

Strategic Election Campaigns

PRINCIPLES & PRACTICES OF CAMPAIGN PREPARATION AND CONDUCT

MANUAL

By Francois Tretarre

« A reference work
for the preparation and conduct
of election campaigns »

Marketing

Communication

Strategy

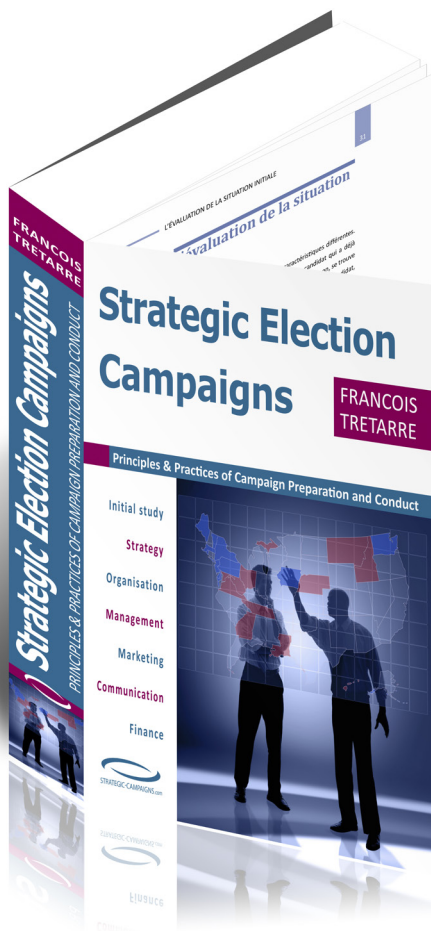
Organisation

Management

Finance

Know everything about:

- › The preparation and conduct of the campaign
- › All of the areas related to campaigns
- › The practical and theoretical approaches
- › Basic and advanced subjects



STRATEGIC-CAMPAIGNS.com

A comprehensive and practical reference work

Practical advice

A **comprehensive educational approach**, supplemented by numerous examples and illustrations

Concrete, practical and applicable approaches and advice

A guide for all those interested in the democratic and electoral process

Candidate on his own or in a list, a member of a political party or an independent

Campaign **director** or **manager**

Member of a campaign team or a **field volunteer**

Political science **student** or an election **professional**

Some of the issues discussed:

What are the key success factors of an election campaign?

How is a campaign team organised, motivated, involved, trained and expanded?

What are the new possibilities of electoral communication? How can each of these communications be optimised?

How is the electoral target determined and the program realised?

A methodology independent of the context

An **approach adaptable and usable** regardless of the initial situation of the candidate, including his reputation, human and financial resources, political leanings, objectives

A content **valid and appropriate to all contexts**: legislation, culture, current affairs, population, opponents...

An approach suitable for all levels of experience

No prior knowledge is required in any of the areas involved

An explanation of the **basics** of each topic before addressing the **expertise**

With a twofold objective: training & support...

An exhaustive **training** covering all the electoral points to be mastered

A complete **support** for each stage of the campaign

...for each stage...

The **initial study**, from the decision to launch to the search for information

The **campaign preparation**, including all the necessary components

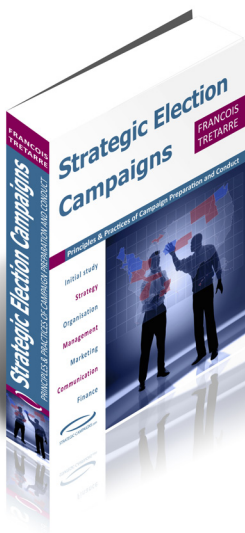
The **conduct of the campaign**, from its inception to the day of the elections

A reference work...

The first work of its kind to cover all the fields necessary for the preparation and conduct of a campaign

Written by Francois Tretarre, an international consultant in the preparation and conduct of electoral campaigns

Based on numerous **analyses of campaigns, sociological studies** and theories in **social sciences**



It will help you to win your election

By obtaining a major **competitive advantage** over your opponents

By avoiding all the most common electoral errors

By having a **clear planned approach**

By finding the **answers** to all your possible questions

By knowing the range of **tactical possibilities**

By mastering the keys of success for each action undertaken

By having **effective electoral methods**

THE AUTHOR



Francois Tretarre

International consultant, specialising in the preparation and conduct of election campaigns, a professional in the field of public communication, he is the founder of the advisory and support platform www.campagnes-electorales.com.

François Trétarre presents methods of preparation for elections, as well as publications which make the concepts of election campaigns accessible to all.

For more information:
www.strategic-campaign-manual.com



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