

US Elections: Insights and Lessons for Lib Dem Campaigning

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Monday January 18th, 2021 at 13:00hrs EST/ 18:00 GMT.

[The Paddy Ashdown Forum](#)

In association with

[Liberal Democrats Overseas](#)

About the event

Based on analysis conducted by the Liberal Democrats Overseas North American Branch, with practical implications for the Lib Dem Party, this webinar explores how the US Democrats:

- Campaigned virtually to overcome COVID-19 barriers - extending reach, frequency and impact
- Used national digital organizing to massively augment local campaigning efforts and fundraise
- Drove the biggest GOTV effort in history, tweaking turnout among key target groups
- Developed simple strategic messaging and ensured consistency of delivery in every channel

Event Schedule

17:55 GMT – Participants connect to Zoom

18:00 GMT – **Opening Remarks.**

Nasreen Davidson Vice-Chair, Liberal Democrats Overseas - Moderator

Robert Woodthorpe Browne MBE Chair, The Paddy Ashdown Forum

18:10 GMT - **John Surie**, LDO North American Branch Executive Member

John Surie will present the Lib Dems Overseas North American Branch study

18:30 GMT – **Rebecca Straley**, Director of Client Services, Organizing at NGP VAN

Rebecca will give her insights into what worked and what did not work on the 2020 US digital campaign trail.

18:45 GMT - **Mark Pack**, President of the Liberal Democrats

Mark will assess how lessons learned might translate into improved Lib Dem campaigning.

19:05 GMT –**Open Discussion** with audience participation - questions and answers

19:25 GMT –**Closing Remarks by the Moderator**

19:30 GMT – **Close**

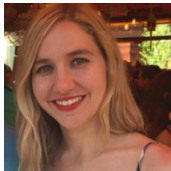
Speakers' Biographies



Nasreen Davidson, LDO Vice Chair and LDO North America Branch Secretary has spent most of her career working in human resources across different industries. Nasreen has lived in NYC since 2001. She joined the LDO North America branch in 2019 as interim Vice Chair.



Robert Woodthorpe Browne MBE - Chair The Paddy Ashdown Forum. Robert is Vice President on the Bureau of Liberal International, Chairman International Relations Committee Liberal Democrats. Former Chairman FIRC. Is a reinsurance industry professional. Previously Council Member of Chatham House; Past Master Worshipful Company of World Traders; Chairman The Prime Masters PMA 2017; Committee Member Gresham Society (Gresham College).



Rebecca Straley is Director of Client Services, Organizing at NGP VAN, the software company that's the central nervous system of US Democratic politics and behind the largest grassroots organizing program in electoral history.



John Surie, LDO North American Branch Executive Member has spent a 30-year career in advertising, marketing, and communications strategy. Now a permanent resident in the USA, John runs an international marketing communications consultancy based in Philadelphia. He joined the LDO team in 2020.



Mark Pack, President the Liberal Democrats: Mark is an author, has worked in IT in both the public and private sectors as well as being a communications and crisis consultant. Previously a visiting lecturer of Journalism at City University. Mark has a history PhD – 19th century elections - from the university of York.