

**apse** annual seminar 2024

# Exhibition and Sponsorship Opportunities

***11-12 September 2024***

City Hall, Bristol

RECOGNISING EXCELLENCE IN LOCAL GOVERNMENT FRONTLINE SERVICES



@apseevents  
@apsenews

## About the Annual Seminar

The event, unique in the local government calendar, will focus on all the big issues and challenges in the sector. The event will take place in the iconic city of Bristol, and brings together strategic policy issues with practical research, information and advice on frontline service improvements.

The Seminar, held over 2 days and includes the prestigious APSE Annual Service Awards ceremony, offers frontline service providers the chance to learn from each other, network with sector experts and develop strategies for local government services.

## About the Awards

The APSE Annual Service Awards 2024 celebrates outstanding achievement and innovation within local government service delivery.

Unlike many local government awards, the APSE Awards are UK wide so they are open to APSE member and non-member councils from across the UK.

Interest and recognition in the Awards has grown year on year, with over 300 submissions received for the 2023 awards. Judged by a panel of distinguished sector leaders, the local authorities who are winners and finalists receive publicity, both nationally and locally, as being exemplars in service delivery from the wider local government family.

## Sponsoring the Seminar

Sponsorship provides your organisation with an excellent opportunity to get 'front-of-mind' with our influential delegates and speakers.

The 2-day Seminar and prestigious Awards ceremony provide the perfect platform to boost your brand profile and connect with your audience in a variety of ways; whether it is through reserving one of our many available exhibition spaces or sponsoring an award or workshop. Your brand's presence at the event will also ensure your organisation is associated with best practice in the sector.

With opportunities tailored to suit your requirements, you can be sure of excellent exposure.



# annual seminar 2024

## About APSE

The Association for Public Service Excellence (APSE) is a not-for-profit membership organisation that is dedicated to promoting excellence in the delivery of frontline public services. APSE is owned by its members and, working on their behalf, we sit at the heart of a network of local government officers and councillors from local authorities across England, Northern Ireland, Scotland and Wales.

APSE conducts research, publishes reports, and campaigns to create a positive role for local government in delivering high quality, effective and efficient public services. Our regular briefings and inclusive events strive to keep council officers and elected members constantly updated on the latest public service issues. Helping us to do this is APSE Performance Networks, which is the largest voluntary local government benchmarking service nationally. APSE Training's rich suite of courses - delivered online, in-person or in-house - are designed to support modern, flexible local government. We also have APSE Solutions, our in-house team that offers high quality consultancy and interim management support for members and other relevant organisations.

APSE Energy is part of the APSE family and was launched with a vision to facilitate the municipalisation of energy services. We help support local energy projects and the green agenda by bringing councils together to share information, ideas, resources and best practice. Since its launch in 2014, APSE Energy now has over 140 members and the numbers are growing.

APSE facilitates a UK wide network for local government frontline services, supporting them in the development of strong and sustainable public services.

## Our members

We work with more than 300 local authorities across the UK. As well as local councils, we welcome membership or associate membership applications from organisations including fire and rescue authorities, police services, housing providers such as social landlords, leisure trusts, and local government trade unions.

Our diverse membership consists of experienced and highly qualified frontline service providers. These officers carry genuine influence and spending power, holding senior positions within organisations responsible for spending significant budgets in their service areas.

Find out more at: [www.apse.org.uk/events](http://www.apse.org.uk/events)

RECOGNISING EXCELLENCE IN LOCAL GOVERNMENT FRONTLINE SERVICES



@apseevents #apse24



# annual seminar 2024

to all of our sponsors

## Press and media

APSE has a strong media presence, which comes from our own media outlets as well as from our relationship with various members of the press.

As well as frequently posting news on our website, we also use social media sites like Twitter and LinkedIn to share news and inform our members of any events, briefings, or other activity that we've been participating in at APSE. Alongside this, our in-house magazine, published every 2 months, keeps our members updated on APSE news and the latest developments in local authority frontline service provision.

In the magazine, you can find informative contacts from other councils where readers can discover new, innovative ways of running frontline services.



## Did you know?

This last year APSE had...



**96%**

Customer satisfaction rating



**6230**

Delegates at APSE events or training courses



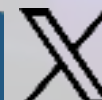
**44**

Seminars inc. online seminars



**250+**

Local authority members





# annual seminar 2022

## Sponsorship packages

Our sponsorship packages have been developed to ensure maximum exposure for your brand and networking opportunities with event attendees. These include:

### Overall seminar sponsor

At the highest level, we offer an exclusive sponsorship opportunity that will feature one organisation as the Headline Sponsor of the Seminar.

### Overall annual charity dinner sponsor

We offer an exclusive sponsorship opportunity that will feature one organisation as the Headline Sponsor of the Annual Dinner.

### Sponsoring a service award

Exclusive ownership of an individual category, establishing a strong affiliation with your chosen area of excellence. Sponsorship will expose you to targeted professionals in the sector.

Service award sponsorship is prioritised for those wishing to take an internal exhibition stand.

### Additional sponsorship

- Exhibiting at the 2-day Annual Seminar
- Sponsoring a workshop at the Annual Seminar
- Sponsoring lunch/refreshments during the seminar
- **Sponsoring the evening function aboard the SS Great Britain on Wednesday evening**
- Sponsoring pre-dinner drinks for the Service Awards
- Sponsoring lanyards, bags, seminar packs

To learn more about the packages on offer and what is included, please contact Matt Paton at Spacehouse at: 01625 666 392 or [m.paton@spacehouse.co.uk](mailto:m.paton@spacehouse.co.uk)





# annual seminar 2024



@apseevents #apse24