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Leicestershire Digital Conference 19

Welcome

On behalf of East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) and Leicestershire County Council, we are delighted to welcome you to this year's Digital Conference, in partnership with Superfast Leicestershire.

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

Today 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.

The Digital Growth Programme has been a huge success, which we aim to celebrate with you today. By the end of June, more than £5.2m will have been invested in Leicester and Leicestershire to help SMEs embrace the digital world.

This has included £268,000 from the Chamber, £100,000 from the County Council and £2.6m from the European Regional Development Fund, along with £1.2m of grant funding which was awarded to 122 businesses. This has helped unlock a further £2.25m of private sector investment from SMEs.

More than 1,000 eligible businesses engaged with the programme and 225 accessed bespoke digital business advice. In all, more than 23,000 hours of business support was delivered, including 240 action-planning workshops and 48 awareness-raising seminars.

And more support is available, so be sure to make the most of it. Book your place on our next action-planning workshops, which are fully-funded, and if you haven't yet applied for a grant, speak to one of our advisers on how you can take advantage of this unique support.

Business Gateway growth hub, Superfast Leicestershire and the Chamber are on hand today to assist with any queries relating to business support or connectivity you may have.

To help us improve and develop our next Digital Conference we would be grateful if you could complete the feedback form at the end of the day.

You can use this form to be first in line for the Digital Conference 2020 by reserving your place.

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

Enjoy your day!



Diane Beresford

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



Councillor Trevor Pendleton

Cabinet Support Member for Strategic Planning

Conference Agenda

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

Connect with us on Twitter [@ebizclub](#) and let us know how you found the day [#DGPCConf19](#)



Digital Growth

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Leicestershire**

