



Department for
Business & Trade

Evaluation of the Northern Ireland Investment Summit (NIIS) 2023

DBT Analytical Evaluation

March 2024

Contents

Executive Summary	3
Introduction	5
NIIS Attendance	6
Methodology for a Process Evaluation of the NIIS	8
Delegate feedback on the Summit experience	9
Event Governance and Communications	14
Stakeholder Feedback	15
Next steps and wider impact evaluation: Long term legacy tracking	17
Appendices	18

Executive Summary

The Northern Ireland Investment Summit (NIIS) took place from 12th – 13th September 2023 in Belfast as part of the UK Government’s programme to mark the progress in Northern Ireland over the last 25 years since the signing of the Belfast Good Friday Agreement. This delivered on the undertaking made in 2022’s Autumn Statement, where the Chancellor of the Exchequer committed to providing up to £2 million for the Department for International Trade (now part of the Department for Business and Trade) to work with local partners to host a trade and investment event in 2023, showcasing Northern Ireland as an attractive and vibrant place to do business and help drive new mobile investment into its economy.

DBT led delivery of the Summit working in partnership with the Northern Ireland Office and Invest Northern Ireland, with sponsorship from Citi Group. The Summit was co-hosted by Secretary of State for Business and Trade and Secretary of State for Northern Ireland.

A Welcome Reception at Titanic Belfast on 12th September.

The Summit, held at the International Conference Centre, Belfast, on 13th September.

A Gala Dinner held at Hillsborough Castle on 13th September.

The event profiled Northern Ireland’s strengths and ambitions across key sectors, showcased it as a place to do business and help drive new investment into the economy. There was a focus on advanced manufacturing and engineering, financial and professional services, life and health sciences, technology, creative industries, the green economy, and real asset investment opportunities. A pre-event target of attracting 100 international investors across these sectors was set as a key measure of success. More information is available in Appendix 1.

This process evaluation report assesses how well the objectives of the Summit were met. To do this, quantitative feedback forms, qualitative stakeholder interviews, researcher observations, and output data were collected by the project team and the event agency. The objectives defined in the table below were met. The target of 100 attendees was exceeded with 181 international investors attending. The report does not provide monetary estimates of economic benefit, but longer-term legacy tracking to assess the economic gain based upon any subsequent investment has been planned.

An overview of the objectives and findings can be seen in the table below:

Objective	Assessment of impact	Details of assessment	Met?
To increase awareness of investment opportunities in Northern Ireland by overseas investors.	Met	Most international respondents stated an increased awareness of how to invest in Northern Ireland.	Yes
Positively influence perceptions of the benefits to investing in Northern Ireland	Met	Qualitative and stakeholder feedback suggests attendees had improved perceptions of the benefits of investing in Northern Ireland and they will invest more in the future.	Yes

To increase understanding on how to find out more about investing in Northern Ireland	Met	Qualitative and stakeholder feedback suggests attendees had increased understanding of how to seek information about investment in Northern Ireland	Yes
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Table 1: Summary of objectives

Introduction

The Northern Ireland Investment Summit (NIIS) took place on 12-13 September 2023 in Belfast as a key moment in the 25th anniversary year of the Belfast (Good Friday) Agreement. Funded by the UK Government, it delivered on the commitment made in Autumn Statement 2022 to deliver a Northern Ireland trade and investment event. It was trailed by No 10 on Sunday, 9 April in the Good Friday Agreement Press Notice.

The Summit, jointly hosted by the Secretary of State for Business and Trade and the Secretary of State for Northern Ireland, was delivered in close partnership with Invest Northern Ireland. It set out to positively influence international investors about the opportunities Northern Ireland offers as an investment location.

The NIIS was the first of its kind for DBT. It also marked a key moment to encourage investment into Northern Ireland, with the Windsor Framework having further enhanced the attractiveness and competitiveness of Northern Ireland as an investment location for businesses seeking market access to the UK and the EU Single Market for goods.

The NIIS comprised of three events over two days. The main Summit day was held in the International Convention Centre (ICC) Belfast, on Wednesday 13th September. This was a day-long conference style event allowing for speakers, breakout sessions and networking events. The networking area was built around a showcase of 15 innovative businesses from across Northern Ireland and two universities designed to exhibit top Northern Ireland talent to investors. The breakdown of the day can be found in Appendix 2.

This process evaluation report assessed the objectives of the Summit (which had a primary focus on the main Summit day). A logic model (an approach looking at cause and effect) was devised to support evaluation of the NIIS, by helping to define objectives and tracking these to outcomes. Being process focussed, the report does not provide monetary estimates of economic benefit.

The objectives defined through the logic model of the NIIS were:

1. To increase awareness of investment opportunities in Northern Ireland by overseas investors.
2. To positively influence the perceptions of the benefits to investing in Northern Ireland.
3. To increase understanding on how to find out more about investing in Northern Ireland.

NIIS Attendance

Attendance at the NIIS was by invitation-only, including both domestic and international delegations, and government representatives. There was a specific focus on attendees within target sectors from the USA and Europe, but further afield too including Australia, India, and Japan. Observations from the event are found within Appendix 3.

In total, 414 domestic companies and organisations attended the NIIS, exceeding the pre-event target of 400. 181 international delegates from 24 countries representing 130 investor companies and organisations attended. As shown in the table below, most international delegates came from North America, followed by Europe and Asia–Pacific. India had fewer attendees than originally anticipated (the G20 took place the weekend before the Summit which may have impacted this).

Attendees by location	Actuals	Target	+/- difference
North America (Canada/USA)	90	72	18
Europe (all, including France, Ireland, and Netherlands)	50	24	26
India	6	12	-6
APAC (Japan/Australia)	17	12	5
Chile	1	0	1
China	3	0	3
Hong Kong	3	0	3
Kuwait	1	0	1
Malaysia	4	0	4
Saudia Arabia	1	0	1
Singapore	4	0	4
UAE	1	0	1
Total	181	120	61

Table 1: Summary of overseas attendees by region or country

Sector Representation

Advanced Manufacturing & Engineering (52 attendees) had the largest sectoral presence at the Summit followed by Financial & Professional Services (46 attendees) and Technology (40 attendees).

Attendees by sector	Actuals	Target #	+/- difference
Financial & Professional Services	46	20	26
Life Sciences/Healthcare	17	20	-3
Advanced Manufacturing & Engineering	52	40	12
Technology	40	20	20
Creative Industries	6	20	-14
Capital/Real Estate	15	0	15
Other sectors (multi sector/business rep orgs/hospitality)	5	0	5
Total	181	120	61

Table 2: Summary of attendees by sector

Methodology for a Process Evaluation of the NIIS

A logic model was devised to support evaluation of the NIIS, by helping to define objectives and tracking these to outcomes. This model primarily focused on the process of delivery and the experience of attendees at the event.

To assess this, data and feedback was collected on the three project objectives. This included quantitative data collected via post-event surveys emailed to both international and domestic delegates. These took the form of online self-completion surveys issued as part of delegate thank you correspondence, with a slight variation in questions for national and international delegates.

Ten stakeholder in-depth interviews took place after the event to gather qualitative insights from their experiences of working on the event, as well as thoughts on potential Summit impacts. A DBT social researcher attended the main Summit day to observe the process and delivery of the event, as well as speaking with attendees to understand expectations and experiences of the event.

In addition, the project team, and the event agency, 'Event-ful', gathered testimonials and feedback to pass onto the event evaluation team.

Delegate feedback on the Summit experience

Feedback was collected through the online survey sent to both international and domestic attendees after the event. 29 international attendees and 28 domestic attendees responded, a response rate of just under 10%. The response rate was in-line with expectations for this type of research methodology, and although not statistically significant due to the overall base size, findings can be used to provide indicative insights, reflecting the experiences from those who responded.

Findings indicate the event was well received and of the 57 participants who responded to the survey, 54 of them were either very satisfied or satisfied with it.

Reasons for attending

The top two reasons that attracted both domestic and international investors to attend the Summit, were networking opportunities and keynote speeches. For domestic attendees, there was a strong interest in the portrayal of Northern Ireland [to the rest of the world]. When asked to expand on this, they felt the portrayal had been achieved well, with all those responding to the survey providing a positive response.

For international audiences, feedback data showed a desire to understand the benefits of investing in Northern Ireland, indicating a willingness to gain further information to aid decision making, although primarily, they came to network. See chart 1 below.

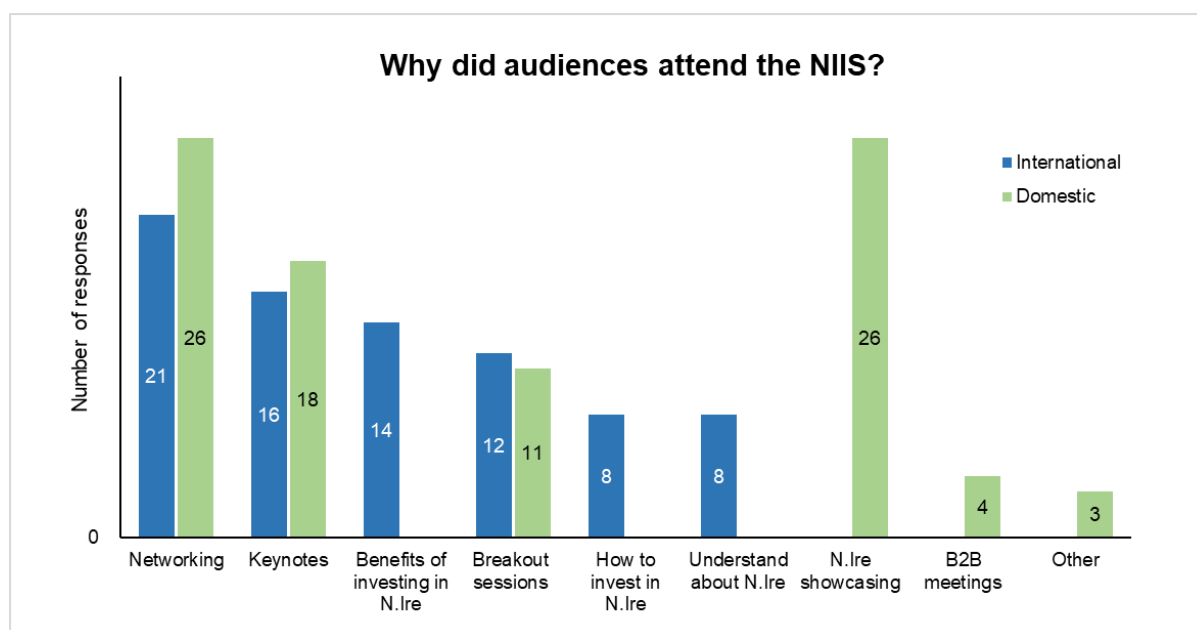


Chart 1: Why did you attend the Northern Ireland Investment Summit (NIIS)? Please select all that apply.

Event programme

To assess Summit content, attendees were asked how helpful they found the various elements of the programme. Breakout sessions, keynote speakers, and panels were found to be the most helpful parts by both international and domestic attendees. The full Summit programme is included in Appendix 2.

More international attendees (19) than domestic (8) found the opportunities to have business meetings very helpful. Some domestic attendees reported they found this facility unhelpful. See Chart 2 below.

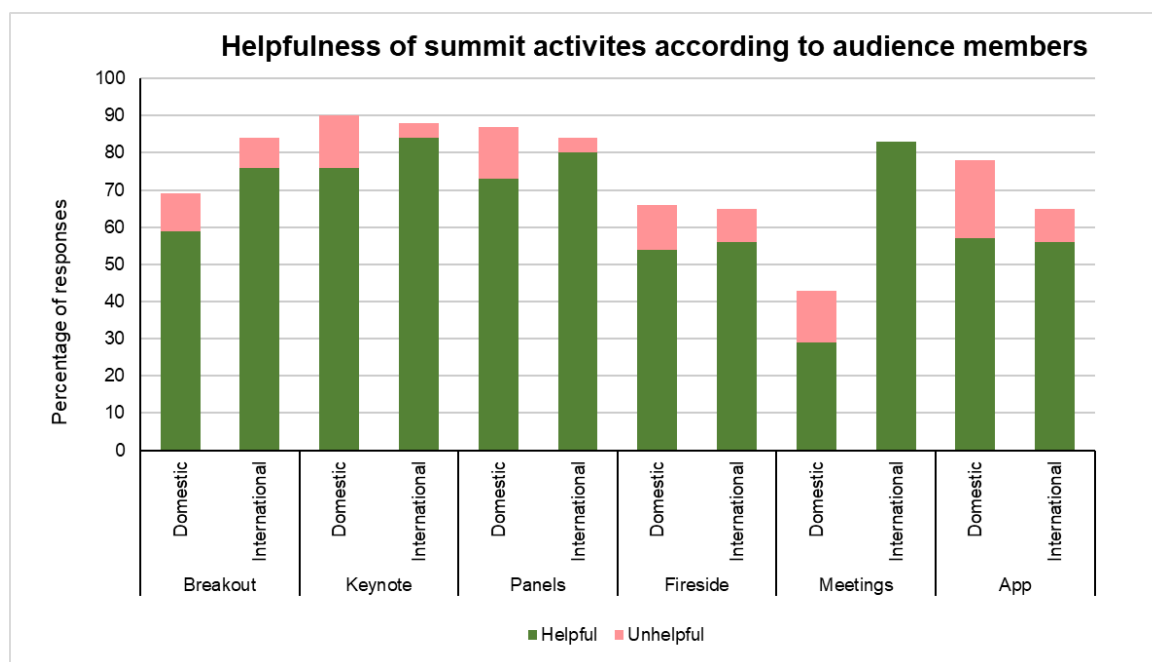


Chart 2: On a scale of 1-5 where 1 is not helpful and 5 is extremely helpful, how helpful did you find the NIIS activities? Helpful and unhelpful responses have been netted.

Meetings and breakouts

There were four sector specific breakout sessions which were well received, with 19 international and 17 domestic participants reporting they had found them helpful. The number of attendees was close to pre-registered numbers (apart from technology). It is usual to see lower attendees than those who pre-register. In addition, 19 private bilateral meetings and 26 roundtables were held during the event. A further closed invitation-only session on real asset investment was held at the Summit with 25 participants.

The number of breakout sessions	Actual numbers of attendees	Pre - registered
Advanced Manufacturing & Green Economy	127	143
Technology	74	126
Financial & Professional Services	70	77
Life Sciences/Healthcare	54	69
TOTAL	325	415

Table 3: The number of breakout sessions

Event app

An online app was designed for the NIIS to support attendees and enhance their experience. It sought to provide attendees with access to the day's programme, while the messaging function aimed to support networking such as by providing the capability to set up meetings with other attendees. The chart in Appendix 4 details the helpfulness of the app. Just under four in five (79%)

of attendees registered for the app, with the majority finding it helpful in navigating the event. For more information see Appendix 4.

Objectives of NIIS: Evidence suggests objectives were met.

Objective 1: To increase awareness of investment opportunities in Northern Ireland by overseas investors.

Of the total of 21 investors that completed the survey, **19 reported the Summit had enhanced their familiarity with the investment opportunities in Northern Ireland as a result of attending NIIS.**

15 respondents said they had attended to learn about the benefits of investing in Northern Ireland, with 9 wishing to understand more about how to invest in Northern Ireland (see Chart 3 below). As a result of attending, **21 respondents said they now knew more about investment in Northern Ireland.**

"The Summit acted as a good starting point [to provide awareness and information about investing in Northern Ireland]."

(A stakeholder)

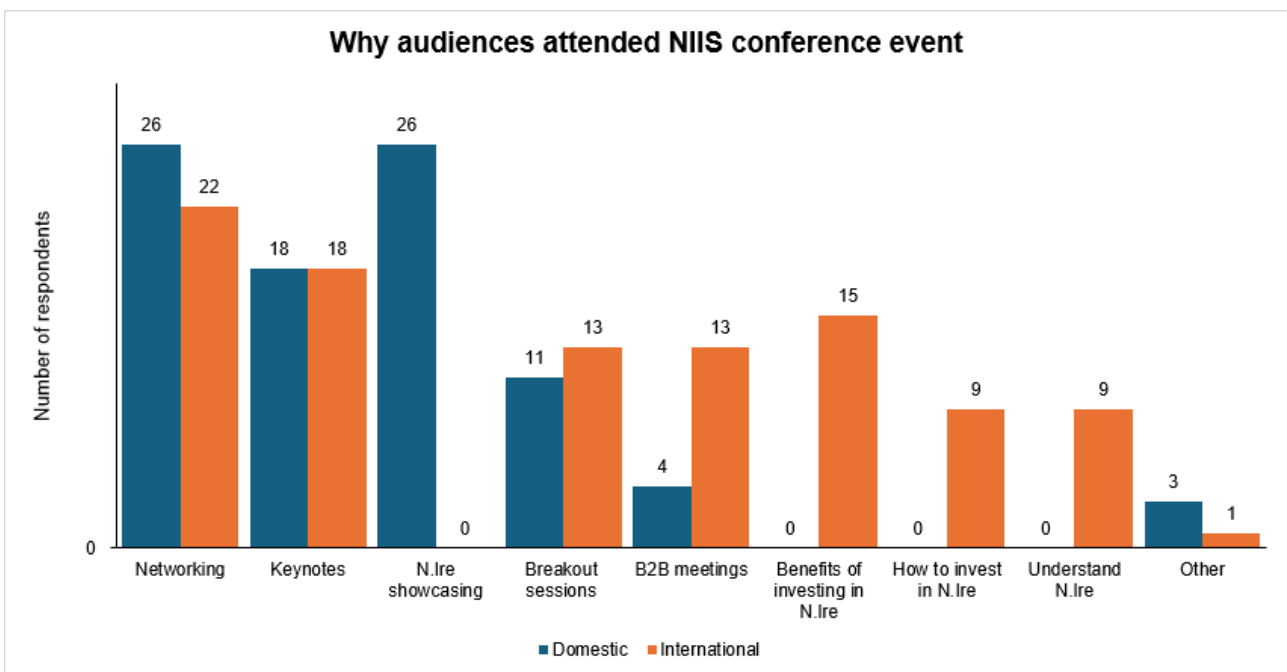


Chart 3: Motivations to attend the Northern Ireland Investment Summit

Objective 2: Positively influence the perceptions of the benefits to investing in Northern Ireland.

Feedback gathered at the event suggested it had helped enhance perceptions of Northern Ireland as a place to invest in. Although not an intended focus, stakeholders noted that local businesses were pleased with the positive portrayal of Northern Ireland on a global stage, and they had gained an increased awareness of existing sector eco-systems.

21 domestic respondents said they were able to build new relationships as a result of attending the Summit; 15 said they were able to further develop existing business relationships (see Chart 4 below). This was subsequently acted upon, with 16 confirming they had been able to organise follow-up business meetings, and a further 10 said they intended to organise these.

“It was a fabulous event with great attendance, and I am very hopeful on the potential opportunity for Northern Ireland. As you know we have already cemented our decision to invest in Northern Ireland but following the event, we have been in discussion about setting up an [initiative] over there following the Technology breakout session.”

(An international investor)

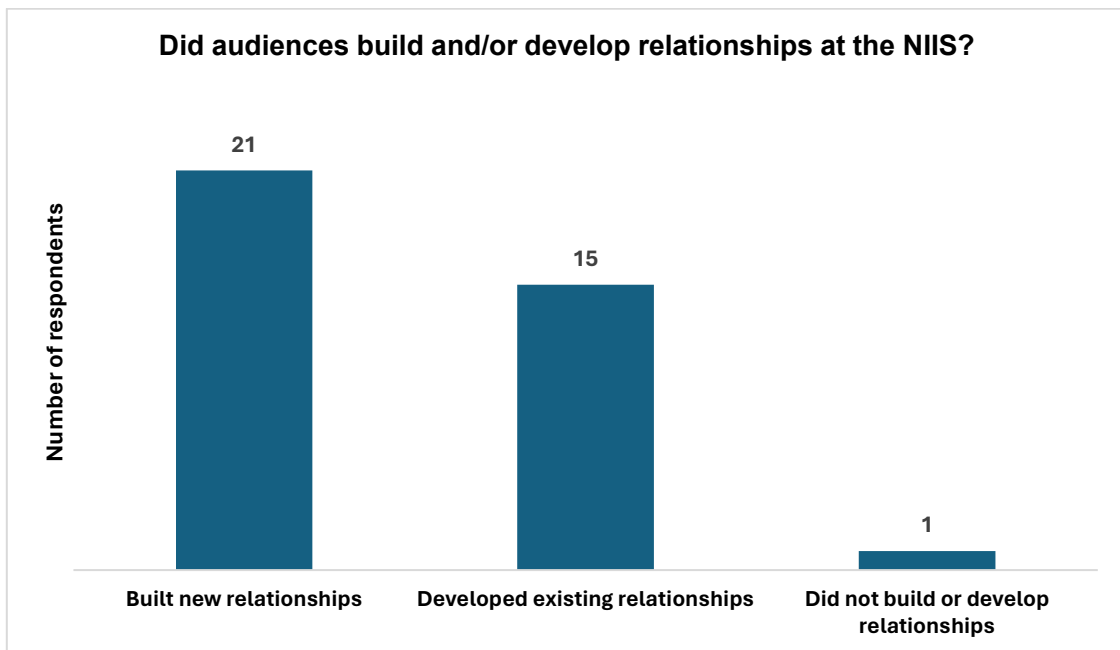


Chart 4: As a result of attending the Northern Ireland Investment Summit, were you able to build new relationships with business leaders?

Objective 3: To increase understanding on how to find out more about investing in Northern Ireland

Of those international respondents who answered the survey, eight reported they now planned to seek information about how to invest in Northern Ireland. Feedback on the day, alongside stakeholder interviews, suggested international investors had sought out further information on investment opportunities and Northern Ireland as whole.

“Congratulations on a very successful event which we found most useful. The event gave us the opportunity to find out more on the investment opportunities in Northern Ireland as well as some useful contacts for future potential opportunities in Project Finance/Infrastructure.”

(An international investor)

Further still, of those who attended and were already investing in Northern Ireland, five people claimed they now planned to invest more in Northern Ireland due to attending the Summit, with no attendees saying they would reduce their investment level.

Overall, evidence from the feedback survey, delegates comments, media coverage, and wider project team, along with stakeholder’s feedback, suggested that the objectives of the NIIS were met. The NIIS showcased the investment opportunities and supportive business environment of Northern Ireland to investors.

“There is no doubt in my mind that the event has sold Northern Ireland to the investors that you had there, as well as creating more positive commentary about the opportunities that exist here in Northern Ireland.”

(Domestic attendee)

Event Governance and Communications

The NIIS was one of the largest gatherings of international investors held in Northern Ireland that DBT has led. Delivery was complex and multifaceted, with project team structure spanning the three partner organisations and requiring robust governance processes. The team operated against a challenging political backdrop with no Northern Ireland Executive in place. A senior governance forum was created of interested Northern Ireland partners and cross-Whitehall departments, with meetings held monthly as part of the project governance. The group discussed areas including the event concept, involvement of the broader Northern Ireland business community, branding, announcements & deliverables and VVIP attendance. This group aimed to provide transparency and dialogue in the decision-making process.

Media coverage, communication, and marketing

DBT developed a tailored communications plan for NIIS. The Summit received extensive positive news coverage from over 30 outlets across a wide range of UK national and Northern Ireland media. BBC NI and Belfast Telegraph produced rolling coverage of the Summit on their platforms, with BBC uploading livestreams from Lord Johnson and Joe Kennedy III's session, the Secretary of State for Northern Ireland's address, and EY's investment announcement of 1,000 jobs.

On the second day of the event, DBT recorded 26 pieces of coverage in Northern Ireland and 17 in the wider UK. Most of the coverage was positive or neutral in sentiment. This enabled the strengths of Northern Ireland as a top investment destination to international investors to be promoted. More detail of the coverage gained including international coverage can be found in Appendix 5.

As part of the ongoing paid international GREAT Trade and Invest campaign, DBT had a specific focus on promoting opportunities in Northern Ireland around the Summit. This resulted in a range of leads, with more expected.

Stakeholder Feedback

Ten stakeholders from different organisations took part in the in-depth interviews after the Summit. Overall, stakeholder sentiment about the event and the way it was organised was positive. Many thought the Summit had gone well, running smoothly across the two days. The branding and communications were thought to be clear, and the blend of content had worked well.

“The drinks venue] had a great buzz.”

(Stakeholder)

Some stakeholders reported they had received positive feedback from delegates. The drinks reception ahead of the Summit, and the post-Summit dinner were well received, with venues thought to be good choices and to be representative of Northern Ireland. Some thought that the opening reception could have been bigger given the demand for places.

“The blend of content worked really well. [The combination of] businesses, Ministers and Royalty all worked well.”

(Stakeholder)

The outcome of the event was generally viewed as positive. Some reported it was very successful in terms of raising awareness and could act as a catalyst for investment. Others thought it had worked to raise the profile of Northern Ireland with investors and had set out a positive image.

“Think it was a really positive event. The reaction from Northern Ireland business – they have only had positive things to say about it.... The event put NI on the map with investors where they might not have considered it as a location before.”

(Stakeholder)

Stakeholder feedback also demonstrated that the event had helped put Northern Ireland at the forefront of investors' minds.

“The Summit] put Northern Ireland at the forefront of a lot of these [visiting] companies minds.”

However, some stakeholders felt there was an overly heavy UK Government presence, and that the dinner could have been more relaxed and authentic to Northern Ireland.

“Due to the number of UK Ministers, some speakers coming from outside of Northern Ireland, and the formality of the dinner... the dinner lacked an authentic northern Irish experience – it was very formal (i.e., like Westminster) but lacked the authentic Northern Ireland humour and a relaxed approach.”

Sponsor, exhibitor, and stakeholder collaboration and communication

Citi Group sponsored the Summit and fed back that the event was well run. They reported being happy with their partnership and were keen to work with UK Government again in the future.

Whilst exhibitors were not interviewed by the researcher, feedback to the project team was positive with high satisfaction noting that the Summit had helped raise the profile of their products and services and provided good networking opportunities.

The process in the lead up to the NIIS was met with generally positive views from stakeholders, with some areas of improvement suggested. Some found the regular interactions to be positive and engaging, and governance was seen as generally good, with it being felt that DBT had been open to feedback.

'[We had] positive and engaging working relationships. [They were] open to feedback.'

There was feedback to indicate that on occasions the decision-making process could have been clearer and that there had at times been confusion over what was trying to be achieved through some planning meetings.

"It would have been useful to know where decisions were being made. Sometimes decisions were made by DBT [which we] would have recommended against it. To overcome this, a formal way of working would have been helpful. But it was a really positive experience, despite (generally positive) challenges."

Others felt the political context had created challenges to delivery, which had been beyond the control of the project team and had impacted on communications planning and the delivery process. There was feedback about wanting to have had more Northern Ireland speaker content on the day, and less UK Government representation.

"My main reflection [was we] faced a lot of challenges with the political context...There was a bit of nervousness when planning for the event – [and a sense of a need] to delay getting invites out due to political context."

"[It would be good to have] Better local representation with a bigger presence and bigger role in content / delivery."

(Stakeholder)

Evidence collected suggested that the NIIS had met its objectives and delivered at a practical level. Stakeholders hoped that their feedback would contribute to learning for future similar events. Generally, stakeholders reported positively about working relationships with DBT.

"Engagement with the team in DBT very professional and supportive and extremely friendly."

Next steps and wider impact evaluation: Long term legacy tracking

DBT has an established quality assurance and monitoring and evaluation framework for its investment promotion business area. This represents a comprehensive process for tracking UK-bound investments using both internal and external data sources. It provides details of the contribution these investments make to the economy and to UK Government priorities, as well as how effectively DBT has delivered services to incoming investors.

This approach is available to apply to the long-term legacy of the NIIS (and other similar events).

The NIIS long-term legacy will be assessed based on tracking the future investment activities of companies and organisations that participated to identify associable investments, alongside an assessment of the wider catalytic effect of the event. It will build on the existing data assurance and identification processes applied in other areas of DBT's investment work, which provides confidence to and opportunities for public sharing of the findings (subject to certain criteria). The aim will be to share findings from this legacy tracking publicly at relevant intervals.

Appendices

Appendix 1: Background to the NIIS

The Northern Ireland Investment Summit (NIIS) was led by the DBT project team (with a core team of 15 staff working on the event), in partnership with the Northern Ireland Office and Invest Northern Ireland, supported by event management agency Event-ful.

The conference aimed to profile Northern Ireland's strengths and ambitions across a range of sectors, with a special focus on advanced manufacturing and engineering, financial and professional services, life and health sciences, technology, creative industries, the green economy, and real asset investment opportunities. It also aimed to showcase Northern Ireland as an attractive place to do business and help drive new investment into its economy. Such investment would contribute to building a sustainable and inclusive economy, boosting growth and creative high-paying jobs to benefit communities across Northern Ireland.

Appendix 2: Running order of the Summit.

The NIIS comprised of three events over two days:

Welcome Reception - An evening networking reception hosted at the Titanic Museum on Tuesday 12th September. This acted as an opportunity for businesses and investors to interact with one another ahead of the main event taking place.

The Summit – Held at the International Convention Centre (ICC) Belfast, on Wednesday 13th September. This was a day-long conference style event allowing for speakers, breakout sessions, networking events and a showcase of 15 innovative Northern Ireland businesses and two universities. The breakdown of the day can be found in Appendix 2.

Gala Dinner – A networking dinner held at Hillsborough Castle, Hillsborough, after the Summit. The size of the venue limited the number of attendees.

Title	Details
<i>Networking Breakfast</i>	Arrivals of delegates, networking and introductory opportunities over breakfast, opportunities to speak with showcasing companies.
<i>Conference opening: A vision for my future</i>	Introduction from Emma Stephenson, Business Management student at Queen's University, Belfast, and Entrepreneur.
<i>Welcome to Northern Ireland</i>	A welcome speech from the Rt Hon Christ Heaton-Harris, MP, Secretary of State for Northern Ireland.
<i>Why Northern Ireland</i>	A panel discussion with audience Q&A about investing in Northern Ireland. Chair PwC, with panel members from: Aflac, Terex, CV6 Therapeutics, Invest Northern Ireland.

<i>Keynote announcement</i>	Investment £'s 2023.
<i>Break</i>	Coffee and networking session with delegates.
<i>1:1 session</i>	Joe Kennedy III, USA Special Envoy to Northern Ireland for Economic Affairs and Lord Dominic Johnson of Lainston CBE, Minister for Investment, discuss Northern Ireland investment.
<i>Investor keynote</i>	An investor keynote speech from David McD Livingstone, CEO of Citi Group.
<i>Keynote announcement</i>	Investment £'s 2023.
<i>Innovation in our DNA panel session</i>	A panel discussion with investors. Chaired by European Innovation Council with panel members from Awaken Hub, BT Northern Ireland, Seagate.
<i>HRH The Princess Royal</i>	A speech by the HRH on Northern Ireland and investment.
<i>UK Government Keynote</i>	The Rt Hon Kemi Badenoch MP, Secretary of State for Business and Trade.
<i>Lunch break</i>	Lunch, with opportunities for networking and showcasing.
<i>Breakout and networking sessions</i>	An afternoon of breakout sessions designed so delegates could attend one relevant to them. Sector sessions included: technology; life and health sciences; financial and professional services, the green economy; advanced manufacturing and engineering; real asset investment roundtable.
<i>The Global Perspective</i>	A panel session hosted by The Rt Hon Steve Baker MP, Minister of State for Northern Ireland with panel members: European Ambassador to the UK; Economic Minister from Embassy of Japan; Director of External Affairs for Mitsui & Co; VP European Countries & Equipment.
<i>Fuelling our imagination 1:1</i>	A conversation with Northern Irish Oscar and BAFTA winning writer/ director duo of An Irish Goodbye.
<i>Summit Close</i>	A closing speech from the Rt Hon Michael Gove, MP, Minister of State for Levelling UP, Housing and Community and Minister for Intergovernmental Relations.

Appendix 3: Observations from the NIS Summit

The main Summit ran efficiently and effectively at operational level. There was clear signage around the venue which provided directions to delegates on how to enter. The registration area in the entrance foyer was clear and accessible, and the queue was short and quick. Attendees were required to sign in, provided with a lanyard, and then required to go through a quick and smooth-running airport style security system. There was notably high security surrounding the venue.

Once attendees entered the venue, there was a large open hall area set up for networking over breakfast and coffee. There were a lot of conversations taking place between delegates. This area contained the business showcase, where conversations were also taking place. The hall area was busy and accessible.

After the breakfast networking, attendees were led through into the main plenary conference room where they were seated ahead of the programme beginning. The seating area was almost at full capacity and speeches appeared to be well received. A highlight for many was the one-to-one session between Joe Kennedy III, US Special Envoy to Northern Ireland, and Lord Dominic Johnson, Minister for Investment, and the unexpected arrival of HRH The Princess Royal.

Following the morning session, the hall became an area for lunch and networking. As with the breakfast session, it was busy with a lot of networking taking place.

The first part of the afternoon session was organised into sectoral breakout sessions, providing an opportunity for a deep dive into different sectors and enabling discussions to take place between attendees. These again appeared to be well received. It was noted that some attendees left after lunch. This was mentioned in the stakeholder interviews, who noted the importance of maintaining delegate interest with an engaging programme and a variety of content, which many thought this had been achieved and commented that the venue remained busy throughout the day.

Appendix 4: Event app

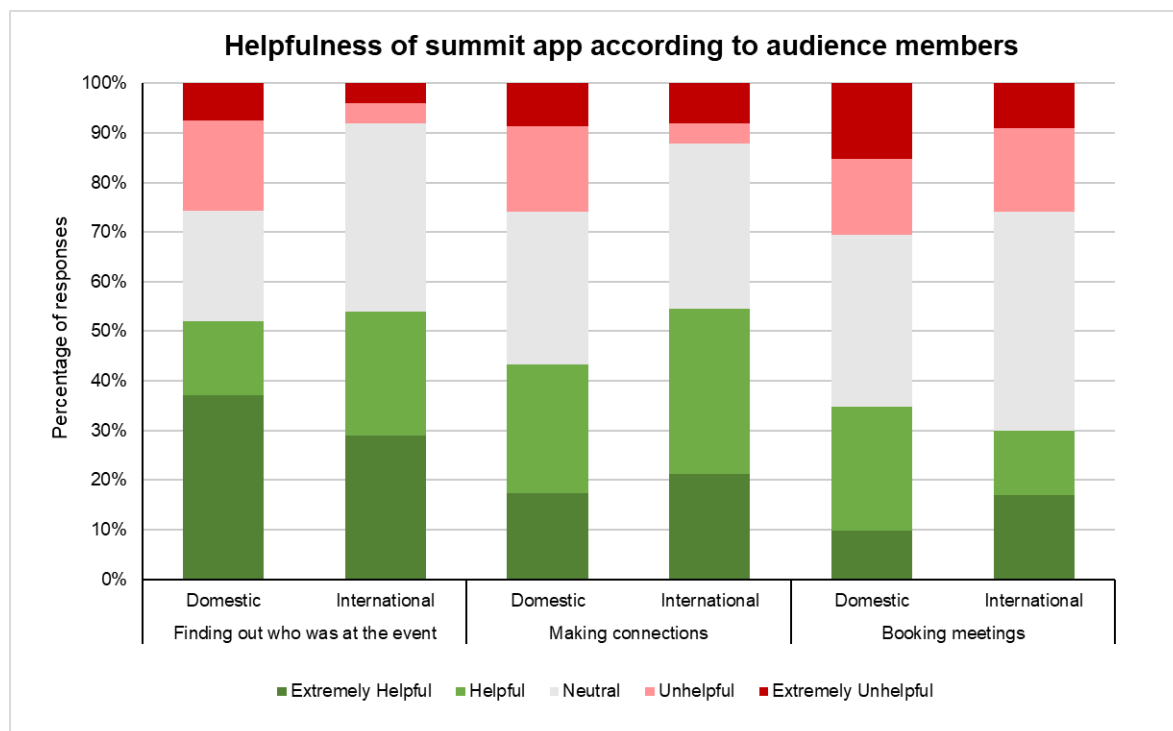


Chart 5: How helpful attendees found the Summit app

Most attendees found the app to be helpful in navigating the event as Chart 2 above demonstrates. Scores were more evenly weighted in the 'Booking meetings' category and it should be noted that the app did not have a meeting booking feature. While attendees could make connections and communicate via a messaging service, there was no diary or meeting room booking option, which may have influenced feedback. In total 501 unique users viewed the event programme, 398 unique users viewed the list of international investors, and 466 connections were made between attendees using the app.

Appendix 5: Comms and marketing coverage breakdown

DBT communications and marketing produced a separate internal report for the purposes of monitoring and understanding the impact of activity, for the purposes of planning for future events. The below data is taken from this report and reflects activity as recorded by DBT. This may exclude activity recorded by other agencies working with DBT on NIIS.

Journalists from BBC NI, Belfast Telegraph, Cool FM/Downtown, Financial Times, Press Association, Reuters, Raidió Teilifís Éireann and UTE were invited by DBT to attend the Summit on 13th September.

BBC NI and Belfast Telegraph produced rolling coverage of the Summit on their platforms, with BBC uploading livestreams from Lord Johnson and Joe Kennedy III's session, SoS NI's address, and EY's investment announcement of 1,000 jobs.

UTV, Raidió Teilifís Éireann, Reuters and Press Association also produced broadcast content throughout the event.

News photography was provided by Press Association, which was widely used in the Summit reporting.

As of Thursday 14th September, DBT had recorded 26 pieces of coverage in Northern Ireland and 17 in the wider UK.

The majority of coverage was positive or neutral in sentiment.

The majority of reporting carried quotes from DBT SoS and NIO SoS and many pieces lead with EY's jobs announcement which featured in DBT's press release.

DBT's arranged media moments also featured in much of the coverage in the media and on social media (e.g., Princess Royal and Joe Kennedy III).

There were 8 pieces which resulted from proactive briefing (preview coverage and op-eds).

Several pieces featured quotes or pictures from ministerial activity: Lord Johnson's visit featured on the front page of the Belfast Newsletter.

In total, across the entire NIIS, the Summit received 13 pieces of coverage outside the UK, 7 of which were in the Republic of Ireland.

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