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Digital Enterprise

Digital transformation for Yorkshire SMEs as Huddersfield conference looks to the future



Harnessing the potential of disruptive technologies, the power of apps, and data analytics for small business will all feature in the final digital technology conference in a series of four events organised by Government-backed Digital Enterprise, a business support programme which aims to boost the region's digital competitiveness.

The free-to-attend conference, Go Digital – Live!, will be held at Huddersfield's John Smith's Stadium, home of Huddersfield Town Football Club, on Monday 25 February. The all-day event will focus on how businesses in the Leeds City Region can digitally transform themselves in 2019 and will feature a host of practical advice on making the most of technologies such as LinkedIn, CRM systems and data analytics.

Keynote speaker at the event will be consultant futurist Steve Wells of Fast Future Publishing, who advises global corporations on the potential of disruptive technologies. Mr Wells is an expert in how brands can leverage technology to create distinctive identities and drive growth and improvement and will share ideas and advice on innovation and future-proofing.

Muz Mumtaz, who heads Digital Enterprise, said: "We have deliberately set the bar high for this conference, which will be the finale of our four sell-out events. It's so important for small businesses in our region to make sure they are not being left

behind by the tech trends that are so vital for us to compete and grow as a region, especially in the current uncertain economic climate.

“The event is free to attend for SMEs in the Leeds City Region and there really will be a wealth of essential expert advice to be gained just by going along. All the businesses there are in the same boat and experiencing the same issues, which can also be helpful.

Mr Mumtaz added: “Essentially Go Digital Live! really is something that, for the sake of your business, you simply cannot afford to miss. The conference is free to attend and spaces are going fast, I’d advise people to sign up sooner rather than later at www.godigitallive.co.uk.”

With a session on interactive app creation from Dan Akers, co-founder of Leeds-based LightStart Apps, there will also be seminars on podcasting, chat bot technology, email marketing and video production on the agenda at the event. The Google Digital Garage team will talk about data analytics, and attendees will have the opportunity to access mentoring from digital marketing experts at Digital Enterprise.

SMEs in the Leeds City Region, which includes West Yorkshire, York and Harrogate, Craven and Selby in North Yorkshire, are all eligible to attend.

Photo: Muz Mumtaz, Digital Enterprise