



**APSE Scotland Online Commercialisation Advisory Group Meeting – Friday 28 October 2022 10.30 AM to 12.00PM**

**Welcome for our Chair Cllr Scott Davidson, North Ayrshire Council**

### ***Agenda***

#### **Blue Ocean opportunities/ strategies including areas such as climate change**

##### **Group Discussion: Led by Andy Mudd, Head of APSE Solutions**

This will provide colleagues with the opportunity to discuss and share potential blue ocean opportunities and strategies in relation to climate change

#### **Marketing services and using the power of the public sector brand**

**Speaker:** Steve Wilson, Commercial Director, Commercial Services Group – A local authority owned organisation

#### **Commercialisation clinic: Any issue affecting service delivery**

This is the opportunity for attendees to discuss any challenges and solutions that councils are experiencing and adopting in relation to a particular issue

#### **APSE Update**

Louise Melville, Principal Advisor, APSE

#### **About the meeting**

This online meeting will be hosted using Microsoft Teams and those signing up to join the meeting will receive an online joining link. Any PowerPoint slides and a link to related briefings and research will be made available to participants after the event. The chat function will also be available for participants to use as well as the opportunity to join in this online event through both video and audio facilities.

**The meeting will end at 12.00 PM**