

Making a Good Living

2021 Forum

Partnership Opportunities

Who we are

We want an economy which works for all of Scotland's people and places

The Scottish Council for Development and Industry (SCDI) is a unique coalition of interests that unites private, public and civil society in a shared mission of creating sustainable and inclusive economic prosperity for Scotland.

Members come from all sectors and industries, and all parts of Scotland. They include global corporates, SMEs, local authorities, public bodies, colleges and universities, cultural institutions, charities, social enterprises, trade unions, trade associations and professional bodies. The Forum is one of the main ways in which we engage with and influence Scottish and UK governments, and inspire and effect change in Scotland's national and regional economic development.



Finance and Economy Secretary
Kate Forbes, at the launch of the SCDI Blueprint

"I am delighted that SCDI shares the Scottish Government's view that seizing Scotland's economic potential, creating high quality jobs and supporting business' long-term recovery from the pandemic should be a national endeavour. We must be ambitious and grasp this opportunity for economic transformation."

WHY SCDI?

Our strength lies in our diversity and independence of government or any one sector.

Our members are leaders in their field.

Their expertise ensures SCDI is a trusted voice and powerful ally.

Our broad convening power means economic, social and environmental perspectives inform our collective positions.

- Independent and non-political.
- Influential and diverse membership.
- Working for Scotland and its economy since 1931.

SCOTLAND'S FUTURE

We are working to deliver the skills needs of tomorrow to engage Scotland's young people and to create opportunities through our innovative network of over 1500 schools-based Young Engineers and Science Clubs (YESC) which give Scotland's science, engineering and technology businesses the chance to play their part in training the scientists and engineers of the future. For Forum, the YESC Future Voice competition will bring together young people from schools across the country in a valuable discussion about the vision for Scotland's future as set out in the 2030 Blueprint report. Through our Productivity Clubs and their model of peer-to-peer support, we are supporting small and medium sized businesses to support each other to share insight that will support their future productivity and competitiveness. Our 2030 Blueprint "Making a Good Living" was launched on 8 June by SCDI President Shonaig Macpherson CBE, with support from the Cabinet Secretary for Finance and the Economy, Kate Forbes MSP, and Secretary of State for Scotland, Alister Jack MP, with an audience of partners, shareholders and SCDI members. The report was developed by SCDI's Policy team over 18 months following extensive research and consultation, and the 2021 Forum will expand its recommendations around innovation, lifelong learning, business purpose, healthy places, trade and clean growth, for a post-covid economic recovery.



18-19 November

2021 Forum

Making a Good Living

Forum 2021, our 50th annual Forum, coincides with our 90th year. The SCDI community remains as passionate and active as ever, and it is our pleasure to confirm another, forward-thinking and inclusive event, uncovering the key levers required to strengthen and grow Scotland's economy in a post-COVID environment.



SCDI CEO, Sara Thiam

"We have a once in a lifetime opportunity to transform our economy for the better. The pandemic has shown us what can be achieved when organisations across the public, private and civil society align behind a common goal and shared values, and SCDI is unique in uniting all sectors and parts of Scotland to create a better economy for all."

Reflective of SCDI's unique membership, the Forum brings together senior representatives drawn from the public, private and social economy sectors, providing a platform for dialogue, discussion and debate.

This year's Forum comes at a particularly crucial time, just after the 26th UN Climate Change Conference of the Parties (COP26) in Glasgow, and it will continue the vital conversation on how to accelerate action to address the escalating issue of climate change.

The 2021 Forum will be held in the EICC, an award-winning centre of excellence for world class events and conferences in the heart of Edinburgh. It will be a prestigious event with the usual high-quality workshops and speakers, and plenty of networking opportunities including breakfast, lunches and a formal dinner.*

This will also be a blended digital event, broadening the opportunity for national and international engagement. Host and facilitator, Broadcaster Sally Magnusson will be joined by thought leaders from a diverse range of sectors and previous forums have attracted Ministerial speakers from both Scottish and UK governments.

* Event subject to current government pandemic regulations, specifics and package offer and cost may be reduced or deferred if guidance changes.

2021 Forum

Making a Good Living

The event will explore the following four themes:

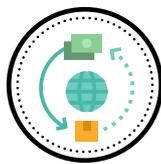
Economic Purpose



To be a hub for businesses that care about their customers, communities & planet, as well as financial goals.



Increase jobs in which people can achieve more without having to work for longer, are paid fairly & are happier.



Export more & support more businesses to trade in a sustainable way.

Learning Throughout Life



Improve training for business leaders, so businesses are better able to compete internationally, offer good jobs & attract talent.



Offer more people the chance to learn skills while they are working, with an immediate focus on digital, data & green skills.



Transform education and skills, including greater use of the latest technologies, to meet the needs of younger people, workers & the economy.

A Living Lab For Innovation



A country where solutions for big issues like climate change & ageing societies are developed & tested in real world environments.



Support more existing businesses, including small companies, by introducing new ideas, technology & ways of working.



Create new areas where people in businesses, colleges & universities can work together on challenges & new businesses can grow more quickly.

Healthy Places to Live & Work



To be a fully digital and data-enabled society, with fast, reliable and affordable coverage for all.



Build more sustainable homes of all kinds to meet the needs of people and families in every community.



Change places & spaces to improve quality of life & allow people to live where they like and work from closer to home.



“The UK Government is investing in jobs and infrastructure right across the UK. That includes our £1.5 billion City and Growth Deals Programme and a number of new UK-wide funds - including the £4.8 billion Levelling Up Fund. We plan to have at least one Freeport in Scotland to encourage international trade and have commissioned Sir Peter Hendy to look at how we improve connectivity right across the UK.”

Scottish Secretary Alister Jack at the launch of the SCDI Blueprint

SCDI Reach

Superb national and regional reach provides a deep understanding of issues across all sectors and places

WHY PARTNER THE SCDI FORUM?

- Collaborate with business and political leaders in shaping Scotland’s economic future.
- Strategic positioning as an enabler of thought leadership and sectoral expertise on the future development of the Scottish economy.
- Engage with and influence circa 250+ senior representatives, all actors in the Scottish and UK economies.
- An enhanced reputation among key audiences – through association with SCDI’s reputation, authority and excellence.
- SCDI is the partner of choice for purpose-driven businesses. Our partners stand for and take action on economic, social and environmental issues beyond their products and services. They work with us to remain competitive in a fast-changing economy.
- Partnering with us sends a message about your commitment to an economy which works for all of Scotland’s people and communities.
- You can appeal directly to potential clients and partners – by reaching your target audience of key decision makers, budget holders and opinion formers.
- A stronger relationship with SCDI – an experienced and professional support team.

MEDIA

-  **9K+ followers**
-  **3.5K followers**
20K campaign impressions
-  **11K+ contact database**
-  **2.5K weekly e-news readers**
-  **100K+ Pageviews**
In the last 24 months

OUTPUTS

Last year we informed and inspired Scotland through

120
events

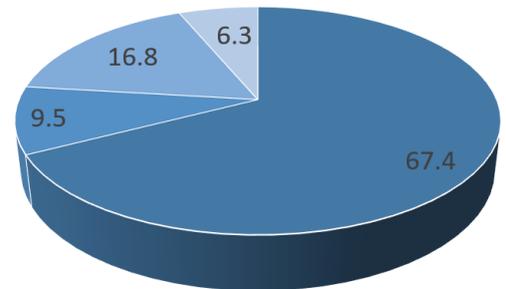
Our asks of government were reflected in policy and action on

50
occasions

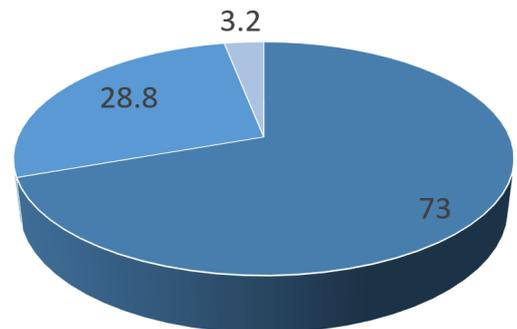
We engaged with a diverse audience, with 3 regular committees and

700+
Active members

FORUM ATTENDEES



■ CEO/Chair/Director ■ Senior Manager
■ Manager ■ Other



■ Private ■ Public ■ Third

*amalgamated data from past Forum events

2021 Forum

Partnership Opportunities

SCDI's strong convening power brings together Scotland's major businesses and stakeholders who play a crucial role in Scotland's economic infrastructure including the financial services sector, energy, communications, transport, digital and academia. Forum Partnership provides a nationally strategic engagement programme profiling your company as an anchor organisation for Scotland.

Strategic Partner – £6K +VAT

- Speaking slot for a senior representative of your company.
- A total of 8 places at both days of Forum at the EICC, and 4 places at the Forum dinner, for senior colleagues and/or guests. You can choose whether you have different people attending each day, or the same throughout the event.
- Strategic Partner branding applied to all Forum 2021 digital/print communication materials.
- Strategic Partner branding and weblink on Forum 2021 section of SCDI website.
- Opportunity to provide a Strategic Partner blog on SCDI website, promoted on SCDI social channels - including a short video or any images you want to share.
- Full page, A4 advertisement in the Forum 2021 conference programme.
- Premium exhibition space in the EICC delegate networking area.
- Verbal credits and acknowledgement by the conference facilitator.
- Acknowledgement of Strategic Partnership in all media releases.
- Contact details of delegates for post-conference follow-through (subject to GDPR).

Additional digital benefits:

- Strategic partner branding in rotating banner at top of virtual event space.
- Additional 8 digital places for virtual delegates from your organisation, or your guests.
- Virtual exhibitor area allowing live chat and brochure download.
- Virtual networking hall allowing connection and meetings with delegates.

Associate Partner - £4K +VAT

- A total of 4 places at both days of Forum at the EICC, and 2 places at the Forum dinner, for senior colleagues and/or guests. You can choose whether you have different people attending each day, or the same throughout the event.
- Associate Partner branding applied to all Forum 2021 digital/print communication materials.
- Associate Partner branding and weblink on Forum 2021 section of SCDI website.
- Associate Partner blog on the SCDI website, promoted on SCDI social channels - including a short video or any images you want to share.
- Half page A5 landscape advertisement in the Forum 2021 conference programme.
- Exhibition space in the EICC delegate networking area.
- Verbal credits and acknowledgement by the conference facilitator.
- Acknowledgement of Associate Partnership on SCDI website.
- Contact details of delegates for post-conference follow-through (subject to GDPR).

Additional digital benefits:

- Additional 4 digital places for virtual delegates from your organisation, or your guests.
- Virtual exhibitor area allowing live chat and brochure download.
- Virtual networking hall allowing connection and meetings with delegates.

[See a demo of the platform here, which is indicative of the delegate and exhibitor experience](#)

2021 Forum

Partnership Opportunities

Exhibitor – £2.5K +VAT

- A total of 2 places at both days of Forum at the EICC.
- Exhibitor branding applied to all Forum 2020 digital/print communication materials.
- Exhibitor branding and weblink on Forum 2020 section of SCDI website.
- Exhibition space in the EICC delegate networking area.
- Exhibitor listing and contact details in the Forum programme.
- Verbal credits and acknowledgement by the conference facilitator.
- Contact details of delegates for post-conference follow-through (subject to GDPR).

Additional digital benefits:

- Additional 4 digital places for virtual delegates from your organisation, or your guests.
- Virtual exhibitor area allowing live chat and brochure download.
- Virtual networking hall allowing connection and meetings with delegates.

Partner - £2K +VAT

- A total of 2 places at both days of Forum at the EICC.
- Partner branding applied to all Forum 2021 digital/print communication materials.
- Partner branding and weblink on Forum 2021 section of SCDI website.
- Partner blog on Forum 2021 section of SCDI website, promoted on SCDI social channels.
- Logo in the Forum 2021 conference programme.
- Verbal credits and acknowledgement by the conference facilitator.
- Acknowledgement of Partnership on SCDI website.
- Contact details of delegates for post-conference follow-through (subject to GDPR).

Booking Contact: Maria Campbell
Membership & Engagement Director
maria.campbell@scdi.org.uk

Bespoke opportunities are also available, for example, sponsorship of reception drinks and lanyards. Please contact us to discuss your ideas.

[See a demo of the platform here, which is indicative of the delegate and exhibitor experience](#)



www.scdi.org.uk/events/forum-2021