

Presentation

Communication

Interviews/Hustings

TV & Radio

Personal Branding

Process & Skills

CWO DEVELOPMENT

Preparing You for Public Life

conservativewomen.uk/development



Conservative
Women's Organisation

CWO DEVELOPMENT WORKSHOPS

Process & Skills: Applying to be a Candidate

There is a formal process for those wishing to become Conservative Party Parliamentary Candidates. It is designed to identify the necessary competencies that people need for roles in public life. This workshop tells you about the process and about the application form. It also offers breakout sessions to test your skills so that you have a better idea of how ready you are.

Presentation, Profiles & TV

This workshop focuses on the way you present yourself and how you might appear on television. The sessions include in-depth television preparation with the professional TV coach, Kevin Bentley. It also explores your personal brand and helps you to draw up a personal profile for use in political campaigns.

Communications including Web, Twitter & Radio

No matter what role you take on in the Party or in your professional life, at some stage you will need to be able to communicate the message. This workshop helps you to communicate effectively using social media and the Internet; it offers you tips and strategies for recorded interviews with journalists; and lets you practise your public speaking in person and over the radio.

Interviews, Selections & Seat Hunting

You've passed your PAB and are now on the approved Parliamentary List. What next? You will need to research the seats you want to apply for and identify the best way to showcase your talents to the selectors. This is no ordinary job interview! This workshop provides you with the opportunity to plan an effective research strategy, review your CV, practise answering selection questions and - in a private individual session - to make your initial pitch for the seat.

Be a Councillor Days / Council Campaigning

Our Be a Councillor Days are targeted at people wanting to know more about becoming a local councillor, introducing you to the world of politics and explaining the process of getting onto the Party's local candidates list. The Council Campaigning workshop is for prospective councillors and gives you the basics of how to approach a doorstep conversation. It also provides information on how to Get Out The Vote on polling day to ensure success at the ballot box!

BECOMING A CANDIDATE



PREVIOUS CWO DEVELOPMENT ATTENDEES

Dr Tania Mathias MP, Twickenham (elected 2015)

"I owe so much to the CWO. They helped me from my earliest days before I became a local councillor and well before I was elected as MP for Twickenham.

"The CWO training sessions were great fun - especially those led by the brilliant Liz St Clair - and I often recall the tips I learned from one particular video-taping day.

"The best part of CWO is having friends who have been with me on the journey from council candidate, to councillor; then from Parliamentary Assessment Board, candidate through to MP.

"The CWO proves that the Conservative Party truly welcomes and supports women in politics."



Rebecca Pow MP, Taunton Deane (elected 2015)

"The support of the CWO gave me the confidence to pursue getting onto the candidates list, something I may not have had the courage to do otherwise.

"I attended a couple of workshops, which offered invaluable guidance on topics including USPs, finances and social media. It was also incredibly helpful to have contacts that I could phone for advice on a range of issues relating to becoming a candidate and ultimately succeeding in my election campaign.

"I have much to thank the CWO for and I fully enjoyed the delegation coming down for a day to help canvass in the final throws of the campaign."

Heidi Allen MP, South Cambridgeshire (elected 2015)

"As I started on my journey to try and become an MP, the CWO were my first point of contact. They were supportive, welcoming, no question was too daft and they made me feel that I could do it.

"I came across the CWO simply by Googling. When you are trying to find out the who-and-the-how of becoming an MP, it's all rather elusive. I remember coming across the CWO website and thinking: 'At last! So that's where I start!'

"I attended a couple of training courses on taking your first steps into a role in public life, and I'm pretty certain that led onto a public speaking course too. I remember you running your eye over my PAB application form too which was really helpful. It felt like a safe environment within which to make mistakes and fine tune my approach."

