

The Inside Track to Local Government

A course designed to explain the complexities of local government, setting the context and communicating the current issues

Course leaders: Mark Brett and James Reilly, Socitm

Who is it for?

The course will also be of benefit to those entering local government sales from central government or other verticals. Those wanting an update on the local government market place (current initiatives and imperatives) will also find this course useful. This is not a course about statistics, it is about what is going on from an ICT service perspective and what is on the CIO and Head of ICTs radar.

What is it about?

The local government market continues to gain in complexity and value. There are a number of key initiatives going on, which will transform the way local government delivers its services to the citizen.

This course will help those new to the local government market and will also be of benefit to those entering local government sales from central government or other verticals.

This half day workshop will give you a valuable insight into the local government market place. The course is designed to explain the complexities of the local government, setting the context and communicating the current issues. The workshop will give a short sharp "heads-up" to allow a new entrant to the vertical to "hit the ground running".

How do you benefit?

At the end of this intensive and challenging course delegates will be able to:

- Understand how local government is structured
- Identify key sources of local government information
- Know how to build key contacts
- Know how to communicate your offering in local government terms
- Understand the local government purchasing regime.
- Understand how local government is different to central government and health

Content

The main topics include:

- Understanding the structure of local government
- Sources of valuable information
- How to build relationships with potential customers
- Etiquette in local government
- Local government purchasing regime

Course overview

Trainer: Mark Brett - Socitm

09.00-09.30	Registration and coffee
09.30-10.00	Introduction to Local Government
10.00-10.30	Local Government Information Sources
10.30-11.00	Coffee & Networking
11.00-11.15	Local Authority purchasing regime
11:15-11:30	Building a network of contacts
11.30-11.45	Current Initiatives
11:45-12:00	Priorities over the next 6-9 months the opportunities
12.00-12.45	Developing an account plan (practical workshop)
12.45-13.00	Q&A
13.00-14.00	Close – lunch and networking

Style

The course will be relatively interactive. It will use a mix of lectures, discussions and working in groups. There will also be opportunities for informal networking with peers.

Course leaders

Presented by Mark Brett, the Society of Information Technology Managements Learning Manager, who has 22 years experience of the local government market place as a purchaser
This will be an interactive learning experience, where you will lead the direction of the conversation, whilst receiving valuable insight into the market and the culture of local government.

Socitm

With over 1900 members from 550 different organisations including 98% of all UK local authorities, Socitm provides a widely respected forum for the promotion, use and development of ICT best practice. It also plays a leading role in the implementation of local e-government in the UK.

The Society is a significant provider of advice and guidance on ICT and e-government to local authorities. Socitm offers a growing range of services including publications, conferences, events, training, research and consultancy.

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	Half day
Time	09:30-14:00
Fee	Intellect members £295+VAT non-member £495+VAT