



## Meet the Buyer Tayside

[www.sdpscotland.co.uk](http://www.sdpscotland.co.uk)

20 February 2024

Updated: 02/04/2024

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# Supplier Development Programme

## Meet the Buyer Tayside

545

Total Registered Suppliers

332

Attendees on the day

199

Scottish SME businesses



**"I particularly enjoyed the direct access to the decision makers and personnel that can influence the relationships we are looking to grow."**

86%

of businesses were **more likely to bid for contracts** after attending

82%

felt **more capable of bidding for contracts** after attending

90%

rated the event **'Excellent' or 'Good'**

28

### Exhibition Stands on the day

Including headline partners: Dundee Council, Angus Council, Perth and Kinross Council and SDP.

93%

of those asked rated the **exhibitors and speakers** as **'excellent' or 'good'**

78%

of respondents said the **venue was 'excellent' or 'good'**

### One said:

"Venue was good. Car parking was tight but suitable and we were warned of this in advance along with advice on how to avoid parking issues."

## Overview

The Supplier Development Programme has published an online report on the Meet the Buyer Tayside event that took place on 20 February 2024, at The Invercarse Hotel, Dundee. Alongside the Supplier Development Programme, Dundee City Council, Angus Council, as well as Perth and Kinross Council were official partners of this event.

This free event gave suppliers in the Tayside region of Scotland unprecedented access to buyers and decision makers from across the public and private sector, helping suppliers raise their profile as a business, and prepare for upcoming contract opportunities.

## Supplier Registration and Attendance

In total, 545 suppliers had pre-registered interest on the SDP website for Meet the Buyer Tayside 2024. There were 332 actual attendees on the day. Those attendees represented 199 Scottish SME unique businesses. 87 of those SMEs in attendance were from businesses based in the Tayside area, with 56 from Dundee, 16 from Angus and 15 from Perth and Kinross.



## Buyer Exhibitions

Exhibitors at Meet the Buyer Tayside 2024 included headline partners: Dundee City Council, Angus Council, Perth and Kinross Council and SDP.

In total there were 28 exhibition stands, which included Scottish Government and Public Contracts Scotland, universities, NHS, business support organisations, and a number of supply chain contractors, including: Hadden Group, Hillcrest, McLaughlin & Harvey and Robertson Construction.

## Formal Agenda

Julie Shennan, SDP Events and Marketing Development Officer delivered a welcome address to open the event.

Other presentations on the day included:

- **10.15am How to Tender in Tayside** by Julie Thompson, Dundee City Council Corporate Procurement Manager
- **10.30am Public Contracts Scotland/PCS Tender and the Supplier Development Programme** by Fran Goldie, SDP Digital Development Officer
- **11.15am Doing Business with the Scottish Government and Q&A** by Scottish Government Kenny Rankin, Policy Manager
- **12.15pm Scope 3 Emissions Carbon Monitoring** by Stephanie Maia, Edinburgh Science Climate Engagement Manager
- **1pm: How to Tender in Tayside** by Julie Thompson, Dundee City Council Corporate Procurement Manager
- **1:15pm: Public Contracts Scotland/PCS Tender and the Supplier Development Programme** by Fran Goldie, SDP Digital Development Officer



## Supplier Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Tayside 2024. The survey was live from 29 February to 20 March 2024. 51 responses were received and 35 of these came from SMEs.

### The survey highlighted

- 90% of respondents rated the event as 'excellent' or 'good'
- 93% of those asked rated the exhibitors and speakers as 'excellent' or 'good'
- 82% of suppliers felt more capable of bidding for contracts after attending Meet the Buyer Tayside 2024
- 86% of respondents said that they were more likely to bid for contracts after attending this event

**Some comments from suppliers included:**

*“I particularly enjoyed the direct access to the decision makers and personnel that can influence the relationships we are looking to grow.”*

*“Attending the talks and getting the opportunity to speak to people I have been emailing was particularly useful.”*

*“The buzz of the atmosphere was great and the room was filled with very helpful exhibitors.”*

*“I was really interested in the speaker session with Edinburgh Science, but also everyone exhibiting was so willing to help with procurement advice.”*

*“The Edinburgh Science talk was very helpful to understand Net Zero policies.”*

*“The Scottish Government talk was good! It was really great to see how Scottish Government is open to informing suppliers of updates - otherwise tendering in general is an impenetrable maze!”*

*“The event was excellent, thank you!”*

*“The presentations were excellent.”*



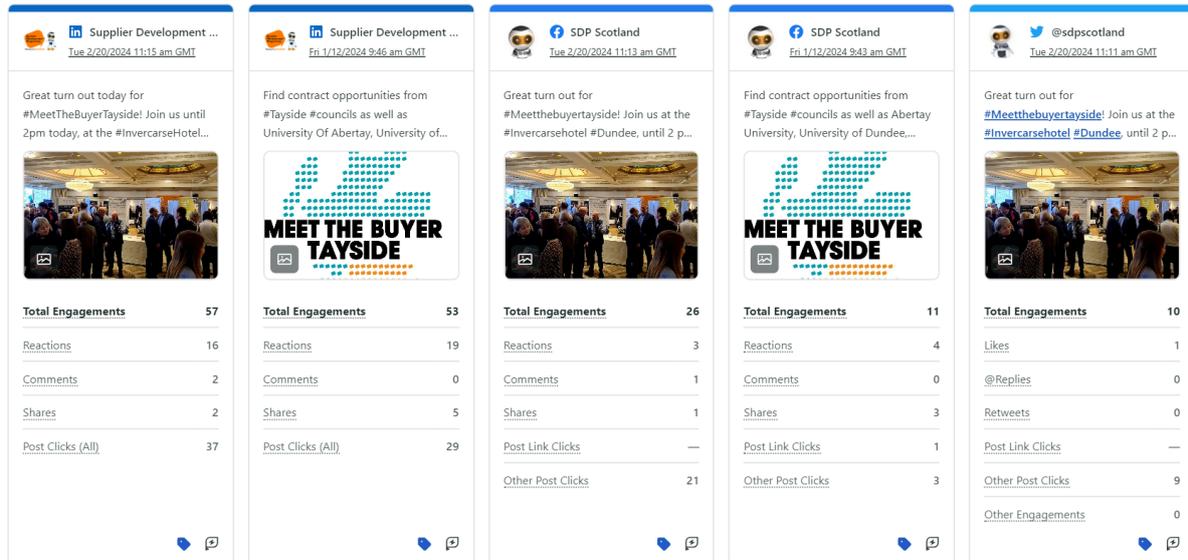
**All feedback from suppliers and buyers is valuable and will be applied to future events organised by the Supplier Development Programme.**

## Promotion through the Supplier Development Programme

### Social Media Analytics

Prior to the event, SDP published 7 posts, across Facebook, LinkedIn, and Twitter, promoting Meet the Buyer Tayside. The campaign ran from 27 November 2023 to 20 February 2024. Collectively, the posts earned 2,239 impressions (the number of times users saw a post) and 167 engagements (the number of times users interacted with posts). In total, there were 68 clicks on the links embedded in these posts.

### Highest performing posts include:



### Newsletters/Mailings

The Meet the Buyer Tayside event was announced in SDP's December 2023 monthly newsletter, and featured in all subsequent Newsletters before the event, on 20 February.

- 6 December 2024 Newsletter received 287 clicks to the MTB Tayside event page
- 9 January 2024 Newsletter received 108 clicks to the MTB Tayside event page
- 5 February 2024 Newsletter received 323 clicks to the MTB Tayside event page

SDP also utilised a targeted approach to email marketing, sending out 3 solus emails about the event, to all suppliers based in the Tayside region.

- 5 December solus email received 85 clicks to the MTB Tayside event page
- 25 January solus email received 56 clicks to the MTB Tayside event page
- 14 February solus email received 8 clicks to the further information link

### Post Event

Delegate feedback has been reviewed and individual questions addressed. All feedback will be taken on board and will be applied to future events organised by the Supplier Development Programme.

### Contact

More information on the Supplier Development Programme can be found [www.sdpscotland.co.uk](http://www.sdpscotland.co.uk) and on social media via [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).