



DavidPrescott [@toryradio](#) [@andrew_comres](#) [@alexhilton](#) *high fives*
[#commschat](#) -9:05 PM Oct 10th, 2011



toryradio [#commschat](#) [@Andrew ComRes](#) [@alexhilton](#) Thanks evryone -
great discussion -9:04 PM Oct 10th, 2011



alexhilton [#commschat](#) as long as my last comment isn't deemed an
endorsement of the eleanor rigby hotel -9:04 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) Night all! -9:03 PM Oct 10th, 2011



fitnessfirstNet RT [@Andrew ComRes](#): [#CommsChat](#) fewer big corp stands
too this yr but more fringe stuff -9:02 PM Oct 10th, 2011



CommsChat ... for a very interesting session. Transcript up in the am. Night!
[#commschat](#) -9:02 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@alexhilton](#) I recall spending £10/night for
B&B in B'pool in early '90s when [@toryradio](#) was being denied a vote -9:02 PM
Oct 10th, 2011



fitnessfirstNet RT [@toryradio](#): [@Andrew ComRes](#) [#commschat](#) If I was a
delegate not sure Id spent the estimated £700 (Conhome figure) it now costs
to attend -9:02 PM Oct 10th, 2011



fitnessfirstNet RT [@Andrew ComRes](#): [#CommsChat](#) [@davidprescott](#) fair
point re seaside -9:01 PM Oct 10th, 2011



CommsChat RT [@alexhilton](#): [#commschat](#) big speeches disappointing. all
the speakers on the main stage seemed to avoid grand oratory. its a home
game. should show off -9:01 PM Oct 10th, 2011



CommsChat RT [@toryradio](#): If I was a delegate not sure Id spent the
estimated £700 (Conhome figure) it now costs to attend [#commschat](#) -9:00 PM
Oct 10th, 2011



Puffles2010 "@toryradio: #commschat And IMHO Labour removed rights for conf to make decisions for one reason.... to get elected." -9:00 PM Oct 10th, 2011



Andrew ComRes #CommsChat @davidprescott fair point re seaside -9:00 PM Oct 10th, 2011



alexhilton #commschat the hotels are a killer. i stayed in lvpool in the eleanor rigby hotel. no bar but offer free access to the strip club nxt door - 9:00 PM Oct 10th, 2011



toryradio @DavidPrescott Agree - re seaside. #commschat @andrew_comres -9:00 PM Oct 10th, 2011



DavidPrescott @toryradio @andrew_comres They should move back to the seaside. They need the investment and it'll be cheaper for delegates #commschat -9:00 PM Oct 10th, 2011



toryradio @Andrew_ComRes #commschat If I was a delegate not sure Id spent the estimated £700 (Conhome figure) it now costs to attend -8:58 PM Oct 10th, 2011



alexhilton #commschat big speeches disappointing. all the speakers on the main stage seemed to avoid grand oratory. its a home game. should show off -8:57 PM Oct 10th, 2011



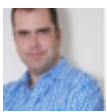
DavidPrescott @toryradio I always remember Austin Mitchell's welcome to a conference delegate in the mid 80s. "Come on in. The blood's lovely!" #commschat -8:57 PM Oct 10th, 2011



Andrew ComRes #CommsChat when confs mainstage is all televised & can't influence policy why would a party activist want to go anyway? -8:57 PM Oct 10th, 2011



Communicatomag @alexhilton lobbying skills & PA background mostsought at mo on CVs. So not surprising #Commschat -8:56 PM Oct 10th, 2011



Andrew ComRes #CommsChat fewer big corp stands too this yr but more fringe stuff -8:56 PM Oct 10th, 2011



toryradio @Communicatomag Not this year more about economic situation. No leadership election No Gen election to look forward to. #commschat -8:55 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@alexhilton](#) on the money again...this yr different as fringe mtgs ran all thru day incl big speeches -8:55 PM Oct 10th, 2011



Communicatomag [@toryradio](#) No, but there was a greater connection – the brand ambassadors went away feeling revived. Not this year [#Commschat](#) -8:55 PM Oct 10th, 2011



toryradio RT [@DavidPrescott](#): If they were PR exercises they were pretty poor ones. The excitement's on the fringe. But conference is good to gather the clans [#commschat](#) -8:54 PM Oct 10th, 2011



DavidPrescott If they were PR exercises they were pretty poor ones. The excitement's on the fringe. But conference is good to gather the clans [#commschat](#) -8:54 PM Oct 10th, 2011



toryradio [#commschat](#) And IMHO Labour removed rights for conf to make decisions for one reason.... to get elected. -8:54 PM Oct 10th, 2011



alexhilton [#commschat](#) for the PRs, lobbyists and journos, it's a great way to renew contacts. it's worth the money, though perhaps not to get a stand -8:54 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@toryradio](#) you're a glutton for punishment -8:54 PM Oct 10th, 2011



toryradio [@robertcgage](#) [#commschat](#) Went to my first Tory conference in 92. Never decided a policy or had a vote once. No golden age of party conference -8:53 PM Oct 10th, 2011



Communicatomag Should be a fab comm opportunity. But this year the commschat opportunity seemed wasted [#Commschat](#) -8:52 PM Oct 10th, 2011



SandyLindsay Agreed: RT [@toryradio](#): [@robertcgage](#) [@Communicatomag](#) [#commschat](#) It isn't party conferences but political parties people are less interested in -8:52 PM Oct 10th, 2011



robertcgage [@toryradio](#) [@Communicatomag](#) Difficult to differentiate. One is the shop window of the other [#commschat](#) -8:52 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) where wd parties get the cash from if commercial folk didn't provide it? -8:52 PM Oct 10th, 2011



Communicatemag It should be a great opportunity to the parties to extend their message the brand ambassadors of the grassroots membership. [#Commschat](#) -8:51 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) this year was particularly heavy on commercial hangers on tho...like pollsters? -8:51 PM Oct 10th, 2011



toryradio [@robertcgage](#) [@Communicatemag](#) [#commschat](#) It isnt party conferences but political parties people are less interested in -8:51 PM Oct 10th, 2011



Communicatemag [@robertcgage](#) my point exactly. [#Commschat](#) -8:50 PM Oct 10th, 2011



CommsChat RT [@toryradio](#): I dont think to call them just PR exercise is fair but they certainly arent where policy is made on party's behalf [#commschat](#) -8:50 PM Oct 10th, 2011



alexhilton [#commschat](#) pols often have disddain for grassroots. Enforced proximity a useful grounding exercise -8:49 PM Oct 10th, 2011



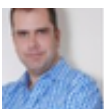
toryradio [@Andrew ComRes](#) [#commschat](#) Devils advocate, with party membership declining will parties ever pass that righ... (cont) <http://t.co/zkMobxgG> -8:49 PM Oct 10th, 2011



robertcgage [@CommsChat](#) If they are, they have failed. Don't feel they have made much of a connection to the majority of the public. [#commschat](#) -8:49 PM Oct 10th, 2011



Communicatemag PR exercise or lobbying event? actually feel they should be more of the former and less of the latter. [#Commschat](#) -8:48 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@toryradio](#) hits nail on head – if parties expect them to be places of genuine debate that debate needs to be important -8:48 PM Oct 10th, 2011



toryradio [@Andrew ComRes](#) [#commschat](#) A lot of talk at Tory conference that the move to city conferences had put off delegates as had the cost -8:48 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) the commercial sideshow defo has momentum of its own but is that good? -8:47 PM Oct 10th, 2011



toryradio [#commschat](#) I dont think to call them just a PR exercise is fair.. but they certainly arent where policy is made on behalf of the party -8:47 PM Oct 10th, 2011



alexhilton [#commschat](#) well know for my humility :) -8:47 PM Oct 10th, 2011



SandyLindsay Has [#commschat](#) broken? Nothing coming through? -8:46 PM Oct 10th, 2011



Communicatemag [@DavidPrescott](#) do feel that trailing policy announcements were done badly. Re previous comment - leaks = weapon in armoury [#Commschat](#) -8:46 PM Oct 10th, 2011



CommsChat Ok, so our final topic for tonight: Are party conferences now little more than glorified public relations exercises? [#commschat](#) -8:46 PM Oct 10th, 2011



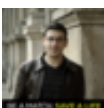
DavidPrescott "[@Andrew ComRes](#): [#CommsChat](#) [@alexhilton](#) - your party needs you" > It certainly does ;) [#Hilton2015](#) -8:44 PM Oct 10th, 2011



CommsChat RT [@Andrew ComRes](#): [@alexhilton](#) - your party needs you [#commschat](#) -8:43 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@alexhilton](#) - your party needs you -8:43 PM Oct 10th, 2011



alexhilton [@Andrew ComRes](#) [#commschat](#) im sure yvette wuld do well. Or many other. Leadership and inspiration are required -8:42 PM Oct 10th, 2011



toryradio [@Andrew ComRes](#) [#commschat](#) I look forward to Ed having a long stint as leader of the opposition maybe to be replaced by another Ed? -8:41 PM Oct 10th, 2011



I♥MCR

SandyLindsay RT **@edacuk**: RT **@Andrew_ComRes**: **#CommsChat** would Yvette Cooper do any better? <- Anyone human would do better... -8:41 PM Oct

10th, 2011



edacuk RT **@Andrew_ComRes**: **#CommsChat** would Yvette Cooper do any better? <- Anyone human would do better... -8:41 PM Oct 10th, 2011



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SandyLindsay **@Newbronner** so was !! (while also 'watching' **#commschat** and prepping tea!) until they went through that family's bins! <yawn> -8:40 PM

Oct 10th, 2011



Andrew_ComRes **#CommsChat** would Yvette Cooper do any better? -8:39 PM

Oct 10th, 2011



DavidPrescott The problem was because the Tories had trailed the policy announcements the week before, the news became cat spats & credit cards

#commschat -8:39 PM Oct 10th, 2011



alexhilton **@Andrew_ComRes** **#commschat** labour not ready yet. Burnham encouraging today though -8:39 PM Oct 10th, 2011



birchwoodknight **#commschat** interesting post-conference analysis, now touching on evolution of party conferences into corporate/lobbying conventions -8:37 PM Oct 10th, 2011



Andrew_ComRes **#CommsChat** **@alexhilton** how can Lab exploit Coalition divisions? -8:37 PM Oct 10th, 2011



CommsChat **@toryradio** public disagreement one thing - getting caught leaking stories something else entirely **#commschat** -8:36 PM Oct 10th, 2011



CommsChat RT **@AB_BIZ_TRAIN**: **@CommsChat** Catflap - an indication of too little media training or not the right sort?! **#commschat** -8:36 PM Oct 10th, 2011



Dan_Martin RT **@DavidPrescott** **@toryradio** 30K went to party confs this yr. Less than 25% party members. Corporate conventions now **#commschat** -8:36

PM Oct 10th, 2011



Andrew_ComRes **#CommsChat** **@davidprescott** agreed - we'll come back to that shortly -8:35 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) re Coalition still lots of conf talk about boundary changes, likely to be key test of Coalition cohesion -8:35 PM Oct 10th, 2011



David Prescott [@toryradio](#) 30,000 people went to party conferences this year. Less than 25% were party members. They're corporate conventions now [#commschat](#) -8:34 PM Oct 10th, 2011



toryradio [#commschat](#) I believe the Human Rights issue is one that the coalition partners have agreed to disagree on publicly -8:34 PM Oct 10th, 2011



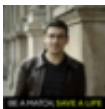
AB BIZ TRAIN [@CommsChat](#) Catflap – an indication of too little media training or not the right sort?! [#commschat](#) -8:33 PM Oct 10th, 2011



toryradio [@Andrew ComRes](#) I think the coalition will last.. as an unreformed old fashioned Tory is it something I love.... no [#commschat](#) -8:33 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@toryradio](#) setting the bar low I see -8:33 PM Oct 10th, 2011



alexhilton [@ClaireatWaves](#) [#commschat](#) expenses scandal a challenge, not a fait accomplis. All people need is inspiration -8:33 PM Oct 10th, 2011



ClaireatWaves RT [@thupr](#): [#commschat](#) stream fascinating insight into the conference season -8:33 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@toryradio](#) [@alexhilton](#) what are your predictns for longevity of Coalition post-confs? -8:33 PM Oct 10th, 2011



toryradio [@CommsChat](#) [#commschat](#) I expected more coalition squabbles than there were. -8:32 PM Oct 10th, 2011



THUPR [#commschat](#) stream fascinating insight into the conference season - 8:32 PM Oct 10th, 2011



CommsChat 3rd topic up: In a (cat)flap: were the 2011 conferences more notable for Coalition squabbles than for actual policies? [#commschat](#) -8:32 PM
Oct 10th, 2011



toryradio [@DavidPrescott](#) [#commschat](#) Cameron did not need to rally members this year so much.. he needs to the year before an election. -8:31 PM
Oct 10th, 2011



ClaireatWaves RT [@davidprescott](#): [@Andrew ComRes](#) But this is post-expenses political landscape. People expect very little from politicians now [#CommsChat](#) -8:31 PM Oct 10th, 2011



toryradio [@DavidPrescott](#) [#commschat](#) Agree – and those priorities increase or decrease in importance depending on pol cycle.. so for eg... -8:31 PM Oct 10th, 2011



CommsChat RT [@DavidPrescott](#): Three reasons we have conferences. Rally members. A week if coverage. And make money. Tories raised £2m [#commschat](#) -8:30 PM Oct 10th, 2011



DavidPrescott [@CommsChat](#) [@toryradio](#) Three reasons we have conferences. Rally members. A week if coverage. And make money. Tories raised £2m [#commschat](#) -8:30 PM Oct 10th, 2011



robertcgage [@toryradio](#) [#commschat](#) Not convinced by Ed at all. -8:29 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) strictly spkg famine appeal not conference but will it be the future for political party PR? -8:29 PM Oct 10th, 2011



toryradio [#commschat](#) Yes opposition has to look ready for Government – not sure Ed succeeded... there lies he problem -8:28 PM Oct 10th, 2011



DavidPrescott [@Andrew ComRes](#) But this is post-expenses political landscape. People expect very little from politicians now [#CommsChat](#) -8:28 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) what abt Tory party bcast with famine appeal? -8:28 PM Oct 10th, 2011



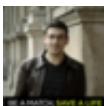
CommsChat [@JohnnyCov](#) we're actually going to come onto something dealing with that very idea in a bit... stay tuned! [#commschat](#) -8:27 PM Oct 10th, 2011



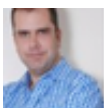
Andrew ComRes #CommsChat agree **@alexhilton** re defeatism -8:27 PM Oct 10th, 2011



CommsChat @toryradio @davidprescott does that disillusion means conference could be—if handled properly—more important than ever? **#commschat** -8:26 PM Oct 10th, 2011



alexhilton #commschat accepting the political cycle in opposition is defeatist. Mission is to change the cycle, to look ready for govt -8:26 PM Oct 10th, 2011



Andrew ComRes #CommsChat re pol cycle, of course post-1997 Blair/Lab popularity soared so turnoff isn't inevitable at this stage -8:25 PM Oct 10th, 2011



JohnnyCov #commschat ...and voters believe that. -8:25 PM Oct 10th, 2011



toryradio @DavidPrescott #commschat That's with the whole political system following expenses etc and so on... not going to improve quickly -8:25 PM Oct 10th, 2011



JohnnyCov #CommsChat all 3 parties so hung up on presentation that nothing has enough weight to resonate. Media tells us pres is everything.... -8:24 PM Oct 10th, 2011



Andrew ComRes #CommsChat agree **@robertcgage** re Huhne -8:24 PM Oct 10th, 2011



DavidPrescott "@toryradio: @DavidPrescott But isn't that because of where we are in the political cycle? **#commschat**" > More than that. People disillusioned -8:23 PM Oct 10th, 2011



toryradio #commschat When in opposition surely the objective of party conference is more? -8:23 PM Oct 10th, 2011



robertcgage #commschat – reckon Chris Huhne's Twitter gaffe was the lively element of that. -8:23 PM Oct 10th, 2011



alexhilton @Andrew_ComRes #commschat libdems irrelevant until result of nxt election known. Theyve proven theyll do anything for a ministril car -

8:23 PM Oct 10th, 2011



toryradio #commschat But surely the diff leaders had different objectives? Cameron as governing party just wanted to get through unscathed. -8:22 PM Oct

10th, 2011



Andrew_ComRes #CommsChat ah the cat thing....we shld be grateful it livened things up -8:22 PM Oct 10th, 2011



SandyLindsay RT @DavidPrescott: Fair to say all conferences failed to reach out to the public. Not one party had a post conference bounce. Public's

I♥MCR tuned out **#commschat** -8:22 PM Oct 10th, 2011



robertcgage @DavidPrescott Agree with that entirely. **#commschat** -8:21 PM

Oct 10th, 2011



CommsChat True? RT **@DavidPrescott:** Fair to say all conferences failed to reach out. Not one post conference bounce. Public's tuned out **#commschat** -

8:20 PM Oct 10th, 2011



alexhilton #commschat the cat thing. Actually a break point on a point of policy and pragmatism -8:20 PM Oct 10th, 2011



toryradio @DavidPrescott But isnt that because of where we are in the political cycle? **#commschat** -8:20 PM Oct 10th, 2011



DavidPrescott Fair to say all conferences failed to reach out to the public. Not one party had a post conference bounce. Public's tuned out

#commschat -8:19 PM Oct 10th, 2011



Andrew_ComRes #CommsChat @alexhilton what is future of rels with Lib Dems after last 3 weeks? -8:19 PM Oct 10th, 2011



toryradio #commschat The media went looking for a story on Europe and splits and I think the party handled it quite well, (even with my EU views). -

8:19 PM Oct 10th, 2011



alexhilton @Andrew_ComRes #commschat. Gay marriage big win 4 cam on messaging. Straw man 4 him to beat while underlining no longer nasty party

-8:19 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) what else [@toryradio](#) happened last week that the ordinary punter would relate to? -8:18 PM Oct 10th, 2011



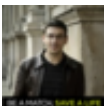
CommsChat [@toryradio](#) maybe not in face of economic issues: but surely important as a marker of what we stand for as a country? [#commschat](#) -8:18 PM Oct 10th, 2011



toryradio [#commschat](#) Dont believe gay marriage is at the top of most people's most urgent issues given economy – but of course the right thing to do. -8:17 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) that would be the economy...yet we got gay marriage as prob most memorable from Tory conf. [@toryradio](#) did you spprt Cam on that? -8:16 PM Oct 10th, 2011



alexhilton [#commschat](#) labour conceded ground on economy and gordon b4 the election. Thats made it hard to recover -8:15 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) also re Ed M, he's the only promint politico who's lectured in econs at Harvard yet comes bottom on econ trust -8:15 PM Oct 10th, 2011



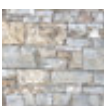
CommsChat Ok, next up: Did the parties succeed in addressing the issues that the public are currently most invested in? [#CommsChat](#) -8:15 PM Oct 10th, 2011



HewstoneW [@CommsChat](#) [#CommsChat](#) Yep, we should blame [#NewLabour](#). Or so the Tory leadership keep telling everyone, with a pretty good deal of success! -8:15 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) I think Ed M is the question – Lab is up in the high 30s despite a leader who scores badly on most imp issue of day (econ) -8:14 PM Oct 10th, 2011



edacuk RT [@Andrew ComRes](#): [#CommsChat](#) [@alexhilton](#) what was the mood among Lab delegates? what's the answer to the Ed M question? <- We're doomed? -8:14 PM Oct 10th, 2011



CommsChat Is Ed M perceived as a question? Surely there's an ongoing reputation issue that isn't directly connected to current leadership [#CommsChat](#) -8:13 PM Oct 10th, 2011



toryradio RT [@Andrew_ComRes](#): [#CommsChat](#) [@alexhilton](#) what was the mood among Lab delegates? what's the answer to the Ed M question? << David? -8:12 PM Oct 10th, 2011



etonmessuk RT [@Andrew_ComRes](#): [#CommsChat](#) Labour missed a massive trick on econ tho, shldnt have apologised but reinforced that this is global crisis. Prezza was right -8:11 PM Oct 10th, 2011



Andrew_ComRes [#CommsChat](#) [@alexhilton](#) what was the mood among Lab delegates? what's the answer to the Ed M question? -8:11 PM Oct 10th, 2011



toryradio [#commschat](#) But [@sallylinday](#) the Tory conference made money - 8:10 PM Oct 10th, 2011



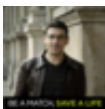
SandyLindsay [@Andrew_ComRes](#) seems a lot of investment/hassle for such low expectations?? [#commschat](#) -8:10 PM Oct 10th, 2011



Andrew_ComRes [#CommsChat](#) good point [@sandylindsay](#) if public mood get more positive? if disaster averted? -8:09 PM Oct 10th, 2011



glencoehiker RT [@Andrew_ComRes](#): [#CommsChat](#) Ok so reputations post-conference - Lib Dems went unnoticed, Lab a disaster and Tories got away with it (until Fox story)? -8:08 PM Oct 10th, 2011



alexhilton [#commschat](#) cant disagree with [@andrewhawkins](#) on that -8:08 PM Oct 10th, 2011



Andrew_ComRes [#CommsChat](#) what do you say [@alexhilton](#)? -8:08 PM Oct 10th, 2011



SandyLindsay [@Andrew_ComRes](#) hmm but what's the 'objective' of a conference? What's a win? [#commschat](#) -8:08 PM Oct 10th, 2011



Andrew_ComRes [#CommsChat](#) Labour missed a massive trick on econ tho, shldnt have apologised but reinforced that this is global crisis. Prezza was right -8:07 PM Oct 10th, 2011



toryradio Were expectations of Miliband that low that anything would have been deemed OK? [#commschat](#) -8:07 PM Oct 10th, 2011



robertcgage [@Andrew ComRes](#) Lacklustre all round. The mudslinging got a bit silly at one point. [#CommsChat](#) -8:07 PM Oct 10th, 2011



CommsChat RT [@Andrew ComRes](#): Ok so reputations post-conference – Lab a disaster and Tories got away with it (until Fox story)? [#commschat](#) -8:07 PM Oct 10th, 2011



toryradio Agree to an extent with [@Andrew ComRes](#) though Labour were starting from a low base surely? [#commschat](#) -8:06 PM Oct 10th, 2011



toryradio [@Andrew ComRes](#) [#comres](#) Mrs [@toryradio](#) was indeed at the wheel and of course we fully complied with the law officer [#commschat](#) -8:05 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) Ok so reputations post-conference – Lib Dems went unnoticed, Lab a disaster and Tories got away with it (until Fox story)? -8:05 PM Oct 10th, 2011



Andrew ComRes [#CommsChat](#) [@toryradio](#) did you get any points on your licence from your sprint home tonight? And will you ask Mrs [@toryradio](#) to take them? -8:05 PM Oct 10th, 2011



CommsChat First up: Are the reputations of the Conservative and Labour parties better or worse off than they were pre-conference season? [#CommsChat](#) -8:04 PM Oct 10th, 2011



toryradio [#commschat](#) hi [@alexhilton](#) [@commschat](#) [@andrew_comres](#) good to be here -8:04 PM Oct 10th, 2011



toryradio [#commschat](#) hello everyone -8:03 PM Oct 10th, 2011



CommsChat [#CommsChat](#) We also have [@alexhilton](#), Labour blogger, and Jonathan Sheppard on [@toryradio](#) -8:03 PM Oct 10th, 2011