

SCOTLAND

WHERE IDEAS BECOME

LEGEND



ICCA BEST MARKETING
AWARD SUBMISSION 2018

 *Visit
Scotland* | *Alba* TM

Business Events

CHANGING PERCEPTIONS, UNITING A NATION

Setting the Scene

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 its 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 Higgs boson discovery is another giant leap for humankind
Themis Bowcock

The Cern discovery of the Higgs particle is up there with putting man on the moon - something all humanity can be proud of



The Scottish Enlightenment: The invention of modern mind and culture

Facebook Twitter LinkedIn

CBC News January 25



'World's most advanced' vertical farm launched in Scotland



Scotland's floating turbine smashes tidal renewable energy records

Leads to calls for 'wholly renewable electricity system' from environment group

Facebook Twitter YouTube



Abertay ranked best in Europe for computer games design



'First' commercial rocket launched from Scotland

20 minutes ago



Nicola Sturgeon: Scotland will lead on tackling gender inequality



Frank O'Donnell: Scotland leading the world in life science research



Published: 04:00 Thursday 16 November 2017
Updated: 16:33 Friday 17 November 2017



EDINBURGH NAMED BEST PLACE FOR TECH IN UK
Scotland's capital city is the best place for tech companies looking to scale up, access funding, and do business, according to a new report examining the UK's tech landscape.



Five Scottish universities ranked in world 'top 200'

5 September 2017



Scotland's ambition is to be at the forefront of social and technological progress



CHANGING PERCEPTIONS, UNITING A NATION

A Legendary Challenge

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 – HARNESSING 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*.

TECHNOLOGY



EDUCATION



CREATIVE



ENERGY



LIFE SCIENCES



ENGINEERING



MARINE



SURGERY



DIGITAL



SPACE



HEALTH

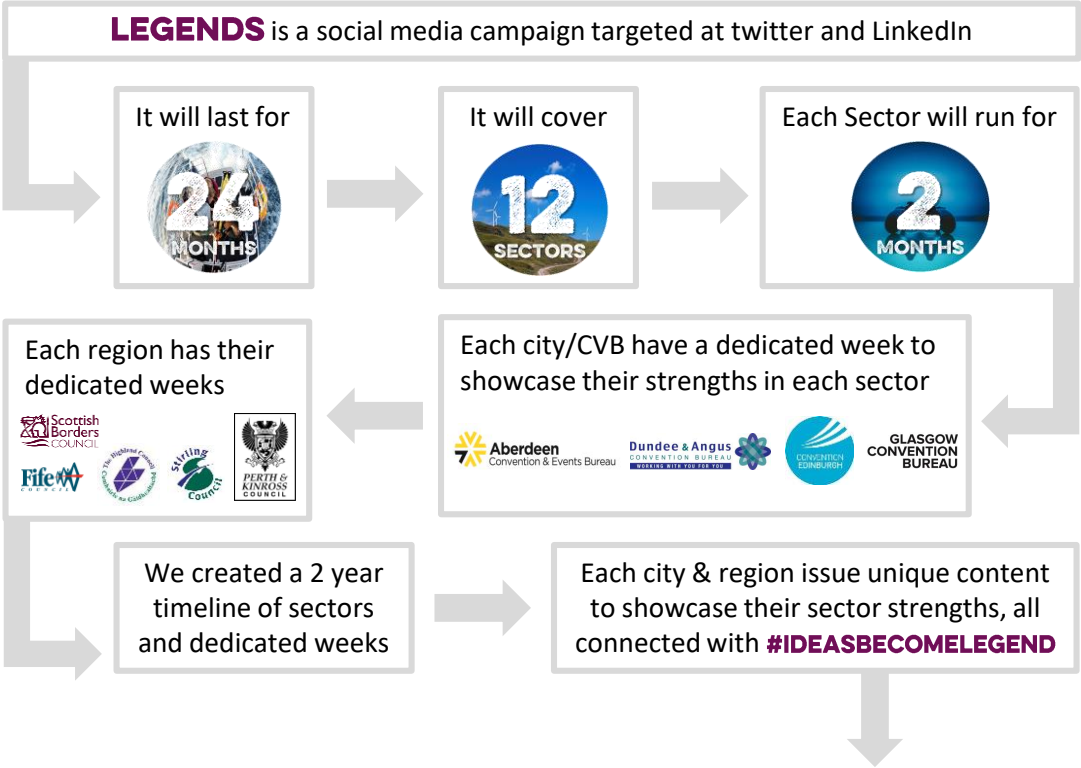


FOOD & DRINK



ONE MESSAGE, MANY VOICES

What is Legends?



17/18 – 18/19									
Month	Theme	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
NOV/DEC 06.11.17 – 22.12.17	Technology	VSBE	ABE	GLA	DUN	EDI	REGIONS	VSBE ROUNDUP	N/A
JAN/FEB 08.01.18 – 02.03.18	Education	VSBE	GLA	DUN	EDI	REGIONS	REGIONS	ABE	VSBE ROUNDUP
MAR/APR 05.03.18 – 27.04.18	Creative	VSBE	DUN	EDI	REGIONS	REGIONS	ABE	GLA	VSBE ROUNDUP
MAY/JUN 07.05.18 – 29.06.18	Energy	VSBE	EDI	REGIONS	REGIONS	ABE	GLA	DUN	VSBE ROUNDUP
JUL/AUG 02.07.18 – 24.08.18	Life Sciences	VSBE	REGIONS	REGIONS	ABE	GLA	DUN	EDI	VSBE ROUNDUP
SEP/OCT 03.09.18 – 26.10.18	Engineering	VSBE	REGIONS	ABE	GLA	DUN	EDI	REGIONS	VSBE ROUNDUP
18/19 – 19/20									
Month	Theme	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
NOV/DEC 05.11.18 – 21.12.18	Marine	VSBE	ABE	GLA	DUN	EDI	REGIONS	VSBE ROUNDUP	N/A
JAN/FEB 07.01.19 – 01.03.19	Surgery & Medicine	VSBE	GLA	DUN	EDI	REGIONS	REGIONS	ABE	VSBE ROUNDUP
MAR/APR 04.03.19 – 26.04.19	Digital	VSBE	DUN	EDI	REGIONS	REGIONS	ABE	GLA	VSBE ROUNDUP
MAY/JUN 06.05.19 – 28.06.19	Space	VSBE	EDI	REGIONS	REGIONS	ABE	GLA	DUN	VSBE ROUNDUP
JUL/AUG 01.07.19 – 23.08.19	Health	VSBE	REGIONS	REGIONS	ABE	GLA	DUN	EDI	VSBE ROUNDUP
SEP/OCT 02.09.19 – 25.10.19	Food & Drink	VSBE	REGIONS	ABE	GLA	DUN	EDI	REGIONS	VSBE ROUNDUP

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.

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.

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.

OCT 2017 | AMERICAN LAUNCH

North American launch during IMEX America, Las Vegas Oct 2017. Press Presentation exclusively for Legends with 15+ international media present

NOV 2017 | EUROPEAN LAUNCH

Official European launch during IBTM World, Barcelona 2017. Press Presentation exclusively for Legends with 21+ international media present

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 - 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.

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

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**](#)

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*

LEGENDARY LEGACY

Non-Financial benefits have become Legend’s legacy

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**.



CLICK THE LOGO FOR MORE INFO

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
Claire 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.

[LEARN MORE](#)

[CLICK TO VIEW](#)

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.

[LEARN MORE](#)

[CLICK TO VIEW](#)

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.

[LEARN MORE](#)

[CLICK TO VIEW](#)

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.

[LEARN MORE](#)

[CLICK TO VIEW](#)

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.

[LEARN MORE](#)

[CLICK TO VIEW](#)

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.

[LEARN MORE](#)

[CLICK TO VIEW](#)

TWITTER EXAMPLES

55 million impressions with no paid promotions



VisitScotland Business Events
@VisitScotBTU

VisitScotland Business Events' first digital campaign is officially launched!
#IdeasBecomeLegend #Scotland #BusinessEvents #Eventprofs



4:43 PM - 6 Nov 2017

27 Retweets 54 Likes



Life Sciences Scot @LifeSciScot · Aug 22
Sir Alexander Fleming changed the world of treatment for infection as he founded the first antibiotic drug, benzylpenicillin in 1929 #IdeasBecomeLegend #lifesciences Learn more about Scotland's heritage in life sciences innovation here: buff.ly/2BvWysR



SCOTLAND, WHERE #IDEASBECOMELEGEND 1929

Sir Alexander Fleming, the Scotson responsible for discovering the world's first antibiotic substance benzylpenicillin.

WWW.LIFESCIENCESCOTLAND.COM

5 8

Midlothian Science @MidlothScience · Aug 17
The @MidlothScience cluster is at the cutting edge of advancements in crucial research across many disciplines in the fields of #animalhealth, #humanhealth, #agritech and related technologies. bit.ly/researchmidlot... #IdeasBecomeLegend #inthezone #onehealth #research



MIDLOTHIAN SCIENCE ZONE

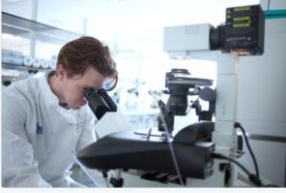
14 17

DACB @DundeeAngusCB · Mar 15
Undoubtedly one of the biggest developments in #Dundee and #Angus is the @VADundee museum, which will open on September 15. The UK's only #Museum of #Kelp built outside of London. It's a real testament to the strength of #Forrestal endeavours in the region. #IdeasBecomeLegend



3 22

DACB @DundeeAngusCB · Aug 8
Did you know @DundeeUn has been ranked the UK university with the highest quality research in biological sciences and has been named the university with the most influential scientific research for pharmaceuticals. #IdeasBecomeLegend



7 18

Glasgow CB @gwentglasgow · Jun 13
The @Unidestyle was founded in 1796 and has a rich history of teaching and innovation #IdeasBecomeLegend



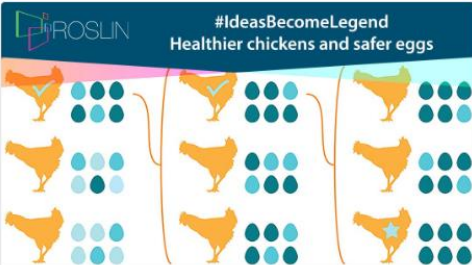
4 16

Invest in Perth @investinperth · May 31
This week it's Perth's turn to showcase our Energy sector strengths as part of #IdeasBecomeLegend @VisitScotBTU look out for our key sector related content over the coming days! #scotlandisnow #perthistheplace investinperth.co.uk/key-sectors/re...



1 4

The Roslin Institute @roslininstitute · Aug 15
#IdeasBecomeLegend Scientists in Scotland are laying the groundwork for breeding hens with stronger bones and safer eggs. And they've already produced chickens that don't transmit flu! ow.ly/fns030llZpE #MakeitEdinburgh @VisitScotBTU @MidlothScience



1 13 16

The Roslin Institute @roslininstitute · Aug 13
#IdeasBecomeLegend The world's most famous sheep - Dolly - was born at The Roslin Institute in Scotland. Dolly was cloned from a cell taken from the mammary gland of another sheep. More #LifeSciences at ow.ly/fns030llZpE #MakeitEdinburgh @VisitScotBTU @MidlothScience



1 13 37

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 Brownlee, 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

Paul Colston 1 day ago 6 Comments



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.

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

13 OCTUBRE, 2017 (21:00)



Foto: Kenny Lam

VisitScotland Business Events ha anunciado el lanzamiento mundial de una campaña digital de primera industria, enfocada a poner en valor el gran posicionamiento del que goza el país como hogar de la innovación pionera.

Transformando cómo Escocia se promociona como un destino para congresos y convenciones a nivel

Campaign casts light on innovation

The country's pioneering spirit and history of invention and ideas are being highlighted by VisitScotland

BY KEVIN O'SULLIVAN

A digital campaign focusing on Scotland's worldwide reputation as the home of innovation has been launched by VisitScotland Business Events. The "Scotland, Where Ideas Become Legend" campaign will highlight Scotland's academic credentials, pioneering spirit and history of innovation "in an attempt to encourage events organisers to consider Scotland as a destination for meetings and conferences. The campaign will underline the power of conferences and meetings in being together like-minded people to build networks, grow knowledge and encourage collaboration," according to the announcement by VisitScotland Business

Events. The campaign was launched to coincide with IMEX America, the global meetings industry expo - in Las Vegas, which took place earlier this month.

Events create ideas that have the potential to change the world, the campaign will assert, and innovative and invention are the tangible results which stem from business events.

Starting on 6 November, the online campaign will showcase Scotland's connections with a wide variety of growth sectors by creating and sharing new and original content online from experts, influencers and industry leaders from across the country. The campaign will be promoted through the Twitter hashtag #ideasbecomelegend. Dr Alistair McIntyre, Senior Programme Manager for Technology Scotland said: "As the representative body for Emerging & Enabling Technology organisations in Scotland, we welcome the opportunity to work with VisitScotland Business Events and the wider industry in such an innovative way. Business Events are instrumental to the



"PIONEERING INNOVATION IS IN SCOTLAND'S SOUL. WE HAVE A LEGACY OF INVENTION, RESEARCH AND KNOWLEDGE THAT CONTINUES TO THIS DAY"

Rory Archibald

development of new ideas - they provide opportunity for collaboration and discussion, which in turn lead to new ideas and ways of working. They are crucial in Scotland remaining at the forefront of innovation and a leader in its field for sectors such as Technology."

Rory Archibald, Business Development Manager for VisitScotland Business Events, said: "Pioneering innovation is in Scotland's soul. We have a legacy of invention, research and knowledge that continues to this day and is being secured for the future."

"From the unique story of Dark Skies in Dumfries & Galloway to world-renowned climate research in the Highlands & Islands, Scotland is home to leading pioneers from industries as diverse as engineering and robotics to computer gaming and medicine which are the exact stories the campaign will highlight to the world."

"Quite simply, Scotland is a place where ideas come to life. Ideas enable change, events create ideas and Scotland is a place where ideas become legend."

EVENTSBASE | AUTUMN 2017 | 29

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**

**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 learn 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**

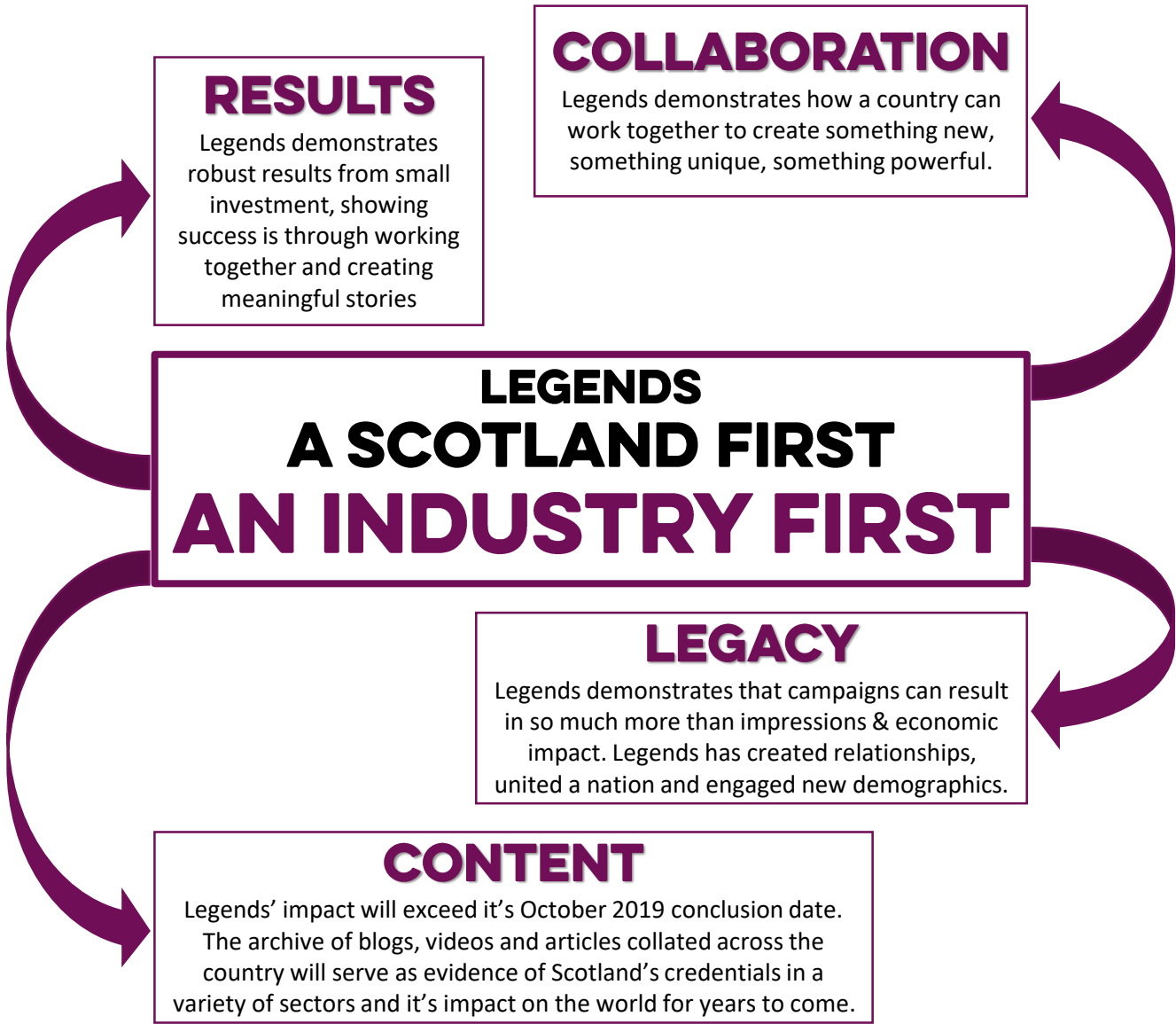


"The work that Wave Energy Scotland is doing is unique the world over in terms of funding wave energy development so anything that we can do to help bring some more of that attention to the fantastic facilities and companies and research." **Elva Bannon, Senior Research Manager, Wave Energy Scotland**



CONCLUSION

How an Idea Became **Legendary**



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

WWW.SCOTLAND.ORG/LEGENDS