

# Liberal History News

## Autumn 2019

### Marketing Liberalism in an age of populism

Conference: 15 November, Bournemouth

The Political Marketing Group of the Political Studies Association invites readers of the *Journal of Liberal History* to this year's marketing-related conference. After sessions on Corbyn and Labour and on Communication by Conservatives in previous years, in 2019 we are focusing on Liberals and Liberalism.

Papers will focus on topics such as

- The branding of the Lib Dems on social media
- Marketing approaches in the recent Lib Dem leadership contest
- Positioning the Lib Dems to challenge Labour
- Fiscal policy as political marketing
- Liberalism in an illiberal country – 2018 Hungarian Election
- Political leaders in Greece

The keynote speaker is Dr Mark Pack, associate director at Teneo and former head of innovations for the Liberal Democrats. Dr Pack is also co-author of *101 Ways to Win an Election* and co-editor, with Darren Lilleker, of *Political Marketing and the 2015 General Election*.

If there is a snap election either shortly before or due shortly after the

conference, a session will be added in to look at the relevant marketing.

The conference will be free to attend but we do need to know if you are coming. Please email us at [liberalmarketing-conference@gmail.com](mailto:liberalmarketing-conference@gmail.com) to let us know.

More details of the day's programme and venue and the papers will be sent to those who plan to attend. Please note that we plan to start late morning to allow people to travel.

*Paula Keaveney,*

*Convenor, PSA Political Marketing Group*

## Letters to the Editor

### Richard Moore

Michael Meadowcroft's appreciation of Richard Moore (*Journal of Liberal History* 103, summer 2019) mentioned all too briefly Moore's late career as an administrator of the European Liberal Democrat group in the European Parliament. As the only British official so employed from 1979–95, Moore provided important liaison between the European Parliament and the UK Liberal Party (later

the Liberal Democrats). He helped David Steel, Russell Johnston and Paddy Ashdown connect with fellow Liberals in the EU and was a valuable source of information to those of us who sought to steer the party's British MPs towards supporting the Treaty of Maastricht – support which in the end proved critical in seeing the Treaty ratified by the UK, against the odds.

Richard Moore was unfailingly hospitable and a source of encouragement to Liberals visiting Brussels and Strasbourg. He collaborated closely in the long and eventually successful campaign to attain proportional representation for elections to the European Parliament. I was always struck by how this tall, eloquent and rather old-fashioned English radical was respected across the European Parliament. A very political but ever courteous *fonctionnaire*, Moore forged warm relations with leading federalist MEPs, including Altiero Spinelli on the left and Archduke Otto von Habsburg on the right.

*Andrew Duff*

## Think history

### Can you spare some time to help the History Group?

The Liberal Democrat History Group undertakes a wide range of activities – publishing this *Journal* and our Liberal history books and booklets, organising regular speaker meetings, maintaining the Liberal history website and providing assistance with research.

We'd like to do more, but our activities are limited by the number of people involved in running the Group. We would be enormously grateful for help with:

- Improving our website.
- Helping with our presence at Liberal Democrat conferences.
- Organising our meeting programme.
- Publicising our activities, through social media and more traditional means.
- Running the organisation.

If you'd like to be involved in any of these activities, or anything else, contact the Editor, **Duncan Brack** ([journal@liberalhistory.org.uk](mailto:journal@liberalhistory.org.uk)) – we would love to hear from you.

