

# The VisitScotland Business Events' Transformation Protocol

**JOURNEY TO CHANGE**

**BUSINESSEVENTS.SCOT**

## Summary

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VisitScotland Business Events are delighted to introduce you to the Transformation Protocol, a new national initiative to help Scottish Business Events achieve a new level of impact by connecting incoming conference organisers and delegates with Scottish institutions, agencies and businesses.

Business Events can be a catalyst for social and economic transformation. Together we can create the opportunity for change.

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## Transformation - seizing the opportunity

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### An Opportunity to create new connections and make real change happen

For many years now it has been recognized by the leading voices in the global business events community that business events do so much more for a destination than just delivering economic impact.

### **Business events are truly a catalyst for social and economic change.**

Transformation is the impact that business events can have on a destination, the true and often overlooked value of business events – the power to create transformations. To create sustained social and economic change.

We believe business events are opportunities for a country to learn. When a conference comes to Scotland it brings in hundreds if not thousands of delegates, experts from around the world in their field.

**The question we need to be asking ourselves is, are we maximising the opportunity that these events present when they are here in Scotland?**



## A time to be bold - what do we want to achieve?

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Now is a time to be bold and build back better, to try new things, and to show that business events are a vital component of our national recovery and long-term development

We believe we can do more as a country to engage with conferences and delegates when they come to Scotland. We can do more to create connections outwith the normal conference attendance, to build bridges and share understanding between the conference delegates and businesses, institutions and government here in Scotland.

**The Transformation Protocol is our response to the challenge of how we can do more, how VisitScotland can help bring those outside organisations and individuals into the conference.**

The Transformation Protocol brings together Scotland's innovation centres, industry bodies and research hubs. It engages with local and national government, government agencies and third sector organisations.

The Transformation Protocol allows us to connect your events and your clients with key Scottish institutions. What this will mean and look like will be different every time – but the key aim is to establish those connections that might not normally happen. To connect a cohort of global leaders with our own institutions and policy makers. We have a lot to learn, and we have a lot to share.



## What is the transformation protocol?

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The Transformation Protocol is a new support service that VisitScotland Business Events are bringing to Scottish stakeholders and the clients you work with.

The VSBE team has begun connecting with organisations around Scotland, including our national innovation centres, key research units, industry bodies, government departments and agencies, 3rd sector organisations and businesses.

We will work to get an agreement in place with these partners that when the right opportunity presents itself they are ready and willing to work with conference organisers and delegates to help elevate what their event can achieve in Scotland.

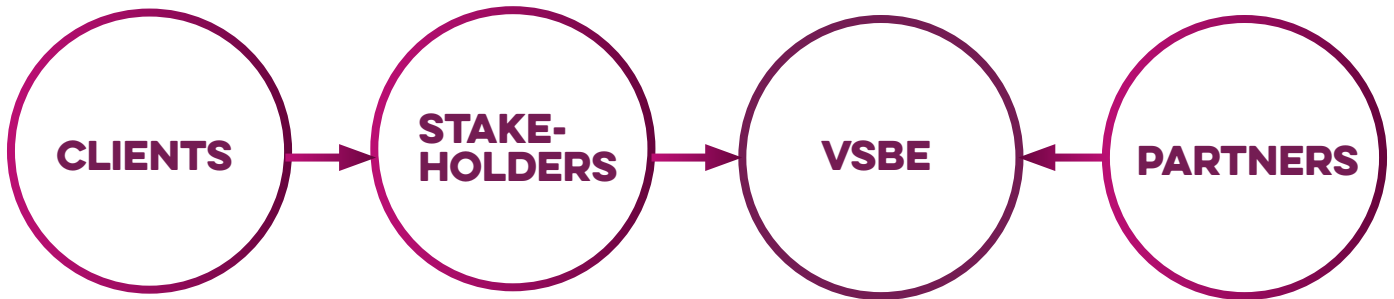
### **The possibilities are endless**

There is no one set way that this can work, but it requires that we all work collaboratively at the earliest possible stage so that the opportunity Scotland can offer conference organisers is clear right from the earliest stages of engagement.

Sometimes our Partners will be part of a bidding process already, but sometimes they won't... where there is a strong alignment between a conference and an organisation here in Scotland, VisitScotland can help bridge that gap and create new partnerships.

## How does the transformation protocol work?

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The Transformation Protocol will work as a system of partnership, that will see VisitScotland work collaboratively with national stakeholders including city convention bureaus, conference centres and venues and PCO's and DMC's – anyone who is working with clients to bring an event to Scotland.

VisitScotland is working to build a network of partner organisations from across Scotland. These are organisations and groups who are not often involved as ambassadors or bidding partners – but who have the potential to add real value to clients and event organisers coming to Scotland. Our job is to meet in the middle and find out what more we can offer to clients, how we can ensure that their event connects to Scotland in a way that would not normally happen.

This approach will not be right for every event, and we must be cautious to not push partners too far and involve them too frequently to the point that it becomes detrimental – it's about finding the right balance, and maximising key opportunities when they come.

Scotland hosts hundreds of conferences each year, and among them are numerous 'global' meetings that would only come to Scotland maybe once every 30 years – these are unique opportunities for us to seize.

## Transformation in action - what can we offer?

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Every event and every client that comes to Scotland is unique. At the same time, each of our partners is unique too, with a varied schedule and ability to be involved at certain times – so in each case we work on together, its about finding out what is possible, what works for everyone, and what really adds value to an event or a bid.

Our partners are willing to engage and to give their time. They see this as an opportunity to contribute to Scotland's future, to widen influence and learning, and even to do more business. It's a great opportunity for clients and for Scotland to be able to leverage these people and organisations – here's some examples of how it could work:

### At Bid Stage

- Letters of support and endorsement
- Financial support if appropriate – mainly government
- Collaboration on transformation agenda to add to bid
- Site visits to facilities

### At Delivery Stage

- Knowledge exchange meetings – key delegates and partner organisations
- Policy information meetings – key delegates with Scottish Government
- Delegate site visits to partner institutions
- Ministerial attendance at events
- Speakers at conference – keynote or a different perspective
- Sector and Industry introductions with SE & SDI – new business opportunities
- Education opportunities – client outreach to Scottish institutions / student involvement

This list is far from exhaustive and just some suggestions of what we can do together – when we sit down, we can explore a wide range of exciting new ideas.

## Over to you – let's get started

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### Now is the time

We have a unique opportunity to once again lead the world in business events – to show our clients that in Scotland business events can really create social and economic change.

Many destinations talk about legacy and impacts, but only Scotland has a program and a network like this, to truly connect incoming events with our national institutions and policy makers – now is the time to work together, to be collaborative, and to leverage the full potential of business events coming to Scotland.

The VisitScotland Business Events team is ready to work with you and your clients to create these new connections.

To discuss how the Transformation Protocol can work for your events and clients, or to explore the opportunities for a specific event – get in touch with Rory Archibald at [rory.archibald@visitscotland.com](mailto:rory.archibald@visitscotland.com)

**We look forward to working with you.**

Journey to Change projection at McEwan Hall

