



How Opinions Become Votes

Stuart Hand

Director of Field Campaigns Open
Britain

Co-Director – People's Vote
Campaign

Consultant – thistimeimvoting.eu

Friday 9th November 2018

stuardhand@consult360.org

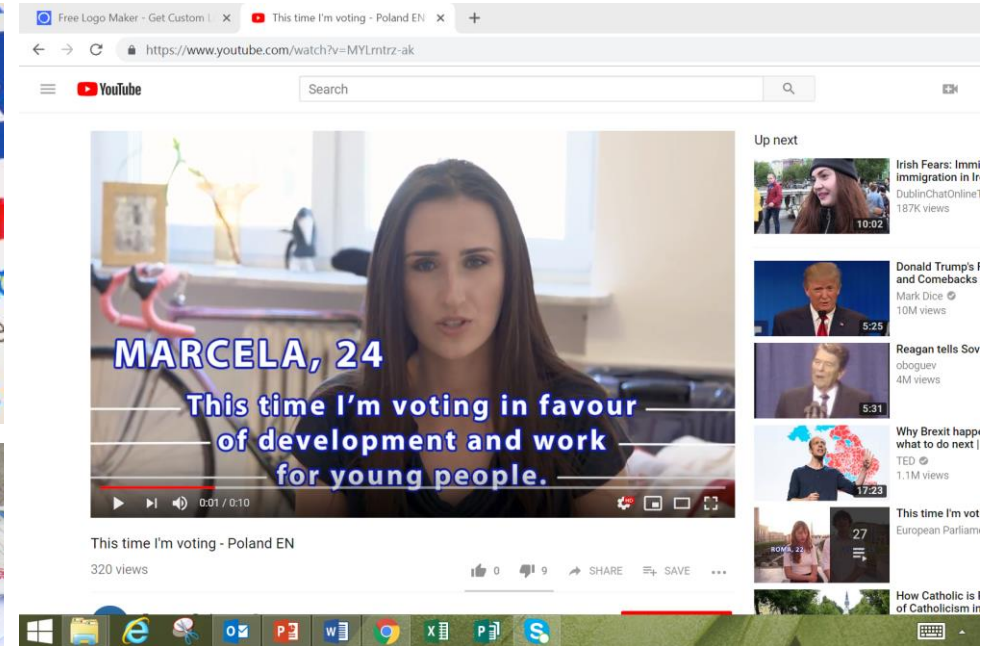
Data is a Signpost...

- **What is the campaign challenge?**
- **Who to target?**
- **Where to build the campaign?**
- **What type of campaign to build?**
- **How to best use resources?**



The Campaign toolbox...

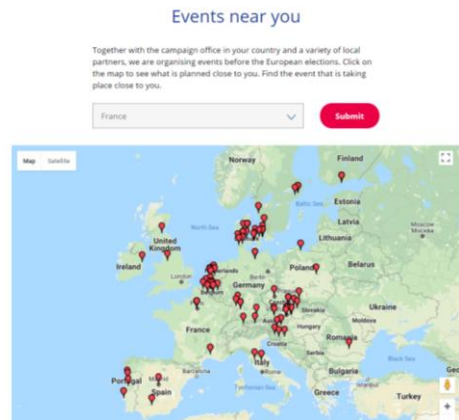
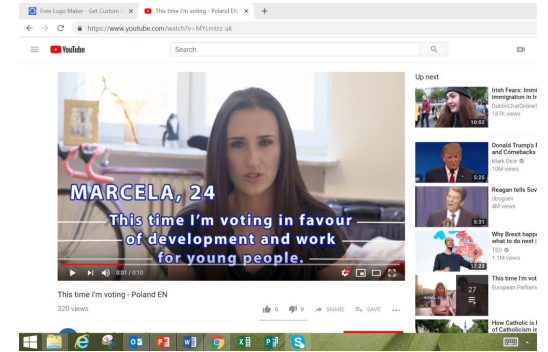
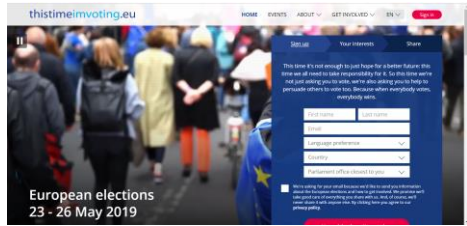
- The Data tells us which campaign products / activities to make.
- Different products for different audiences





Activist Mobilisation

The data driven campaign journey...





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