



PUBLIC SCHOOL BOARDS'
ASSOCIATION OF ALBERTA

GOVERNANCE SEMINAR

CAMPAIGN SCHOOL

Take a Personal Inventory

- What do I need to assess in order to run?
- What is the job, exactly?

Understanding the Job

- Campaign Plan
- Message - Developing a platform
- Money - Budget and fundraising
- How to identify voters. How to persuade voters
- Rural strategies
- E Day
- Outcomes: Winning. Losing
- General Campaign Advice

Who Should Attend?

Trustees, campaign managers, candidates seeking office. Spouses of candidates or spouses seeking re-election are invited. Register early - limited seating. This is a workshop - bring your campaign ideas, materials from previous elections if you have run before, and suggestions to improve the percentage of voting in school trustee elections.

NOTE: This session is about how to get elected. Unfortunately, there is not enough time to study the legalities of filing papers, deadlines, reporting, etc. This information is available from Elections Alberta.

Thursday, 6 April 2017
8:30 a.m. - 3:00 p.m.
Courtyard Edmonton West
10011 184 St NW
Edmonton, AB T5S 0C7

Monday, 8 May 2017
8:30 a.m. - 3:00 p.m.
Medicine Hat Lodge Hotel
1051 Ross Glen Drive S.E.
Medicine Hat, AB T1B 3T8

Friday, 2 June 2017
8:30 a.m. - 3:00 p.m.
Sheraton Red Deer Hotel
3310 50 Avenue,
Red Deer, AB T4N 3X9



FACILITATED BY
MAURICE FRITZE

PRICE: \$175.00



REGISTRATION NOW OPEN AT:
WWW.PUBLIC-SCHOOLS.AB.CA