

Remaking the Conservative Party for a New Generation of Conservatives

Tim Powers

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9:00am – 4:30pm

Outline

On October 19, 2015 Stephen Harper's Conservatives were comprehensively defeated by Justin Trudeau's Liberals. Stephen Harper stepped down immediately as the leader of the Conservative Party of Canada and a leadership race has been scheduled for May 2017.

Now that Stephen Harper is gone who will lead the Conservatives? How does the Conservative Party need to change? What will Conservative voters look like in 2019?

By examining recent political history, reviewing political marketing and examining polling data we will look to at how the Conservatives might remake themselves.

Required Reading List

Hall, Chris (2015) "After Stephen Harper, who will lead the Conservatives?"

<http://www.cbc.ca/news/politics/canada-election-2015-chris-hall-harper-succession-1.3278943>

Canadian Press (2016) <http://ipolitics.ca/2016/02/06/conservatives-to-work-closely-with-provincial-counterparts-to-rebuild-in-atlantic-canada/>

Ibbitson, John (2015) <http://www.theglobeandmail.com/news/politics/stephen-harper-the-making-of-a-prime-minister/article25809825/>

Ottawa Citizen Editorial Board (2015) <http://ottawacitizen.com/news/politics/editorial-the-conservatives-after-harper>

Commisso, Christina (2015) <http://www.ctvnews.ca/politics/election/after-harper-resigns-as-leader-who-will-helm-the-conservatives-1.2618451>

National Post (2015) <http://news.nationalpost.com/news/canada/canadian-politics/canadian-election-results-2015-a-live-riding-by-riding-breakdown-of-the-vote>

Coletto, David (2016) <http://abacusdata.ca/the-next-canada-politics-political-engagement-and-priorities-of-canadas-next-electoral-powerhouse-young-canadians/>

Anderson, Bruce and David Coletto (2016) <http://abacusdata.ca/cpc-leadership-mackay-leads-oleary-has-some-appeal-but-a-polarizing-impact/>

Anderson, Bruce and David Coletto (2016) <http://abacusdata.ca/conservative-leadership-mackay-raitt-kenney-clement/>

Mason, Gary (2016) <http://www.theglobeandmail.com/opinion/kevin-oleary-a-poor-mans-donald-trump/article28199271/>

Richardson, Heather Cox (2015) http://www.salon.com/2015/09/08/donald_trump_is_brilliant_revenge_the_gops_demise_looks_a_lot_like_this/

Connolly, Amanda (2016) <http://ipolitics.ca/2016/04/25/ekos-new-poll-shows-more-tories-support-harper-than-any-other-leadership-candidate/>

MacIntyre, Sara (2016) <http://www.macleans.ca/politics/ottawa/what-should-a-conservative-look-like-in-2016/>

Harrison, Kate (2016) <http://www.nationalnewswatch.com/2016/04/19/youth-awakening-a-wake-up-call-for-tories/#.Vx520jX2Zzk>

Giovanetti, Justin (2016) <http://www.theglobeandmail.com/news/politics/manitoba-election/article29682477/>