

A new sense of purpose

13 & 14 June

Edinburgh International Conference Centre and Online

scdi forum 2022

Scottish Council
for Development
and Industry

Scotland's
largest and
most influential
independent
economic
conference



Sharon White,
Chair, John Lewis
Partnership in
conversation with
Simon Roddy,
Senior Vice
President and
Upstream Director,
Shell UK, Forum
2021

WHO WE ARE

We want an economy that 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 for a sustainable and inclusive economic prosperity for Scotland.

Deputy First Minister, John Swinney, speaking at the SCDI Forum 2021

WHY SCDI?

The Scottish Council for Development and Industry is a unique coalition of public, private and civil society organisations working across industries, sectors and regions.

We collaborate with a powerful network of large employers and SMEs, local authorities, public bodies, colleges and universities, cultural institutions, charities and social enterprises, trade unions, trade and professional bodies.

Our strength lies in our diversity and our convening power. Our members are leaders in their field. Their expertise ensures SCDI is a trusted voice and a powerful ally. We are independent of government and any single sectoral or industry interest.

SCDI has been working for Scotland and its economy since 1931. We want Scotland to be a world-leading economy, that benefits its people and the planet and our members share that vision. Supporting our work sends a message about your commitment to a more prosperous and fairer Scotland.

The Forum is a significant way in which we engage with and influence Scottish and UK governments, and inspire and effect change in Scotland's national and regional economic development.

"I want to recognise the enormous contribution over 90 years that SCDI has made to the formulation of thought about the agenda facing the people of Scotland"





THE 2022 FORUM

Ivan McKee MSP, David Farquhar, Intelligent Growth Solutions, & Irene McAra-McWilliam, GSA
Forum 2021

Forum 2022, our 51st annual Forum, considers what a new sense of purpose will bring to Scotland's places, businesses, and communities. As a hybrid event it will broaden opportunity for national and international engagement.

The 2022 Forum will usher SCDI into its 10th decade, as we return to the EICC, an award-winning centre of excellence for world-class events and conferences in the heart of Edinburgh. Host and facilitator, Broadcaster Sally Magnusson, will be joined by thought leaders from a diverse range of sectors. Previous Forums have attracted Ministerial speakers from both the Scottish and UK governments.

As confidence in face to face events grows, we are excited to push the envelope to deliver an exceptional experience in 2022, with world-class speakers, the chance to engage and respond to the big ideas of the day, and of course SCDI's unparalleled cross-sector networking opportunities including breakfast, lunches and a formal dinner. *

Members come from all sectors and industries, and all parts of Scotland. Reflective of this diverse audience, the Forum brings together senior representatives drawn from the public, private and social economy sectors, providing a platform for dialogue, discussion and debate.

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



SCDI CEO, Sara Thiam, far left and President Shonaig Macpherson CBE, right, meeting membership at the 2021 Forum

A NEW SENSE OF PURPOSE

The greatest certainty in a recovery marked by significant instability and change is that thriving organisations and economies will be those powered by their people achieving their fullest potential and motivated by their values.

People will shape and drive a new economy, and purpose can be the unifying force through which we recouple economic growth and social progress and decouple growth from environmental damage.

Our daily lives, jobs, businesses, and customer needs are being reshaped by the recent experiences and the changing expectations of people who want their work and what they buy to serve their needs, and those of society and the planet.

People will shape and drive a new economy, and purpose can be the unifying force through which we recouple economic growth and social progress and decouple growth from environmental damage.

This year's Forum will focus on how prioritising a purpose-driven, people-centred approach to the challenges we face will propel more profitable businesses, economic wellbeing, and the transition to net zero.

It will take place shortly after the Business Purpose Commission for Scotland reports its findings and build on its proposed actions. Organisations, places, and economies in which people are connected and empowered by a keen sense of purpose are more innovative, able to evolve and more resilient. We will, therefore, explore how the private, public, voluntary and academic sectors can more closely collaborate in mission-led opportunities, including through new government innovation strategies.

At a time when many employees are re-evaluating their careers, while many people remain outside the labour force or in low-paid jobs and there are labour and skills shortages, the Forum will galvanise new purpose in Scotland. We will step up how we think about purpose in our organisations and how people will spur the shift to a fully digital, greener, fairer, and healthier economy.



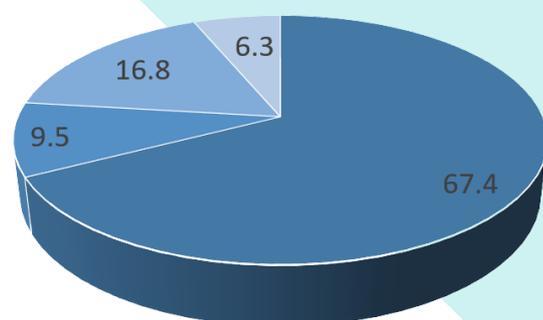
REACH & INFLUENCE

Showcase your brand and purpose at SCDI's flagship national conference

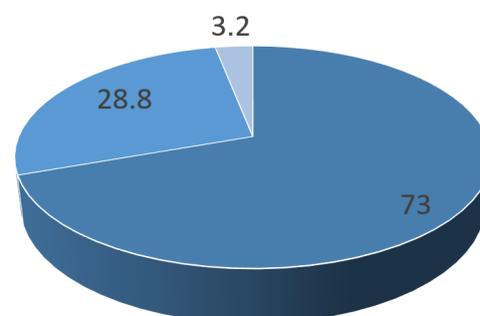


- Position your organisation alongside business and political leaders who are pivotal to shaping Scotland's future.
- Establish your brand as an enabler of thought leadership and expertise on the future development of the Scottish economy.
- Engage with and influence around 250 senior representatives, 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 that 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.

The typical audience



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



■ Private ■ Public ■ Third

*amalgamated data from past Forum events

The Forum is just one of the ways in which we engage with our members to influence Scottish and UK governments, and inspire and effect change in regional economic development.

SESSION TOPICS

Panel Sessions

- A new sense of purpose
- Collaborating for clean growth
- Innovating an entrepreneurial ecosystem
- A purposeful global leader
- People driven change

Workshop Sessions

- A just transition for jobs
- Skills for the future
- Collaborating for communities
- Creating an enterprising nation

These are the topics we're expecting to cover this year, through panel sessions and workshops. These are, of course, subject to change, but they give a flavour of this year's Forum.

PARTNERSHIP OPPORTUNITIES

SCDI partners with major businesses and stakeholders who want a crucial role in Scotland's economic infrastructure

Dr Linda Yueh,
Economist, Writer
and Broadcaster,
speaking at
the 2021
Forum dinner



Strategic Partner – £7.5K +VAT

- Optional speaking slot for a senior representative of your company, including full conference and dinner attendance.
- An additional 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 2022 digital/print communication materials.
- Strategic Partner branding and weblink on Forum 2022 section of SCDI website.
- 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 2022 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 video meetings with delegates and brochure download.
- Virtual networking allowing connection and meetings with delegates.

Associate Partner - £6K +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 2022 digital/print communication materials.
- Associate Partner branding and weblink on Forum 2022 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 2022 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 video meetings with delegates and brochure download.
- Virtual networking allowing connection and meetings with delegates.

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

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

PARTNERSHIP OPPORTUNITIES

Exhibitor – £3.5K +VAT

- A total of 2 places at both days of Forum at the EICC.
- Exhibitor branding applied to all Forum 2022 digital/print communication materials.
- Exhibitor branding and weblink on Forum 2022 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 video meetings with delegates and brochure download.
- Virtual networking allowing connection and meetings with delegates.

Partner - £2.5K +VAT

- A total of 2 places at both days of Forum at the EICC.
- Partner branding applied to all Forum 2022 digital/print communication materials.
- Partner branding and weblink on Forum 2022 section of SCDI website.
- Partner blog on Forum 2022 section of SCDI website, promoted on SCDI social channels.
- Logo in the Forum 2022 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).

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Bespoke opportunities are also available.
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-2022



scdi Scottish Council
for Development
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forum 2022

Event photography by [GilesG Photography](#)

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