



scdi

Scottish Council
for Development
and Industry

**HIGHLANDS
& ISLANDS
BUSINESS
EXCELLENCE
AWARDS**

21

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 which unites public, private 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 and professional bodies.

WHAT WE DO

Our events are just one of the ways in which we engage with and influence Scottish and UK governments and inspire and effect change in regional economic development.

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.



Author and
broadcaster Gyles
Brandreth at the
2019 Awards



A new digital networking experience
with an added wow factor.

THE BIG NIGHT IN

“The Remo platform gives much more of a sense of occasion than other technology. It makes an online event fun and allows networking to feel more natural and like real-life than you would expect on-line.”

Jenny MacPherson, Director, JMC
Communications Scotland

HIGHLANDS & ISLANDS BUSINESS EXCELLENCE AWARDS **21**

Date & Time: 24 June at 1800

SCDI's Annual Highlands & Islands Business Excellence Awards is an established highlight of the Highland business calendar and is always a sell-out, with 350 guests drawn from the Highland business and economic community and across Scotland.

This annual gathering recognises some of the businesses and organisations that have made a real contribution to the region's economy. With categories covering a range of sectors, this event brings together people from across the region to rightly celebrate success.

As well as the excitement of the Awards themselves, SCDI has always provided top-class after dinner speakers including Gyles Brandreth, Milton Jones, Marcus Brigstock and of course the inimitable Ruby Wax.

In 2021, we will open attendance at this prestigious event right across Scotland. Using a fantastic digital platform, Remo, you'll be seated at a table of eight, and be able to move around the room just as you would in real life, and even visit the SCDI bar.

Get ready for a glittering 2021 Awards ceremony, with an exclusive food and drinks package delivered to guests to make the night extra special. Plus, the usual high-quality entertainment and the chance to make those networking connections that SCDI is known for!

The SCDI Highlands & Islands Business Excellence Award 2019 winners were:

- Crown Estate Scotland Award for Excellence in a Marine Business: **Moray First Marine**
- Highlands and Islands Enterprise Award for Excellence in Research & Innovation: **University of the Highlands and Islands Institute of Health Research and Innovation**
- Scottish Environment Protection Agency Award for Excellence in Environmental Sustainability: **Argyll College UHI**
- SCDI Award for Excellence in People Development: **Highland Hospice**
- SCDI Highlands & Islands Chair's Award for Outstanding Business Achievement: **Eden Court Highlands**

THANK YOU TO OUR 2019 PARTNERS



DIAGEO

MQWI



The Press and Journal

2019 AWARDS

Due to the pandemic the Awards were not held in 2020, but we would like to recognise our 2019 winners for their achievements and to thank our partners for their support.



Comedian Marcus
Brigstocke at the
2017 Awards

WHY PARTNER WITH SCDI?

- 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.
- New opportunities to showcase your expertise – using our extensive marketing campaigns, including e-newsletters and website promotion, to support your events.

OUR REACH

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



9K+ followers



3.5K followers

20K campaign impressions



11K+ contact database



2.5K weekly e-news readers



100K+ Pageviews

In the last 24 months

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 a diverse audience, with 3 regular regional committees and

700+
Active Members



Ivan McKee, Minister
for Trade, Innovation
and Public Finance at
the 2019 Awards

PRIMARY PARTNERS

Supporting this event sends a message about your commitment to the Highlands and Islands region, their economy and the SCDI vision for a better Scotland.

Primary Partners: £3,000 plus VAT (limit of 6)

- Sponsorship of an Award, place of the judge's panel and table for 8, which includes hosting 2 of your award winners.
- Additional seat at the virtual top table with other principal sponsors and senior names from SCDI and the Highlands & Islands Committee.
- Verbal acknowledgement of principal partnership at event. Opportunity to present award to winner.
- Brand logo on digital event platform, fully visible throughout entirety of event.
- Inclusion of two-minute video in on-demand sponsor video reel, to be hosted on digital platform. Video reel will be organised alphabetically by sponsor name.
- Blog on SCDI website – a chance for you to write up to 300 words on what your organisation is focusing on in 2021, or topic of your choice
- Full page spotlight in event brochure – a company statement, an interview with someone from your senior management team, or anything else you want to share with attendees.
- Logo on SCDI website Awards booking page. Logo and contact details in digital brochure. Logo on first page.
- Logo in all Award communications, sent to 2,500 members.
- Delegate list and contact details before the event, subject to GDPR.

HIGHLANDS & ISLANDS BUSINESS EXCELLENCE AWARDS **21**

**Associate Partners: £1,000 plus VAT
(limit of 4)**

- One table at the event - 8 guests in total.
- Brand logo on digital event platform, fully visible throughout entirety of event for all delegates.
- Blog on SCDI website – a chance for you to write up to 300 words on what your organisation is focusing on in 2021, or topic of your choice.
- Half page spotlight in event brochure – a company statement, an interview with someone from your senior management team, or anything else you want to share with delegates
- Logo and contact details in brochure - logo on first page.
- Logo in all Annual Lecture communications, sent to 2,500 members
- Logo on SCDI website
- Verbal acknowledgement of associate partnership at event.
- Delegate list and contact details before conference contact details before the event, subject to GDPR.



Additional tables: £500

Single ticket: £100



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