

# GPO BOOTCAMP

**SATURDAY APRIL 9, 2022**

## **Location:** **Guelph and Kitchener**

**Noon**

Lunch, Guelph campaign office

**12:45- 1:45**

Canvass training with Mike Schreiner

**1:45-4:00**

Canvass in Guelph

## **Location: Kitchener**

**5:30-6:45**

Kitchener Meet & Greet /  
Candidate head shot opportunity

**6:45-7:30**

Dinner (at cost)

**7:30-8:30**

Improv

**8:30-9:30**

Social time

**SUNDAY APRIL 10, 2022**

## **Location: Kitchener**

**8:00-9:00**

Registration

**8:30-5:00**

### **GPO Fair: One-on-one sessions for you and your campaign!**

Social Media Amp,  
**Jess Tan**, Digital Comms Coordinator

Making your graphics shine,  
**Pedro Santos**, Graphics

Getting on the ballot!  
**A.J. Lockhard**, Mobilizer

Resources for you!  
**Chelsey Edwards**, Mobilizer

Media interview practice zone  
**Nav Dhaliwal, Ralph Benmurgui and more!**

**9:00-9:10**

Opening

**Jaymini Bhikha**, GPO Executive Director

**9:10-9:30**

Inside the Campaign

**Becky Smit**, Provincial Campaign Manager

**9:40-10:15**

### **What are you going to do for the next 53 days?**

Small but mighty: Campaigns with 1-5  
volunteers

Resource people: **Becky Smit**, Provincial  
Campaign Manager, **Matt Chisholm**,  
Campaign Manager, Dufferin Caledon

Making a name for yourself: Campaigns  
with 6-20 volunteers

Facilitator: **Ard Van Leeuwen** (invited),  
GPO President

Resource people: Campaign veteran,  
**Jaymini Bhikha**, GPO Executive Director

Looking to place: Campaigns with 20+  
volunteers

Facilitator: **Jackie da Silva**, Field Director,  
Mike Morrice campaign

Resource people: **Maureen Balsillie**,  
Campaign Manager, Parry Sound -  
Muskoka,

**10:20-10:50**

### **Powerhouse Workshops I**

Social media as a mobilizing tool

**Nav Dhaliwal** and **Jessica Tan**

Recruiting: Why do people volunteer?  
**Sam Dent**, Field Director Ahbijeet Manay  
Campaign and **Carla Johnson**, Candidate,  
Cambridge

Strategic and focused: priority polls and  
activities, **Jackie Da Silva**, Field Director,  
Mike Morrice campaign

Message discipline & the elevator speech,  
**Ralph Benmurgui**, Director of Issues &  
Policy

**10:55-11:25**

### **Powerhouse Workshops I**

Fundraising

Ramping up volunteer action,  
**Maureen Balsillie**, Campaign Manager,  
Parry Sound - Muskoka

You want to be an MPP?: You need GOTV

Key Messages and Policy Priorities,  
**Becky Smit**, Provincial Campaign Manager

**11:25-11:40**

Break

**11:40 - 12:00**

Keynote Address - **Mike Schreiner**, Leader,  
Green Party of Ontario

**12:15-1:00**

Lunch

**1:00-1:50**

Ready to Win: Building for the Long Haul  
**Mike Morrice**, MP

Interviewer: **Phil De Luna**, 2021 GPC  
Candidate, Toronto-St. Paul's

**1:55-2:25**

### **Powerhouse Workshops II**

Scoring big: Media interviews,  
**Ralph Benmurgui**, GPO Director of Issues  
& Policy and **Darren Elias**, Press Secretary

Upping your Calling Game

Making campaigning fun **Stan Kozak**,  
Campaign veteran

Q&A with **Mike Morrice**, MP Kitchener  
Centre (for candidates)

**2:30-2:55**

Running a Foot Canvass

Your best volunteer management friend:  
GVote, **Bianca Bell**, Chief of Staff for  
Mike Schreiner

So now you're managing a campaign  
**Asha Philar**, Campaign Manager, Mike  
Morrice's Kitchener Centre Campaign

Q&A with **Mike Schreiner**, GPO Leader  
(for candidates)

**3:00-3:25**

Media: Sound bites and press releases,  
**Nav K. Dhaliwal**, GPO Director of  
Communications and Darren Elias,  
Press Secretary

At the door: securing support!

The whole cycle: Data integrity,  
**Gillian Maurice**, Data lead,  
Guelph campaign

Debates and you, **Ralph Benmurgui**,  
Director of Issues & Policy (for candidates)

**4:00-4:10**

Break

**4:15-5:00**

Greens: Building for Change

Panelists:

**Mike Schreiner**, GPO Leader,  
**Abhijeet Manay**, GPO Deputy Leader,  
**Matt Richter**, Candidate,  
Parry Sound - Muskoka,  
**Laura Campbell**, Candidate,  
Dufferin-Caledon

**5:00-5:30**

Campaign in a box!