

The Value of our Data Analytics and AI Programme

1. Industry Access:

As members of techUK you join a thriving community of companies committed to showcasing and demonstrating the power of Data Analytics and AI technologies. We bring together industry leaders, policymakers, regulators and civil society to affect the change needed to drive the data analytics and AI market in the UK. We help our members to build strong relationships with these stakeholders, reach new customers, and enable their business to grow and scale.

2. Influence Policy:

The Data Analytics and AI Programme helps our members to create the best environment for growth through the shaping and influencing of government policy, including the UK's upcoming AI Whitepaper. techUK provides a regular comprehensive analysis of the latest policy developments in the field and what it means for industry, whilst also convening members to develop position statements and responses to government consultations. Through workshops, private roundtables, and webinars, techUK provides direct access to policymakers enabling members to highlight key opportunities or challenges concerning the sector.

3. Inside track:

The Data Analytics and AI Programme helps members to identify and interpret key opportunities and risks from government AI policy announcements. This enables members to anticipate changes and best prepare for the future, giving them a competitive edge over other businesses. techUK have regular catch-ups with key stakeholders including, DSIT, the Office for AI, CDEI and the ICO. This direct access to decision makers enables members to raise their profile, highlight cutting-edge examples of AI in practice as well as escalating any specific AI-related issues.

4. Impact performance:

techUK helps members to raise their profile in both government and industry across all sector verticals via speaking opportunities at techUK events, including techUK's Data Strategy Series and our annual Digital Ethics Summit. These profile-raising opportunities help provide access to new partners, customers and industry stakeholders and help members to identify early market opportunities and risks that can help them best manage their growth strategies.

5. A return on investment (ROI):

Members of the Data Analytics and AI Programme have the opportunity to directly influence the future of UK AI policy, including potential future regulation, in ways that are beneficial to their business. Members also contribute to government consultations, input into techUK reports, and influence decision makers face-to-face via roundtables and events. Through these activities members can showcase their thought leadership to potential future customers, meet and win new clients, and influence and impact policymakers and other key stakeholders.

