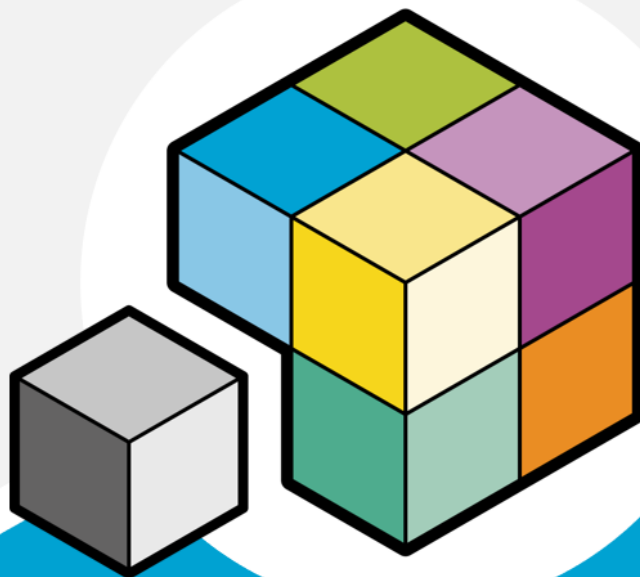


Digital Community Management Training

G-Cloud 15 **Service Definition**
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G-Cloud 15 Service Definition

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Digital Community Management Training

G-Cloud Service Name

Digital Community Management Training

Service Overview

Platform-agnostic, digital community management training, led by expert community managers, offering you the blueprint to create successful online communities of practice and networks. Attend face-to-face training, or access purpose-built online sessions to discover proven knowledge management methodology and community management techniques to develop a thriving community.

Service Features

- Understand the concept of communities of practice and their lifespan.
- Learn about the roles and responsibilities in a community.
- Define and understand the community manager role in more detail.
- Identify the benefits of participation for key stakeholders.
- Develop a clear purpose and SMART objectives.
- Identify your audience and understand what makes them interact.
- Gain important community engagement tools and techniques.
- Understand the importance of measuring the community's impact.
- Develop a community action plan to take away.
- See a community platform demonstration and ask questions.

Service Benefits

- A clear business case for building communities of practice.
- A reliable, proven framework to help develop your community.
- Engagement techniques that work, helping you grow your community.
- Access to experienced community managers to improve your knowledge.
- Enhanced community management and knowledge management skills.
- Increased participation and take-up within your community.
- Objectives achieved through more community success stories.
- More knowledge shared, meaning more time and money saved.
- New relationships developed and improved personal profile.
- Improved technical know-how when using community platforms.

About Placecube

Now it's easier to build open, integrated services.

Our open platforms are co-created with the public sector for the public sector. We make it simpler for you to create services, integrate systems and personalise user experiences. Together we make your users' digital journeys easier, faster, and better connected.

We work with you to build your Digital Place – your open and connected platform. We accelerate your digital journey through the reuse of existing digital services. We work collaboratively, ensuring that our clients never pay twice for the same development. And we differentiate ourselves through our actions and behaviours, living by the core principle of 'Doing the right thing'.

1. Making digital government more affordable.

By re-using well-designed services, already co-created with the public sector and their users, we make it easier to launch digital strategies that bring people, communities, businesses, and infrastructure closer together for a more connected place. Multi-agency use comes as standard.

2. Open standards confidence, open-source flexibility.

Liferay DXP is our preferred open digital platform for making and re-using services that provides a sustainable way for local public services, health, housing, and communities to rapidly adopt open standards and open source-based digital services in a new style of partnership designed to connect places and communities.

3. Reusable cube components avoid unnecessary redevelopment.

Clients use this capability to accelerate transformation, avoiding duplication and cost, using integrated tools to enable personalised services, engaged communities and secure collaboration.

4. 20+ years working with the public sector.

Placecube has a wealth of government digital experience and has been working with local authorities and other public sector organisations, across Central, Health & Policing for over twenty years.

5. Leading Liferay Service Partner.

As the UK's preeminent Liferay Service Partner, the Placecube team is highly regarded as a specialist in creating, migrating, and deploying the global leading open-source DXP (Digital Experience Platform).

6. Provider of Knowledge Hub, the open knowledge platform for public service communities everywhere.

A platform to collaborate and share across teams, organisations, and communities. Co-designed with the public sector and used by more than 120,000 users from 5,000 organisations across 80 countries.

About Digital Community Management Training

Placecube's technology is an enabler for public service organisations everywhere to share and find information and learn from each other within online groups. Whilst technology is important, we believe that to be completely successful, an online community requires clear purpose, great planning, good leaders, compelling content, lively discussions, regular evaluation, and relationships built on trust. Placecube's digital community management training offers delegates the blueprint to create just such a successful community, based on proven methodology and techniques.

Placecube's digital community management training is offered as either a one-day face-to-face session, or online, and covers the full community lifecycle from its inception and planning to its development, growth and evaluation. Training sessions can be tailored for individual organisations or networks, depending on your priorities and the knowledge and skill levels of delegates.

While all training options are conducted within our own Digital Communities platform, Knowledge Hub, our digital community management training is platform-agnostic and can be applied in any organisation wishing to introduce collaborative working in communities of practice.

All our courses are delivered by expert community managers, who between them have over 30 years' experience of creating, managing, and developing online communities of practice.

Training session content

Overview: an interactive course, delivered in person or online, that enables participants to explore the concept of communities and the skills required to deliver them successfully, gain practical community management tips and techniques, and learn how to drive community growth and engagement.

Objective: By the end of the session, participants will have a clear, reliable, proven framework for developing an online community. They will have considered their core team and target audience, gained a range of engagement tools to drive activity and learnt how to measure the community's success.

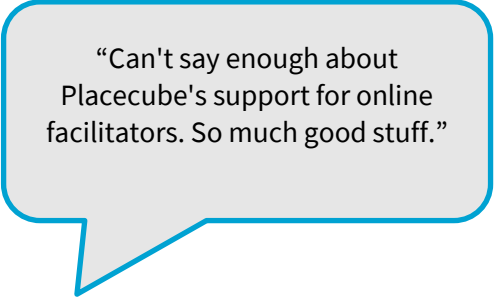
Course content:

Training sessions cover some or all of the following depending on your priorities and the skill levels of participants:

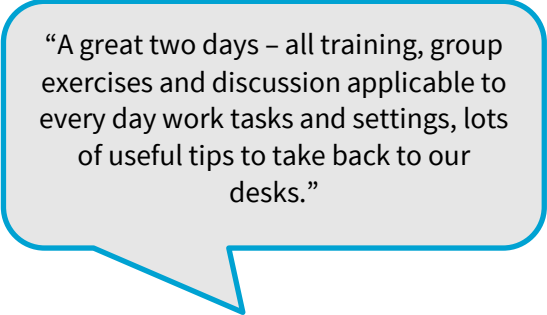
- the concept and lifecycle of an online community
- creating a compelling purpose and identifying your audience
- identifying community objectives and member benefits
- member engagement and why people participate
- defining member roles and understanding community management
- picking the right tools for successful engagement
- developing an action plan
- the importance of measuring success and techniques to evaluate impact
- a demonstration and hands on experience of using an online communities platform.

Why Placecube Digital Community Management Training?

Placecube has received excellent feedback for its community management training. Previous clients of our support and training packages include UKHSA, the Improvement Service for Scotland, the Foreign, Commonwealth and Development Office, the Infrastructure and Projects Authority and a Swedish local authority.



“Can't say enough about Placecube's support for online facilitators. So much good stuff.”



“A great two days – all training, group exercises and discussion applicable to every day work tasks and settings, lots of useful tips to take back to our desks.”

Service Scope

Dates, times, and locations for face-to-face training are subject to trainer and room availability. Buyers may be able to offer their own venue for training.

Face-to-face sessions are one day and require a minimum of 6 participants up to a maximum of 12. Delegates will receive a workbook to take away.

Online training is delivered through a mixture of webinars and interactive discussions within our communities platform, so dates and times are flexible to suit client needs. A minimum of 6 participants is recommended.

Pricing overview

Face-to-face sessions can be booked for a minimum of 6 delegates at £450 per person. Discounts are available for larger group bookings and organisations able to offer a training venue. See pricing document for further detail.

Online training courses are £225 per person.

Contract information

Please see full terms and conditions.