



Conservative Central Office

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27th June 1985

STRICTLY CONFIDENTIAL

Rt. Hon. Michael Alison, M.P.,
10 Downing Street,
London, S.W.1.

*Courtesy
85 with
report back*

Dear Michael,

DICK WIRTHLIN SEMINAR

The Seminar with Richard ('Dick') Wirthlin, Ronald Reagan's Political Strategist, will take place from 18th to 20th July at Bledisloe - a country house belonging to the Communications Centre, just outside Cirencester in Gloucestershire. Bledisloe is approximately 1¼ hours' drive from the centre of London. A map showing the location of the house is enclosed.

The Seminar will start with a working dinner on Thursday, 18th July at 7.30pm. Accommodation will be provided either at Bledisloe or in a nearby hotel on Thursday and Friday nights, if required.

A copy of the proposed programme for the Seminar on 19th and 20th July is attached. The Seminar will finish after lunch on Saturday, 20th July.

I would be grateful if you would confirm that you will be attending.

*Yours
D.K. Britto*

D.K. Britto
Deputy Director - Press and Communications

DICK WIRTHLIN SEMINAR

Seminar Programme - Friday 19 July/Saturday 20 July

Friday 19 July

Conservative Party Election Strategy 1983

09.45 - 10.00

Introduction by Tom Arnold MP

10.00 - 12.30

Sir Christopher Lawson
(Director of Marketing 1981-1983)

Michael Dobbs
(Saatchi and Saatchi)

Keith Britto
(Assistant Director Marketing Department 1981-1983,
currently Deputy Director, Press & Communications)

12.30 - 14.00

LUNCH

14.00 - 16.00

The Current British Political Scene
(Keith Britto and John Hanvey)

16.00 - 19.00

The American Experience of Election Planning
(Dick Wirthlin)

1930 -

DINNER

Saturday 20th July

09.30 - 12.30

The Way Ahead - Strategic Planning in the U.K.

12.30 - 14.30

LUNCH

14.30 -

End of Seminar
(Departure of participants)