

SNP | BUSINESS DAY

FRIDAY 4TH SEPTEMBER 2026

THE GEORGE HOTEL, EDINBURGH

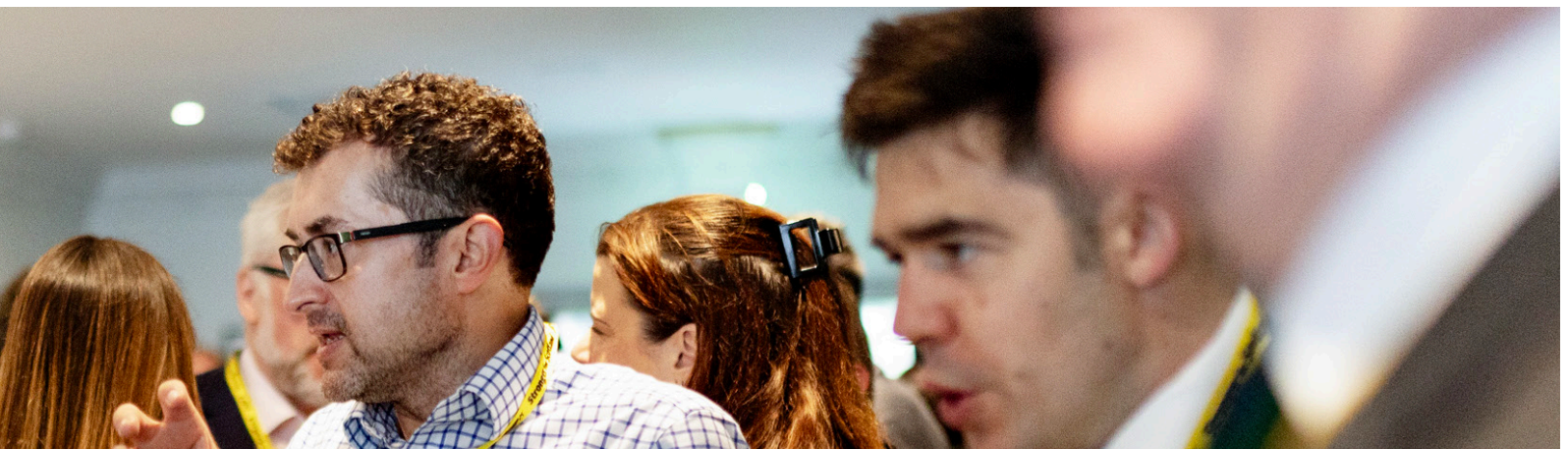
Where Scotland's business and political leaders meet to discuss the opportunities of the new parliamentary term.



⁸ Introduction

Following the party's landslide election victory in May, SNP Business Day 2026 offers business leaders and public affairs professionals the opportunity to engage directly with the SNP figures at a key moment for Scotland's economy, investment landscape, and relationship with the world.

For businesses invested in Scotland's success, this event will facilitate high-value, practical engagement with Scotland's party of government. Discussions will explore how the party's agenda for the new parliament is taking shape, giving attendees insight and input into the decisions that will shape growth, investment, and operations in Scotland for the next five years.



Programme Overview

The programme opens with a keynote address and Q&A with SNP Leader and First Minister John Swinney, giving attendees the opportunity to hear first-hand how the SNP is approaching growth, investment, and competitiveness in an unsettled geopolitical environment.

The day then moves into a series of focused panel discussions on the issues that matter most, with interactive Q&A sessions involving senior SNP figures and leading voices from across the business community.

Senior SNP figures attending on the day include:

- **John Swinney MSP** – SNP Leader and First Minister of Scotland
- **Jenny Gilruth MSP** – Deputy First Minister and Cabinet Secretary for Finance and Local Government
- **Stephen Flynn MSP** – Cabinet Secretary for the Economy, Tourism and Transport
- **Ivan McKee MSP** – Cabinet Secretary for Public Service Reform
- **Stephen Gethins MSP**, Minister for Europe, External Affairs, and Energy
- **Hannah Mary Goodlad MSP**, Minister for Public Finance
- **Tom Arthur MSP** - Minister for Business and Fair Work
- **Ben MacPherson MSP** - Minister for Innovation, Technology and Tertiary Education



Sponsorship Opportunities

SNP Business Day 2026 offers a limited number of high-profile sponsorship opportunities, providing sponsors with brand visibility, senior-level engagement, and association with one of the most influential political business forums of the year.

Each session sponsorship includes:

- Branding as Session Sponsor across event materials (print and digital)
- On-screen branding during the sponsored session
- Opportunity to provide a short introductory note, or join the panel discussion
- Two complimentary passes to attend the Business Day

Available sessions to sponsor:

- Opening Keynote & Q&A with SNP Leader and First Minister John Swinney MSP — **£7,500**
- Economy Panel & Q&A with Stephen Flynn MSP, Cabinet Secretary for the Economy, Tourism and Transport — **£5,000**
- Energy Panel & Q&A with Stephen Gethins MSP, Minister for Europe, External Affairs, and Energy — **£5,000**
- Public Sector Reform Panel & Q+A with Ivan McKee MSP, Cabinet Secretary for Public Service Reform and Hannah Mary Goodlad MSP, Minister for Public Finance — **£5,000**



Booking information

All stated rates are exclusive of VAT.

By registering your details, you consent to the SNP sharing your registration information with our partner 56 Degrees North for the purposes of managing and delivering this event.

Electoral Commission guidance:

The Political Parties, Elections and Referendum Act 2000 regulates all aspects of political finance, including donations to and sponsorship of political parties and their events. This includes the requirement that donations and sponsorships of over £11,180 are reported to the Electoral Commission. This may be a single donation or multiple donations over £500 from the same donor that add up to over £11,180 in a calendar year. Subsequent donations from the same donor for the rest of the calendar year over £2,230 must also be reported. Further information can be obtained from the organisers or from the Electoral Commission at: www.electoralcommission.org.uk.

The SNP cannot and will not offer meetings with government ministers, party spokespeople or senior personnel in exchange for any commercial deal. The SNP reserves the right to refuse or withdraw any commercial deal at any time.



Venue, Timing & Contact

Meet the MSPs Networking Reception

Thursday 3rd September 2026, 18:00 - 20:00
Johnnie Walker, 145 Princes St., Edinburgh, EH2 4BL

SNP Business Day

Friday 4th September 2026, 09:00 - 16:00
Intercontinental Edinburgh The George, 19 - 21 George St, Edinburgh, EH2 2PB.

Booking

YOU CAN BOOK YOUR PASS HERE

Contact

For any questions, please get in touch at conference@snp.org





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