



## Glasgow Meet the Real Buyer

- 22 April 2025 – Glasgow City Chambers
- [www.sdpscotland.co.uk](http://www.sdpscotland.co.uk)

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# Supplier Development Programme

## Glasgow Meet the 'Real' Buyer

759

People pre-registered for the event

344

Attended on the day

204

Unique Scottish SME businesses attended



### 15 exhibitors on the day

Glasgow City Council, Glasgow City Health and Social Care Partnership, SDP, City Building, Glasgow Life, Glasgow Caledonian University, Business Gateway, NHS Greater Glasgow and Clyde, Scotland Excel, Strathclyde Partnership for Transport, Wheatley Group.

78%

of respondents rated the event as 'excellent' or 'good'

64%

said that they were more likely to bid for contracts after attending this event

60%

felt more capable of bidding for contracts after attending the event



### Suppliers said:

*"Being able to meet so many potential buyers all in one place was particularly useful. I also got really helpful advice on bidding, and people shared useful contacts."*

## Overview

The Supplier Development Programme has published a report on Glasgow Meet the Real Buyer, run in partnership with Glasgow City Council. This was held at Glasgow City Chambers, Glasgow, on 22 April.

This free event gave suppliers in Glasgow 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, 759 suppliers had pre-registered interest on the SDP website for Glasgow Meet the Real Buyer. There were 344 actual attendees on the day. Those attendees represented 204 Scottish SME unique businesses. 88 of those SMEs in attendance were from businesses based in the Glasgow area.



## Buyer Exhibitions

Exhibitors at the event included headline partners: Glasgow City Council and SDP, as well as City Building, Glasgow Caledonian University, Business Gateway, Glasgow Futures & Glasgow Guarantee, Glasgow Life, Glasgow Social Enterprise Network, NHS Greater Glasgow and Clyde, Scotland Excel, Strathclyde Partnership for Transport and Wheatley Group.

## Survey Feedback

An online survey was distributed to all that attended Glasgow Meet the Real Buyer. The survey was conducted over April and May. 45 responses were received and 40 of these came from SMEs.

### The survey highlighted

- 87% of respondents rated the exhibitors as 'excellent' or 'good'.



- 87% said they would be interested in attending a Glasgow Meet the Buyer event held once every two years.
- 78% of respondents rated the event as 'excellent' or 'good'.
- 64% said that they were more likely to bid for contracts after attending this event.
- 60% felt more capable of bidding for contracts after attending the event.

#### **Some comments from suppliers included:**

- *"It was good to get exposure to a variety of public sector bodies in one location and to better understand their procurement opportunities."*
- *"A great event packed with loads of buyers that were keen to help suppliers navigate their procurement routes."*
- *"I had the opportunity to speak to all sectors of health and social care."*
- *"We had really good conversations."*
- *"I particularly enjoyed meeting with business support."*
- *"There was a good mix of buyers from different organisations and departments, which gave us a better chance to speak to the right people."*
- *"Being able to meet so many potential buyers all in one place was particularly useful. I also got really helpful advice on bidding, and people shared useful contacts."*
- *"Good venue and busy attendance."*
- *"Meeting people face to face was particularly useful."*
- *"I particularly enjoyed meeting a variety of potential customers, and they were all very helpful."*
- *"The venue was excellent with good opportunities to meet quality organisations."*
- *"Many procurement professionals were present so there were lots of opportunities to talk business."*
- *"It was useful to learn more about the procurement departments with the Glasgow council, and the bids they have."*
- *"I found the commissioning side for Glasgow City Council most useful to me."*
- *"Getting direct access to those making decisions and their processes was particularly useful."*
- *"The buyers were approachable and had a wealth of knowledge and experience, and if they didn't know the answer, they would refer you to a person/department that did."*
- *"The event reminded me that it's still about personal connection, to understand who does what and to ensure you understand the systems."*
- *"It was good to speak about the tender we will be involved in and the support that can be given, especially as we are a streamlined structure, we don't have tender departments/writers."*



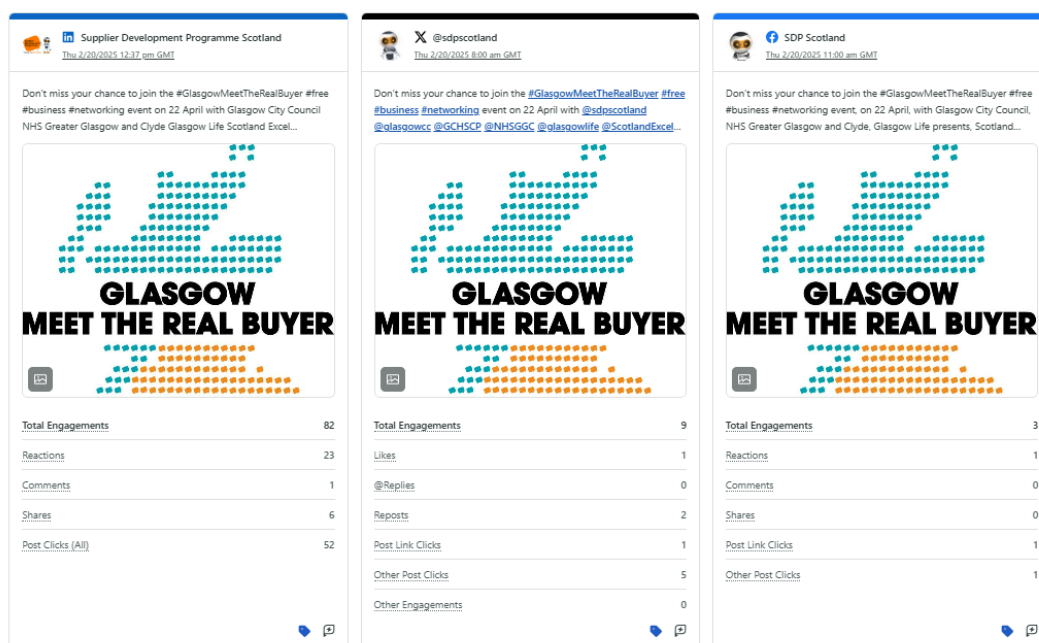
## Post Event

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 SDP.

## Promotion through the Supplier Development Programme

### Social Media

Prior to the event, in February 2025 SDP published 3 posts, across Facebook, LinkedIn, and Twitter (X), promoting Glasgow Meet the Real Buyer, then the event soon became fully booked and SDP halted social media activity on it. Collectively, the posts earned 915 impressions (the number of times users saw a post) and 94 engagements (the number of times users interacted with posts). In total, there were 54 clicks on the links embedded in these posts.



### Newsletters/Mailings

Glasgow Meet the Real Buyer was promoted in SDP's February newsletter, then the event soon became fully booked and SDP halted email promotion of it.

- February 2025 Newsletter received 295 click-throughs.

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

- 14 February solus email received 132 click-throughs
- 17 February solus email received 148 click-throughs
- 19 February solus email received 382 click-throughs

### Contact

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