



How to get the best out of your UKita membership

Alongside being part of a strong and active community of interest at the forefront of good ICT practice, gaining access to new business opportunities, collaborating with members, and raising your profile, there are many tangible benefits of UKita membership that you should be exploiting.

Here is a list of the top ways to take advantage of your membership. Have a quick read through, if anything takes your interest simply click on the 'I'm interested!' link, and Central Office will give you a call and get you involved. *It's as easy as that.*

1. Learn and network at high-quality Events

UKita's branches are each running a series of high-quality, informative and useful events – the majority are free or heavily subsidised to UKita members, scheduled at times to suit the small business owner, and cover a range of topics to suit everyone in your business. Send your staff along to find out how they can incorporate marketing and PR into their daily roles, or brush up their cold-calling skills, send your technical staff to find out about the latest technologies and developing tools, or come along yourself to one of our 'new business' events and find out how to gain access to business opportunities and network with other members and IT companies. A schedule of events for each branch is available on request – make sure you add the dates to your diary and take advantage of the opportunities available.

You can also bring along a guest on the day. Pass event details onto a friend – they too can attend events from only £10 as a non-member.

[I'm interested!](#)

Is there an event you'd like to see? If so then tell us about it and we'll run it.

Here are some suggestions-

- How to Network
- Marketing / PR for IT businesses
- Innovation
- Learning to Tender successfully
- HTML / XML / CSS / .Net
- PDA's / Mobile & Wireless technology
- Suggest an Event

[I'm interested!](#)

2. Become an Approved Quality supplier

If you are a reputable ICT supplier, then why not apply for the UKita Quality Mark, designed to provide the assurance that your business has demonstrated a commitment to customer satisfaction and is a professionally run organisation?

The UKita Quality Mark is based on the well-respected and successful WMita Quality Mark which has been Quality Mark Approved.

[I'm interested!](#)

3. Training

Ever fancied updating your PowerPoint skills, improving your customer service skills, or time and project management skills, learning about LAN's, Linux, or Oracle, or have you thought about teaching yourself how to apply skills in .Net applications or C++, or how to build websites and animations with HTML, Java, or XML. Your UKita membership covers the cost of taking up to ten courses in any of the above topics and hundreds more. You can enrol yourself, your staff and business partners for free, and all courses are accessible online – so no need to take time out from your business.

[I'm interested!](#)

4. Exploit exclusive discounts

Make your membership fee back instantly! Take advantage of:

- 10% discount on Hiscox Professional Indemnity Insurance.
- 20% discount Consultancy - Legal Advice, Financial Advice, Marketing Advice, and Business Consultancy (coming soon)
- Discounted Landline and Internet facilities.
- Free meeting rooms around the West Midlands region
- Discount on annual UKita membership through Direct Debit payments
- Free Web Accessibility Audit worth over £250 – is your website accessible by all?
- Reduced-price exhibition stands at hundreds of exhibitions

[I'm interested!](#)

5. Join a Special Interest Group

Are you a software developer? Or do you have a passion for Mobile & Wireless technology? Do you work in the field of Learning and Development? Or provide a product or service such as marketing or PR to IT companies? Or are you interested in breaking into the Public Sector? Then join a Special Interest Group, share interests and expand your knowledge in any of these areas.

Special Interest Groups (SIG's) are cross-regional groupings of members with mutual interests in areas of specialism within IT. They help develop the specialism and provide a focus for the specialism both internally and externally, including related business opportunities. Groups hold regular meetings where participants discuss common issues and opportunities. They also work together on events and projects for the benefit of SIG members and the wider UKita community, and help to drive forward their industry in the UK.

[I'm interested!](#)

6. Direct Opportunities

If a company has an IT need – they come to UKita. That is what we at Central Office (home of the West Midlands branch of the UK IT Association, WMita) are working to achieve. We are encouraging companies to feed any business opportunities through to our members. You can view these opportunities by logging into your MyWMita page or by subscribing to the regular WMita e-newsletter. It is important that you subscribe the correct member of your staff to the newsletter so that you can exploit the offerings on there fully. If you do not have time to read newsletters yourself, then why not subscribe an additional member of staff also. That way any opportunities will not be missed.

[I'm interested!](#)

7. Boost your rankings

The [WMita website](#) ranks exceptionally high on the top ten Internet search engines, meaning that your member profile does too. A typical member profile receives 1000+ hits per year, with 100+ click-throughs to YOUR website, and a further 40+ emails sent to you through our website. Many external organisations and associations use the Member Directory to search for suppliers so make sure you keep your profile updated. If you want to know your profile statistics, please ask.

[I'm interested!](#)

8. Share your success

We love to hear about our members doing well, and so do other businesses. The IT industry in the County is blooming rapidly and we want to hear your stories, and evidence that the industry is thriving. If you have any PR stories or success stories – send them to us, we'll add them to our news page and help raise your profile in the process.

[I'm interested!](#)

To join the UKita please telephone Central Office on **0121 506 9320**,
or [email us](#).