



Crown  
Commercial  
Service

# Early Market Engagement Information and Guidance Pack



## **Course Aims**

Government Departments spend £162bn on goods and services. As a result the buying decisions that we make and how we interact with suppliers is hugely influential on the market. Accordingly, we have a responsibility to ensure that the people involved in making those decisions have the right level of commercial skills to effectively manage relationships with suppliers and stakeholders at all stages to deliver value for money and to achieve the right outcome.

To help delegates understand what early market engagement is, and why it is so critical to achieving the right outcome. The course will enhance sound commercial decision making and supports the Civil Service 'achieving commercial outcomes' competency and commercial DNA strategy. This course will also assist in formulating policy, considering corporate strategies as well as understanding supplier requirements, the market dynamics and sourcing options. It will cover how to plan for early market engagement and things to consider when designing a market as well as the importance of time and how to and conduct effective market research and understand markets.

A significant theme is thinking like a supplier so as to better understand drivers for their actions and behaviours. The course also considers contingency risk throughout the process and some myth busting on using SMEs to enable innovation. Delegates are provided with a number of practical tools to understand markets and a best practice structured interview for market research. The session also considers how attractive you are as a customer and how you can increase your appeal in the market.

## **Learning Outcomes**

Commissioned by the Crown Commercial Service and developed in partnership with experienced commercial specialists, the one day Early Market Engagement course provides you with a highly interactive, practical and focussed development opportunity. The course draws on some of the latest thinking around contingency planning, open book contract management and market shaping.

Key learning areas covered in this training include:

- The benefits of undertaking early market engagement in terms of the ability to influence innovation, price and economic growth
- How market demands, investment decisions, pricing models and funding affect the delivery of services and more importantly influence supplier behaviours
- Exploring the impact that commissioners can have on the size of the market and the supply base (market movements, price, monopsony position of Government and competition)
- The importance of timing
- Public sector provision versus private sector or third sector



### **Who should attend?**

This course is suitable for those wishing to develop their understanding of applying early market engagement on policy development, market analysis, contracting and service delivery, both at awareness and practitioner levels. This course is also suitable for those with a learning need as a commercial lead within the forthcoming commercial professional standards. The course provides practical sessions to help maximize commercial value and successful delivery using a range of market analysis tools and techniques.

### **Our Trainers**

Our trainers include an enviable mix of LEAN, category management, commercial awareness and facilitation expertise. They have worked together with CCS staff and senior commercial leaders to devise the best possible training course combining these capabilities to ensure a valuable learning experience.

### **How to book**

Booking will need to be made via CCS and then you will liaise directly with QS.

Tel: 0151 672 2134

Email: [training@crowcommercial.gov.uk](mailto:training@crowcommercial.gov.uk)

### **What we need from you?**

- We will need some idea of the demand and location
- A list of delegates, their contact details (although not essential), at least four weeks before the course.
- Details of any learning or specific requirements of delegates.
- A venue and equipment suitable for the purpose of delivering this specific training, at least four weeks before the course is due to start.
- Details of any catering or drinks available at the venue
- A venue specific contact with whom we can discuss the specific requirements needed to deliver a successful training event, which includes security, access, courier delivery and pick up, storage of materials and resources, equipment and furniture provision and layout, parking and directions for the venue.
- Access to the venue from 8am on the training day, with a specific contact at the venue and storage for training materials when not in use.



### **What you can expect from us**

All training materials, stationary and AV presentation will be provided included in the cost of the course, The materials consist of printed slide pack workbook plus Exercises, Interview Guide, paper handouts and A5 laminated reminder cards.

We are happy to provide other materials as you require or to provide folders or bound workbooks etc. at cost price to be agreed.

### **Number of delegates**

The minimum required number of delegates for this course to run successfully is 12.

### **Technical and equipment specification**

- An AV projector and screen
- Electrical sockets for projector and Laptop (trainers own laptop)
- Extension leads
- Flipcharts
- Tables/desks and chairs for delegates and trainers etc

### **Costs and fees**

Delivery of a one day interactive course for **up to 12 delegates with one QS trainer:**

**Cost £1700**

This gives a cost per delegate of £141.60

\* If a larger number of people are wanting to attend the training we can facilitate this with the trainers but the fee will increase

### **Cancelation Policy**

Up to 4 weeks' notice no fee

Up to 3 weeks' notice 25% of course delivery fee

Up to 2 weeks' notice 45%

Up to 1 weeks' notice 60%

Less than 1 week notice 75%

If a fee is incurred an invoice will be issued to the department within a month of the event date. Please note failure to pay may prevent a delegate attending future training dates.