



London Tech Week 2025

Advisory

MISSIVE.

Overview

50,000 attendees. Over 400 speakers. 70 events. Thousands of media articles. One year on from relocating and doubling its capacity, London Tech Week somehow hit greater heights, unveiling the latest developments, encouraging collaboration and underscoring London's credentials as a major technology hub.

As a focal point for the dynamic sector, London Tech Week also offers an annual snapshot of the media landscape and the trends which drive the headlines. We've put hundreds of announcements, interviews and commentaries under the microscope to discover the major topics, themes and brands which dominated, and what this means for businesses looking to cut through the noise and shape their industry's narrative.

A note on methodology

The following data was pulled using CisionOne, analysing media articles mentioning London Tech Week before and during the event (2nd – 12th June 2025). The same timeframe was analysed against 2024 coverage to allow for direct comparison (3rd – 13th June). The analysis focussed on 50 English language business and tech publications to track the most high-quality, influential coverage, ensuring insights are based on coverage that influences industry narrative and audience sentiment.

London Tech Week at a glance

The defining story of London Tech Week 2025 was the deep intertwining of technology and national politics. Where 2024 saw the then-opposition party making policy vows from the sidelines, 2025 featured Prime Minister Keir Starmer on the main stage rubbing shoulders with global tech titans such as Nvidia's Jensen Huang.

Naturally, the Prime Minister's appearance dominated media headlines. The government's £1bn AI boost and the £750m commitment to the Edinburgh supercomputer were major news hooks for both national media including The Guardian, The Independent, and MailOnline, and tech trades like Computer Weekly. Meanwhile Diginomica noted that the Prime Minister "snuggled up to Nvidia CEO Jensen Huang and got some AI tough love in return", a dynamic that illustrates tech's growing influence in holding political leaders to account on the global stage.

Overall, our analysis showed a 65% year-on-year increase in total event coverage, from 29 articles in 2024 to 48 in 2025. Unsurprisingly, given the event was kicked off by major government AI announcements, the technology remained a huge topic, mentioned in 54% of 2025 articles (up from 38% in 2024). However, in many cases it is now the context for these larger political and economic debates, not solely the story itself.

Looking for tips on maximising impact at your industry events?
[Check out our blog here.](#)

In tandem, AI's gravity has pulled media attention away from other major societal challenges. Topics related to climate change saw the biggest decline, with combined mentions of "climate tech," "sustainability," "climate change," and "renewable energy" falling by over 50%. More starkly, technologies like blockchain – a former media darling of the tech scene – was entirely absent from coverage, demonstrating a decisive shift towards technologies with clear, present-day applications and national strategic importance.

The UK's tech sector faces a more critical media

In 2024, the sentiment was largely optimistic, buoyed by major inward investment stories like Salesforce opening a new AI centre in London. In 2025, this optimism was tempered by a wave of critical scrutiny and anxiety over the UK's ability to retain its homegrown champions.

This shift was captured by a number of hard-hitting stories that questioned the health of the UK's tech ecosystem. City AM, for instance, ran with the headline "Ouch: Three tech firms bail out of the UK in a single day," highlighting the takeover of several UK firms. The Times also focused on the "bid fever" for UK tech, while the Financial Times ran a stark warning from Nvidia's chief that the UK "lacks digital infrastructure."

This demonstrates that the media's focus has evolved from reporting announcements to driving a more challenging, analytical line of questioning about the UK's long-term tech strategy.

The return of the rockstar CEO?

In 2024, the news agenda was driven by a diverse mix of companies and announcements, from Salesforce's AI centre investment to Monzo's CEO throwing down the gauntlet to legacy banks.

2025 was different. The event was dominated by a powerful voice: Nvidia CEO Jensen Huang. His strong, direct challenges to UK policy on AI infrastructure generated headlines across national and trade press, with CNBC even likening him to Iron Man. Huang was mentioned by name in at least 16 different headlines, demonstrating the immense power of a single, authoritative C-suite leader to shape the narrative of an event.

Are your execs making strategic use of their personal social profiles?
[Read our blog on their impact on company growth.](#)

Which publications and journalists were most influential?

While the narrative has evolved, the same core group of influential UK publications continued to provide the most prolific coverage. City A.M. increased its output from seven articles in 2024 to 13 in 2025, while trade-titan UKTN also grew its coverage to six articles. The Independent was the most prolific national publication, writing ten separate pieces on the event.

However, these were joined by a cohort of international press, including Bloomberg News, Business Insider and CNBC, signalling the growth in London Tech Week's global stature. Key journalists driving the 2025 narrative included Saskia Koopman (City A.M.), Oscar Hornstein (UKTN), and Dan Milmo (The Guardian).

Takeaways for your next event

Analysing the media coverage of London Tech Week 2025 offers clear, actionable insights for any organisation looking to maximise its impact at any future conference:

Your CEO is your campaign - make them matter: In a crowded news environment, Jensen Huang didn't just attend, he dominated. His profile-building impact proves that media aren't looking for safe spokespeople, but credible challengers with conviction. For any business planning to be visible at a major event, executive leadership must be more than a name on a panel – they need a perspective. Media training should focus not just on landing USPs, but on empowering CEOs to engage confidently in the big debates, whether that's the UK's global competitiveness or its infrastructure challenges.

Prepare for a critical press: The media at London Tech Week 2025 didn't ask 'what is your company doing?', but more 'why does this matter for the UK?' If the narrative doesn't connect with macro themes – economic growth, talent, infrastructure or digital sovereignty – it won't land. Comms leaders must ensure messaging speaks to the national conversation, not just the company's agenda.

Earning HiBob's CEO a national voice



In a crowded HR tech market, HiBob needed to cut through the noise. Missive created a data-led campaign to give the CEO's unique insights a hard-hitting, newsworthy platform, securing a major CEO profile in The Times, national coverage in The Telegraph, and driving a 20% increase in web page visits.

[Read the full case study.](#)

Earned media still leads, but it's just the beginning: High-impact coverage remains the most powerful validator in tech comms. At events like London Tech Week, a well-placed headline in the FT, City A.M. or CNBC can shape perception across investors, policymakers and prospective customers. But to turn visibility into momentum, earned media must be the anchor for a broader campaign. The smartest comms teams are building from earned, amplifying stories across owned and social, and aligning PR with commercial goals.

Senior comms teams are under more pressure than ever to deliver visible, strategic impact, both during events like London Tech Week and beyond. Journalists are asking tougher questions. Stakeholders want narrative clarity. And every campaign is expected to cut through and convert. That's where Missive comes in.

As a specialist B2B tech and corporate communications consultancy, Missive elevates the brands of the world's most ambitious tech companies.

Our work turns disruptive tech firms into sector leaders by reputation. From bold media strategies to standout executive profiling, we turn complex stories into coverage that matters.

Ready to raise your comms game? [Let's talk.](#)



"London Tech Week 2025 was a perfect storm of politics, personality, and critical press. We saw AI become the central context for every debate, from the economy to national takeovers. We saw the immense power of a single CEO with a conviction to shape the entire news agenda. And we saw journalists asking tougher, more incisive questions than ever before. For brands looking to make an impact, the message is clear: be bold, and be prepared."

Jules Lavin, Director & Head of Telco



02