

A photograph of a large audience at a conference, with several people in the foreground looking towards the left. The image is partially obscured by large, overlapping circular graphic elements in the bottom right corner.

CIPD

The CIPD in Scotland Annual Conference 2027

Sponsorship and exhibition opportunities

EICC

24 March 2027

Who we are

For over a century, the CIPD has championed better work and working lives. As the professional body for HR, L&D, OD and people professionals, the CIPD provides trusted expertise, independent insight and thought leadership to support organisations and their people. With a global community of more than 160,000 members, the CIPD is a leading voice in shaping the future of work and promoting good work that creates value for everyone.

The conference

The CIPD in Scotland Annual Conference is the premier event for HR, learning & development, organisational development and people leaders. Bringing together more than 500 delegates from over 220

organisations across the public, private and third sectors, the conference explores emerging workplace challenges, shares best practice and provides practical insights from expert speakers.



500+
delegates

HR and people
professionals



220+

organisations
represented



87%

have purchasing
influence



Public, private and
third sector and housing
representation

Why you should sponsor



Reach

220+ organisations represented
41% public sector
34% private sector
25% third sector/housing/charity
0% other

Connect with senior HR and people professionals from across Scotland and a wide range of industries and organisation sizes.



Influence

87% have purchasing influence
87% in management level roles or above
46% are Head of, Director or C-suite level

Engage with decision-makers responsible for workforce strategy, culture, learning, talent, wellbeing and organisational performance.



Visibility

38% from organisations with 1,000+ employees
18% from organisations with 5,000+ employees

Showcase your brand before, during and after the event through high-impact sponsorship packages and targeted exposure.

Position your brand at the heart of Scotland's people profession. From generating leads and building brand awareness to demonstrating thought leadership and strengthening client

relationships, sponsorship and exhibition opportunities provide direct access to a highly engaged audience of HR, L&D, OD and business leaders.

Attendee profile

Representing over 220 organisations from across Scotland's public, private and third sectors, including healthcare, government,

local authorities, education, housing, financial services, energy, manufacturing, legal services and charities.



220+

Organisations represented



500+
delegates

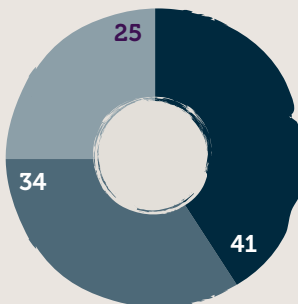
HR and people professionals



87%

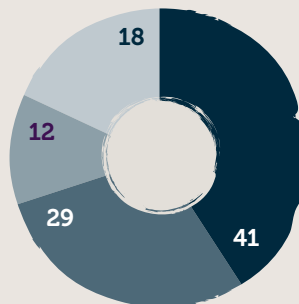
have purchasing influence

**Who attends:
sector breakdown (%)**



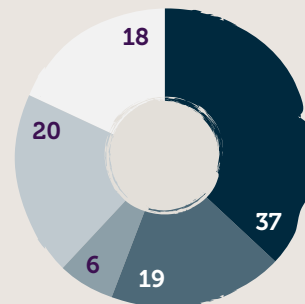
- Private sector
- Public sector
- Third sector/charity/not-for-profit

**Seniority of
delegates (%)**



- Manager or equivalent
- Head of/senior manager
- Other HR and people professionals
- C-suite

**Organisation
size (%)**



- 1-250 employees
- 251-500 employees
- 501-1,000 employees
- 1,001-4,999 employees
- 5,000+ employees

The Scotland audience includes senior HR and people professionals from the Scottish Government, NHS Scotland, local authorities, universities, housing associations, financial services, energy, engineering and leading organisations such as NatWest, University of Edinburgh, Scottish Government, NHS

National Services Scotland, Scottish Police Authority, Forth Ports, Scottish Enterprise and VisitScotland.

Nearly 90% of delegates hold management, budgetary or strategic decision-making responsibilities within their organisations.

Sponsorship and exhibition packages

Headline £6,000

Position your brand at the heart of the **CIPD in Scotland Annual Conference 2027** with our premier sponsorship package. Enjoy unrivalled brand visibility before, during and after the event while connecting with senior HR, L&D and people professionals from across Wales.

Benefits include:

Before the event

- Prominent logo and website link on the conference homepage
- Brand featured across the conference marketing campaign, including emails and social media
- Dedicated profile feature in the CIPD in Scotland regional newsletter (11,000+ subscribers).

On the day

- Branding on the main stage banners and plenary holding slides
- Brand visibility across event signage
- Premium exhibition stand in a prime exhibition location
- Four complimentary conference passes for your team or guests worth up to £1,200
- Logo featured on the front cover of the digital programme
- Company profile (50 words) and logo in the digital programme
- Full-page advertisement in the digital programme.

After the event

- Brand featured in the post-event delegate email, including your logo, website link and access to conference resources
- Opted-in delegate contact list.

Breakout session sponsor £2,250

Position your organisation by sponsoring a breakout session aligned to your area of expertise. Engage directly with an audience of HR and people professionals through valuable content, while increasing your brand visibility before, during and after the conference.

Benefits include:

Before the event

- Logo and link to your sponsor webpage on the conference website
- Logo featured across conference marketing and social media campaigns
- Profile piece in the CIPD in Scotland member newsletter (11,000+ subscribers).

On the day

- Logo displayed on holding slides before your sponsored session
- One pull-up banner displayed inside the session room and one outside the session entrance (supplied by sponsor)
- Acknowledgement by the session Chair at the start and close of the session
- Exhibition stand in a prominent location within the exhibition
- Two complimentary conference passes for your team or clients worth up to £600
- Logo and 50-word editorial in the digital programme.

After the event

- List of opted-in delegates.

Networking drinks reception £2,000

Sponsor the official Networking drinks reception and position your brand at the centre of the conference's most valuable networking opportunity. As delegates gather at the close of the event to continue conversations and build new connections, your organisation will benefit from prominent brand visibility and meaningful engagement with senior HR and people professionals.

Benefits include:

Before the event

- Logo and link to your sponsor webpage on the conference website
- Logo featured on social media posts promoting the Networking Drinks Reception
- Logo featured across conference marketing and social media campaigns.

On the day

- Four pull-up banners displayed within the Networking drinks reception (supplied by sponsor)
- Exhibition stand with two complimentary conference passes for your team
- Two additional conference passes for your team or clients
- Logo and 50-word editorial in the digital programme.

After the event

- List of opted-in delegates.

Exhibition package £1,250

Showcase your products and services to HR, L&D and people professionals throughout the conference.

Package includes:

- Exhibition stand
- Two conference passes for stand representatives which include access to the conference
- Company profile (50 words) and logo in the digital programme.



Scotland sponsorship opportunities matrix

A quick comparison of sponsorship benefits.

Benefits	Headline sponsor	Networking drinks reception	Breakout session sponsorship	Exhibitor
Pre-conference				
Website homepage logo and link	✓	✓	✓	
Pre-event marketing and social media	✓	✓	✓	
Regional newsletter profile (9,000+ subscribers)	✓			
During the conference				
Stage branding and holding slides	✓	✓	✓	
Venue signage	✓			
Premium exhibition stand	✓			
4 complimentary delegate passes worth up to £1,200	✓			
2 complimentary delegate passes worth up to £600		✓	✓	✓
Digital programme front cover logo	✓			
Full-page digital programme advert	✓			
Write up in programme	✓	✓	✓	✓
2 x Pull up banners			✓	✓
4 x Pull up banners	✓	✓		
Post Event				
Post-event email branding and website link	✓			
Opted-in delegate contact list	✓	✓	✓	

Book your space now

Contact us to check availability, or to reserve a sponsorship package or an exhibition stand.

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