

AGENDA: London Election Planning Workshop 2026

9.30 – 10.00 Arrival and refreshments

10:00 - 10.30 Session 1: Political context

- Introductions from organisers staff team
- Purpose of Election Planning Workshop
- Current political context, locally and nationally

10.30 – 12.30 Session 2 – Creating a winning message

- Intro to session and explanations of groups 'Labour-facing' and 'Tory-facing' [With specific mentoring for Moving Forward, Development & Start Ups]
- Slide deck/training on messaging: Basic building of a message script
- Reviewing message scripts and creating grids for local parties

12.30 - 13.30 Lunch

13.30 – 15.00 Session 2: Planning for May 2026

- Identifying your barriers
- Getting a campaign team agreed ahead of 2026
- Development wheel
- Setting aims and objectives for May 2026 - SMART

15.00-15:30 Break

15.30-16:00 Session 3: Making use of all your campaigning tools

- Short session on integrated campaigning to include best practice on social media, traditional media, targeted email

16:00-16:30 Session 4: Wrap-up, resources, troubleshooting

- Agreeing on actions and next steps
- Resources available from HQ, Region, ALDC
- Questions and 121 support

16:30 Close