

scdi

Scottish Council
for Development
and Industry

**2022
ANNUAL
LECTURE**

PARTNERSHIP OPPORTUNITIES

Dinner & guest speaker at North East Scotland's world-class events venue

MARCH 31: P&J LIVE, ABERDEEN



A unique opportunity to showcase your brand at SCDI's flagship lecture in Aberdeen



SERCO Chief Executive, Rupert Soames OBE with Sara Thiam, CEO, SCDI

A LANDMARK BUSINESS EVENT

SCDI has been working in the North East of Scotland for over 50 years supporting an integral and vital part of the Scottish economy.

The SCDI Annual Lecture, which launched in 2004, is now a well-established highlight of the Scottish business calendar, providing an opportunity to network with approximately 300 delegates from the world of business, politics, education, public services and the voluntary sector.

We are delighted to announce that in 2022, the lecture will be held at P and J Live, the largest event complex in the North of Scotland, boasting world-class conference and exhibition facilities, sustainably powered by local, renewable energy sources.

It is situated next to Aberdeen International Airport, just a few short minutes from the city's western peripheral route, and in prime position for rail links between Aberdeen and the North of Scotland.

The event is known for attracting inspirational and topical speakers. In 2021, the year of COP26, CEO of the Climate Change Commission, Chris Stark, joined members to share his thoughts on the challenges and opportunities ahead for Scotland.

In previous years, speakers have included Rupert Soames OBE, Chief Executive, Serco Group Plc; Robin Watson, Chief Executive, Wood; Martin Temple, Chair, Health & Safety Executive and Dame Ann Dowling DBE, President, Royal Academy of Engineering and the 2022 speaker will be of the same high standard attendees have come to expect.

**Titles at the time of the event.*

EXCEPTIONAL REACH & INFLUENCE

The benefits of partnering with SCDI on the 2022 Annual Lecture:

- 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 sectoral expertise on the future development of the Scottish economy.
- Engage with and influence circa 300 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.
- 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

OUTPUT AND ACTION

Last year we informed and inspired Scotland through

120
events

Our asks of government were reflected in policy and action on

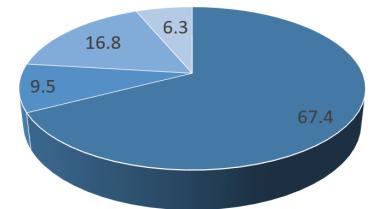
50
occasions

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

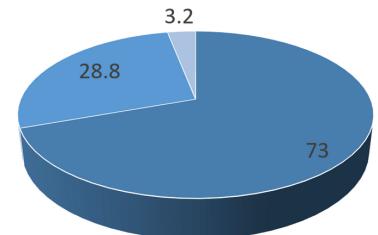
700+
Active members

EVENT ATTENDEES

*amalgamated data from past events



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



■ Private ■ Public ■ Third

SCDI's unique convening power brings together major operators in the financial services, energy, transport, digital, communication and academia sectors.

Partnership provides a highly visible strategic profile for your company as an anchor organisation for Scotland.

BOOK NOW
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North East

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PARTNERSHIP OPPORTUNITIES

Strategic Partner **£6,000 + VAT**

- One minute digital advertising every 5-minute cycle on 2x digital blades, screen outside and inside dining room. Only switched off when hosts/speaker is on stage
- Prime position - table of 10 for dinner
- Top Tier Branding on menu
- Full page content in the Event Programme (profile or advert)
- Top Tier branding in the Event Programme
- Verbal acknowledgement on the night to maximise profile
- Acknowledgement of Strategic Partnership in PR communications
- Top Tier Branding (linked) on the event pages on the SCDI website
- Partner Blog on SCDI Website shared via social channels and enews

Drinks Reception Partner **£6,000 + VAT**

- Prime location and sole advertising in the drinks reception area
- Prime positioned table of 10 for dinner
- Verbal acknowledgement on the night to maximise profile
- Top Tier Branding in the Event Programme
- Acknowledgement of Partnership in PR communications
- Top Tier Branding (linked) on the event pages on the SCDI website
- Partner Blog on SCDI Website shared via social channels and enews

Associate Partner **£3,500 + VAT**

- 30-second digital advertising every 5-minute cycle on 2x digital blades, screen outside and inside dining room. Only switched off when hosts/speaker is on stage
- Table of 10 for dinner
- Verbal acknowledgement on the night to maximise profile
- Branding in the Event Programme

Additional Tables of 10: £500 + VAT