/muffins
- 9 a.m. Workshop begins
- Noon Lunch
- 4 p.m. Session evaluation

Running to win

The art and science of running for school board

Are you running for school board on October 18? Sign up for this workshop and learn how to run an effective election campaign and learn fundamental skills you will need on the campaign trail including networking, delivering a speech and working with the media. Learn from other candidates and experienced campaigners. The \$120 registration fee includes evening reception, lunch, hand-outs and GST.

What will you learn?

Plan your local campaign

Political consultant and lobbyist **Ken Chapman** will outline the elements of an effective local campaign with a focus on the essential steps to getting elected.

Put your best foot forward on the campaign trail

Join image consultant **Joanne Blake** for a practical session that will cover how to work a room effectively; leave a positive impression through your body language and dress and have a stronger presence on stage.

Putting your ideas into a great speech

Communications consultant **Hank Goertzen** will teach you the fundamentals of writing and making a speech that is effective and impactful.

Prepare for a media encounter

Suzanne Lundrigan, ASBA Director of Communications, will give you practical tips for working with your local media on the campaign trail.

Perspectives from experienced candidates

A panel of retiring school trustees will share their tips and experiences on the campaign trail.

How to register

Register and pay online at www.asba.ab.ca before September 10, 2010. The \$120 fee includes evening reception, lunch, hand-outs and GST.

45 registrants maximum