

UKAuthority explores best practice and innovation in digital, data and technology to deliver modern health and public services for the public good.

Our core editorial dataset covers 32,000+ decision makers, thought leaders and frontline delivery officers across local government, central government, police, fire, NHS, housing and universities.

- ▶ 70,000+ visitors per month
- ▶ 24,582 weekly newsletter subscribers
- ▶ 4,428 daily news alert subscribers
- ▶ 48,950 social media followers

## Connect, engage, learn, lead...

- ▶ Virtual flagship conferences and bespoke UKA Live discussions
- ▶ UKA Inform round table debates, research, white papers and briefing notes
- ▶ Customer success and thought leadership editorial, sponsored copy and video interviews
- ▶ Web and e-newsletter advertising

To explore how UKAuthority can help you to connect and engage with the public sector to meet your goals, contact Helen Olsen Bedford  
E: [helen@ukauthority.co.uk](mailto:helen@ukauthority.co.uk) | M: 07970 675209

## UKAuthority

Digital, data & technology for the public good

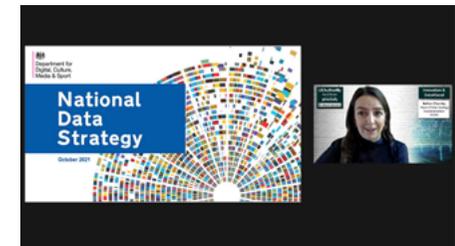


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Search archives

	UKA Live	Events	Inform	Local Digital	Cyber	Smart Places	Health & Care	Data4good	Industry Voice	Work With Us
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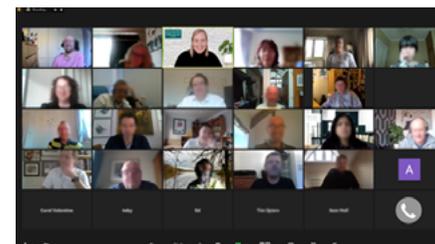
## Flagship virtual conferences



## UKA Live - bespoke thought leadership



## UKA Inform - round tables & research



# UKAuthority virtual conferences - your customer success platform

UKAuthority's 2022 events will take place in a virtual format - offering our national community of digital, data and technology leaders equal access to the shared experience and learning sessions.

Our flagship events offer a customer success and engagement platform to suppliers leading the sector with innovative solutions.

Each comprises three 90 minute webcasts, 11:00 to 12:30, on three consecutive mornings, each featuring four to five speakers and a panel discussion.

We ask our partners to bring their public sector customers to speak alongside them - evidencing success and outlining ambitions for the future.

We can accommodate a maximum of four partners:

- ▶ One x Gold
- ▶ Two x Silver
- ▶ One x SME



**Powering Digital Public Services**  
11:00 - 12:30  
9, 10 & 11 March



**Resilience & Cyber4Good**  
11:00 - 12:30  
14, 15 & 16 September



**Integrating Digital Health & Care**  
11:00 - 12:30  
11, 12 & 13 May



**AI & Data4Good**  
11:00 - 12:30  
12, 13 & 14 October



**Smart Places & Communities**  
11:00 - 12:30  
22, 23 & 24 June



**Automation & Bots4Good**  
11:00 - 12:30  
23, 24 & 25 November

PARTNER DELIVERABLES	GOLD	SILVER	SME
Public sector customer speaker 1	15 minutes	15 minutes	10 minutes
Public sector customer speaker 2	10 minutes	-	N/A
Partner speaker	15 minutes	10 minutes	10 minutes
Delegate list pre / post event	Yes	Yes	Yes
UKAuthority thought leadership feature from event content	Yes	-	-
UKAuthority customer success feature from speaker content	Yes	Yes	-
Promoted post / social media promotion of features	Yes	Yes	-
Participation in relevant discussion sessions	Yes	Yes	Yes
Branding on all appropriate event promotion	Yes	Yes	Yes

**Connect**  
Over 90% of our audience are happy to connect to our partners for the UKAuthority events they attend

**Engage**  
Average 185 delegates per event

**Lead**  
Showcase leading customer success

## Pricing

Gold: £9,650 ex VAT

Silver: £5,350 ex VAT

SME: £2,975 ex VAT

# Leadership and research

## UKA Live

UKA Live is the prime discussion channel covering the use - and future use - of digital, data and technology in the health and public sector.

This fully managed webcast production service includes branding, spokesperson on panel, promotion, social media support, audience acquisition, project management, moderation, broadcast, news story, post-production and hosting of on-demand recording on UKAuthority.

Post event we craft a thought leadership feature by-lined to your spokesperson for publication on UKAuthority and promotion via our newsletters and on social media channels.

We can also record talking heads interviews with your customers and representatives, post broadcast, to capture their success stories and key thoughts on the topic in hand.

## UKA Inform

UKAuthority runs virtual round table debates and in-depth research programmes with key partners.

Full details of recent projects can be seen under Inform on UKAuthority, but these include a focus on data, purchasing, intelligent automation, low code, digital transformation, cloud, health and social care, and both sustainable technology and the use of technology to improve our environment.

Projects range from virtual round tables to online surveys and interviews producing features, briefing notes and white papers.

## UKAuthority's 2022 Focus

- ▶ Sustainable technology and the environment
- ▶ Data-driven innovation
- ▶ Artificial intelligence and machine learning
- ▶ Automation and added intelligence
- ▶ Digital inclusion, connected communities
- ▶ Hybrid and beyond, cloud into the future
- ▶ IoT, sensors, smart places and smart cities
- ▶ Low code and self sufficiency
- ▶ Platforms and common components
- ▶ Reuse, collaboration and shared services
- ▶ Modern citizen services
- ▶ Digital identities
- ▶ Standards for multi-sector services
- ▶ Patient centred digital health and care
- ▶ Secure home-office hybrid working
- ▶ Cyber resilience and security
- ▶ Procurement in a fast moving digital world
- ▶ Diversity and women in public sector DDaT

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Visit UKAuthority to see [our latest UKA Live programmes and interviews](#) and [Inform research](#)

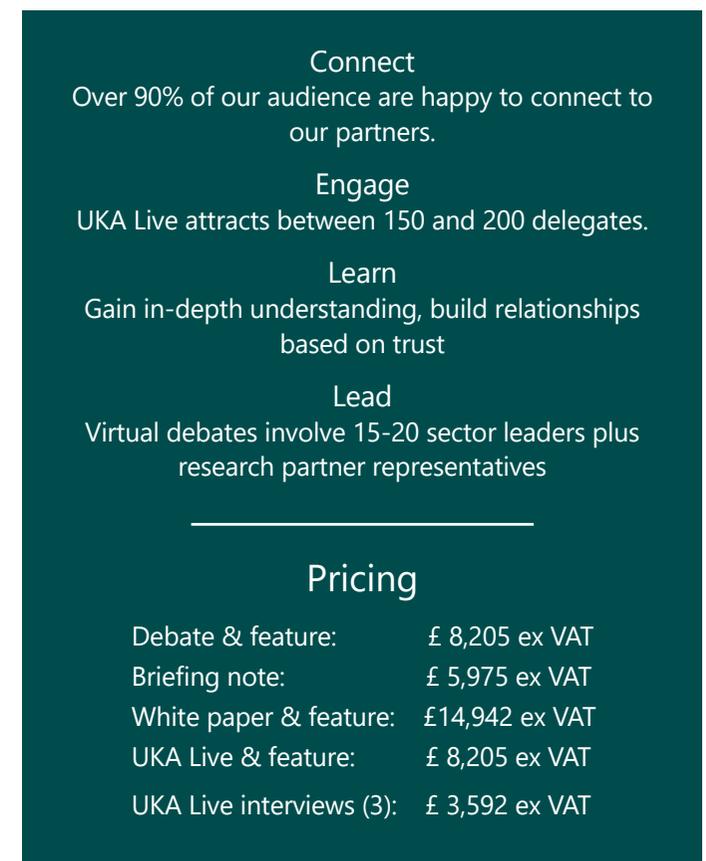
To discuss programme requirements contact  
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M: 07960 675209



**UKA Live**  
Is public sector procurement fit for the digital age?  
**rackspace** technology  
**vmware**



**UKA Inform**  
**Smart sourcing insight**  
*Finding the right balance in outsourcing, insourcing and cloud procurement*  
**rackspace** technology



**Connect**  
Over 90% of our audience are happy to connect to our partners.

**Engage**  
UKA Live attracts between 150 and 200 delegates.

**Learn**  
Gain in-depth understanding, build relationships based on trust

**Lead**  
Virtual debates involve 15-20 sector leaders plus research partner representatives

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**Pricing**

Debate & feature:	£ 8,205 ex VAT
Briefing note:	£ 5,975 ex VAT
White paper & feature:	£14,942 ex VAT
UKA Live & feature:	£ 8,205 ex VAT
UKA Live interviews (3):	£ 3,592 ex VAT

# Pricing

All prices exclude VAT

UKAuthority will work with you to craft a bespoke programme of engagement aligning your sales and marketing objectives, customer success and opinion with the latest news and current affairs.

CUSTOMER SUCCESS OR THOUGHT LEADERSHIP FEATURE	Content supplied	Created by UKAuthority
Feature, promoted posts in news alerts / newsletters and social media promotion (Twitter / LinkedIn - 5 posts in total)	£2,340.00	£3,555.00
Event support / white paper promotion - event listing or feature, promoted posts and social media promotion plus six weeks' banner advertising driving to download gate	£3,177.50	N/A
BANNER ADVERTISING	Content supplied	Created by UKAuthority
One month (980x120 pixels & 250x250 pixels both at 72dpi)	£ 425.00	£ 525.00
Three month series (15% off list, sizing as above)	£1,083.75	£1,168.75
Six month series (30% off list, sizing as above)	£1,785.00	£1,855.00
THOUGHT LEADERSHIP / WHITE PAPERS	Content supplied	Created by UKAuthority
Virtual round table (15-20 people - refreshments provided by client), bylined feature on discussion and promotion thereof	N/A	£8,205.00
Briefing note (approx 3,000 words) - research, content creation, publication	N/A	£5,975.00
White paper (approx 7,000 words) - research, content creation, publication	N/A	£10,750.00
Thought leadership feature, promoted posts, social media & banner ads driving to asset download gate	£4,192	£4,192.00
UKA LIVE WEBCAST & THOUGHT LEADERSHIP FEATURE	Content supplied	Created by UKAuthority
Live webcast panel debate, including branding, promotion, audience acquisition, project management, production, moderation, hosting / editing / production of on-demand video / creation, publication and promotion of feature and video	N/A	£7,955.00
TALKING HEADS VIDEO INTERVIEWS	Content supplied	Created by UKAuthority
Three interviews recorded via Zoom, edited and each published as a news story	N/A	£3,592.00

All prices exclude VAT

# Our audience

UKAuthority has a uniquely verified and tiered core database of over 32,000+ public sector decision makers from central government, local government, police, fire, health, housing and universities.



## Central Government

- Ministerial Departments
- Non Ministerial Depts
- Executive Agencies
- NDPBs / Regions

**TOTAL CONTACTS = 3,844**

IT - including heads of / CIO / CDO / SIRO  
Departmental Directors / Assistants / Deputies  
Financial / Procurement / Contracts  
Governance / Performance / Legal / Continuity  
Project Officers / Strategists  
Personnel / Training / Organisational Development  
Policy and Public Relations  
Other: Environment, Economic Development, Community, Operations, Customer Services



## Housing Associations

**TOTAL CONTACTS = 2,282**

IT - including heads of / CIO / CDO / SIRO  
Chief Executives / Financial Heads / Procurement  
Heads of Housing service / Operations  
Customer Services / Social Inclusion



## Health

- Ambulance Trusts
- Health Acute Trusts
- Health Mental Care Trusts
- Health Boards (Scotland and Wales)
- Clinical Commissioning Groups
- Commissioning Support Units / Health Informatics
- Community Health Trusts

**TOTAL CONTACTS = 4,675**

IT - all aspects; including heads of / CIO / CDO / SIRO  
Chief Executives / Assistants / Deputies / Corporate Affairs  
Financial Directors / Procurement  
Governance / Performance / Legal / Continuity  
Medical & Nursing Directors / PCT and HLB Commissioning  
Project Managers / Heads of Operation  
Personnel / Training / Organisational Development  
Policy and Public Relations  
CCG Chairs / Vice Chairs  
CCG Practice Manager reps  
Community / Operations / Customer Services



## Police

**TOTAL CONTACTS: 1,482**

IT - including heads of / CIO / CDO / SIRO  
Chief Constables / Assistants / Deputies  
Other Senior Officers  
Financial / Procurement / Contracts Officers  
Governance / Performance / Legal / Continuity  
Project Managers / Operations  
Police and Crime Commissioners



## Local Government

- English Counties
- English Districts
- English Unitaries
- London Boroughs
- Metropolitan Districts
- Northern Ireland
- Scottish Unitaries
- Welsh Unitaries

**TOTAL CONTACTS = 17,444**

IT - all aspects; including heads of / CIO / CDO / SIRO  
Chief Executives / Assistants / Deputies  
Financial Directors / Procurement / Contracts  
Customer Services / Revs / Bens  
Governance / Performance / Legal / Continuity  
Social Care / Children's / Education  
Councillors / Members  
Housing / Community Safety / Emergency Planning  
Libraries / Records / Cultural / Leisure  
Personnel / Training / Organisational Development  
Policy / Public Relations  
Environmental / Economic Development



## Fire and Rescue

**TOTAL CONTACTS: 511**

IT - including heads of / CIO / CDO / SIRO  
Chief Fire Officers / Assistants / Deputies  
Financial / Procurement / Contract officers  
Governance / Performance / Legal / Continuity  
Operations / Personnel / Authority Members etc.



## Universities / FE

**TOTAL CONTACTS: 1,715**

IT - including heads of / CIO / CDO / SIRO  
Chief Executives / Financial Heads / Procurement

We work with both the public and private sector:



For further information on how UKAuthority can help you to connect and engage with the public sector and meet your goals, contact Helen Olsen Bedford | E: [helen@ukauthority.co.uk](mailto:helen@ukauthority.co.uk) | M: 07970 675209