Meet the Buyer Tayside

www.sdpscotland.co.uk

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Supplier Development Programme

Meet the Buyer Tayside 2025

618
Total Registered Suppliers

355
Attendees on the day

271
Unique Scottish SME businesses

"Meeting all the buyers and being able to introduce ourselves and gain a better understanding of some of the frameworks was particularly useful."

86%
of visitors rated the event **'Excellent' or 'Good'**

76%
of businesses were **more likely to bid for contracts** after attending

67%
suppliers felt **more capable of bidding** for contracts after attending

35

Exhibitiors on the day
Including, NHS Tayside, Dundee & Angus College, Balfour Beatty Construction, Tayside Contracts, Hillcrest, Tilbury Douglas and Robertson Tayside.

93%
of those asked rated the **exhibitors as 'Excellent' or 'Good'**

Visitors said:

"The presentations on tendering gave me a better understanding of the process involved. Found all the exhibitors to be very helpful."

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The Supplier Development Programme has published an online report on the Meet the Buyer Tayside event that took place on 4 March 2025, at Michelin Scotland Innovation Parc, Dundee. Alongside the Supplier Development Programme, Dundee City Council, Angus Council, as well as Perth and Kinross Council were official partners of this event.

This free event gave suppliers in the Tayside region 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, 618 suppliers had pre-registered interest on the SDP website for Meet the Buyer Tayside 2025. There were 355 actual attendees on the day. Those attendees represented 176 Scottish SME unique businesses. 92 (52%) of those SMEs in attendance were from businesses based in the Tayside area, with 47 (27%) from Dundee, 24 (14%) from Angus and 21(12%) from Perth and Kinross.

Buyer Exhibitions

Exhibitors at Meet the Buyer Tayside 2024 included headline partners: Dundee City Council, Angus Council, Perth and Kinross Council and SDP.

In total there were 35 exhibition stands, which included Scottish Government and Public Contracts Scotland, universities, NHS teams, business support organisations, and a number of supply chain contractors, including: Balfour Beatty Construction, Tayside Contracts, Hillcrest, Tilbury Douglas and Robertson Tayside.

Formal Agenda

Julie Thompson, Corporate Procurement Manager, Dundee City Council, delivered a welcome address to open the event. Other presentations on the day included:

- **10:15am How to Tender in Tayside** by Julie Thompson, Corporate Procurement Manager, Dundee City Council
- **10:30am Top Tips for Tendering, Including Using Public Contracts Scotland** by Gillian Cameron, Supplier Development Programme Manager
- **11:15am Community Wealth Building and Procurement** by Rachael Thomas, Community Wealth Building Coordinator, Dundee City Council and Julie Thompson, Corporate Procurement Manager, Dundee City Council
- **12:15pm Smarter Bidding with AI (Artificial Intelligence)** by Gary Dhanda, Customer Success Leader, Microsoft
- **1:00pm How to Tender in Tayside** by Julie Thompson, Corporate Procurement Manager, Dundee City Council
- **1:15pm (Second showing) Top Tips for Tendering, Including Using Public Contracts Scotland** by Gillian Cameron, Supplier Development Programme Manager

Supplier Survey Feedback

An online survey was distributed to all that attended Meet the Buyer Tayside 2024. The survey was live from March to April 2025. 58 responses were received and 46 of these came from SMEs.

The survey highlighted

- 93% of respondents rated the exhibitors as ‘excellent’ or ‘good’
- 86% of respondents rated the event as ‘excellent’ or ‘good’
- 76% of suppliers felt more capable of bidding for contracts after attending Meet the Buyer Tayside 2024
- 67% of respondents said that they were more likely to bid for contracts after attending this event

Some comments from suppliers included:

- *“It was good to meet new contractors that haven't exhibited previously.”*
- *“The presentations on tendering gave me a better understanding of the process involved. Found all the exhibitors to be very helpful.”*
- *“I particularly enjoyed meeting all the buyers and being able to introduce ourselves and gain a better understanding of some of the frameworks.”*
- *“The seminars/info sessions were very good and focused.”*
- *“We enjoyed the talks, face to face meetings and networking.”*
- *“It was nice to network and get my company out there.”*
- *“Everybody was very helpful and great to speak with!”*
- *“My visit was to put faces to names and have a general discussion regarding opportunities.”*
- *“To engage and discuss potential collaboration opportunities was particularly useful.”*
- *“It was really good to speak to the people at the relevant stands to get a better understanding of who they were and what they could offer.”*
- *“It was good to get an understanding of the process involved. Also, it was a good opportunity to network and meet both old and new contacts.”*

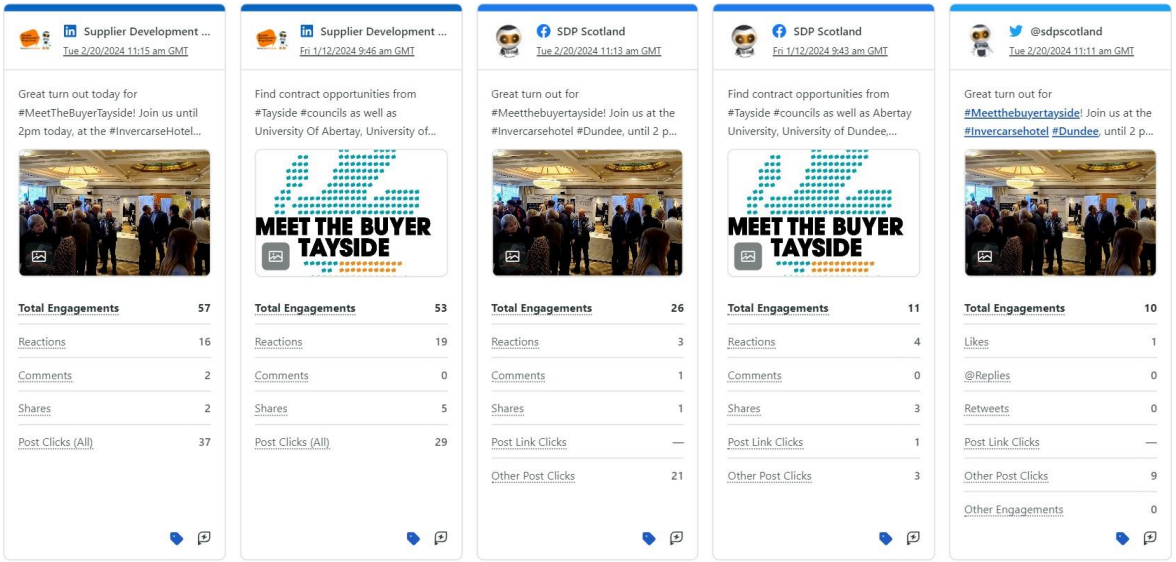
All feedback from suppliers and buyers is valuable and will be applied to future events organised by the Supplier Development Programme.

Promotion through the Supplier Development Programme

Social Media Analytics

Prior to the event, SDP published 14 posts, across Facebook, LinkedIn, and X (Twitter), promoting Meet the Buyer Tayside. The campaign ran from 01 Dec 2024 to 4 March 2025. Collectively, the posts earned 4,344 impressions (the number of times users saw a post) and 446 engagements (the number of times users interacted with posts). In total, there were 262 clicks on the links embedded in these posts.

Highest performing posts include:



Newsletters/Mailings

The Meet the Buyer Tayside event was announced in SDP's December 2023 monthly newsletter, and featured in all subsequent Newsletters before the event, on 20 February.

- December 2024 Newsletter received 108 clickthroughs to the web version of message
- January 2024 Newsletter received 179 clickthroughs to the web version of message
- February 2024 Newsletter received 88 clickthroughs to the web version of message

SDP also utilised a targeted approach to email marketing, sending out 3 solus emails about the event to all suppliers based in the Tayside region.

- 3 March solus email received 51 clicks
- 26 February solus email received 52 clicks
- 18 February solus email received 75 clicks
- 22 January solus email received 230 clicks

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