

Am I making the **most** out of UKSPA?

Q: Are you recognised for quality and excellence?

If you want your organisation to be recognised as a quality science park, innovation centre or technology incubator then:

- UKSPA Membership demonstrates your role in the national innovation eco-system, why not promote this on your website or in your marketing material?
- UKSPA Aspect - a scorecard for UKSPA members to assess their strengths, weaknesses and identify improvement options for your location.
- UKSPA Aspire - the quality process for members demonstrating excellence which has been achieved by two locations and is currently being undertaken by several other UKSPA Members.
- UKSPA Clarity - software developed over the last 10 years to support management of your systems and processes, from leases and licences and from conference management to security... and much more

Q: Do you want to promote your organisation or facilities?

If your role is to publicise your activities and services, don't forget:

- Press releases – we can circulate your latest news to a wide audience.
- Website – www.ukspa.org.uk was redesigned in 2014 and contains news, member profiles, jobs, events and much more. Make sure that your details are up to date.
- e-news - The UKSPA e-newsletter is sent to our network of stakeholders, opinion formers and those with an interest in the sector.
- UKSPA Directory – our premium annual production now runs to over 300 pages and also has a dedicated website - it is the definitive guide to the Innovation sector and is an essential marketing tool for our Members with a distribution of around 2000 copies in the UK and abroad.
- Innovation Into Success – With over 100 pages our comprehensive magazine has a circulation of 5,000 copies and delivers news and profile for both members and tenant companies.
- Social Media - Delivering your news and information to our Network.

Q: Do you want to know about, or contribute to good practice?

- Good Practice Guides - we have a range of good practice guides, mainly written by members for members. Can you contribute to the development of new good practice guides? UKSPA publications are promoted throughout the world - help us to help promote you?
- FAQs and Surveys - the UKSPA office has a wealth of information available - including the results of regular surveys. Most queries can be answered immediately - and if we cant help then we always “know someone who can”.
- UKSPA are members of the International Association of Science Parks and also founding members of the World Alliance for Innovation - we can point you to international best practice,
- As part of our Advocacy work we promote the value of your work to Government and other stakeholders.

Q: How can I network with other Innovation professionals?

- UKSPA Meetings – these are free to UKSPA members and a valuable addition to your diary. Make sure you maximise the value of these events – there is always something new to learn or someone new to meet.
- Development – the UKSPA Leadership Diploma delivers a structure for staff development for Senior Managers in the Sector.
- Social networking opportunities – Receive Twitter Updates from UKSPA or make the most of LinkedIn to ask your colleagues direct questions?
- UKSPA can facilitate membership of a number of sectorial and special interest groups.

Q: Do your tenants appreciate the value of your UKSPA membership?

- Good News stories - do your tenants know that they can use UKSPA as a free media partner to publish good news stories on our website, our magazine and e-news services?
- Sector News - do your tenants receive “Innovation into Success”? Its free to companies on member locations.
- Jobs - do your tenants know that UKSPA partners UKIF in delivering a joint Jobs website?

UKSPA is the UK's ONLY network for Science Parks, Research Parks, Innovation Centres and Incubators.

Find out more at www.ukspa.org.uk