

Suffolk Business Board - Suffolk Economy Showcase

Purpose: This paper sets out a plan to enhance the visibility and reputation of Suffolk. As part of the Pride in Place enabler in the Suffolk Economic Strategy, the showcasing initiative aims to celebrate Suffolk's economic strengths, attract inward investment and build local, national and international recognition of the county's key assets and strengths.

The plan outlines two key components:

- **A Suffolk Showcasing Toolkit** – a set of resources designed to support partners in promoting Suffolk's strengths consistently and effectively.
- **A Suffolk Showcase Event and Satellite Events** – A flagship event will serve as the focal point of the showcasing efforts, complemented by a series of satellite events throughout the week.

The Board is asked to:

- Agree the proposed approach to the Suffolk Showcase toolkit and support in building its content.
- Agree to proceed with the showcasing and satellite events, supporting their delivery and actively participating to ensure their success, maximise impact and engagement.

Suffolk Showcasing Plan

A Suffolk Showcasing Toolkit – a set of resources that can be used by partners to incorporate Suffolk Showcasing into their own events to spotlight Suffolk's economic strengths, opportunities, EPIC businesses and organisations to help raise the awareness and profile of Suffolk.

What's included in the package?

- **Presentation Deck:** professionally designed, Suffolk Economy branded slide deck highlighting Suffolk's Key economic strengths, success stories, and future opportunities e.g. grants, networking, etc
- **Video Content:** Short, engaging videos featuring Suffolk's thriving businesses, research hubs, innovation case studies, education institutes and VCSE.
- **Sector Fact Sheets:** Data driven overviews of key sectors designed with info graphics
- **Case Studies & Testimonials:** Real stories from businesses, investors, and professionals who have succeeded in Suffolk.
- **Marketing materials:** Branded templates to promote Suffolk Economy messaging.
- **Speakers Bureau:** A list of industry leaders, entrepreneurs and experts from or linked to Suffolk who are available to speak at events – could include Business Board members, Suffolk Ambassadors?

How it works

- Organisations can request a package via the Suffolk Economy website as well as proactively approaching partners to encourage them to utilise the package.
- A short 'How to use the package' guide will be provided to help event organisers integrate it to their event.
- Opportunity for Suffolk Economy team members to attend and contribute to external events using the package – this would be managed through the marketing plan.
- Deliver a webinar to help develop understanding, amongst key partners, of the Suffolk Economy and equip them to effectively use the toolkit and promote Suffolk

A Suffolk Showcase Event and Satellite Events – A flagship event will serve as the focal point of the showcasing efforts, complemented by a series of satellite events throughout the week. These would bring together businesses, investors, innovators, stakeholders and policymakers to share knowledge, celebrate Suffolk’s successes, and drive economic collaboration.

How it works

- Align the main event with a major Suffolk event – Leveraging the National AI awards if secured in Suffolk (16th October, Adastal Park) to attract national and international attendees, with satellite events hosted in innovation centres across Suffolk through Connected Innovation.

Example event structure and content

- **Opening Keynote:** Suffolk’s Economic – Future Growth & Opportunities
- **Technology and Innovation Showcase:** Interactive demo area featuring AI, robotics, and digital solutions from local businesses to help with technology diffusion and raise awareness of business support initiatives. Possible innovation challenge programme launch.
- **Panel Discussions and Fireside Chats:**
 - “How Suffolk Competes on the National & Global Stage”
 - “The Future of Work: Building a Skilled Workforce for Suffolk”
 - “Clean Energy & Sustainable Growth – Suffolk’s Leadership Role”
- **The knowledge Exchange Zone - Business Success Stories:** Suffolk-based companies share their journeys and impact – promotion of KE voucher scheme could involve students.
- **Networking and Collaboration Zone:** Dedicated space for businesses, investors, and stakeholders to connect.
- **Suffolk Economy ‘Ambassadors Hub’:** An area where attendees can sign up to become Suffolk Ambassadors, receive marketing toolkits, and pledge to support regional growth.
- **Live podcast/media interviews:** featuring key speakers and industry leaders discussing Suffolk’s economic future.
- **Investors and business matching session:** speed networking to connect startups with investors – possible support from the British Business bank.
- **Suffolk food and drink showcase** – all food serviced from Suffolk promoting Suffolk’s Agri food and drink sector.

Suffolk Showcasing Plan - What does success look like?

Success	Measured by
Increased recognition of Suffolk economic strengths and opportunities	Coverage in media and social media, use of Suffolk in regional and national reports and policies
Growth in business engagement and investment interest	Number of businesses engaged in Suffolk economy activity and using toolkit
A more connected and collaborative Suffolk economy	Number of cross sector partnerships and projects formed
Stronger business advocacy network	Number of networks and advocates signed up

Three key asks for those engaging with Suffolk Showcasing

- **Champion Suffolk, become an advocate** to help create a strong positive Suffolk identity that attracts investment talent and business growth.
 - Share Suffolk success stories
 - Use the showcasing toolkit at their own events
 - Sign up to be a Suffolk Advocate
- **Connect and collaborate, to help drive innovation and growth** strengthening cross-sector relationships and supply chains, leading to more business growth and economic resilience. Encouraging knowledge exchange and drive Suffolks leadership in innovation and technology convergence.
 - Attend Suffolk Showcase event to meet, learn and collaborate with others.
 - Actively engage with Suffolks sector clusters, innovation hubs and business networks to shape growth opportunities.
 - Support initiatives that help enhance Suffolk's ecosystem of collaboration, innovation and talent development which helps attract investors and influence policy makers.
- **Invest in Suffolk, supporting local business and talent growth** ensuring Suffolk is positioned as a top location for business investment and talent development.
 - Explore opportunities to invest, expand or partner within Suffolk's growth industries.
 - Help build and attract the next generation of talent.
 - Recognise and support Suffolk's role in national and international economic growth through investment, championing Suffolk potential helping to secure the investment, infrastructure and policy backing needed.

Delivery & Next Steps

(Q1 2025/26) - Develop the Suffolk Showcasing Package

- Work with designers to create branding, templates, and content.
- Develop video assets and secure speaker commitments.
- Promote the package to businesses, education institutions, and industry groups develop

(Q1-2 2025/26) - Plan the Suffolk Showcase Event

- Secure venue and major speakers.
- Develop event branding and promotional campaign.
- Engage industry partners and stakeholders to co-host panel discussions or exhibits.
- Ongoing promotion and updating of Suffolk Showcasing package

(Autumn 2025) Deliver the Suffolk Showcase Event

- Run the event as a major Suffolk Economy milestone.
- Capture content for post-event marketing and future showcasing materials.

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