

Could your event be part of VentureFest - Scotland's Festival of Innovation?

VentureFest – Scotland's annual festival of discovery and innovation aims to inspire and support the innovation journey, helping to create more visionary, global businesses that embrace the possibilities of tomorrow.



Connecting Scotland's SMEs to game-changing innovators, academics, entrepreneurs and investors to help them grow through innovation; the festival comprises a series of events throughout the year with confirmed headliners, include **Startup Summit** (October 2020) at the Assembly Rooms, Edinburgh and the **CAN DO Innovation Summit** (February 2021) at Glasgow Science Centre.

We co-promote thematically linked events aimed at supporting and enabling innovation in business

Why co-brand your event as part of VentureFest?

By working together, we aim to create a more joined up, effective calendar of activity that is easy to navigate and which helps build momentum to promote a culture of innovation and entrepreneurship across Scotland.

- We will co-brand and co-promote your event/s across our range of national innovation and entrepreneurship partners – helping you to build profile, visibility and attract a more diverse mix of delegates.
- It's completely free to take part and every feeder event is supported by a complementary:
 - fully-integrated, national communications campaign including a dedicated website to promote your event (www.venturefest.scot), social media channels, blog series, and scheduled e-marketing and a
 - suite of VentureFest assets – official feeder host logos, pop-up banners, and flyers, as required.

If your company, network or organisation is interested in being part of VentureFest, you can nominate yourself as an event host by contacting the team to discuss your event/s.

VentureFest feeder criteria - events will:

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

Venturefest Scotland activities to date have connected over 8000 people since 2015. In addition to executing high-profile annual innovation summits, 80 connected feeder activities were delivered across Scotland from 2015-2019. The feeder event programme was highlighted as best practice by the UK Venturefest Network—encouraging other UK regions to adopt this approach.

I'd like to be part of VentureFest and run a co-branded event – what next?

Please submit your summary **event details (using the template below)** to Dr Laura Bell laura.bell@glasgowsciencecentre.org.

- Event title
- Event organisers / main contact name
- Target audience / sectors
- Key speakers
- Date/s and start/end times
- Event summary (up to 50 words including areas of innovation being showcased)
- Venue address
- url to programme / registration
- Event cost
- Expected number of attendees
- Benefits of attending

Submissions will be reviewed for approval within 3 working days.

If successful we will send you:

- Our banner logo to add to your event webpage / use in any marketing materials
- Our thumbnail logo to use in any social media posts you deem appropriate
- A short intro / wrap-up script for hosts to use to help introduce VentureFest and relay the various ways delegates can connect with and benefit from VentureFest activities in Scotland
- A news item for you to use internally, summarising what VentureFest is, and the opportunity to co-brand feeder events
- VentureFest pop ups and flyers for your event will be supplied ahead of your event. We will call you to arrange this.

We will ask you to:

- Provide a high res event graphic or images for our website / social promotion
- Refer to your event as 'an official Feeder Event for VentureFest Scotland 2020' on your website and in any marketing materials, hyperlinking any VentureFest logos to our new microsite www.venturefest.scot
- Let us know if you are using a hashtag or any images to market your event or if you have any key messages / social media plan you'd like us to use for promotion
- Tag @VentureFestScot and use the hashtag #VFestScot in Tweets and Posts and the Comms team will retweet/share your event news asap!

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**

Previous VentureFest hosts said:

“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

Background

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.**

