

# Winning Public Service Contracts Masterclasses



## 4 Expert Masterclasses, 2 Days of Intensive Learning

Especially tailored for third sector organisations based in the East of England, the Masterclasses provide a unique opportunity to:

- Respond to a rapidly changing environment
- Develop new business opportunities
- Learn how to write winning tender bids
- Understand finances and how to cost
- Learn how to sell and be competitive
- Gain local commissioner insights
- Develop shared learning and networking

The Masterclasses are funded by the Local Government Association (LGA), and will be delivered by Pulse Regeneration at Ipswich CVS, Boardroom, on Thursday 19<sup>th</sup> / Friday 20<sup>th</sup> January 2012

Places are limited; please complete the attached Registration of Interest Form or visit [www.pulseregeneration.co.uk/winning](http://www.pulseregeneration.co.uk/winning)

## Day One – Thursday 19<sup>th</sup> January 2012

### Masterclass 1 – The Tender Challenge

Enabling attendees and their organisations to develop a better understanding of tendering in a rapidly changing environment and how to respond effectively to this, including developing new business opportunities and making bidding decisions. Key objectives include:

- Develop an initial understanding of what tendering is, including commissioning and procurement
- Consider the current challenges and opportunities faced by voluntary and community organisations and the options available when responding to these
- Consider what organisations can supply and identify new business opportunities
- Learn how to identify tender opportunities and what factors need to be considered when making a decision to bid
- Understand local commissioner perspectives and develop a greater understanding of the local policy environment and how to excel in this

### Masterclass 2 – Writing Winning Bids

Enabling attendees and their organisations to develop a better understanding of how to develop and write winning tender bids, leading towards greater financial sustainability. Key objectives include:

- Develop an understanding of what a PQQ is and how to be successful with these, including consideration of local requirements
- Develop an understanding of what an ITT is and learn how to write winning tender submissions
- Gain a greater understanding of what commissioners are looking for, including top tips

## Day Two – Friday 20<sup>th</sup> January 2012

### Masterclass 3 – Finance, Cost and Price

Enabling attendees and their organisations to develop a better understanding of the financial requirements of tendering, and how to cost and price winning tenders. Key objectives include:

- Develop an understanding of the financial requirements of submitting a tender bid
- Learn how to cost a tender, including undertaking full cost recovery
- Consider the difference between cost and value, and learn about profit and pricing
- Understand what local commissioners are looking for when assessing financial and cost information in tenders

### Masterclass 4 – Selling To Win

Enabling attendees and their organisations to develop a better understanding of how to sell their services and become regular tender winners. Key objectives include:

- Learn the importance of selling to a market and how to do this effectively
- Identify key strengths and unique selling point
- Consider the different ways to raise an organisation's profile through the tender process
- Learn about selling and consider the different skills and processes needed to be successful
- Understand how to prepare for and win tender interviews