SCOTLAND
WHERE IDEAS BECOME LEGEND

ICCA BEST MARKETING
AWARD SUBMISSION 2018

Visit Scotland | Alba
™
Business Events
While **Scotland** is a nation of breathtaking landscapes, romantic castles, mythical creatures, whisky and a national dress recognised around the globe, it is less well known for it’s contribution in **shaping the modern world**.

In an ever changing landscape of emerging destinations and greater competition, this is the message Scotland wants to portray to the **international association** market. In an industry where academic and sector credentials need to be promoted, our traditional messaging gets lost in a sea of similar stories.

All destinations have **cultural identities**
All destinations have **Conference centres**
All destinations have **international airports**
All destinations have **hotels**

How many can boast centuries of innovation?
How many have 5 top 200 ranked Universities?
How many can say their pioneering spirit has shaped the modern world?

**Scotland can**

The ideas formed in Scotland have shaped and continue to shape the modern world. From Alexander Fleming’s **Penicillin**, John Logie Baird’s **television**, Sir Ian Wilmut’s **Dolly the sheep** (the world’s first cloned mammal) to Peter Higgs’ **Higgs boson particle**, one of the greatest discoveries of our generation, Scotland’s ideas are Legendary.

We know the ability for associations to connect, network, collaborate, knowledge share & engage in Scotland is limitless. We see Scotland’s drive for world changing innovation and the academic and sector strengths that make this possible. Together, these have inspired Scotland’s first social media & digital campaign for the Business Events market. It has inspired all of our cities and regions to rally behind one message. We have shown that ideas are the route to change, events are the creator of ideas and in Scotland, #IDEASBECOMELEGEND
The associations market place is alive with competition, unique new offerings and strong endorsements to visit different destinations. In a market place so strongly focused on a language of delegate spend, bed night capacity and maximum plenary space – what can Scotland as a destination offer? And as the NTO, what is VisitScotland’s role in creating a single national message?

OUR CHALLENGES:

1 – THE GLOBAL MESSAGE
Competition to host association conferences is becoming ever more intense. All destinations have international airports, quality hotels and conference centres. How can Scotland change the narrative? How can we tell the story of the incredible innovation that continues in Scotland, and that would be appealing to Association executives? How can we move from How Scotland, to Why Scotland?

2 – THE TEAM APPROACH
With 4 established convention bureaux, 3 high capacity world class convention centres, 19 Universities, 8 Innovation Centres, countless stunning hotels (and 4 international airports) – each with their own unique brand and personality – how can we create a message and campaign that includes all stakeholders? How can we engage and unite industry, academia and Scottish associations to all make the same international appeal?

3 – HARNESSEEING RESOURCE
High Impact – Low Cost. A campaign to unite the country around one message, to an international audience. How can we create an organic campaign that maximises the strength, reach and power of a country? How can we ensure we are greater than the sum of our parts, a unified (loud) voice in a busy exhibition hall? Marketing doesn’t have to equate to the investment of huge sums of money. Effective marketing is collaborative, organic and all about the story.

#IDEASBECOMELEGEND
ONE MESSAGE, MANY VOICES
What is Legends?

**LEGENDS** is a social media campaign targeted at twitter and LinkedIn

It will last for 22 months

It will cover 12 sectors

Each Sector will run for 2 months

Each region has their dedicated weeks

Each city/CVB have a dedicated week to showcase their strengths in each sector

We created a 2 year timeline of sectors and dedicated weeks

Each city & region issue unique content to showcase their sector strengths, all connected with #IDEASBECOMELEGEND

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Every city, every region and every partner maintains their own branding, their own style, their own unique identity. Everyone is unified by one message:

**SCOTLAND, WHERE #IDEASBECOMELEGEND**
THE ROUTE TO LEGENDS
From idea inception to global launch, how Legends took shape

**JAN 2017 | CONCEPT REALISED**
Through inspiration from ICCA & Convening Leaders in Austin TX, an initial concept was realised. A presentation to the Head of Business Events at Austin TX Airport sowed the seeds for the biggest marketing campaign undertaken by VisitScotland Business Events.

**FEB 2017 | TEAM PRESENTATION**
A project is only successful due to the team that run and champion it. A team presentation on the concept with group ideas and suggestions took place several times to make this a truly collaborative approach.

**MAR 2017 | CITIES ONBOARD**
Throughout March, conversations with Scotland’s 4 convention bureaux and 3 international conference centres took place consisting of presentations, Q&A, suggestions & ideas. Unanimously, each city and convention centre enthusiastically agreed to Legends.

**MAR - JUL 2017 | PREPARATION**
These months were used to prepare for Legends. The creation of a project management document, collateral for stakeholders & partners, research on project content and filming of sector talking heads all had to take place.

**JUL 2017 | BOARD APPROVAL**
Presentation to VisitScotland Board for final approval to go live. The presentation demonstrated the level of collaboration inside and outside the organisation.

**AUG 2017 | WORKSHOPS**
8 workshops took place across Scotland to 150+ Business Events experts to explain Legends, how everyone can be part of it, timelines, tweeting schedules & get nationwide agreement to the campaign. Workshops in Aberdeen, Dundee, Edinburgh, Fife, Glasgow, Inverness, Perth & Stirling.

**OCT 2017 | AMERICAN LAUNCH**

**NOV 2017 | EUROPEAN LAUNCH**

**NOV 2017 | LAUNCH**
The Legends launch event took place at the Edinburgh International Conference Centre in front of 140+ Business Events professionals, academics and industry sectors from across Scotland. #IdeasBecomeLegend was one of the top 10 trending hashtags in the UK.

**NOV 2017 – SEPTEMBER 2018**
New partners & stakeholders are coming online every month. At the start of each sector, updates are provided to all partners and a 1 year anniversary event will take place on the 22nd Nov to build continued momentum for the next year of the campaign.

DOWNLOAD THE LEGENDS HANDBOOK HERE

#IDEASBECOMLEGEND
LEGENDARY RESULTS
An organic campaign with big impact

70+ ORGANISATIONS ENGAGED ACROSS SCOTLAND

55 MILLION IMPRESSIONS ON #IDEASBECOMELEGEND WITH NO PAID PROMOTION

£9 MILLION WORTH OF ENQUIRIES SINCE NOVEMBER 2017

200+ ITEMS OF CONTENT ABOUT SCOTLAND’S EXPERTISE SHARED ACROSS THE COUNTRY FOR #IDEASBECOMELEGEND

£1.1 MILLION WORTH OF CONVERTED BUSINESS SINCE NOVEMBER 2017

£2K WHAT WE HAVE SPENT ON #IDEASBECOMELEGEND

78 ARTICLES FEATURING LEGENDS GLOBALLY

22.6 MILLION GLOBAL REACH OF LEGENDS PR

SCOTLAND WHERE IDEAS BECOME LEGEND

*Please note, figures correct as of 31st August 2018. Campaign runs till October 2019

#IDEASBECOMELEGEND
**LEGENDS** is no longer just a digital campaign, it is integrated into everything we do. From national & international sales missions, trade shows, client appointments, PR, stakeholder & partner engagement and the global profiling of Scotland.

It has become the **VERY CORE** of our messaging on and offline.

**LEGENDS** has **UNITED** the Scottish Business Events industry like never before. Cities & regions are liking and sharing each other’s content in the spirit of united messaging. Government agencies and national bodies are joining in the conversation and have become active partners.

**LEGENDS** has created lasting and meaningful **RELATIONSHIPS** between VisitScotland Business Events and our national trade bodies, associations, academia and industry sectors. The knowledge of why Business Events are critical to Scotland is greater than ever with organisations such as Technology Scotland, proactively bringing Business Events to Scotland with VisitScotland’s support.

The relationships **LEGENDS** has encouraged to flourish has enabled Scotland to introduce **NEW INITIATIVES** outside of the original brief such as the inaugural **FinTech Scotland Fortnight 2018**. Partnering with FinTech Scotland, VisitScotland Business Events collated 20+ events taking place in Scotland in September under one banner. A strategy is now being developed to use this to drive international fintech related conferences to Scotland.

**YOUNG LEGENDS** launched in June 2018 in collaboration with the Year of Young People. It will identify three pioneers & innovators in their field with the help of the institutions we have engaged with thus far. The winners will feature in the remainder of the campaign (till October 2019) and demonstrate the connection between Business Events and securing innovation and invention for **FUTURE GENERATIONS**.

**Non-Financial benefits have become Legend’s legacy**
CONTENT EXAMPLES
A small clickable example of 200+ items of content issued through Legends to date

TECHNOLOGY
Stephen Taylor
CEO
Technology Scotland

EDUCATION
Graeme Logan
Interim Chief Inspector
Education Scotland

CREATIVE
Brodie Pringle
Head of Screen Commission
Creative Scotland

CREATIVE
Jamie Crawford
Chairperson
Publishing Scotland

ENERGY
Clare Mack
CEO
Scottish Renewables

ENERGY
Ewan Cameron
International Sector Head
Scottish Development International

LIFE SCIENCES
Julia Brown
Head of Life Sciences
Scottish Enterprise

ENGINEERING
Paul Sheerin
CEO
Scottish Engineering

ENGINEERING
Elva Bannon
Senior Researcher
Wave Energy Scotland

BLOGS

TECHNOLOGY SCOTLAND
We spoke to Stephen Taylor, CEO of Technology Scotland, the national industry body for Emerging and Enabling Technologies, about the important role technology has to play in Scotland’s future.

PURELIFI
We spoke to Professor Harald Haas from the University of Edinburgh about pureLifi and the science and technology that makes light based communications possible.

SCOTTISH ASSOCIATION FOR MARINE SCIENCE (SAMS)
We spoke to the Scottish Association for Marine Science (SAMS) about the use of cutting edge technology in the exploration and research of the world’s harshest environments.

HARRIS TWEED
What is it about Harris Tweed that leaves the heart racing? What is it that makes people want more? Why do people long to be a part of the Harris Tweed story? Here are Five Reasons Why.

SCOTTISH RENEWABLES
We spoke to Claire Mack, CEO of Scottish Renewables, about Scotland’s successful renewable energy projects and Scotland’s ambition to create a clean, bright, energy future.

WAVE ENERGY SCOTLAND
Scotland has a heritage as a maritime nation, and also of invention that has shaped the modern world, it was only a matter of time before this expertise was turned to the extensive natural resources along the coast.

*CLICK EACH IMAGE & BLOG TO VIEW CONTENT ONLINE
TWITTER EXAMPLES

55 million impressions with no paid promotions
PR EXAMPLES

78 Articles globally with a reach of 22.6 million

Scotland summons its legends to highlight power of meetings

Convention bureaux join forces in two-year digital campaign to showcase innovation

11/10/2017

What's your view on this? Post your comments here:

Pictured: Edinburgh is one of Scotland’s innovation hubs

Legendary times ahead

Neil Brownlie, head of business events at VisitScotland, talks about how Scotland is kicking on with a new focus on innovation

Scotland set for ‘legendary’ appearance at ibtm world

A Paul Frampton © VisitScotland © ibtm world

LEGENDS #1: Competition to find three ‘Young Legends’ launched by national tourism

The power of unity and strong industry collaboration

23 May 2018 - 0 Submitted by Guest Author

By Rory Archibald at VisitScotland Business Events

Launched by VisitScotland Business Events in November 2017, “Legends” is Scotland’s first digital campaign for the global meetings, incentives, conferences and exhibitions market, highlighting the country’s innovative spirit and pioneering ambition.

Campaign casts light on innovation

The country’s pioneering spirit and history of innovation and ideas are being highlighted by VisitScotland

A digital campaign featuring a series of innovative mini campaigns on the themes of innovation and ideas, featuring four successful companies that have been nominated for the ‘Legends’ campaign.

The campaign features the work of the companies that have been nominated for the ‘Legends’ campaign, including the Scottish government, the University of Edinburgh, the Scottish National Grid and the Scottish National Health Service.

The campaign aims to showcase Scotland’s innovative spirit and ideas, and to encourage Scottish businesses to think about their own ideas and how they can contribute to the country’s future.

Scotland set for “legendary” appearance at ibtm world

A Paul Frampton © VisitScotland © ibtm world

LEGENDS #1: Competition to find three ‘Young Legends’ launched by national tourism

Escocia, país referente en innovación, lanza la campaña #ideasbecomelegend

#IDEASBECOMELEGEND
ENDORSEMENTS

“International associations meeting in Glasgow have long recognised the city’s academic credentials and history of innovation, so the team at Glasgow Convention Bureau were delighted to support and join VisitScotland’s innovative Legends campaign. Through the Legends campaign, VisitScotland created a unique platform, that rallied Scotland’s Business Events industry together to speak as one, promoting Scotland as natural fit for international associations.” Aileen Crawford, Head of Conventions, Glasgow Convention Bureau

“Convention Edinburgh has been a strong supporter of VisitScotland’s Legends campaign from the start. It has elevated the messaging of business events beyond tourism to the much further reaching legacy for the wider economy and society. For us, it has given us another vital opportunity to engage with our network of academic and commercial ambassadors, taking the conversation beyond conferences to raise profiles and awareness of their field. This reinforces our credentials as a leading destination in these sectors and helps attract conferences. This is all the more powerful when it is amplified at a national level from the NTO, the Scottish Government and Scottish Enterprise.” Amanda Ferguson, Head of Business Tourism, Convention Edinburgh

“The VisitScotland Legends Campaign has been instrumental in strategically promoting Aberdeen’s sector strengths internationally and building relationships and creating opportunities with our ambassador network and academic and research intuitions.” Laurie Scott, Head of Aberdeen Convention & Events Bureau

“Dundee and Angus Convention Bureau, our industry partners, leading institutes and conference ambassadors are proud and delighted to be part of Legends. The campaign has given Dundee and Angus and partners an enormous opportunity to help showcase Scotland’s innovation, invention and pioneering spirit to the world and to collectively draw upon our strengths to encourage national and international conferences to consider hosting their next event in Scotland.” Karen Tocher, Business Tourism Manager, Dundee & Angus Convention Bureau

“There is no doubt that we take great pride in our quest to push boundaries in Scotland – our drive to explore, invent, create and innovate knows no limits. The Legends campaign has truly reflected the spirit of innovation that is embedded in our DNA, and has been an astonishing example of just how the simplest of ideas can be transformative.” Kathleen Warden, Director of Conference Sales, Scottish Event Campus, Glasgow

“The EICC Team has been really pleased to support Legends and we’ve been actively involved in the campaign from the off-set. The campaign has provided a great opportunity to shine the spotlight on our city’s industry strengths with a frequent and structured approach, which has been engaging and easy to participate in. Legends has proved to be positive on many levels, not only in increasing our digital engagement and our networks, but also in encouraging city partners to work collaboratively and to support each other by sharing content, which projects a unified message.” Marshall Dallas, CEO, Edinburgh International Conference Centre

“Delighted to support and be part of such an innovative social media campaign, a first for Scotland. The collaboration of Academia, National Industries and the Scottish Business Events community has created synergy, understanding and has inspired partnerships like never before. The campaign complimented and supported our own digital voice as an academic venue, and allowed us the opportunity for further engagement with our Academics and Professional Service colleagues. #IdeasBecomeLegend.” Gordon Dow, Account Development Manager, Edinburgh First, University of Edinburgh

“We do such fantastic work in medical and surgical research in Scotland that I really want to showcase it, I want people to come and see us and know from what we are doing here. We need to promote what we are doing across the world where we have a fantastic reputation.” Dr Catherine Calderwood, Chief Medical Office, Scottish Government

“Working with VisitScotland Business Events has been tremendously important in helping us raise to a high level our creativity and our inclusive approach to demonstrating why Scotland really does stand out. It’s because of this, and very much the fact that we’ve been able to, with VisitScotland, amplify our activities and that allows us really to put Scotland on the global stage.” Stephen Ingledew, CEO FinTech Scotland

“It’s fantastic to be part of this campaign because of the experience we’ve had first hand of hosting events and working in a really international space. It’s a great way to showcase some of the amazing things people get up to in Scotland and to generate ideas around how we can do that more often in the future.” Dr Raeanne Miller, Scottish Association for Marine Science

“The work that Wave Energy Scotland is doing is unique the world over in terms of funding wave energy development so anything that we can do to help bring some more of that attention to the fantastic facilities and companies and research.” Elva Bannon, Senior Research Manager, Wave Energy Scotland
CONCLUSION
How an Idea Became Legendary

RESULTS
Legends demonstrates how a country can work together to create something new, something unique, something powerful.

COLLABORATION
Legends demonstrates robust results from small investment, showing success is through working together and creating meaningful stories.

LEGENDS
A SCOTLAND FIRST
AN INDUSTRY FIRST

LEGACY
Legends demonstrates that campaigns can result in so much more than impressions & economic impact. Legends has created relationships, united a nation and engaged new demographics.

CONTENT
Legends’ impact will exceed it’s October 2019 conclusion date. The archive of blogs, videos and articles collated across the country will serve as evidence of Scotland’s credentials in a variety of sectors and it’s impact on the world for years to come.

IDEAS CREATE CHANGE, EVENTS CREATE IDEAS AND IN SCOTLAND, #IDEASBECOMELEGEND

WWW.SCOTLAND.ORG/LEGENDS

#IDEASBECOMELEGEND