

2020 Convention Day of Action - Info Session Guide

Introduction - What/Where/When	1
5 Minutes	1
Personal Story Workshop	2
10-15 Minutes	2
Conclusion	3
5-10 Minutes	3

Introduction - What/Where/When

5 Minutes

The first thing you will need to do when the meeting begins is to introduce the 2020 Liberal National Convention to your audience. This should include a quick *Where* and *When* (Ottawa, November 12-15) before diving into what convention is all about (*Full info is at Lib2020.ca, including Frequently Asked Questions*). The audience may be split between people who have attended conventions before and want to know what's different, and people who have never attended conventions before and want a more basic overview of what their experience may be, so be sure to cover two main points:

1. **What is a Convention?** Convention is an opportunity for thousands of Liberals from across Canada to come together and prepare for the next election, craft the policy that will continue to shape the future of our party, elect new National Board and Commission Officers, and hear from some of our special keynote speakers and guests. Generally, this can be broken down into 3 categories: Getting more involved in the Liberal movement and team, Preparing for the next election, and Policy development.
2. **Why is this Convention special?** This will be one of the most open and inclusive conventions in the history of our party, and the springboard into the next federal election. This will be a unique experience and an opportunity to be a part of ensuring the Liberal movement continues to grow and deliver real and positive results for Canadians. If members of your audience want to be a big part of the next campaign and keeping Canada moving forward, this is not an opportunity they will want to miss!

Personal Story Workshop

10-15 Minutes

Now that your audience knows what the Liberal National Convention is, you need to make sure they understand how important and impactful it can be. To illustrate this, tell your personal story about what Convention means to you, and then turn it over to your audience to craft their personal story. If people in the audience have been to Convention before, ask them to talk about their experience, if they haven't, then have them discuss why they joined the Liberal team. A worksheet should be distributed to all attendees to aid them in crafting their story using an adapted version of the tips listed below.

Tips for crafting your own personal story about the convention:

Personal stories traditionally comprise of three main components: **Challenge, Choice, Outcome**. These three components will have to be adapted slightly to focus on the experience of a National Convention.

- The Challenge portion is what motivated you to do something, in this case, in this case what you chose to take away from a previous campaign or political experience that mattered for your future involvement.
 - The Choice is the step you took as a reaction to the Challenge, in this case choosing to attend a previous National Liberal Convention.
 - The Outcome is simple, what did your previous convention experience do for both yourself personally and/or how did you feel like it positioned you to contribute to our Liberal movement's success as a whole.
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Tips for guiding the discussion when people are sharing their personal stories

Personal stories from attendees will form 2 basic groups: those who have been to conventions past and have a story to tell, and those who have not and who will primarily focus on why they became a supporter of the Party in the first place. Try to briefly respond to each story:

- When responding to the stories who have not been to conventions before, connect their motivations for having become involved with the Liberal Party as a whole with what they can do at a National Convention.
- The goal should be for those who have been to a convention before to leave the Info session firmly believing that it is important they go again, and those who have not to feel that going to convention is a next step for the choice they made when they became a Registered Liberal/Volunteer/Supporter.
- It is always important to be supportive and engaged as people tell their stories

Once everyone has shared their stories, some of which will no doubt touch on issues or the policies of the Liberal Party, it is time to pivot to an in-depth explanation of the Policies and the Policy Process they can be a part of through the 2020 Liberal National Convention.

Conclusion

5-10 Minutes

Now that the meeting is wrapping up, it is time to make the hard ask. Open the floor to any general questions people have about the Convention that may have come out of the previous discussions, and after those have been answered, make the ask of everyone who attended for the following items. *Note: If a Caucus member attended the session, it is a good idea to discuss beforehand whether they would be willing to make the ask at the end with you.*

1. **ATTEND CONVENTION!** Ensure everyone is asked if they will attend; have a laptop or two at the meeting venue so that people can sign up right there if they want but ensure there is a sheet they can sign that says they intend to go so that we can follow up with them afterwards.
2. **Join the Victory Fund!** Make sure we have VF Forms available for the info session, and make sure you stress the benefits of being a Victory Fund (or Laurier Club) Donor at Convention, such as the big discount on their delegate fee!
3. **Volunteer!** Make sure we ask everyone in the room if they would like to volunteer and have a volunteer sign up sheet there. Many of the people in the room, while Liberal supporters, may be people who have not participated as volunteers before and this is a great opportunity to get a few new sign ups to invite to an orientation/webinar or the next event in the riding.

Finally, make sure we **THANK** every single person who came out. Every event is an opportunity to further build the relationship between the Party and our supporters and it is very important everyone leaves feeling valued.