

UK IT Association appoints Vitis PR

Vitis PR has been appointed by the UK IT Association to help drive membership of the trade body, which represents small to medium sized technology companies.

The agency will be reporting directly to Fred Noble, Chairman, and will focus on national IT media and regional business media, to raise awareness of the business, partnership and networking opportunities available through the organisation for small to medium sized technology companies.

Vitis PR is a virtual consultancy where all consultants work from their home offices. Vitis PR has previously completed project work for the association.

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