

# Stop Selling, Start Collaborating: How to do business with the Public Sector

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KNOWLEDGE HUB ACCOUNT](#)

## Do you want to increase your understanding of the public sector?

Much emphasis is put on procurement processes when trying to do business with the public sector, often to the detriment of the end goal: creating social value. Rather than starting your sales or marketing campaign from an analysis of which organisation to engage with or which procurement channel to use, start with a different question.

Ask yourself what positive effect your goods or service will have on society and the citizens within it. If you want to test this hypothesis with your target market, engage with decision makers and build a solid platform and understanding of the public sector, now is the time to stop selling and start collaborating.

In our recent series of articles on [“Stop Selling, Start Collaborating: How to do business with the Public Sector”](#), we looked at four key stages in the relationship between buyer and seller:

1. [Public Sector Procurement: The Rules of Engagement](#)
2. [How to get short-listed for public sector contracts](#)
3. [Are Framework Agreements worth the effort?](#)

4. [How the private sector can make a difference to public services](#)

Each of these articles advocates a strategy of early engagement and collaboration to complement your existing marketing and sales processes.

In order to drive collaboration and share best practice, [Knowledge Hub](#) has been established to act as a community forum with an ability to create groups and networks based on shared interests or challenges.



The community has grown rapidly to over 180,000 members and aims to reach 1 million within the next 12 months. As part of the policy to widen the audience and increase collaboration, Knowledge Hub has now been opened up to the private sector, with membership free for individuals wanting to engage.

For businesses prepared to collaborate with the public sector and not simply sell, the opportunity for establishing relationships and creating value for both parties is substantial.

**Welcome to the only open collaboration platform dedicated to the public and not-for-profit sectors that allows you to connect and engage with its members.**

With over 180,000 members and growing fast, the Knowledge Hub offers a unique opportunity to access innovators, influencers and practitioners from central and local government and not-for-profit organisations.

Used to its full potential, the [Knowledge Hub](#) can create value far beyond traditional conference networking opportunities, as it provides year-round, 24-hour access to professionals working in policy, housing, planning, digital service delivery, leisure development, healthcare, education, social care and much more.



### Create your own Group and/or advertise on Knowledge Hub

Collaborate with your target audience. Create your own group to work with your customers or promote your product or message with banner advertising.

Packages available from £1,000



### Sponsor an existing Group or Network

Raise awareness of your brand with an engaged, relevant audience on a topic-specific group home page or wider network.

Group Sponsorship from £3,000 per annum

Network Sponsorship from £12,000 per annum



### Bespoke Packages

If you have a specific project or opportunity, we can build a tailored package to suit your unique requirement. Preferable rates are available and you will benefit from the advice and expertise of the Knowledge Hub User Engagement Team.

Price on Application

With Knowledge Hub you are able engage with high level networks such as Local Government (England & Wales), Scotland, Social Care, Environment, Education and many more. Alternatively you can engage on much more specific topics, either through one of the existing 1,500 Groups or by creating your own if you would like to set the agenda.

To complement any advertising, sponsorship or bespoke packages, we recommend that you and your team register for free user accounts and start engaging with the community on a peer-to-peer basis. Setting up a free user account takes less than 5 minutes and access is granted immediately.

To maintain the integrity of the principles upon which the community is based, requests for sponsorship or advertising are subject to review which typically takes 24-48 hours. We would of course be delighted to discuss your requirements in more detail and request that all enquiries are sent to [knowledgehub@capacitygrid.com](mailto:knowledgehub@capacitygrid.com).

## RULES OF ENGAGEMENT

Knowledge Hub is free of charge for all individual members. Your user account is based on the principle that you are signed up to collaborate and engage with other members with a view to creating social value. You are encouraged to engage with the community through a variety of collaboration tools to develop a culture of open collaboration across sectors.

- Join groups of interest (membership of some groups may be restricted requiring owner approval). See link below for an example.
- Contribute actively to group discussions by sharing best practice, asking questions and offering advice
- Write a blog and tag it with relevant key words – this will increase its visibility in groups you may not be a member of
- Connect with other members

In order to enable this open collaboration, Knowledge Hub is funded by its members:

- Public Sector organisations can set up Open and Restricted Groups without charge, although pay for Private (invisible) groups
- Private Sector organisations pay for Advertising, Group Sponsorship or bespoke packages.

[Click here to join the public and private sector collaboration group](#)