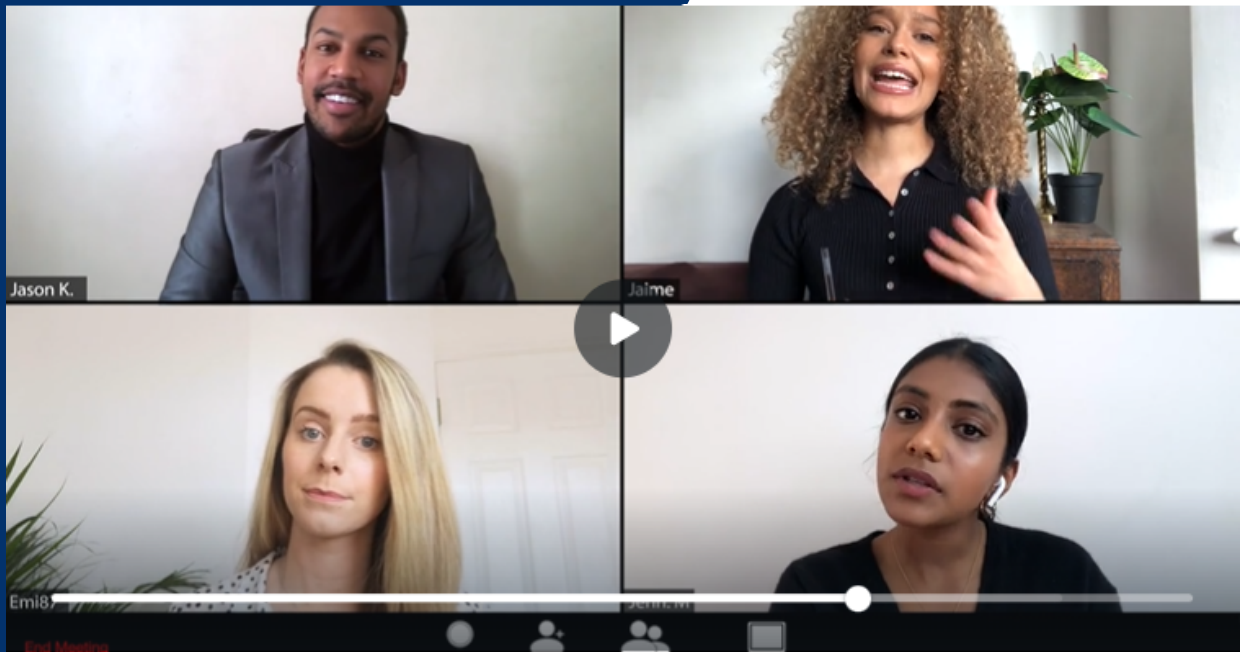


# ONLINE LEARNING EVENTS

---



Scottish Local Authorities  
Customer Services  
Managers' Group

2023 -  
2024

# WHY SPONSOR AN ONLINE LEARNING EVENT?

**The Scottish Local Authority Customer Service Managers' Group comprises the managers and budget holders with responsibilities for customer services within Scottish Local Authorities.**

The group is a peer-to-peer knowledge sharing hub, facilitated by Esther Gunn-Stewart of Gunn Stewart Solutions, a former Local Authority Head of Service.

The content and guests are carefully selected to be relevant and interesting to the group members. As a result, engagement with the group is high.

The majority of Scottish Councils are usually represented, depending on the subject matter and people's availability. Members of the group will forward invites on to relevant colleagues in other areas of the business, such as IT and transformation.

We have recently opened the group and Learning Events up to managers in Northern England and Northern Ireland.

“

**Sponsoring a learning event allows you to promote an authentic account of your brand to budget holders and decision makers in Scottish Local Authorities.**

”

Contact [sara@gunnstewart.co.uk](mailto:sara@gunnstewart.co.uk) for the latest calendar of events or further information.

# BENEFITS OF THE APPROACH

## **Learning events allow you to introduce an existing client to the group to share their experience.**

Usually, your client will outline the challenge they faced and the actions they took to overcome it; sharing the results if available.

The group then engage in a facilitated question and answer session with your client and representative.

## **Beyond a demo...**

**1**

**When your existing client shares their experience in a learning event, you connect with your target market through peer-to-peer endorsement.**

**2**

By providing an authentic account of how your product or service has helped an organisation transform and realise measurable benefits, you can demonstrate its value beyond the capabilities of a sales pitch.

**3**

Your representatives have the opportunity to create or deepen relationships with the budget holders they need to engage with.

**4**

Peer-to-peer endorsement of this kind has far greater impact than generic industry advertising or branded merchandise at events.

# TESTAMONIALS

*"I have found these events an invaluable source of information and support. Speaking to colleagues/suppliers has often unlocked simple solutions to issues I have been having that I had just never thought about. Having the space to speak to other colleagues and see what is new in the industry is so important as you tend to get blinkered when you are just trying to run your service."*

**Liz Colledge, Service Centre Manager, Perth & Kinross Council**

*"VKY ran a Learning Event with the group in November 2022 with Aberdeenshire Council presenting their case study. The event was a great way to showcase what we can offer by working with an existing client to talk about how they've used our product. It was really well attended, and discussion was very lively, providing good insight for us."*

*"We've since gone on to sponsor the annual conference and then an RPA working group for local authorities to explore ways of joint working. It's been a great way of getting to know people in local authorities and where they are at in the automation journey. Working with Esther at Gunn Stewart Solutions has also helped us deepen our understanding of local authority procurement and pre-procurement engagement with potential clients."*

**Stephen Coia, Joint Managing Director, VKY Intelligent Automation Ltd**

*"The Scottish Local Authority Customer Service group is an excellent networking environment for customer service professionals from a local government background. We explore progressive technology to modernise the delivery of customer service in a local government environment. Most importantly, we provide a safe space to allow staff to talk freely about organisational culture alongside their peers and like-minded professionals."*

*"Events are free to allow maximum participation from financially challenged local government teams with the assistance of supportive suppliers. This enables large attendance when meeting face to face in addition to our online meetings."*

**Stephen Daly, Citizen and Library Service Manager, West Dunbartonshire Council**

*"We will only meet the shared challenges in local government through collaboration and the SLACS group is an excellent forum for doing that and seeking alternative perspectives on common issues, what works and what doesn't. Taking time out at the events to meet colleagues and suppliers is also useful opportunity to learn and look beyond the tactical day to day issues and to seek inspiration and support from others – and to have a laugh!"*

**Bob Miller, Customer Engagement Manager, Argyll and Bute Council**

Contact [sara@gunnstewart.co.uk](mailto:sara@gunnstewart.co.uk) for the latest calendar of events or further information.

# Upcoming opportunities

Thursday 7  
September 23

Online learning event

1 x sponsorship available

Thursday 14  
September 23

LocalGovCamp\* F2F Conference, Glasgow

Multiple packages available

Thursday 12 October  
23

Online learning event

Content Guru and Softworx

Thursday 23  
November 23

Online learning event

1 x sponsorship available

Thursday 25  
January 24

Online learning event

1 x sponsorship available

Thursday 29  
February 24

Online learning event

1 x sponsorship available

Thursday 25  
April 24

Online learning event

1 x sponsorship available

Thursday 16  
May 24

Annual Conference F2F, Glasgow

Multiple packages available

\*in partnership with Public Sector Transformation Forum

# SPONSORSHIP

## What's included?

Facilitated live panel discussion on Teams:

- ✓ 1-3 clients on the panel
- ✓ 1 company representative on the panel
- ✓ Your promotional material circulated to the group

The GSS team will work closely with your client and team to prepare for your learning event to make sure you get the most from your sponsorship.

After the event we can have a debrief on how the session went and identify any areas of follow up required.

**Fee: £1000.00 plus VAT**

Contact [sara@gunnstewart.co.uk](mailto:sara@gunnstewart.co.uk) for the latest calendar of events or further information.