



## Forth Valley Meet the Real Buyer

- 16 September 2025 – Alloa Town Hall, Clackmannanshire
- [www.sdpscotland.co.uk](http://www.sdpscotland.co.uk)

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# Supplier Development Programme

## Forth Valley Meet the 'Real' Buyer

464

People  
pre-registered for  
the event

250

Attended on  
the day

125

Unique Scottish  
SME businesses  
attended



**FORTH VALLEY  
MEET THE REAL BUYER**

### 14 exhibitors on the day

Clackmannanshire Council, Falkirk Council, Stirling Council, Business Gateway, CITB, FES, Kilmac, McLaughlin & Harvey, NHS Forth Valley, Ogilvie, Robertson Group, Scotland Excel and SPA.

94%

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

81%

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

79%

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



### Suppliers said:

*"This was my first time in this type of event, and each exhibitor told me where to go next given the information I had supplied."*

## Overview

The Supplier Development Programme has published a report on Forth Valley Meet the Real Buyer, run in partnership with Clackmannanshire Council, Falkirk Council and Stirling Council. The event was held at Alloa Town Hall, Clackmannanshire,

This free event gave suppliers in Forth Valley 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, 464 suppliers had pre-registered interest on the SDP website for Forth Valley Meet the Real Buyer. There were 250 actual attendees on the day. 161 of those attendees represented 125 Scottish SME unique businesses. 46 (36.8%) of those SMEs in attendance were based in the Forth Valley area; with 12 (9.6%) from Clackmannanshire, 17(13.6%) from Falkirk and 17(13.6%) from Stirling.



## Buyer Exhibitions

The 14 exhibitors at the event included headline partners: Clackmannanshire Council, Falkirk Council, Stirling Council and SDP, as well as Business Gateway, CITB, FES, Kilmac, McLaughlin & Harvey, NHS Forth Valley, Ogilvie, Robertson Group, Scotland Excel and SPA.



## Survey Feedback

An online survey was distributed to all that attended Forth Valley Meet the Real Buyer. The survey was conducted over September. 63 responses were received and 49 of these came from SME employees.

### The survey highlighted

- 95% of respondents said they would attend this event again.
- 94% of respondents said they would recommend the event to others.
- 94% of respondents rated the event as 'excellent' or 'good'.
- 92% of respondents rated the exhibitors as 'excellent' or 'good'.
- 87% of respondents rated the venue as 'excellent' or 'good'.
- 81% said that they were more likely to bid for contracts after attending this event.
- 81% said they would like to attend a Forth Valley Meet the Real Buyer event once a year.
- 79% felt more capable of bidding for contracts after attending the event.

### Some comments from suppliers included:

- *"Falkirk and Stirling council both provided me with specific named contacts within the learning and development part of the organisation, which was useful. I found my conversation with SDP super helpful, and I have already signed up for various events that will help me make public sector contacts."*
- *"There was a good buzz - as soon as I walked in, I felt it. Exhibitors were all very engaging even though it was busy."*
- *"Everyone was really engaging and willing to chat. Also, there was some coffee and biscuits available, which was a nice touch."*
- *"The people were so welcoming."*
- *"I enjoyed meeting estates contacts from the councils and NHS."*
- *"I found it particularly useful being welcomed by exhibitors and guided around the room. This was my first time in this type of event, and each exhibitor told me where to go next given the information I had supplied."*
- *"Being able to speak directly with the Procurement teams of the councils was particularly helpful."*
- *"The range of teams at the event from each council was useful."*
- *"I enjoyed the contractor [exhibitor] involvement."*
- *"It gave me the opportunity to discuss requirements and status of upcoming ITTs [Invitation to Tenders]."*
- *"I enjoyed meeting the local authorities who explained how they engage with service providers."*
- *"The event allowed me to liaise with framework providers."*

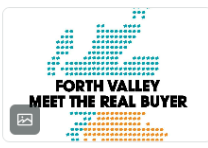
## Post Event

Delegate feedback was reviewed and individual questions addressed. SDP will consider all comments when planning its future events.

## Promotion through the Supplier Development Programme

### Social Media

Prior to the event, from July to September 2025, SDP published 9 posts, across Facebook, LinkedIn, and Twitter (X), promoting Forth Valley Meet the Real Buyer. Collectively, the posts earned 7,846 impressions (the number of times users saw a post) and 260 engagements (the number of times users interacted with posts). In total, there were 125 clicks on the links embedded in these posts.

|                                                                                                                                                 |                                                                                                                                                |                                                                                                                                     |                                                                                                                                     |                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Supplier Development ...</b><br>Wed 8/20/2025 12:55 pm BST |  <b>Supplier Development ...</b><br>Fri 9/12/2025 9:54 am BST |  <b>SDP Scotland</b><br>Tue 8/26/2025 11:53 am BST |  <b>SDP Scotland</b><br>Fri 9/12/2025 10:19 am BST |  <b>Supplier Development ...</b><br>Tue 8/26/2025 3:53 pm BST |
| Don't miss your chance to attend the FREE #ForthValleyMeetTheRealBuyer event, on 16 September at Alloa Tow...                                   | Just a few days to go! Don't miss your chance to attend the FREE #ForthValleyMeetTheRealBuyer...                                               | Just three weeks to go! Don't miss your chance to attend the FREE #ForthValleyMeetTheRealBuyer...                                   | Just a few days to go! Don't miss your chance to attend the FREE #ForthValleyMeetTheRealBuyer...                                    | Just three weeks to go! Don't miss your chance to attend the FREE #ForthValleyMeetTheRealBuyer...                                                |
|                                                               |                                                              |                                                   |                                                  |                                                              |
| Total Engagements141                                                                                                                            | Total Engagements31                                                                                                                            | Total Engagements30                                                                                                                 | Total Engagements15                                                                                                                 | Total Engagements15                                                                                                                              |
| Reactions30                                                                                                                                     | Reactions8                                                                                                                                     | Reactions7                                                                                                                          | Reactions7                                                                                                                          | Reactions3                                                                                                                                       |
| Comments3                                                                                                                                       | Comments0                                                                                                                                      | Comments0                                                                                                                           | Comments0                                                                                                                           | Comments0                                                                                                                                        |
| Shares20                                                                                                                                        | Shares2                                                                                                                                        | Shares2                                                                                                                             | Shares2                                                                                                                             | Shares3                                                                                                                                          |
| Post Clicks (All)88                                                                                                                             | Post Clicks (All)21                                                                                                                            | Post Link Clicks3<br>Other Post Clicks18                                                                                            | Post Link Clicks—<br>Other Post Clicks6                                                                                             | Post Clicks (All)9                                                                                                                               |

### Newsletters/Mailings

Forth Valley Meet the Real Buyer was promoted in SDP's August and September newsletters.

- August 2025 Newsletter received 404 click-throughs
- September 2025 Newsletter received 375 click-throughs

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

- 28 August 2025 solus email received 92 click-throughs
- 10 September 2025 solus email received 393 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](#).