



Members' Day & Conference

Dunblane Hydro Hotel - Thursday 25th January 2018

Opportunities for Value Through Collaboration

Our Members' Day and Conference offers delegates a stimulating mix of interactive workshops, guest speaker presentations, plus practical advice and excellent debate and networking opportunities. (Further details on programme and speakers overleaf.)

09.30 - Arrival/refreshments for forum delegates

10.00 - First forum sessions commence

11.00 - Tea/coffee break

11.30 - Second forum sessions commence

12.30 - Soup and sandwich lunch

13.15 - Conference commences

14.40 - Conference address: Fergus Ewing, MSP

15.00 - Tea break

15.40 - Panel Session

17.15 - Conference Close

18.45 - Pre-dinner drinks

**19.30 - Dinner for SAOS member directors and invited VIPs
Presentation of the Ed Rainy Brown Memorial Award**



Please return your registration form **by 18th January at the latest.**

Scan and email: jennifer.grant@saos.coop or send by post:

Jennifer Grant, SAOS Ltd, Rural Centre, West Mains, Ingliston EH28 8NZ.

Opportunities for Value Through Collaboration

9.30am for 10.00am start: Refreshments available.

The day begins with two forums which will run in parallel twice, starting at 10.00am and again at 11.30am, with tea/coffee break at 11am. Delegates will be able to attend both:

Improving Co-op Communications (Forum A): Hosted by Hamish Walls, SAOS' Marketing Specialist. Few co-ops have a specific communication and member engagement plan in place, and most make very little attempt to measure, monitor and manage the effectiveness of their member communications practice. One of our current projects is looking at how to improve communications in our member co-ops and Hamish will report on progress so far.

Increasing Board Diversity (Forum B): In light of the Scottish Government's recently launched Women in Agriculture Task Force, SAOS Project Manager, Emma Patterson Taylor, will be joined by individuals who have first-hand experience of 'Diverse Directors' and how an organisation can benefit from having a wider range of ages, backgrounds, genders and professional experiences represented on its Board. The session will explore where co-op boards are now and discuss possible aims for the future.

Forum places are limited, so please book as soon as possible. If you wish to attend only one of the forums, we will book you in for the second session (starting at 11.30 after coffee/tea break) however priority will be given to those attending both workshops.

12.30pm: Soup and sandwich lunch (at the rear of the Kailyard Restaurant)

1.15pm: Conference Introduction: James Graham, Chief Executive, SAOS (Macleod Suite)

1.20pm: Professor Daniel Côté: Co-creating Value Through Co-operative Strategy

1.50pm Professor Janet Godsell: Designing Fairer Collaborative Supply Chains

2.20pm: Q&A discussion with speakers

2.40pm Conference address: Cabinet Secretary for the Rural Economy and Connectivity, Fergus Ewing

2.50pm: Q&A discussion with the Cabinet Secretary

3.00pm: Tea Break (Macleod Suite annexe)

3.40pm **Panel Session:** Our panel members will each give a brief presentation on one aspect of 'Opportunities for Value Through Collaboration'. These presentations will then be followed by discussion and questions from the audience, facilitated by Ken Rundle. Our panel comprises:

Rory Christie, Chairman, Milk Suppliers Association
Andy McGowan, Managing Director, Scottish Pig Producers
Denis Overton, Vice Chairman, Scotland Food & Drink
James Graham, Chief Executive, SAOS

5.15pm: Conference Close - George Lawrie, Chairman, SAOS

6.45pm: Pre-dinner drinks

7.30pm Dinner & Ed Rainy Brown Memorial Award Presentation (Macleod Suite)

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