Birmingham Tech Week 2025

Signals of a Thriving Regional Tech Economy

From convening to capability.
From activity to trajectory.

100+ International Delegates | **16+** Countries

Global MoUs, **Policy** Launches & **Frontier Tech** Premieres

Billion-scale media visibility and sustained narrative reach

Why Birmingham Tech Exists?

Birmingham Tech Week is not an event.
It is regional infrastructure. We exist to:

Convene the ecosystem: founders, talent, policy, capital, academia

Connect sectors that do not usually meet

Amplify West Midlands capability on a global stage

Translate innovation into economic and societal value

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Why this matters:

Without shared platforms, ecosystems fragment, BTW reduces friction and increases velocity.

Participation at a glance.

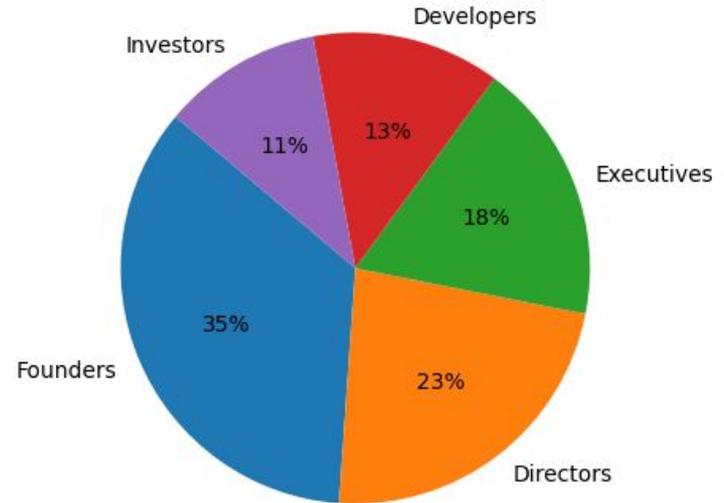|		
Diverse attendees	**35+** events	**200+** speakers
100+ international delegates from **16+ countries**	Significant **cross-sector** attendance	

Pie chart:
- Founders 35%
- Directors 23%
- Executives 18%
- Developers 13%
- Investors 11%

This was not a single-audience conference.
It was a **working ecosystem in motion**.
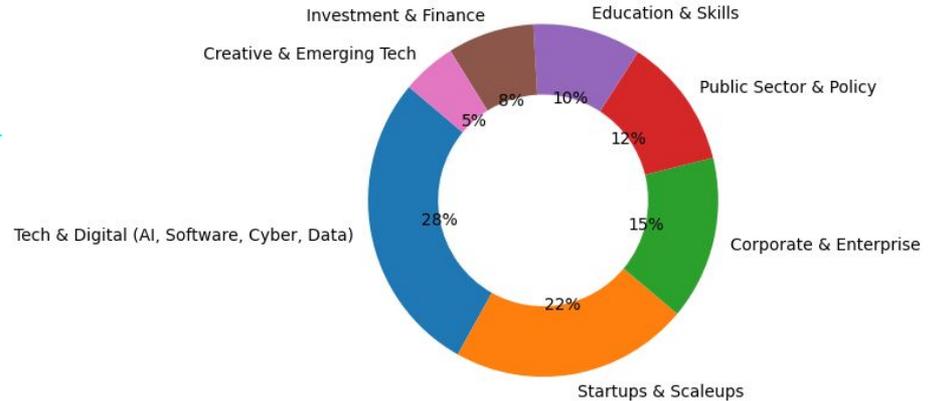
Sector & Ecosystem Characteristics

Tech & Digital: AI, Cyber, Software, Data, Cloud, Engineering

Public Sector & Policy: Local authorities, government bodies, regulators

Education & Skills: Universities, FE, training providers, talent organisations

Investment & Finance: VC, angel networks, banks, legal & advisory firms

Creative & Emerging Tech: Createch, gaming, immersive, frontier tech

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Tech & Digital (AI, Software, Cyber, Data) — 28%
Startups & Scaleups — 22%
Corporate & Enterprise — 15%
Public Sector & Policy — 12%
Education & Skills — 10%
Investment & Finance — 8%
Creative & Emerging Tech — 5%

Birmingham Tech Week **convenes a complete innovation ecosystem**, bringing together technology creators, adopters, investors, policymakers and skills providers in one place.
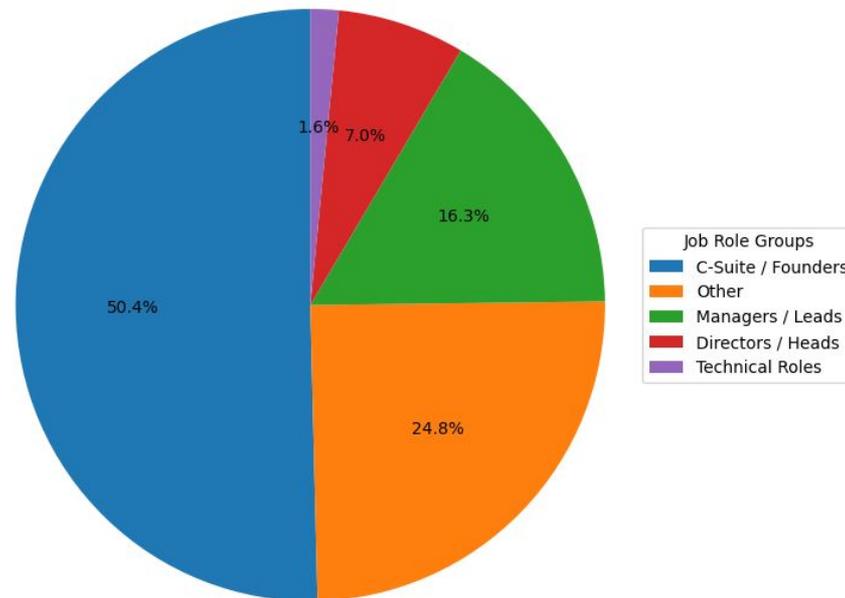
Audience Segmentation by Flagship Event

Flagship Event*	Core Audience Profile	Strategic Intent
Leadership Breakfast	C-suite, Public Sector Leaders, Policymakers, Enterprise Directors	Policy influence, regional leadership, place narrative
Digital Skills Symposium	HR Directors, L&D Leads, Educators, Public Sector, Employers	Workforce transformation, skills pipeline, inclusion
Women in Tech Day	Tech Professionals, Leaders, Allies, Founders	DEI leadership, employer brand, talent attraction
Midlands House	International Delegates, C-Suite / Founders, Managers / Leads, Technical Roles, Directors / Heads	International Representation, Relationship-driven, influence-oriented audience
AI Symposium	CTOs, CIOs, Innovation Leads, AI Founders	AI adoption, enterprise solutions, thought leadership
Frontiers Day	Investors, Creatives, Founders, Global Delegates	Future tech, inward investment, international visibility
Scale-Up Summit	Scale-up Founders, Investors, Advisors	Growth capital, commercial partnerships
Cyberverse	CISOs, Security Leaders, SMEs, Public Sector	Cyber resilience, trust, national capability
Eng & Dev Conf	Engineers, Developers, Technical Leads	Product adoption, hiring, technical credibility
Gala Dinner & Awards	Senior Leaders, Sponsors, Investors, Policymakers	Brand prestige, relationship deepening

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*These themes closely align with **national priorities** and **regional growth missions**.

Leadership Breakfast

Audience profile: Strongly leadership-led

- Over half of attendees were **C-Suite and Founders**
- Significant Director and Head-of-Function representation

Leadership Breakfast continues to function as a **strategic convening platform for senior decision-makers** across the regional tech ecosystem. The high concentration of founders and executives highlights its role in shaping investment decisions, partnerships, and long-term regional strategy.
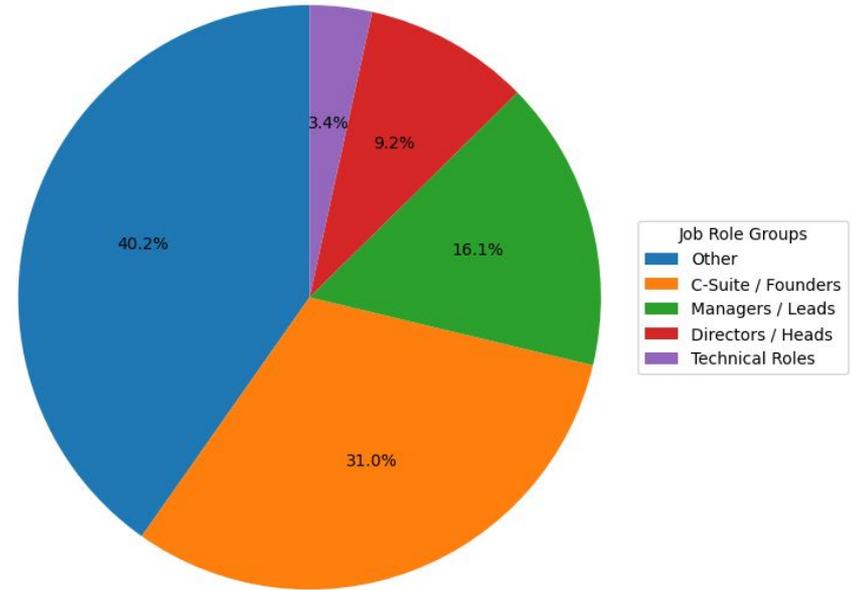
Job Role Groups
- C-Suite / Founders — 50.4%
- Other — 24.8%
- Managers / Leads — 16.3%
- Directors / Heads — 7.0%
- Technical Roles — 1.6%

Digital Skills Symposium

Audience profile: Broad, skills-focused mix

- Largest share from **operational and delivery roles**
- Balanced presence of managers and senior leaders

The Digital Skills Symposium successfully reached a **workforce and skills-delivery audience**, rather than being leadership-heavy. This indicates strong engagement from those directly responsible for implementing digital skills programmes and training initiatives.
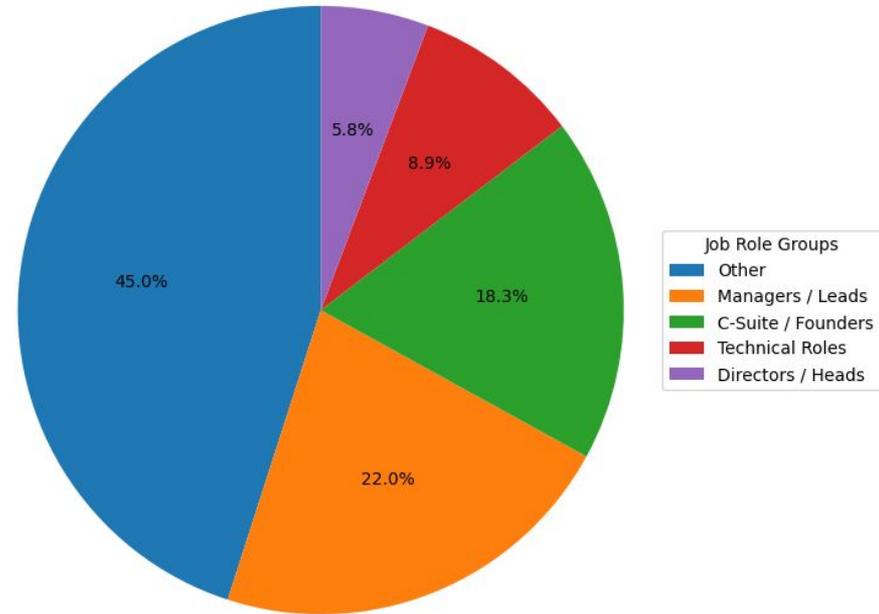
Job Role Groups
- Other
- C-Suite / Founders
- Managers / Leads
- Directors / Heads
- Technical Roles

40.2% — Other
31.0% — C-Suite / Founders
16.1% — Managers / Leads
9.2% — Directors / Heads
3.4% — Technical Roles

Women In Tech Day

Audience profile: Mid-career and emerging leadership

- Highest proportion of **Managers and Leads**
- Meaningful but lower C-Suite representation

Women in Tech Day is particularly effective at engaging **mid-career professionals and emerging leaders**, a critical cohort for long-term gender equity in tech leadership. The audience profile reflects a strong pipeline-building function.
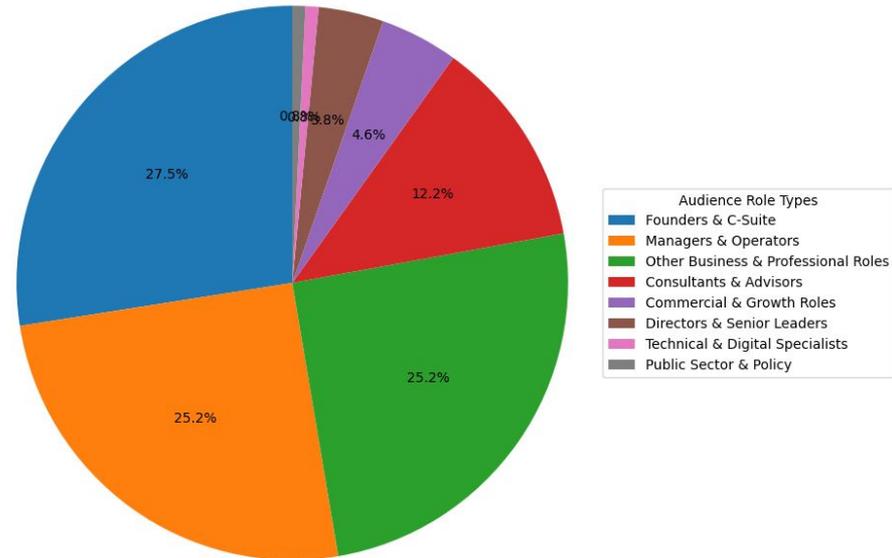
Job Role Groups
- Other
- Managers / Leads
- C-Suite / Founders
- Technical Roles
- Directors / Heads

45.0% — Other
22.0% — Managers / Leads
18.3% — C-Suite / Founders
8.9% — Technical Roles
5.8% — Directors / Heads

Midlands House

Audience profile: Founder- and operator-led

- Strong combined presence of **C-Suite and Managers**
- Lower director-level representation

Midlands House attracted a highly **execution-focused audience**, dominated by founders and operational leaders. This reflects its role as a space for practical discussion, partnership building, and regional advocacy.
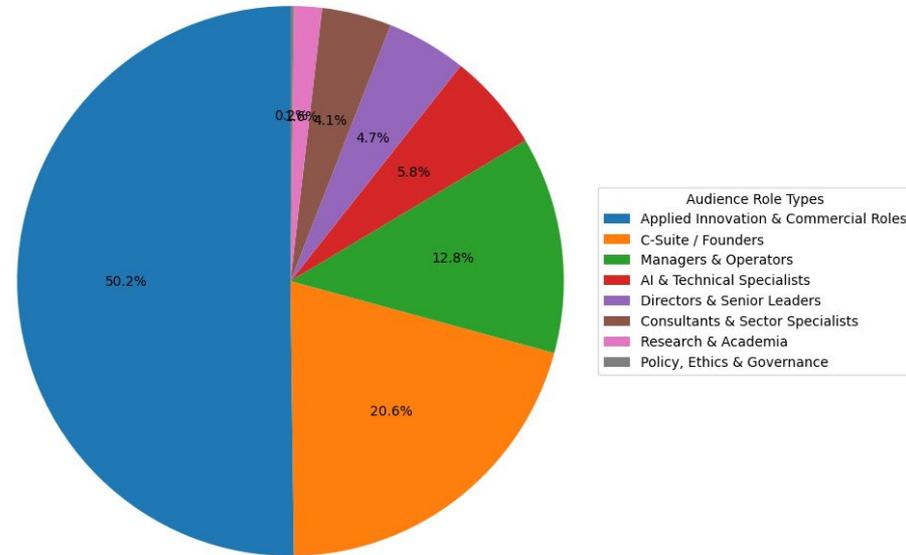
Audience Role Types
- Founders & C-Suite
- Managers & Operators
- Other Business & Professional Roles
- Consultants & Advisors
- Commercial & Growth Roles
- Directors & Senior Leaders
- Technical & Digital Specialists
- Public Sector & Policy

27.5% · 25.2% · 25.2% · 12.2% · 4.6% · 3.8%

AI Symposium

Audience profile: Broad and interdisciplinary

- Large proportion of roles outside traditional leadership or technical titles
- Moderate senior leadership presence

The AI Symposium attracted a **wide, cross-sector audience**, predominantly applied-innovation audience, with over half of attendees working in commercial, transformation, and AI deployment roles. The diversity of roles suggests strong interest from policy, commercial, and applied innovation communities, not just technologists.
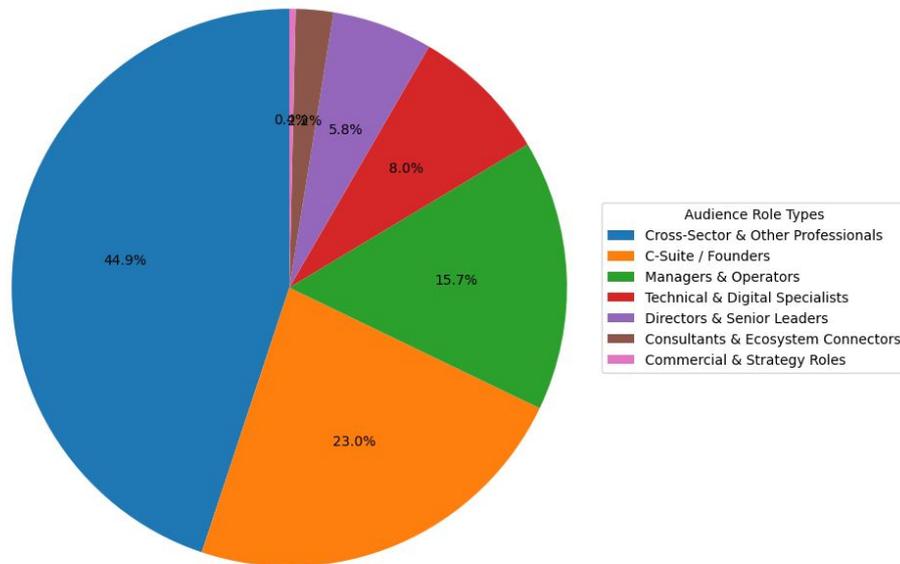

Audience Role Types
- Applied Innovation & Commercial Roles
- C-Suite / Founders
- Managers & Operators
- AI & Technical Specialists
- Directors & Senior Leaders
- Consultants & Sector Specialists
- Research & Academia
- Policy, Ethics & Governance

Pie chart values: 50.2%, 20.6%, 12.8%, 5.8%, 4.7%, 4.1%, 1.6%, 0.2%

Frontiers Day

Audience profile: Balanced innovation audience

- Mix of founders, managers, and cross-functional professionals
- Limited dominance of any single seniority level

Frontiers Day attracted a highly cross-functional audience, with a significant proportion of attendees working in innovation, transformation, and sector-specific roles that sit outside traditional leadership or technical titles.
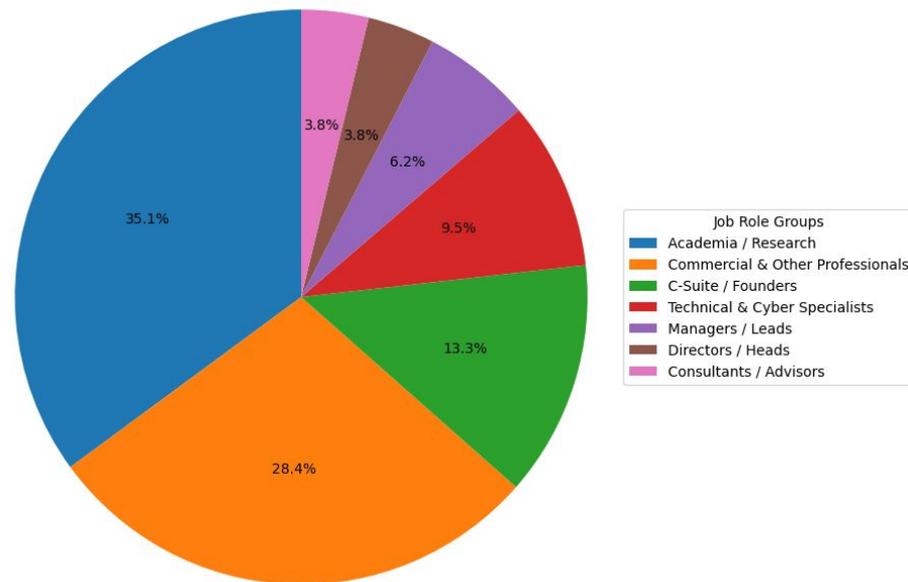
Audience Role Types
- Cross-Sector & Other Professionals — 44.9%
- C-Suite / Founders — 23.0%
- Managers & Operators — 15.7%
- Technical & Digital Specialists — 8.0%
- Directors & Senior Leaders — 5.8%
- Consultants & Ecosystem Connectors — 0.2%
- Commercial & Strategy Roles

CyberVerse Day

Audience profile: Knowledge- and research-led

- High representation from **academia, research, and commercial practitioners**

- Lower leadership concentration

Cyberverse stands out as a **knowledge-driven event**, with strong academic and specialist participation. This highlights Birmingham Tech Week's ability to convene deep expertise alongside industry.
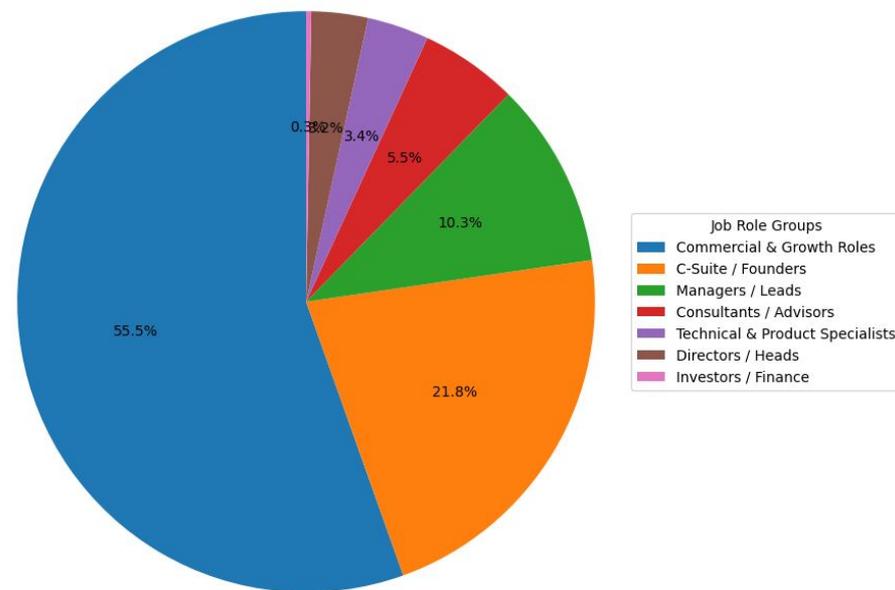
Job Role Groups
- Academia / Research — 35.1%
- Commercial & Other Professionals — 28.4%
- C-Suite / Founders — 13.3%
- Technical & Cyber Specialists — 9.5%
- Managers / Leads — 6.2%
- Directors / Heads — 3.8%
- Consultants / Advisors — 3.8%

Scale-Up Summit

Audience profile: Commercial and growth-focused

- Majority from **commercial, growth, and founder roles**
- Very limited investor attendance

The Scaleup Summit clearly served **growth-stage businesses**, with a strong emphasis on sales, partnerships, and operational scaling. The low investor presence suggests future opportunity to deepen capital engagement.
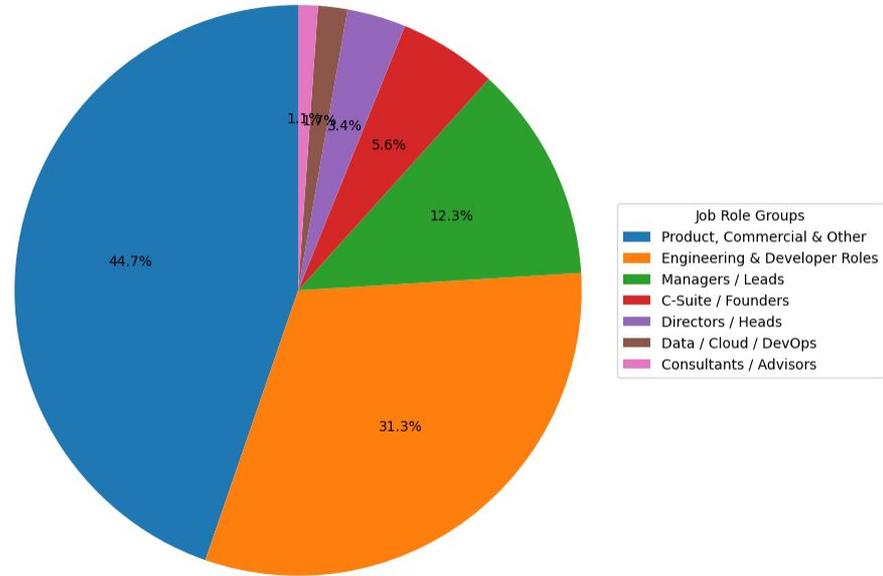
Job Role Groups
- Commercial & Growth Roles — 55.5%
- C-Suite / Founders — 21.8%
- Managers / Leads — 10.3%
- Consultants / Advisors — 5.5%
- Technical & Product Specialists — 3.4%
- Directors / Heads — 3.2%
- Investors / Finance — 0.3%

Engineering & Developer Conference

Audience profile: Practitioner-led

- Highest concentration of **engineers and developers**
- Minimal senior leadership presence

This conference was the most **hands-on and practitioner-focused** event within Birmingham Tech Week. It successfully engaged the people building and maintaining the region's digital infrastructure.

Job Role Groups
- Product, Commercial & Other — 44.7%
- Engineering & Developer Roles — 31.3%
- Managers / Leads — 12.3%
- C-Suite / Founders — 5.6%
- Directors / Heads — 3.4%
- Data / Cloud / DevOps — 1.7%
- Consultants / Advisors — 1.1%

Moments That Mattered

Key Launches & Announcements

AI Manifesto

Midlands Dealroom

Intro Tech Fest

Cyber Hub & Cyber SIG

ITS & EU Robotics Festival announcements

Frontiers Fest (new flagship)

Water-bots world premiere at Frontiers Fest: global first, international media pull.

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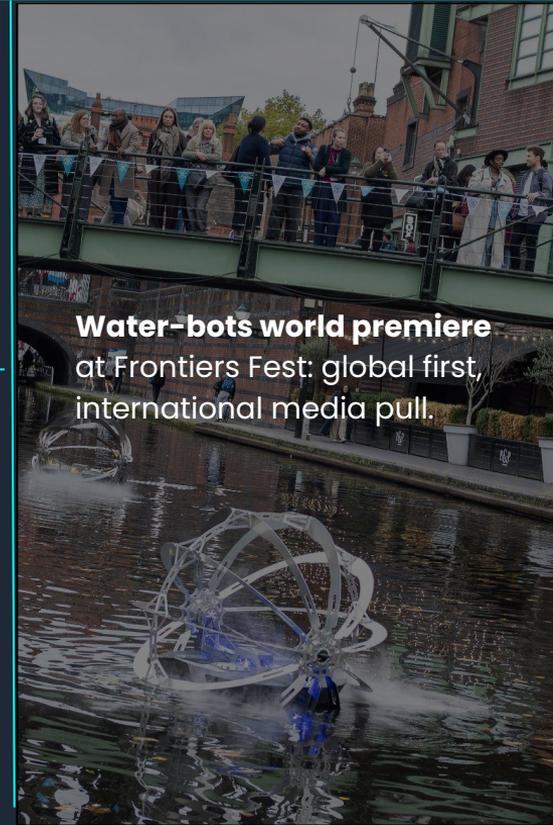
Global Signals & Partnerships

International Positioning in Action

100+ International Delegations in the region from 16+ countries

MoU signed with Beijing

Formal delegation visit (Nov 19–21) to progress:

- Collaboration framework
- 2026 Birmingham-**Beijing Tech Week Fringe Event**

TechWM confirmed Frontiers Fest returns for BTW 2026

Community, Media & Reach

Organic Reach

Total Posts	Hype Generated	Estimated Impressions
1049	**25,161**	**419,600**
📷 66 + 🖼 837 + 📎 146	👍 23,377 + 💬 1,784	Based on average 400 impressions per post

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Community, Media & Reach

Earned Media Performance

50+

Pieces of national, regional & sector coverage

189+

Direct mentions of Birmingham Tech Week

BBC Broadcast Interviews

Birmingham Tech Week: Signals of a Thriving Regional Tech Economy

Tech Week returns to Birmingham

The West Midlands: the best kept secret in the UK tech

BBC RADIO WM

New Midlands data platform hopes to boost regional innovation

Birmingham Business

Midlands launches data platform to map £31bn innovation economy

BusinessCloud

Greater Birmingham Chambers of Commerce

TheBusinessDesk.com

THINK.DIGITAL PARTNERS

calgary.tech

Mayor's plan to jumpstart AI revolution in the West Midlands announced during Tech Week

Top tech conferences: The ultimate tech events guide for October 2025

techradar.

1.43 BILLION IMPRESSIONS

BusinessLive

UKTN

West Midlands Shoots for "Tech Powerhouse" With AI Investment

Birmingham Tech Week 2025 set to spotlight skills, scaleups, and cyber security

INSIDER

How SMEs can win with AI: tech billionaire Steve Rigby lays out his key tips at Birmingham Tech Week

Mayor reveals plans to drive AI in West Midlands at Tech Week

TECHSPARX
REGIONAL TECH NEWS

STARTUPS MAGAZINE

The West Midlands: the best kept secret in the global tech industry

techUK
Currently, from AT&T

BBC NEWS

World Premiere of Water Bots by Australian artist Michael Candy set to take over the Birmingham canals

msn

Birmingham Tech Week secures sponsors and speakers

What BTW enables?

The Value Proposition

🔷 Faster **cross-sector connections**

🔷 **Reduced** ecosystem **fragmentation**

🔷 **Increased visibility** of regional capability

🔷 Trust-based **collaboration**

🔷 A **shared** regional narrative

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Birmingham Tech Week turns **latent capability** into **visible momentum.**

Strategic Signals Post BTW

What the week revealed

Interdisciplinary Opportunity	AI & Quantum	Policy Sectors
- Demand for **shared labs, pilot programmes**, and **open innovation spaces** - Strong appetite for **academic - creative - engineering** collaboration	- A generational opportunity for the **UK to lead responsibly** - Clear demand for **applied, sector-specific AI adoption**	- **Health** - **Manufacturing** - **Transport** - **Professional Services**

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The Opportunity Ahead:
From Momentum To Platform

Birmingham Tech Week is now positioned as:

A platform for **longitudinal impact**.

A testbed for **regional innovation**.

A gateway for **international collaboration**.

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