

Sold on a Bargain Hunt

Innovative procurement campaign attracts national attention

A PROGRAMME to raise the profile of money-saving procurement projects was given a creative boost by cp media services.

The North West Centre of Excellence (NWCE), funded directly by CLG to support councils to improve procurement processes and performance, wanted to highlight a number of ways in which local authorities could make quick-win efficiencies.

The procurement programme director had planned to stage a day-long event in which delegates could choose to attend half a dozen workshops from a selection of 30.

Each workshop's primary focus was to show how councils could save money over a variety of procurement categories and service areas.

The key issue the NWCE faced was how to persuade busy procurement professionals to take a day away from their desks to attend

What we did

cp media services created a new concept for the event which presented it as an 'auction'. Each delegate had to 'bid' for the workshops they wished to attend which were presented as auction lots.

The event was called 'Bargain Hunt', unshamedly borrowed from the BBC TV programme of the same name.

The programme director had originally hoped for around 80 delegates to attend the Manchester event. However, the launch of the Bargain Hunt concept proved extremely popular and captured the imagination of procurement professionals from across the region - a difficult feat to achieve!

More than 200 delegates signed up for the event and feedback was so positive that a second event, again attended by circa 200 delegates, was staged several months later.

The popular formula was then picked up by

the West Midlands Centre of Excellence who staged their own Bargain Hunt event

Following its second event, the NWCE's Bargain Hunt achieved recognition in Central Government procurement circles and was commended for the successful way in which it had engaged procurement professionals and promoted the efficiency agenda.

cp media services also created, from concept to delivery, an attention-grabbing exhibition for the NWCE at the annual conference of the Local Government Association.

The aim of the exhibition stand was to promote the efficiency agenda and to motivate local government officers to think about how efficient procurement processes can positively affect financial performance.

The stand was the talk of the exhibition hall and was based on a traditional fairground stand. Delegates were invited to 'fish for efficiency' by using a fishing line to hook plastic fish from a tank of water in the centre of the fairground attraction. The fish were fitted with pre-programmed microchips which, when 'hooked' and swiped over a barcode pad, invited the successful 'angler' to answer a multiple choice procurement question. Correct answers won a prize.

"cp media services surprises me every time with their creative concepts and their ability to deliver them on time and in budget."

Neil Hind, Programme Director
NWCE

cp media services can provide similar support and guidance for you. Talk to us to find out what we can do for you.