



CAN DO
INNOVATION
SUMMIT

03.02.2021

Sponsorship & Exhibition Opportunities

What is the CAN DO Innovation Summit?

The CAN DO Innovation Summit is a national event that celebrates and enables Scottish innovation and entrepreneurship.

Showcasing local and international innovation leaders, the event will explore how SMEs can build innovation-led sustainable growth and resilience after the global impact of COVID-19.

Get involved and connect with 800+ SMEs, innovators, entrepreneurs, academics keen to explore how they can unlock their innovation potential to transform their business.

"I'm so impressed with the ambitious agenda you pulled off and the momentum for innovation in Scotland. I'm so grateful to have played a small part in your day"

Jenn Gustetic, DigitalHKS Research Fellow

90% of 2019 attendees said they were likely to attend the next event

2019 Conference Facts

500+
Attendees

50+
Speakers

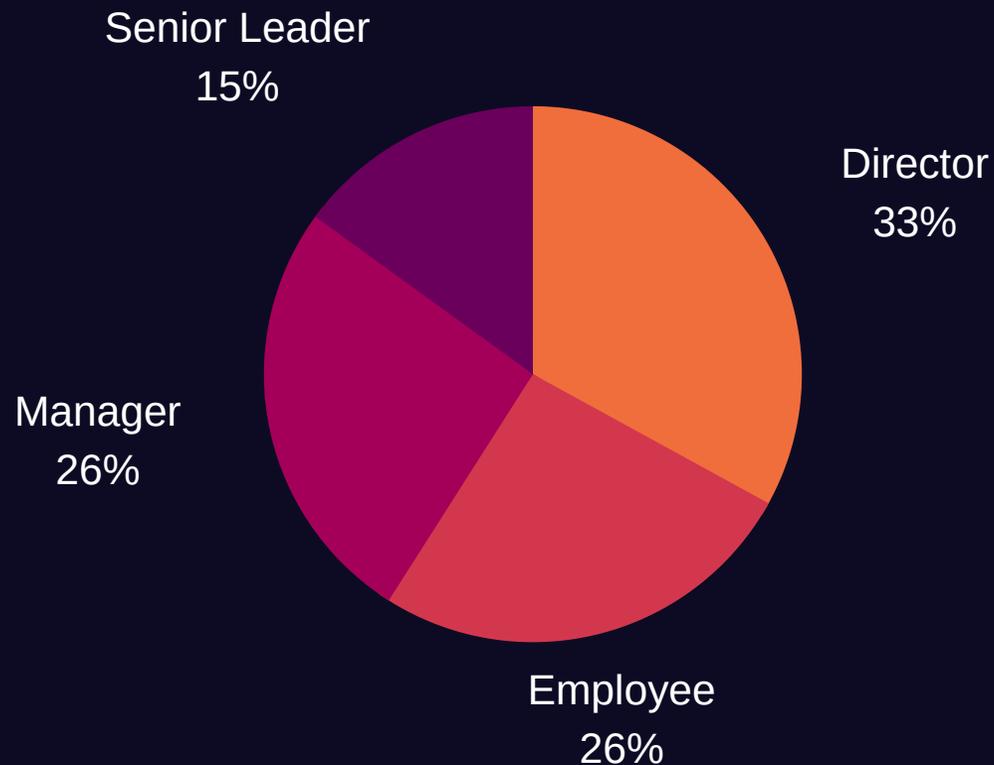
30+
Exhibitors

30+
Sessions and Workshops

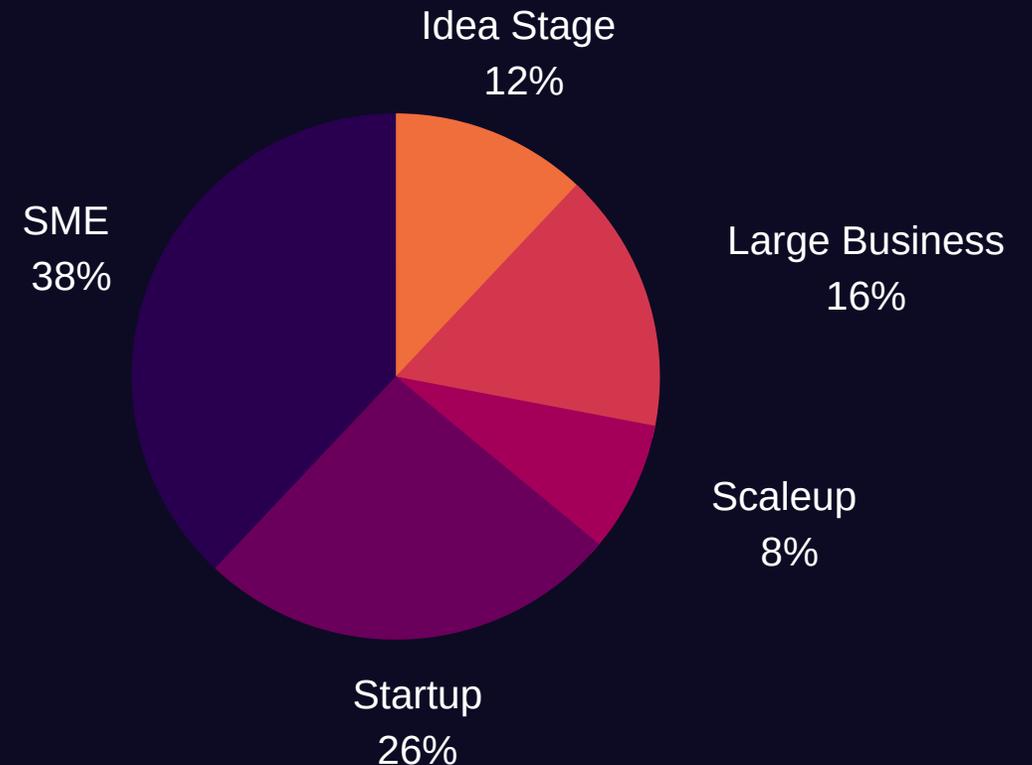


**Innovation
Centre
Showcase**

2019 attendees and their roles within the business



Types of businesses that attended in 2019



"The diversity, energy and depth of creative, cross-sectoral experience that come together at the CAN DO Innovation Summit have the power to inspire truly new, exciting perspectives. The variety of speakers and topics were brilliant - I came away invigorated and inspired"

Morgan Walker, LEGO Creative Play Lab

Your Opportunity

Scotland has one of the most diverse research and innovative economies in Europe – from space and gaming to precision medicine, fintech and quantum technology. This national Innovation Summit provides a trusted platform to connect with your priority audiences - and a unique sponsorship opportunity.

Brand Alignment

Position your company or organisation as a leader and influencer within the Scottish innovation ecosystem.

New Business

Promote your company's products and services to an engaged and highly targeted audience.

Profile

Benefit from your brand being fully integrated into a strategic marketing and PR plan working with key industry publications and relevant online channels.

Connections

Cultivate exciting new opportunities and partnerships with businesses in attendance including potential suppliers, customers, collaborators and problem solvers.

Audience

Get direct access to the primary focal point for nation-wide, business-focused innovation activities, including **800+ business influencers** (high-growth Scottish SMEs, ambitious start-ups, investors, entrepreneurial academics, innovators, senior corporate executives and business managers). Get increased visibility amongst Scottish businesses across all sectors and national/UK government decision-makers at the heart of our innovation ecosystem.

Why do people attend?

Learn about progressive business models and cultures

Understand how new technologies can help tackle business challenges and grow my business through innovation

Gain better understanding of what innovation means for my business

I want to understand how I can access enterprise support for my business

To expand my network

2019 Coverage

10,180,511 opportunities

to see coverage on and offline including The Scotsman, Glasgow Chamber of Commerce, Business Insider, Scottish Business News, The National and Angel News.



159.5K

Impressions

2021 Programme

The summit programme will focus on innovation-led recovery for Scottish business, supporting a strong collaborative approach to inclusive and sustainable growth.

Recovery and Resilience

How should we challenge the status quo? What can be learnt from the COVID-19 crisis and what are the strategies and practical steps businesses should be adopting to ensure resilience as we build back better.

Workplace Innovation

How can creative in-work cultures and practices enable innovation? Learn how to devise human-centred, positive change for your business by reworking your skills and business planning.

Advance Manufacturing and Digitisation

Advancements in smart manufacturing, robotics, AI and the Internet of Things (IoT) will have far-reaching implications across all industry sectors. Smart and connected systems are changing our world and pervading all types of applications for homes and cities. These sessions will explore the challenges and solutions to reimagining your business through digital transformation.

Journey to a Sustainable Future

The climate emergency has been coined an emergency, but not treated as one. With COP26 on the horizon what are the needs and opportunities for businesses to move towards a greener future and how do companies ensure they're prepared for climate risks?

MedTech / Health Innovation

Accelerated technologies such as robotics, data science and nanotechnology, and innovations as a result of COVID-19, are transforming how we deliver and monitor healthcare. Explore how your company can join the revolution and help to tackle the biggest health challenges of our time.

2021 Key Information

- 3rd February 2021
- Virtual audience of 800+
- 40+ Speakers
- 20+ 'Support Village' Exhibitors
- 5 Themes
- Innovation Centre Showcase
- Interactive Workshops

"A HUGE thank you for extending such a warm welcome to me at the Can Do Summit. An amazing day - it's been the highlight of 2019 for me. I made so many connections which I hope will translate into some interesting work."

Elaine Baxter, Director, Boutique Innovation

2021 Keynote Speakers Include...



Ivan McKee MSP

The Scottish Government
Minister for Trade, Investment and
Innovation



Lolita Jackson

NYC Mayor's Office
Special Advisor Climate Policy
& Programs



Craig Foster

Pixar
Oscar winning Art Director at
Pixar Animation Studios



Dyan Finkhousen

Shoshin Works

Leading strategist, adviser and
entrepreneur building expert
ecosystems, driving growth &
productivity



Chloe Demrovsky

Disaster Recovery Institute
President and CEO

Headline Sponsor

A unique opportunity

- Named as headline sponsor in launch news release announcing the Summit (if you sign up before launch release is issued)
- Bespoke, strategic comms and PR campaign
- Prominent Keynote speaker slot feeding into the direction & agenda for this session
- Social media takeovers in the lead up to the event
- Great brand coverage on all marketing collateral
- Pre-recorded adverts to be played during breaks and in between sessions
- Prominent presence across all digital platforms including the website and delegate communications
- Virtual networking opportunities with attendees, speakers and other sponsors
- A prominent feature in the 'Support Village'
- Event evaluation report

£12,000 + VAT



Supporting Sponsor

- Speaker slot within main programme (opportunity to align to one of our 5 programme themes)
- Great brand coverage on all marketing collateral
- Opportunity for original content published within our blog programme
- Excellent presence across all digital platforms including the website and delegate communications
- Virtual networking opportunities with attendees, speakers and other sponsors
- A feature in the 'Support Village'
- Event evaluation report

£5,500 + VAT

"The representation of different national sectors and industry led to some great engagement and knowledge exchange with SMEs that attended on the day. We look forward to participating in future events."

Grant Reilly, Digital Health & Care Institute



Support Village Opportunities

- Your company logo and branding featured across all event programme listings
- Create your own bespoke online business profile within your Support Village stand
- Share film/animation and key business resources within your Support Village stand
- Opportunity to engage with delegates in one to one meetings including a video call facility
- Interact in event-wide group discussions available throughout the networking sessions
- Full evaluation report

What are the benefits of having a stand at the Support Village?

- Virtual events bring more attendees especially from the SME business community
- Rebuild your networks and create new opportunities in a interactive focused environment
- Access a trusted platform to connect with key businesses and ecosystem stakeholders
- More data can be captured in a virtual setting

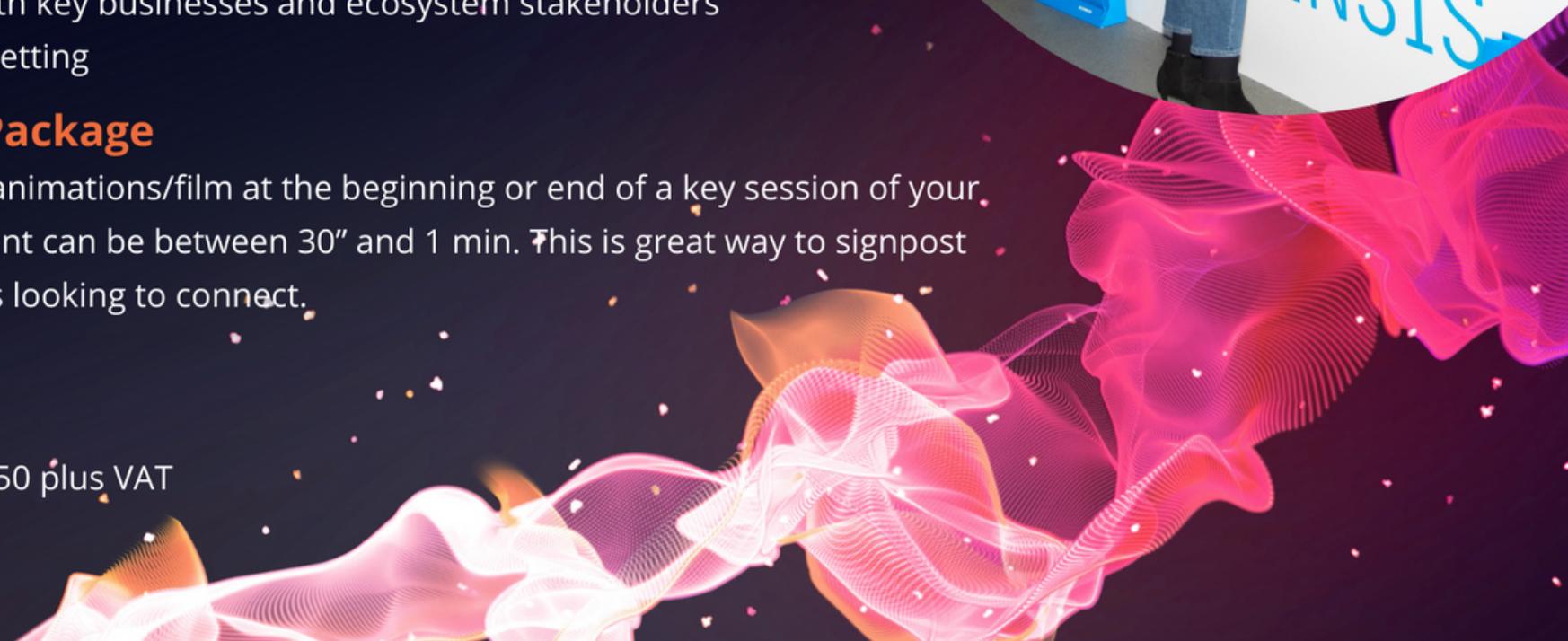
Upgrade your Support Village Package

Upgrade your package to include adverts/animations/film at the beginning or end of a key session of your choice, within the main programme. Content can be between 30" and 1 min. This is great way to signpost your Support Village stand directly to SMEs looking to connect.

Costs

Stand at Support Village - £300 plus VAT

Stand at Support Village plus upgrade - £950 plus VAT



Additional Information

Glasgow City of Science & innovation

Lead delivery agent

Glasgow City of Science & Innovation supports multisector collaboration in science and innovation to address societal challenges and drive inclusive growth.

It connects people and places through a range of pioneering projects and works with partners to communicate Glasgow and Scotland's world-class offer and opportunities in innovation locally, nationally and internationally.

Contact Us...

All our packages can be tailored to suit your needs, get in touch to tell us about your partnership goals.

Helen Teeling

Glasgow City of Science and Innovation

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VENTUREFEST

Co-created by leading organisations across Scotland's innovation ecosystem, VentureFest Scotland is a festival of discovery and innovation that will create more visionary, global businesses that embrace the possibilities of tomorrow. The CAN DO Innovation Summit is a headline event for VentureFest'.

