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Digital Enterprise

Customer experience will be focus of next free Leeds digital event



Online craft beer entrepreneur James Brown, whose Beer 52 brand has grown to become one of the world's most popular craft beer clubs, will be the keynote speaker at the next digital technology event, organised by Digital Enterprise in Leeds on 8 October.

Businesses from across the Leeds city region are invited to attend the free Go Digital Live event, which will focus on customer experience and examine how businesses can use digital technology to enhance their services to clients.

The conference, which is free to attend, will be held at Aspire in Leeds on 8 October. Alongside the Beer 52 founder, speakers at the event will include Ben Stoney of award-winning Leeds retail and shopper marketing agency Get Savvy, as well as the Google Digital Garage team.

Workshops and sessions will include topics ranging from product and app development to e-communications, customer service in the digital age, and virtual and augmented reality.

Muz Mumtaz who heads the Digital Enterprise programme, said: “It’s vital that businesses in the Leeds city region embrace digital technology in order to compete and succeed and customer service is one area where significant improvements can be made, often for a relatively small investment.

“Our Go Digital Live events have proven to be extremely popular and hundreds of businesses have been able to develop their knowledge and digital skills in fields such as e-commerce, online marketing, e-communications, cyber security and SEO.”

He added: “Next month’s event will be a real eye opener, with insightful sessions from leading tech and digital experts on a wide range of subjects. We’re looking forward to telling businesses more about how they can grow by developing their digital capability. Places are going fast, however, so we’re urging people to sign up now to avoid missing out.”

To find out more about the Go Digital Live event on 8 October, and to book a place, visit www.godigitallive.co.uk .

Photo: James Brown, founder of online beer business, Beer 52