

D2N2 Digital Conference & Expo 19

Welcome

Today's agenda brings together some of the UK's leading authorities in digital marketing and emerging technologies, to keep you up-to-date with the latest digital trends and inspire new ways of working.

The event will give you key insights into how you can maximise digital technology within your organisation, along with real examples of companies which have used it to transform the way they do business.

We're extremely proud of what the programme has achieved across our two cities and counties, which have always been at the forefront of innovation and continue to forge a strong reputation in the digital arena.

Part-funded by the European Regional Development Fund, and delivered by East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) in partnership with Nottinghamshire and Derbyshire County Councils, Nottingham and Derby City Councils, and Rushcliffe Borough Council, the Digital Growth Programme has been a huge success, which we will celebrate with you today.

By the end of June, more than £6.8m will have been invested in businesses within the D2N2 postcode, to help SMEs embrace the digital world.

Grant funding of £1.8m was awarded to businesses, which has helped to unlock a further £2.7m of private sector investment from SMEs.

More than 1,300 eligible businesses engaged with the programme and 302 accessed bespoke digital business advice.

In all, more than 31,000 hours of business support was delivered, including 340 action-planning workshops and 48 awareness-raising seminars.

We're delighted to announce today that businesses across the D2N2 area will still be able to access the support the programme provides to help them enhance their digital skills.

It will be delivered by the D2N2 Growth Hub and you can find out more about the support available by visiting the stand and speaking to one of our expert advisers, who are on-hand to provide guidance on how your business can take advantage of this unique package of support.

To help us improve and develop our future conference programme, we would be grateful if you could complete the feedback form at the end of the day.

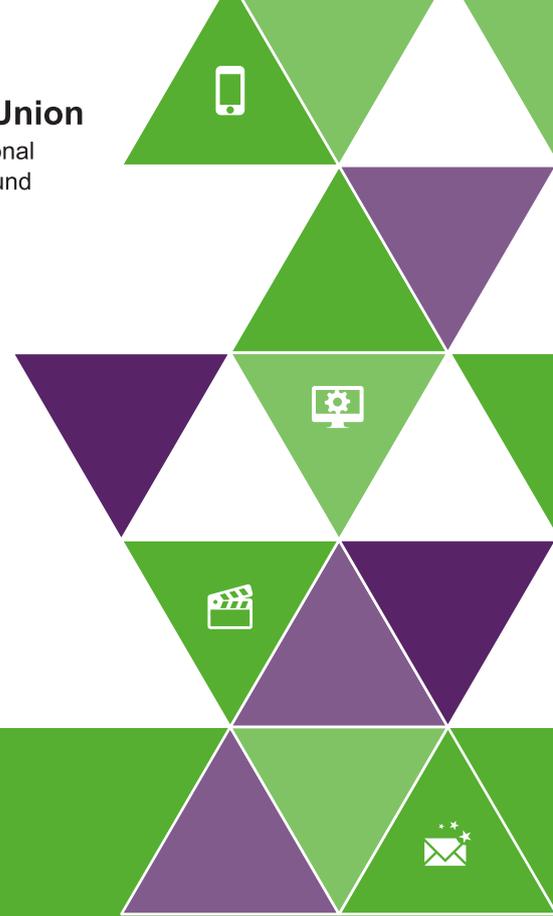
You can also use this form to book onto future action-planning workshops and to register your details with the D2N2 Growth Hub.

Finally, we would like to encourage you all to really get into the spirit of the day by following us on Twitter @ebizclub and tweeting using the hashtag #DGPCConf19.

Enjoy your day!



Diane Beresford
Deputy Chief Executive
East Midlands Chamber
(Derbyshire, Nottinghamshire, Leicestershire)



Conference Agenda

- 08:30** | Registration and networking
- 09:30** | Welcome
- 09:40** | Pushing Digital Boundaries
- 10:20** | Effective SEO in 2019
- 11:00** | Break
- 11:30** | Paid Digital Advertising, Challenges and Successes
- 12:10** | How AI will transform marketing in the next five years
- 12:50** | Celebrating Success
- 13:00** | Lunch and networking
- 14:10** | Content Marketing in a non-text world
- 14:50** | Leveraging Social Media Groups
- 15:30** | Health and Wellbeing in the Digital Age
- 15:45** | Close

Connect with us on Twitter [@ebizclub](#) and let us know how you found the day [#DGPConf19](#)

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