
Delivering High-Quality Events — In-Person and Online

How PA Cooperative became the go-to partner for impactful, well-organised events at Westminster and beyond.

Challenge

The coronavirus pandemic changed the nature of events. Audiences were suddenly much more willing to engage online — and remain keen to do so, in the right circumstances. Not all events have returned to being in-person — but in many cases, they have.

PA Cooperative understands that both in-person and online events have a big part to play in sharing important messages. It helped forestry and wood body Confor to ramp up its event offering significantly to connect with members and the wider industry during Covid-19 and beyond. It then supported Confor and other clients — from forestry, legal affairs, technology and healthcare — to engage with political and industry stakeholders through high-quality events in Edinburgh and at Westminster.

Solution

Recognising the need for well organised online events on stable platforms, PA Cooperative used its expertise to provide seamless digital experiences. Neil Cuthbert oversaw technical and logistical excellence, ensuring that the agenda remained aligned with core policy objectives. Alongside experienced host David Lee, the team guaranteed that participants were thoroughly briefed and the content remained engaging for digital audiences. Following the pandemic, Neil and David transferred this expertise to in-person environments, collaborating with Confor and a diverse range of clients to host high-impact events, frequently at Westminster.

Result

By delivering impactful events both virtually and in person, PA Cooperative has secured measurable advantages for its clients, including enhanced levels of engagement. The demonstrable success of these initiatives has established a cycle of repeat business, with clients consistently returning to PA Cooperative for their event organisation needs.

Impact

PA Cooperative is the go-to business for organising high-quality and impactful short events at Westminster. Event clients include Confor, The National Robotarium, the Advanced Well-Being Research Centre, legal firm Brodies, and Scottish Woodlands Ltd. PAC was also engaged by Brodies and Confor to organise a forestry event in Scotland in late 2025, which resulted in a packed room and very satisfied clients.

“PA Cooperative has organised and hosted two events at the Houses of Parliament for clients of Hot Tin Roof — one on robotics and the other on wellbeing and physical health, in 2025. On both occasions, their pre-planning and research was meticulous and Neil and David understood and shaped the topics under discussion. All participants had their say while ensuring the discussions maintained momentum — always with a focus on what needed to happen next at a political level. I would very happily recommend PA Cooperative for their high-quality event work.”

Steven Herd, Account Director, Hot Tin Roof PR

Notes

PA Cooperative Ltd is a Scottish public affairs, communications, and video production consultancy specialising in land-based industries including forestry and rural affairs. Founded in 2013. www.pacoop.co.uk