

# SDO CONNECT

Insights, opportunities and connections to accelerate SME growth.

- Discovery Report
- Outsourced BD Support
- Event Support
- Associates Services



## Recap of the Month

September has been a busy but rewarding month for our team, particularly following the success of DSEI 2025. We are delighted to welcome Emily Hocking as our new Commercial Operating Officer. Emily brings valuable expertise that will help us continue to strengthen and grow the business and we’re excited to have her join the team. Off the back of DSEI, we are also proud to officially launch our Event Support Service, designed to help SMEs maximise their return from industry events. From pre-event scheduling and on-site support to targeted prospect engagement, social media coverage and post-event insights.

This service ensures businesses benefit from our sector knowledge and make the most of every opportunity – building visibility, generating leads and connecting with the right stakeholders. In addition, our refreshed website is now live, highlighting our four core service areas and making it easier than ever to explore how we can support our clients. We’re also celebrating an exciting milestone this month, having reached 1,000 followers on LinkedIn. A huge thank you to everyone who continues to follow, engage and support us, your encouragement is greatly appreciated. On a wider industry note, we’re also excited to hear the news about the development of drone companies coming to Swindon, including Stark, Tekever, MUNI and Flyby. This marks a real step forward for innovation and manufacturing in the region.

## Events

September was all about DSEI, following months of preparation and behind-the-scenes planning to secure pre-scheduled meetings and ensure our clients made the most of the event. On the ground, we supported 12 clients, held over 150 meetings, and each covered an average of 20,000 steps a day with our team of seven. Every step was worth it, with fantastic client discussions and valuable new connections across the industry.

Looking ahead, October is set to be a busy month of events. We’ll kick things off at DroneX, followed by the Silverstone Technology Cluster Conference in collaboration with the OBC RDSC. Our CEO, Stuart Olden, will also be speaking at MIA CTS – The Motorsport Engineering and Technology Show, where we’ll be attending across both days. To close the month, we’ll be at Advanced Engineering – With such a full calendar ahead we were excited to keep the momentum going!



## Client News

September was another key month for our clients, filled with valuable interactions at DSEI and plenty of follow-up activity since the event. We’re also delighted to share that our existing client, CRP Group, has signed a new 12-month contract with us for continued business development support in the Defence sector. We’re thrilled to be extending this collaboration and look forward to building on the great progress we’ve already achieved together.

## Meet the Associate: Michael Puckett



Michael is a seasoned executive with over 40 years’ experience in defence, security, and facilities management, with a strong focus on strategy, transformation, and forging successful partnerships. He is recognised for guiding organisations through complex challenges and delivering sustainable growth.

**Michael’s Tip:** Develop a clear, focused strategic plan and apply it consistently. However, remain adaptable—respond to market shifts and actively seek client feedback to refine your products and services. Agility and responsiveness are key advantages for any SME.

**Michael’s Fun Fact:** As a young martial arts student, I once took part in a women’s self-defence demo with my sister at a village fete. Nerves got the better of her, and instead of pulling her punches, she went full force—leaving me with bruises that lasted a week.