



Hosting a VentureFest Feeder Event!

Background

Improving productivity by boosting innovation performance and entrepreneurship will be vital to improving Scotland’s international competitiveness and in supporting our inclusive growth ambitions.

The market failure has been that too few businesses are active in innovating products, services or business models. Only a small proportion consistently innovate, do so in collaboration with other businesses/academia or focus on the potential of international markets.

Scotland CAN DO is a vision and set of values co-created by the enterprise ecosystem and endorsed by Scottish Government seeking to help Scotland become **a world-leading entrepreneurial and innovative nation**—a CAN DO place for business. This shared statement of intent is based on the recognition that if we are to achieve sustainable economic growth, and create opportunities for everyone in Scotland to flourish, then **we must work together to accelerate entrepreneurship and innovation across Scotland.**

As part of a move towards a more ‘joined-up’ and effective calendar of CAN DO events relevant to the entrepreneurship and innovation agenda, Scottish Government agreed to inaugurate **two ‘festival’ periods** (during Spring and Autumn) as core focal points to support the Scotland CAN DO ambition. Namely, **CAN DO Fest** in April/May (co-ordinated by Entrepreneurial Scotland) and **VentureFest** in November (co-ordinated by Glasgow City of Science and Innovation). An ongoing programme of CAN DO Fest and VentureFest co-branded **feeder events** would wrap-around these core festival periods each year to further enhance the CAN DO client journey.

VentureFest Scotland – Purpose & Mission

- VentureFest Scotland, previously a one-day innovation summit, was relaunched by the First Minister in October 2018 as a **“yearlong festival of discovery and entrepreneurship that will inspire by demystifying the innovation journey to create more visionary, global businesses that embrace the possibilities of tomorrow”**.
- All VentureFest activities will:
 - be integrated into the Scotland CAN DO campaign and **support the national ambition to transform Scotland’s innovation performance to equal the best-performing nations by 2020.**
 - connect **SMEs across all stages of their life** cycle to game-changing innovators, academics, entrepreneurs and investors in Scotland (and beyond) that will help them grow, scale and succeed through innovation.
 - encourage businesses to innovate and **access the full spectrum of support available** to them and
 - provide **a platform for innovation and entrepreneurial communities** to connect, cultivate new opportunities and develop new collaborative relationships.

- The core VentureFest Scotland festival period will constitute a cluster of **headline events in November of each year**; acting as an autumn counterpoise to its 'sister Fest' [CAN DO Fest](#) each spring.
- The 'VentureFest' headline events programme for November 2019 is in development and currently includes Start Up Summit (date TBC) and the all-new CAN DO Innovation Summit, a national innovation summit to be held in Glasgow Science Centre 20th November 2019. These headline events will have their own specific thematic areas of focus but will link into the overarching VentureFest purpose and mission, outlined above.
- In addition, a yearlong programme of smaller, co-branded VentureFest **feeder events** across Scotland will complement the core activity in the autumn.

VentureFest Scotland – The Feeder Sessions

A true pan-Scotland effort, co-branded VentureFest Feeder events are an ongoing series of innovation and entrepreneurship events that are:

- link thematically to the VentureFest vision and target audiences
- are arranged by volunteer Feeder hosts across Scotland
- may be existing, planned or new events
- promote wider knowledge of, and engagement in, innovation and entrepreneurship events and opportunities across Scotland
- are affordable (free or low cost) events
- attract from ~40 to 400 delegates (comprising innovators, academics, entrepreneurs, investors)

Why host a VentureFest Feeder?

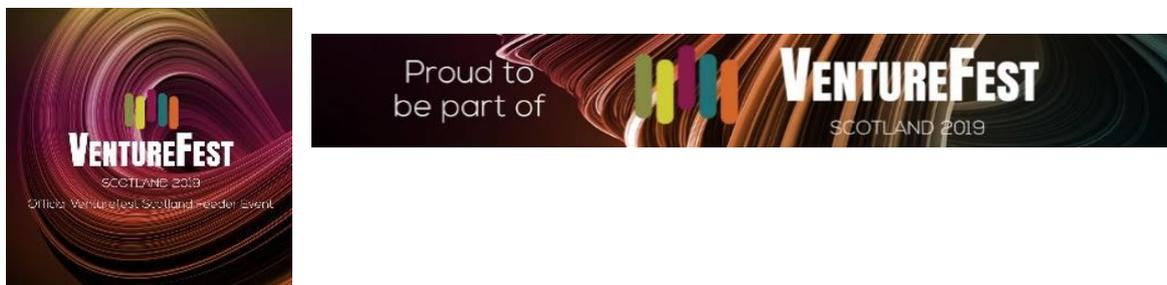
By coming on board as a VentureFest Feeder host your event will gain access to our active campaign which is further supported by national innovation and entrepreneurship partners; thereby widening your audience reach and improving your visibility.

The VentureFest core team and steering group is also available to provide advice and support in finding sector specialists to support your feeder event/s.

All feeder events are supported with:

- a fully-integrated, national communications campaign (and at no cost) including a dedicated website to promote your event (www.venturefest.scot), social media channels, blog series, and scheduled e-marketing—and at no cost to you.
- a suite of VentureFest assets – official feeder host logos (Figure 1), pop-up banners, flyers, key facts document, as required.

Figure 1: Official VentureFest Feeder Event Branding



Venturefest Scotland activities to date have connected 5000 people, exceeding original targets. In addition to executing high profile annual innovation summits, 50 connected feeder activities were delivered across Scotland over the 3-year period. The feeder event programme, co-ordinated by Glasgow City of Science and Innovation involved 2000 innovation and entrepreneurial actors alone, and was highlighted as best practice by the UK Venturefest Network—encouraging other UK regions to adopt this approach.

Testimonials from previous hosts below:

“We were very keen to be involved in Venturefest as a feeder host. It provided BioCity with the opportunity to potentially engage with different groups who might not have been aware of Biocity and what we do...we had people at that event who don't normally come to BioCity. For my perspective it was enormously valuable to raise the profile of BioCity's company creation activities which people are not normally aware of, to raise awareness of the BioCity group activities and to find out a bit more about what the other groups involved in innovation and entrepreneurship are doing in Scotland. I found it very useful and we would be keen to be involved again next year.”

Dr Diane Harbison, BioCity

Social Investment Scotland were delighted to be involved with Venturefest Scotland; we participated on the day and hosted Feeder events. VF2 was a vibrant and uplifting event where Scotland's foremost entrepreneurs and innovators came together under one roof to share ideas, find collaborations and discover new themes such as the importance of social value and new sources of investment. We're looking forward to VF3...it's in the diary!

Roger Moors, Social Investment Scotland

“Venturefest was yet again another fantastic event to get involved in for the College of Medical, Veterinary and Life Sciences (MVLS) at the University of Glasgow. Our co-branded feeder events, as well as the main summit, provide a fantastic opportunity to “plug-in” to innovation and entrepreneurship locally, and connect industry with our research and potential funding opportunities. Additionally, the programme provides an excellent opportunity to work with other Universities in Scotland and has become a regular date in the diary where we meet and share ideas”.

Jacqueline Meiklejohn, University of Glasgow

Interface is delighted to support Venturefest in hosting feeder events across Scotland for businesses wanting to grow through innovation. These events provide a fantastic opportunity to showcase and help spread the word about the many possibilities and benefits to be gained from partnering with academic expertise. It also enabled our existing businesses and academic partners to share their innovative collaboration stories and inspire others to follow this path.

Alina Mason, Interface

I'd like to run a VentureFest Feeder Event – what next?

Please submit your summary **event details (using the template below)** to Dr Susie Mitchell susie.mitchell@glasgowsciencecentre.org.

Submissions will be reviewed for approval within 3 working days.

- **EVENT TITLE:**
- **EVENT SUMMARY:**
- **EVENT ORGANISERS:**
- **MAIN CONTACT NAME:**
- **KEY SPEAKERS:**
- **TARGET AUDIENCE/SECTORS:**

- **DATE:**
- **START & END TIME:**
- **VENUE ADDRESS/CITY REGION (including Room, if appropriate):**
- **WEBLINK TO PROGRAMME/ REGISTRATION:**
- **VENTUREFEST SCOTLAND 2019 FEEDER BRANDING USED IN EVENT MARKETING: Yes/No**
- **HIGH RES EVENT GRAPHIC OR IMAGES PROVIDED FOR WEBSITE/SOCIAL? Yes/No (IF NO, WE WILL USE A STOCK IMAGE)**
- **DO YOU HAVE AN EVENT SOCIAL MEDIA PLAN/TIMELINE WITH AN IMAGE BANK THAT YOU CAN SHARE WITH US TO ENSURE OUR MESSAGING IS CONSISTENT WITH YOUR CAMPAIGNING SCHEDULE? Yes/No**

VentureFest Brand/MarComms Guidance for Approved Feeder Events

Marketing Your Feeder Event

- Please refer to your event as “***an official Feeder Event for VentureFest Scotland 2019***” – Scotland’s innovation summit in your marketing materials, hyperlinking any VentureFest logos to our new microsite www.venturefest.scot
- Please use the official ‘**proud to be part of**’ and **feeder logo** (Figure 1), in your event marketing materials / press releases. The ‘**official VentureFest 2019 feeder event**’ logo can also be used in marketing materials/social media posts (also in Figure 1), as you deem appropriate.
- Share your **social media plan (including image bank)** with us and we will push out your key messages in line with your plan.
- Tag **@VentureFestScot** and use the hashtag **#VFestScot** in Tweets and Posts and the Comms team will retweet/share your event news asap!

At Your Feeder Event

- **VentureFest pop ups and flyers** for your event will be supplied ahead of your event. We will call you to arrange this.
- A short **VentureFest key facts short script will be available for feeder hosts** to use at their events. This script has been drafted to help Feeder hosts relay the various ways delegates can connect with and benefit from VentureFest activities in Scotland.

After Your Feeder Event

- If there are **speakers/topics/themes emerging from you event** that you think could support future VentureFest activities (including headline activities such as the national CAN DO Innovation Summit); we would very much welcome a follow-on conversation with you after your event.
- We would appreciate it if you could **share your event attendee numbers** (and with a note of org/sector) with susie.mitchell@glasgowsciencecentre.org to enable us to evaluate the collective reach and impact of VentureFest cobranded activities – this information will not be shared.

VentureFest Scotland is kindly supported by:



Innovate UK
Knowledge Transfer Network

