West Dunbartonshire Meet the ‘Real’ Buyer

www.sdpscotland.co.uk

27 March 2025

Updated: 23/05/25

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Supplier Development Programme

West Dunbartonshire Meet the 'Real' Buyer

462
People pre-registered for the event

233
Attended on the day

140
Unique Scottish SME businesses attended

WEST DUNBARTONSHIRE MEET THE REAL BUYER

9 Exhibitors were there on the day including West Dunbartonshire Council Procurement Team, NHS Golden Jubilee, NHS Greater Glasgow & Clyde, Scotland Excel, and Working4U.

75%
of respondents **rated the exhibitors as 'excellent' or 'good'**

67%
of respondents said that they were **more likely to bid for contracts** after attending this event

58%
of suppliers felt **more capable of bidding for contracts** after attending

Suppliers said:

"Meeting the people on each stand made it a worthwhile commercial decision to spend time at the event."

The Supplier Development Programme has published an online report on the West Dunbartonshire Meet the Real Buyer event that took place on 27 March 2025, at Golden Jubilee Conference Hotel. Alongside the Supplier Development Programme, West Dunbartonshire Council and NHS Golden Jubilee were official partners of this event.

This free event gave suppliers in the Central Belt of Scotland 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, 462 suppliers had pre-registered interest on the SDP website for West Dunbartonshire Meet the Real Buyer 2025. There were 233 actual attendees on the day. Those attendees represented 140 Scottish SME unique businesses.16 (11%) of those SMEs in attendance were from businesses based in the West Dunbartonshire area.

Buyer Exhibitions

Exhibitors at West Dunbartonshire Meet the Real Buyer 2025 included headline partners: West Dunbartonshire Council, NHS Golden Jubilee and SDP.

In total there were nine exhibition stands, which included West Dunbartonshire Council Procurement Team, West Dunbartonshire Council Business Support, West Dunbartonshire Council Health and Social Care Team, West Dunbartonshire Council Housing Team, NHS Golden Jubilee, NHS Greater Glasgow & Clyde, Scotland Excel, and Supplier Development Programme and Working4U.

Supplier Survey Feedback

An online survey was distributed to all that attended West Dunbartonshire Meet the Real Buyer 2025. The survey was live from March to April 2025. 36 responses were received and 33 of these came from SMEs.

The survey highlighted

- 75% of respondents rated the exhibitors as ‘excellent’ or ‘good’.
- 64% of respondents rated the event as ‘excellent’ or ‘good’.
- 67% of respondents said that they were more likely to bid for contracts after attending this event.
- 58% of suppliers felt more capable of bidding for contracts after attending the West Dunbartonshire Meet the Real Buyer 2025.

Some comments from suppliers included:

“Meeting the people on each stand made it a worthwhile commercial decision to spend time at the event.”

“I enjoyed talking to West Dunbartonshire Council property services team.”

“Getting details of who to contact and speaking to procurement was particularly useful.”

“These events are good for getting face to face with the buying teams.”

“The exhibitors were very helpful.”

“Talking to the suppliers was very useful.”

“It was useful networking with colleagues and competitors in order to assess current market conditions.”

“Being able to ask any questions on a 1-to-1 basis to help fill in the gaps in my knowledge.”

“SDP Scotland stand was particularly helpful and the follow up engagement has been excellent.”

“I enjoyed talking with Chris Sanderson and SDP, I got helpful information, and it was good to meet buyers at the NSS stations.”

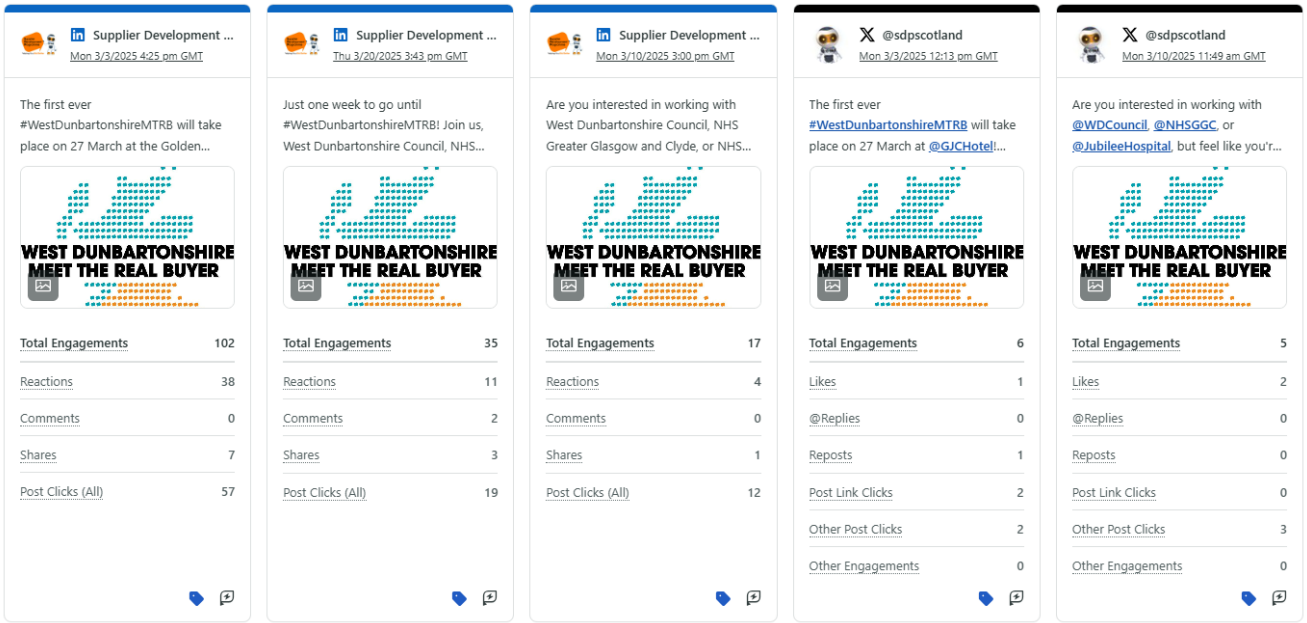
All feedback from suppliers and buyers is valuable and will be applied to future events organised by the Supplier Development Programme.

Promotion through the Supplier Development Programme

Social Media Analytics

Prior to the event, SDP published nine posts, across Facebook, LinkedIn, and X (Twitter), promoting West Dunbartonshire Meet the Real Buyer. The campaign ran over March 2025. Collectively, the posts earned 1,696 impressions (the number of times users saw a post) and 172 engagements (the number of times users interacted with posts). In total, there were 91 clicks on the links embedded in these posts.

Highest performing posts include:



Newsletters/Mailings

The West Dunbartonshire Meet the Real Buyer event was announced in SDP's February and March newsletters.

- February 2025 Newsletter received 210 click-throughs to the event booking page
- March 2025 Newsletter received 34 click-throughs to the event booking page

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

- 25 February solus email received 22 clicks to the event booking page
- 10 March solus email received 107 clicks to the event booking page
- 20 March solus email received 8 clicks to the event booking page
- 26 March solus email received 16 clicks to the event booking page

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 at www.sdpscotland.co.uk and on social media via Twitter, Facebook, LinkedIn, and YouTube.