



UNISON North West: Skills for Strength

Saturday March 7th 2015 | 09:30am – 4:30pm

Mechanics Institute, Manchester

Programme

09:30	Arrive / Registration	
10:00 – 10:55	Welcome / Opening Plenary	Dr Richard Saundary Lynn Collins Joanna Cains Kevan Nelson Angie Rayner, Regional Convenor
11:00 – 11:45	Workshop 1	
11:45 – 11:55	Break	
12:00 – 12:45	Workshop 2	
12:45 – 13:30	Lunch – Campaigns and Services Market Place	
13:30 – 14:15	Workshop 3	
14:20 – 15:00	Workshop 4	
15:00 -15:10	Break	
15:10 – 16:20	Closing Plenary	Scott Shumaker Nigel Flanagan Roger McKenzie Lisa Eldret
16:20 – 16:30	Closing Task	
16:30 onwards	Social	

Workshop List

Title / Leader	Description
How activist education and member learning can help build an organising union. Jo Caine, Head of UNISON Learning	Developing new activists and developing the confidence of members to get involved in workplace activity, ask questions and step up in these difficult times is the union's number one challenge. This workshop will explore how to make the most of the

<p>and Organising Services</p>	<p>brilliant organising opportunity created by bringing together groups of new, potential or inactive members for short bursts of learning on areas of relevance to them. We will look at resources, options for funding and ideas about following of learners and encouraging activist development through a range of informal learning and training.</p>
<p>Organising the “new” public service worker.</p> <p>Roger McKenzie, UNISON Assistant General Secretary</p>	<p>The delivery of public services has been changing rapidly for years. Privatisation and outsourcing has meant that public services are now delivered by an ever changing mix of direct public sector employees as well as private and community and voluntary sector workers. This workshops looks at the organising challenge that this poses.</p>
<p>Mentoring in UNISON</p> <p>Helen Titherington, UNISON North West</p>	<p>The workshop will help us all understand the steps in the journey from potential member to member to active member to steward. Could you be a mentor for UNISON? All our activists but especially those who are new need to enter a process of support and development in their role. How can we provide this? What tools are out there to help us? How can we gain the skills to be an effective Mentor? These are the questions posed – you’ll come away from the workshop with some, if not all, of the answers ...</p>
<p>I don’t do Politics, but I care about public services. Bringing change at the General Election to benefit UNISON Members</p> <p>Jason Hunter, UNISON North West</p>	<p>The coming General Election is the most important of our lives for those involved in public services. Our members are not apathetic, they care deeply about their jobs, pay and futures of those of their families. Also about the services they provide. Yet they are often bewildered about whether voting really will make a difference. Find out about UNISON’s political campaigning, how we can make that relevant to members and how we can influence and get involved in the wider General Election Campaign.</p>
<p>How to plan and deliver a successful “organising blitz”: increase membership, develop activists, win for workers.</p> <p>Nigel Flanagan, UNI Global Union www.uniglobalunion.org</p>	<p>An organising blitz is not a one off event, it has to be part of your long term strategy. It should boost your strength, energise your campaign and find potential leaders. The preparation is vital and the follow up even more so. We need to consider our strategy, the aims of our campaign, our targets and the resources we have available. How can you make a `blitz` deliver for your campaign? Examples from Ghana, Turkey and Frankfurt</p>
<p>Leverage Strategies: How to pressurise your employer in a campaign</p> <p>Nigel Flanagan, UNI Global Union www.uniglobalunion.org</p>	<p>Leverage is the deployment of all your resources at points of weakness in your employer’s organisation and infrastructure. Who are their allies? their supporters?, what is their hinterland?, who do they listen to? As Ghandi said `first they ignore us, then they laugh at us, then they oppose us, then we win` How do we make this happen? Examples from Kenya</p>

	and ISS Shop Stewards Europe
<p>Essential Workplace Organising Skills 1: one to one communication.</p> <p>Lisa Eldret, Former International Union of Foodworkers Campaigns Co-ordinator</p>	<p>The most important skill for an effective workplace organiser: one to one communication. It all starts and ends here. Opening a conversation, overcoming objections, winning the argument and gaining commitment. This workshop explores the simple techniques that can help you steer a “quality conversation” to the outcome you want – a stronger workplace union!</p>
<p>Essential Workplace Organising Skills 2: Workplace mapping and campaign planning.</p> <p>Lisa Eldret, Former International Union of Foodworkers Campaigns Co-ordinator</p>	<p>Who works here? Where are the members? Who are the non members and how do they view the union? Where are the activists? Are there gaps in our workplace organisation and if so who might fill them? The map shows us what our workplace union organisation look like and where it can be strengthened. The plan shows us how to do it. The map and the plan are two vital components for any successful campaign. Do it right and you’re well on your way to a win. Come along and find out more.</p>
<p>Building Relationships in the Digital Age</p> <p>Organise Consulting Chief Executive Mike Joslin</p>	<p>Former Ken Livingstone Digital Director, Mike Joslin, explains how to use the tools of the digital age to communicate with large groups. He will explain how Organise Consulting doubled the turnout in the TSSA political fund ballot and is revolutionising how trade unions communicate with their members.</p>
<p>"Tweet to win"</p> <p>Tim Lezard, Union Solidarity International</p>	<p>USi News editor Tim Lezard looks at how unions – and reps – can use Twitter to boost campaigning inside and outside the workplace. From setting up a Twitter account to making the most of social media to bypass the mainstream, this workshop will teach you how to take your message to the outside world.</p>
<p>Community campaigning: practical steps for powerful alliances</p> <p>John Page, Hope not hate</p>	
<p>Effective Campaign Communications: Building empathy, understanding and support</p> <p>Scott Shumaker</p> <p>Scott Shumaker has spent over 20 years as a communications specialist, journalist and copywriter. He has developed and conducted intense messaging and communications trainings and has taken them to trade unions all over Europe for the past six years. Formerly with Service Employees</p>	<p>How can we gain the support of the media--and as a result, the support of the general public--for our organising campaigns? Because there are so many voices that the public hear every day through both print and digital media, it is imperative that UNISON develop not only a core message that resonates with them but also effectively identify and train good members to share their stories. This workshop focuses on finding those stories, as well as how to connect our members' issues with the public in ways that will garner their support.</p>

<p>International Union (SEIU) and the International Federation of Professional and Technical Engineers (IFPTE), Scott has worked with union organisers, community coalitions, traditional and digital media, and public relations specialists on dozens of campaigns in both the public and private sectors. He currently works in the digital music field as a product copywriter. Scott lives in San Francisco, CA.</p>	
<p>Growing the union through bargaining, representation, and action</p> <p>Steve Stott & UNISON NW BERT Team</p>	<p>This workshop will explore the central position of bargaining and representation to all union activity and how organising and recruitment should be integrated to that activity to grow the union. The workshop will also explore what happens when an agreement cannot be reached by negotiation alone and how to escalate a campaign to deliver lawful industrial action</p>
<p>Defending our right to organise and represent members</p> <p>Carl Roper, TUC National Organiser (TUC Organising Academy)</p>	<p>Since the last General Election the Conservative Party and the political right have waged a campaign against the right of unions to represent members. The right of unions to negotiate paid time off so that union reps can represent members individually and collectively has been attacked by Government Ministers, MPs and fringe groups such as the Taxpayers Alliance.</p> <p>This session will look at the nature of the attack, consider the legal and industrial context in which unions secure facility time and look at how we can retain and improve facilities agreements.</p>