



Fife Council Meet the Buyer

7 November 2024 – Carnegie Conference Centre,
Dunfermline

www.sdpscotland.co.uk

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Supplier Development Programme

Fife Council Meet the Buyer 2024

581

People registered

313

Attended on
the day

181

Unique Scottish
SME businesses
attended

35

Exhibitors in
attendance on the
day

Including Supplier Development Programme, Fife Council, NHS Fife, BAM Construction, Balfour Beatty, Federation of Small Businesses, PfH Scotland, Scotland Excel, Scottish Enterprise and more...

98%

of respondents
rated the event
as 'Good' or
'Excellent'

97%

of respondents **rated
the exhibitors and
speakers as
'excellent' or 'good'.**

86%

of respondents said
they are **more
likely to bid for
contracts after
attending this
event.**



Suppliers said:

"I found the venue to be an excellent choice, and there was a good spread of buyers who play a pivotal role within the industry in and around Fife."

Overview

The Supplier Development Programme (SDP) has published an online report on Fife Council Meet the Buyer, which took place on 7 November 2024, at the Carnegie Conference Centre, Dunfermline.

Fife Council Meet the Buyer was run by Fife Council, in partnership with SDP. This free event gave suppliers in Fife, and the surrounding areas, access to buyers and decision makers from across the public and private sector, helping suppliers raise their profile, and prepare for upcoming contract opportunities.

Supplier Registration and Attendance

In total, 581 suppliers pre-registered for the event on the SDP website, which was over 77% higher than last year's event. 313 suppliers were in attendance on the day, marking an increase of around 66.5% on last year's event. This included 275 attendees, from 181 unique Scottish SME businesses.

Buyer Exhibitions

There were 35 exhibition stands, including a range of public sector buyers, business support organisations, and supply chain contractors. Exhibitors on the day included Supplier Development Programme, Fife Council, NHS Fife, BAM Construction, Balfour Beatty, Federation of Small Businesses, PfH Scotland, Scotland Excel, Scottish Enterprise and more... [View the full list of exhibitors here.](#)

Agenda

There were two keynote areas, Wallace Suite 1 and Wallace Suite 2, which played host to the jam-packed agenda.

Wallace Suite 1:

- 9-9:30am: Scottish Power: Green Hydrogen Business & Projects
- 9:40-10:10am: Introduction to the Build Fife Programme
- 10:20-10:50am: Fife Council: Introduction to Corporate Procurement and Updated Scheme of Tenders
- 11-11:30am: Intend Business Development: Overview of Quick Quotes/Supplier Finder and Top Tips for Winning Business
- 11:40-12:10pm: BAM Construction

Wallace Suite 2:

- 9:15-9:45am: Intend Business Development: Top Tendering Tips
- 9:55-10:25am: Scottish Future Trust
- 10:35-11:05am: Techsaler: This is Codebase
- 11:15-11:45: Scottish Engineering

Attendee Survey Feedback

An online survey was distributed to all attendees to Fife Council Meet the Buyer via email. The survey was live from 7 November to 3 December 2024. During this period, 64 responses were received.

The supplier survey highlighted that:

- Over 98% of survey respondents rated the event as 'excellent' or 'good'.
- Almost 97% of survey respondents rated the exhibitors and speakers as 'excellent' or 'good'.
- Almost 86% of respondents said they are more likely to bid for public sector contracts after attending this event.
- Almost 83% of respondents said they feel more capable of bidding for public sector contracts after attending this event.
- Over 73% of respondents were able to speak to the right buyer for their business at this event.

Some comments from suppliers included:

- "I found the venue to be an excellent choice, and there was a good spread of buyers who play a pivotal role within the industry in and around Fife."
- "This event allowed me to make new contacts and gain further knowledge as to what is happening within the sector."
- "Very well organised event - lots of good exhibitors and lots of good contacts."
- "The whole event was very interesting and well worth the visit."
- "I particularly enjoyed the overview from Gill Joy, it was excellent."
- "Another good event. Keep them coming, they are very useful."
- "It was a good event and very well organized. Thanks to the team."
- "Well organised and well attended event."
- "I look forward to attending this event each year."
- "These local Meet the Buyer events are really helpful. Thank you for putting them on."

When asked how they heard about this event:

- Over 62% of respondents highlighted SDP's marketing activities (email or newsletter, social media, or website)
- Over 28% of respondents highlighted Public Contracts Scotland
- Almost 5% of respondents highlighted LinkedIn
- Over 3% of respondents highlighted Business Gateway
- Almost 2% highlighted the Local Authority or a Public Sector Organisation

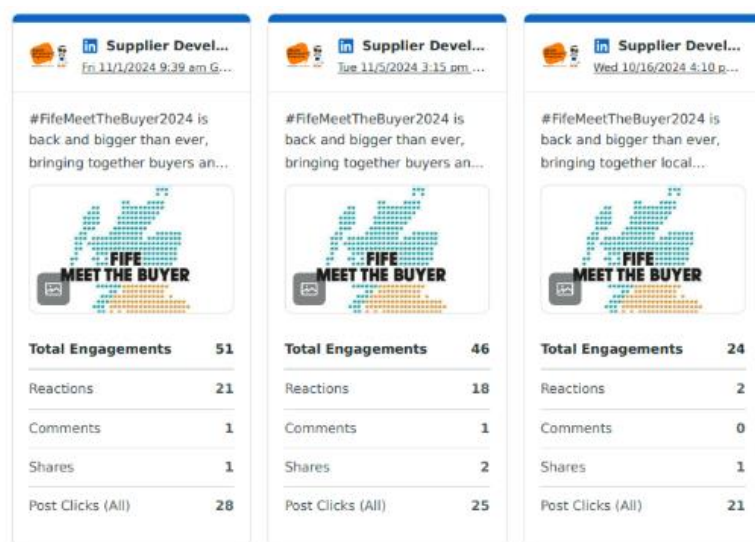
All feedback has been addressed and will be taken on board for future events.

Promotion through the Supplier Development Programme

Social Media

Prior to the event, SDP published 9 posts, across Facebook, LinkedIn, and Twitter (X), promoting Fife Council Meet the Buyer. The campaign ran from 16 October to 5 November 2024. Collectively, the posts earned 1,613 impressions (the number of times users saw a post) and 126 engagements (the number of times users interacted with posts). In total, there were 174 clicks on the links embedded in these posts.

Highest performing posts include:



Newsletters/Mailings

The Fife Council Meet the Buyer event was announced in SDP's July 2024, monthly newsletter, and featured in all subsequent newsletters before the event, on 7 November.

- July 2024: 147 clicks
- August 2024: 116 clicks
- September 2024: 118 clicks
- October 2024: 62 clicks
- November 2024: 120 clicks

A mailing also sent to segmented groups of relevant suppliers registered with SDP, as part of the Fife Council Meet the Buyer email campaign, receiving 133 clicks.

Fife Council also helped to promote this event through their own comprehensive marketing campaign.

Contact

More information on the Supplier Development Programme can be found at www.sdpScotland.co.uk

You can also follow the Supplier Development Programme on social media via [Twitter \(X\)](#), [Facebook](#), [LinkedIn](#), and [YouTube](#) to stay up-to-date with