



ONE-DAY WORKSHOP

TRADING AND MARKETING PUBLIC SERVICES – for Members and Officers

Overview

This one-day workshop is aimed at operational managers in public services to support them in becoming more commercially aware when looking for opportunities to trade their service both internally and outside the organisation.

This workshop introduces managers to the role of trading and entrepreneurship in a public service environment and some fundamental principles of marketing.

On completing this workshop, participants will have an understanding of the pre-requisites and priorities for an entrepreneurial approach to trading public services in order to generate income.

Using interactive exercises and group discussion, participants will be able to focus on their own priorities from the following themes:

- Why trade? Rationale for trading; rules and responsibilities; types of trading activity; impact of trading on services; risks
- Developing an understanding of the market. What services to offer; finding customers; how to go to market; using social media. Working with the internal Marketing service
- Costs and Pricing strategies— full cost recovery; direct and indirect costs; profitability; demand
- Bidding and Tendering
- Types of opportunity; Capacity; Collaboration; Terminations; Competition; Will we succeed? How and where to seek help
- Risk — balancing creativity and risk; types of risk
- Customer focus—Service Offer Design; Service Quality; Competitiveness

The approach allows flexibility by being both pragmatic and robust.

There is an electronic guide containing **Tools, Templates and the Core Methods** that will be referred to and accessed throughout the day.

Participants will be given free access to the electronic tools, templates and examples when they have completed the workshop.

Workshop Facilitator

David Leask, Consultant, NEREO.

Further Details

For further information, or to book an event, please contact Maureen O'Keefe on 0191 2495874 or email mokeefe@nereo.gov.uk