

Early Market Engagement Strategies

As projects become more complex, timelines become tighter and proponents become more sophisticated, more innovation is expected from procurement professionals. In many cases the reason we look to contract with the market is because they are the experts, so why not create an opportunity to engage with industry during the early planning process? At the same time, you must balance this benefit with the extra time these processes can add to the front end of procurement. During this interactive webinar we will explore different market engagement methodologies through real Canadian procurement examples, and you will practice crafting meaningful questions for a complex procurement scenario. From early Proof of Concept strategies and Constructability Reviews to Competitive Dialogue and robust Market Sounding, learn about mechanisms for reality-testing your procurement plan while ensuring adequate market interest.

Learning Objectives

- Examine when early market engagement is most useful and appropriate.
- Explore recent Canadian examples of innovative early collaboration with industry.
- Discuss pros and cons of different market engagement strategies.
- Practice drafting market sounding questions for a real procurement scenario.



WEBINARS FOR TEAMS

Attend these fast-paced, 90-minute interactive sessions delivered right to your computer without leaving your office!

Join us as The Procurement School experts take a deep dive into a narrow topic.

Each webinar includes relevant content, as well as time for Q and A and lively discussion to encourage maximum interaction and participation.

Contact Us:

Learn more about what The Procurement School could do for your organization and how we can tailor a session to your specific organizational needs, please contact us:

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