



## Meet the Buyer National

5 June 2024 – Hampden Park, Glasgow

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

Updated: 06/08/2024

Lynzie McLean, SDP Marketing and Events Assistant

[lynzie.mclean@southlanarkshire.gov.uk](mailto:lynzie.mclean@southlanarkshire.gov.uk)

Draft 0.2

# Supplier Development Programme

## Meet the Buyer 2024

3,169

People registered



1,585

Attended on the day



689

Unique Scottish SME businesses attended



### 80+ Exhibitors

Including headline partners: Scottish Government, Scotland Excel and sponsors NHS NSS, APUC, Glasgow Caledonian University, hub South West Scotland, PODS Health and Bumblebee EV

199

of those who attended Meet the Buyer National 2024 gave feedback.



97%

felt more confident about bidding for public sector contracts after attending the event.

85%

were encouraged to consider bidding for more contracts following the event.

### Suppliers said:

"It taught me so much about the pathway to bid for business. Everyone I spoke to at the stalls were very friendly, and the workshops were informative. I will be acting upon what I learned, in fact, we have changed our whole business strategy around this."

84%

of attendees were planning to actively pursue opportunities with organisations they met.

78%

of attendees rated the event 'Excellent' or 'Good'.

### Exhibitors said:

"The event was packed and I know our stalls were busy all day. Great work from SDP."

## Overview

The Supplier Development Programme (SDP) has published an online report on Meet the Buyer National on 5 June at Hampden Park, Glasgow.

Meet the Buyer National was run by SDP, alongside headline partners Scottish Government and Scotland Excel, and sponsored by APUC, Glasgow Caledonian University, hub South West Scotland, NHS NSS, PODS Health, Bumblebee EV.

This free event gave suppliers in 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, 3,169 individuals had pre-registered interest on the SDP website. There were 1,585 actual attendees on the day. Of these attendees 7% (117) were from a social enterprise, charity, or supported business. There were 992 delegates from 689 Scottish SME unique businesses in attendance.



## Buyer Exhibitions

Meet the Buyer National featured over 80 exhibitors, including Central Government bodies, such as the Scottish Government and UK Ministry of Defence, Local Government authorities, such as Glasgow City Council and South Lanarkshire council, public sector organisations, such as Police Scotland, NHS Greater Glasgow and Clyde and Registers of Scotland.

For the first time at Meet the Buyer, all four Centres of Expertise were represented, including Scotland Excel, APUC, NHS National Services and Scottish Government, offering suppliers a unique opportunity to meet representatives from all four organisations under one roof.

Further framework operators including Procurement for Housing (PfH) and the Scottish Procurement Alliance (SPA) also took part. There was also a strong

presence of private sector buyers, such as Balfour Beatty, AGS Airports, and Scotia Gas Network (SGN).

## Business Zones

Meet the Buyer 2024 featured five business zones, which helped suppliers and buyers navigate the busy conference floor. These included the Education Zone (sponsored by APUC and Glasgow Caledonian University) the Health Zone (sponsored by NHS National Services Scotland) the Construction Zone (sponsored by hub South West Scotland) as well as the Transport Zone and the Supported Business Zone.

## Formal Agenda

Meet the Buyer National had a packed keynote agenda. Speaker sessions included:

- Welcome by Fiona Conti, SDP Chair, and Councillor Ruari Kelly, Glasgow City Council.
- Opening Address by Nick Ford, Director for Scottish Procurement and Property, Scottish Government.
- Scottish Government - Public Procurement and Property keynote by Nikki Archer, Deputy Director, Head of Procurement and Commercial Policy & Strategy.
- Procurement Centres of Expertise Panel Discussion by Nikki Archer, Scottish Government; Julie Welsh, Chief Executive Officer, Scotland Excel; Gordon Beattie, Director of National Procurement, NHS National Services Scotland; and Claire McCallum, Head of Strategic Sourcing and Deputy CEO, APUC.
- Glasgow City Council keynote by Maureen Buchanan and Marion Mallan, Operational Procurement Managers.
- hub South West Scotland keynote by Joe Drugan, Social Value Manager.
- NHS Greater Glasgow & Clyde (NHS GGC) keynote by Brian Roach, Deputy Head of Procurement.
- Supplier Development Programme Quick Quotes Workshop delivered by Gill Joy.



## Attendee Survey Feedback

An online survey was distributed to all attendees to Meet the Buyer National. The survey was live 20 June to 17 July 2024. 199 responses were received, and 168 of these came from businesses that listed themselves as an SME or a 'social enterprise, charity or supported business.'

### The survey highlighted:

- 85% of survey respondents rated the event as 'excellent' or 'good'.
- 84% of survey respondents said, following the event, they were planning to actively pursue opportunities with one or more of the organisations they met.
- 78% of those survey respondents said they were encouraged to consider bidding for more contracts following the event.
- 68% of survey respondents said they feel more confident about bidding for public sector contracts after attending this event.

### Some comments from suppliers included:

- "Gathered several contacts from both local authorities and private sector. It was also great to catch up with some existing customers in a relaxed but vibrant atmosphere. Great networking tool."
- "So useful! It taught me so much about the pathway to bid for business. It was eye-opening, and super helpful. Everyone I spoke to at the stalls were very friendly, and the workshops were informative. I will be acting upon what I learned, in fact, we have changed our whole business strategy around this."
- "It was very busy and was excellent to see so many people. Very worthwhile."
- "Well organised event - good layout easy registration via fast track."
- "Our first event provided an excellent opportunity to meet and network with individuals who we would normally struggle to directly engage with."
- "I thought it was well organised and a good selection of businesses represented. The App was well designed and really informative, and I will certainly benefit from attending and all the documents that were made available. I hope there are more of these events planned."
- "I arrived at what was a very busy event, however the parking at the event was excellent. The event was probably one of the best I have attended, with very good and informative presentations. There was also a vast array of Clients from the Public and Private sector with whom connections could be made."
- "I thought it was a well organised event which was attended in vast numbers."
- "A busy day on Wednesday attending the Meet the Buyer at Hampden in Glasgow. It was a great opportunity to meet so many people in the room from all over Scotland, and it was impressive to see nearly all local authorities represented."
- "Was a good platform to meet key people. However, it was far too busy to sufficiently meet all the needs and noisy to have decent conversations."

- “The event was good but as usual with Hampden, parking was a nightmare.”
- “I thought the quality of the Exhibitors was good, however, I thought the venue was not good, too cramped, and poorly laid out. There was also no cloakroom for coats and suitcases, to a rail in an open lobby. I would not attend if it is held there again.

### **Exhibitor Survey Feedback**

An online survey was distributed to all exhibitors to Meet the Buyer National. The survey was live 2 July to 5 August 2024. 6 responses were received.

- 83% of respondents rated the event as ‘excellent’ or ‘good’.
- 100% of respondents felt this event provided an opportunity to engage with new suppliers.
- 83% of respondents felt this event helped make their supply chain more open and transparent.
- 83% of respondents said that they would recommend this event to other organisations.
- 83% of respondents said they would like to exhibit at similar events in the future.

### **Some comments from exhibitors included:**

- “The event was packed as evidenced from the carpark and I know the NHS stalls were rammed all day 😊. Great work from you and your team putting on such a successful event and many thanks for including me in your plans.”
- “My experience at MTB 2024 was very positive. I have nothing to compare it to as this was my first time attending, but I thoroughly enjoyed engaging with a number of exciting suppliers.”
- “Good day, an opportunity to speak directly to suppliers and find out what else is out there in the marketplace.”
- “The organisation was very good, and everyone seemed happy.”
- “It was a really good event. Personally, I felt it was a little over capacity in the sense, we have like 25 plus waiting to speak to us at the stand, and it made it more difficult to delve into more detail with suppliers about what they did. I also think next time it would be helpful if we took maybe some of the lead service reps, like the real buyers. Building Services / Roads / PMI.”

### **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.


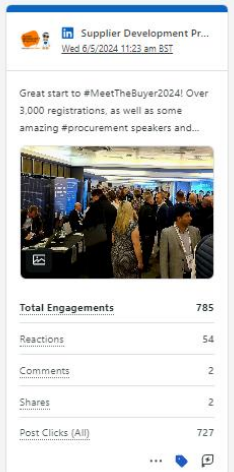
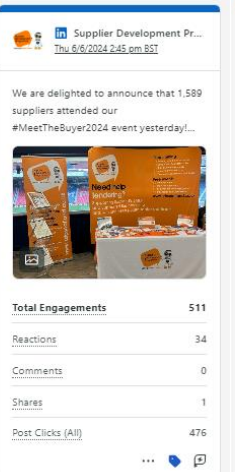




## Promotion through the Supplier Development Programme

### Social Media

Prior to the event, SDP published 248 posts, across Facebook, LinkedIn, and Twitter (X), promoting Meet the Buyer National. The campaign ran from 1 Nov 2023 to 30 June 2024, 2024. Collectively, the posts earned 54,282 impressions (the number of times users saw a post) and 4,632 engagements (the number of times users interacted with posts). In total, there were 3,204 clicks on the links embedded in these posts.

### Highest performing posts include:

 <p>Supplier Development Pr... Wed 6/5/2024 9:31 pm BST</p> <p>That's a wrap on #MeetTheBuyer2024! Thank you to all of the sponsors, exhibitors, suppliers, and speakers that...</p> <p><b>Total Engagements</b> 1,107</p> <p>Reactions 108</p> <p>Comments 4</p> <p>Shares 1</p> <p>Post Clicks (All) 994</p>	 <p>Supplier Development Pr... Wed 6/5/2024 11:23 am BST</p> <p>Great start to #MeetTheBuyer2024! Over 3,000 registrations, as well as some amazing #procurement speakers and...</p> <p><b>Total Engagements</b> 785</p> <p>Reactions 54</p> <p>Comments 2</p> <p>Shares 2</p> <p>Post Clicks (All) 727</p>	 <p>Supplier Development Pr... Thu 6/6/2024 2:45 pm BST</p> <p>We are delighted to announce that 1,589 suppliers attended our #MeetTheBuyer2024 event yesterday!</p> <p><b>Total Engagements</b> 511</p> <p>Reactions 34</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Clicks (All) 476</p>	 <p>Supplier Development Pr... Thu 5/30/2024 4:00 pm BST</p> <p>Panel Announcement: For the first time, SDP are delighted to announce that representatives from all four of Scotland...</p> <p><b>Total Engagements</b> 213</p> <p>Reactions 21</p> <p>Comments 0</p> <p>Shares 3</p> <p>Post Clicks (All) 189</p>	 <p>Supplier Development Pr... Tue 6/4/2024 6:30 pm BST</p> <p>One day to go until #MeetTheBuyer2024! With well over 3,000 suppliers registered to attend, Meet the Buyer 2024 is set to...</p> <p><b>Total Engagements</b> 154</p> <p>Reactions 31</p> <p>Comments 2</p> <p>Shares 3</p> <p>Post Clicks (All) 118</p>
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### Newsletters/Mailings

SDP used a targeted approach to email marketing, sending out 18 emails about the event, to various targeted groups in the run up to the event, including SDP member buyers, non-SDP member buyers and SDP member suppliers. These emails collectively received 9,861 click-throughs to the Meet the Buyer National pages on the SDP website.

### 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](#).