techUK
FOR WHAT COMES NEXT

Marketing, sponsorship and communications opportunities for techUK members

A techUK guide – January 2023

Welcome to techUK!

techUK is the trade association which brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve. We create a network for innovation and collaboration across business, government and stakeholders to provide a better future for people, society, the economy and the planet.

Membership of techUK allows you and your team access to the latest news and views, insights, opinions, events and new business opportunities from across the techUK ecosystem.

Benefits also include a range of marketing and communications opportunities to help you develop your business networks and enhance your visibility in the industry.

If you have any questions about our marcomms opportunities, please contact marcomms@techUK.org

Julian David, CEO, techUK

Expand your network – techUK in numbers

techUK

Social media

Twitter: 40,000+
LinkedIn: 25,000+

Website

120,000 website views per month

Campaign weeks

22-24 per year

Podcasts

6,100+ listens in 2022

Newsletters

26 per month

Flagship events

15+ a year

Blogs and insights

1750+ a year

Sponsorship opportunities – Flagship events

Throughout 2023, techUK will host 15+ virtual and in-person flagship events. From dinners and drinks receptions to large scale conferences, each present sponsors with a range of fantastic opportunities.

Sponsors will enhance their position as thought leaders by sharing a platform with sector leaders, meeting key government and regulatory stakeholders, and networking with peers and prospects from both the public sector and commercial markets.

Sponsors benefit from a wide range of brand impact and awareness-raising activities ensuring maximum value from event sponsorship.

You can find an overview of our flagship events and sponsorship offerings on our website.

Sponsorship opportunities – Podcasts

You may now sponsor one or multiple episodes of the techUK podcast to share your company's insights, case studies and more with our listeners.

£2,000+VAT

Sponsorship opportunities – Events

The techUK flagship event programme brings together delegates and leading speakers from across the tech industry and public sector to share their views and insights on the key issues facing our sector.

POA

Sponsorship opportunities – Webinars

Our sponsored webinars give members the opportunity to shape the content and speaker line-up for a webinar with the event delivery and marketing managed by techUK. Sponsor and develop a thought leadership webinar to share your insights and case studies with our networks.

£3,000+VAT

For sponsorship enquiries please contact Margot Stumm: margot.stumm@techUK.org

Events (non-sponsored)

Developing networks and helping members build valuable relationships is a key part of what we do at techUK. We connect you with your peers, government stakeholders and potential customers to explore the positive potential of tech at our wide-ranging events, from **conferences and dinners to market briefings, webinars, and roundtables.**

Every year we run hundreds of virtual events, workshops and webinars across all our programmes.

If you wish to participate in an event or speak on a panel, please raise your interest with your point of contact at techUK and they will be able to help.

Please find the list of all our upcoming events **here**.

Thought leadership – blog posts and Campaign Weeks

techUK's website receives **120,000** page views each month. Members can contribute thought leadership content in **two** ways, Insights and Campaign Weeks:

Insights:
techUK members are welcome to submit stand-alone thought leadership blogs which will be published on the techUK website.

Our *Insights* receive **350** views on average and are an effective way to demonstrate your influence and amplify your voice in the technology industry.

They are extremely popular - we publish an average of **150** each month and they are promoted on our Twitter and LinkedIn accounts to a combined audience of 65k people.

If you wish to submit an insight, contributor guidelines can be found on our website.

Campaign weeks:
techUK runs an average of **22** campaign weeks throughout the year. Across each week we take a deep dive into emerging and established technologies and the most important issues facing the tech sector and society in general.

Topics in 2022 included ***Digital Justice, Digital Trade, AI, Future of Compute, Local Digital Capital, Local Public Services, Cloud,*** *and* ***Digital Transformation*** among many others.

Members participate by submitting a guest blog that will be promoted during the campaign week and amplified on our comms channels - you can find the upcoming campaign weeks on our website or by signing up to the techUK monthly newsletter.

Podcasts (non-sponsored)

The techUK podcast launched in 2018 and explores the key tech issues of the day, focusing on the positive outcomes digital technology can achieve.

Our podcasts receive an average of **270** listens per episode (6,100+ in total across 2022) and have featured a diverse range of guests including techUK members and stakeholders, MPs, thought leaders and academics.

The techUK podcast is available across a range of popular podcast platforms, including **Soundcloud, Apple Podcasts, Acast** and **TuneIn** and promoted across our social media channels.

If you wish to participate to an episode, please raise this with your point of contact at techUK and they will be in touch when an opportunity becomes available.

You can find our podcasts here.
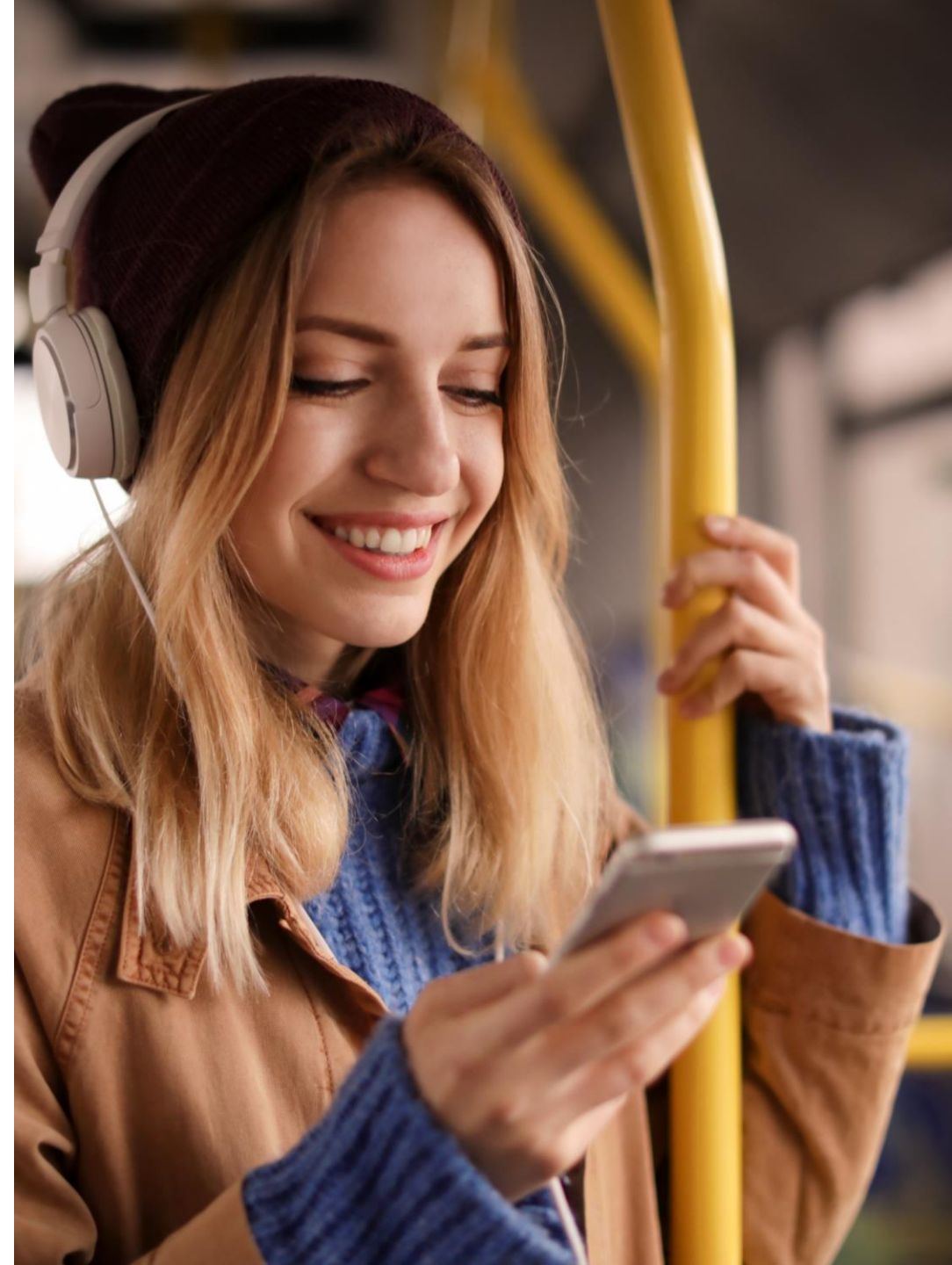
Social media

techUK is on Twitter (40,000+ followers) and LinkedIn (25,000+ followers). We encourage all our members to follow our pages to keep up to date with techUK's ongoing projects and activities.

techUK is happy to support key member activities, such as events or report releases. If techUK is directly involved in the project you wish to promote, we may be able to share it directly on our social media accounts. If techUK is not directly involved in the project, we may engage with your promotional post (e.g. by 'liking', 'replying') to support it within our network.

Please bear in mind that the projects must not be for-profit for us to be able to support.

Supportive marketing comments

techUK's senior leadership team, comprised of directors, Deputy CEO, and CEO, are available to provide supportive comments for inclusion in our members' press and marketing materials, such as press releases and reports.

Please get in touch with press@techuk.org to discuss.

Newsletters

techUK publishes **24** newsletters a month, **18** of which are dedicated to specific programme content. They are a vital source of industry news.

Recipients vary across the newsletters, with our monthly flagship techUK newsletter having the largest audience of **8k** people. Across all of our newsletters we reach approximately **54,000** recipients and have an average 7**.2%** click through rate.

Programme specific announcements, launches, and surveys from members may be included in relevant techUK newsletters.

Please speak with us to find out more about how you can suggest content for our newsletters.

To register to receive our newsletters, please visit our website.
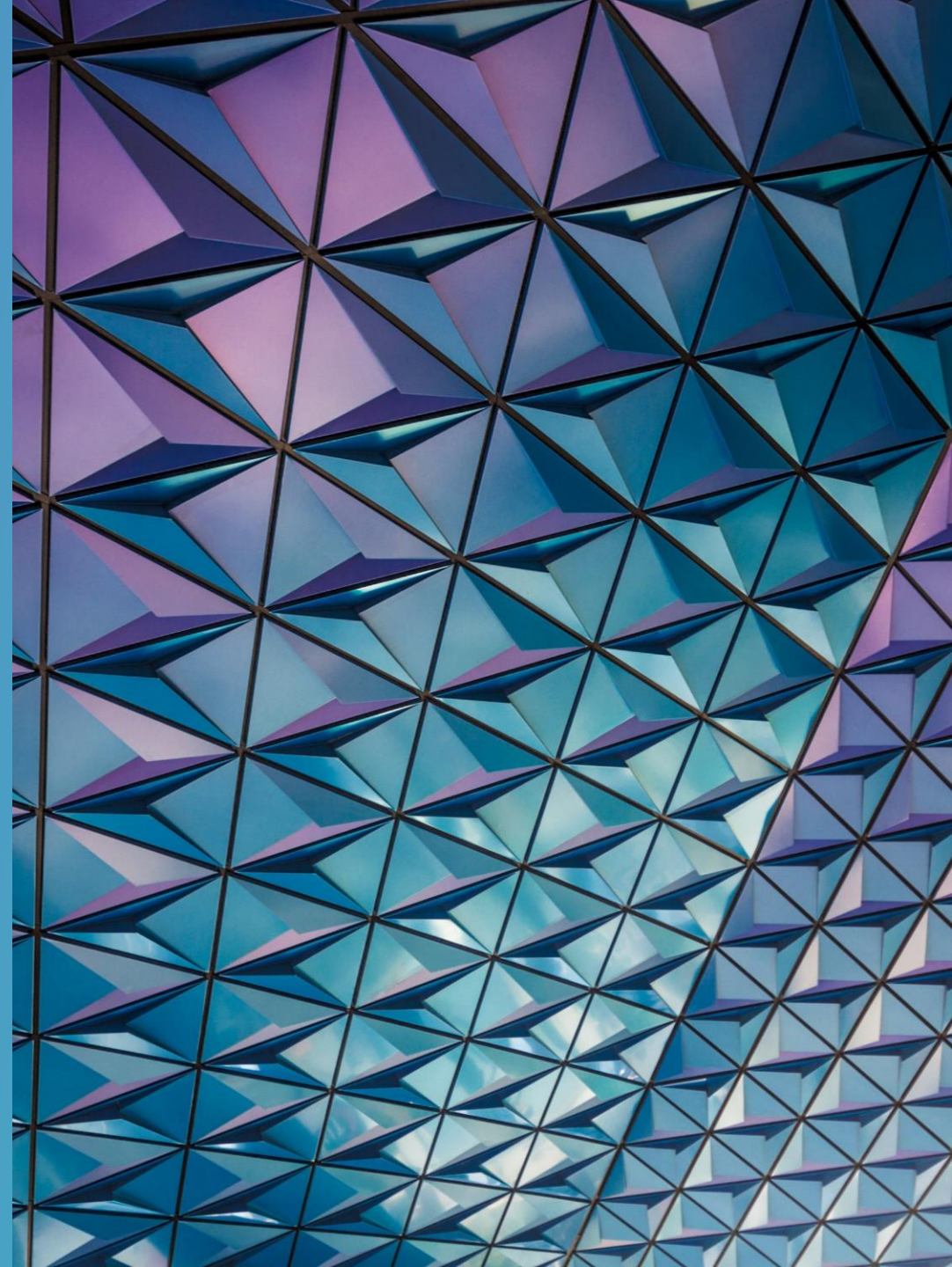
External commercial opportunities

techUK often partners with publishing houses, Raconteur and MediaPlanet, providing editorial content on a range of campaigns.

The print copy of the campaign is published across a choice of publications, including **The Guardian, The Times, The Sunday Times,** and the **New Scientist**. These opportunities are advertised on techUK's website and within our monthly Marcomms Amplifier newsletter.

techUK members are entitled to a 20%-25% discount depending on the campaign - please be aware prices vary.

Please get in touch if you'd like more information: press@techuk.org

linkedin.com/company/techuk

twitter.com/techUK

youtube.com/user/techUK

marcomms@techuk.org