

@BLYorks

@BLYorks runs from 23rd February – 4th March. Business Link Yorkshire in partnership with Creative Networks presents a series of free workshops and events designed to support and inspire the diverse creative, digital and new media businesses in the region.

C&binet Regional Conference From 'The Human League' to 'The Future of Sound'

Tuesday 23 February, Venue TBC

Following the success of a national C&binet conference, there are plans for a regional event in Leeds organised by C&binet – the not-for-profit network, created by the UK Government's Department for Culture, Media and Sport to link the international creative and commercial communities to grow the global creative economy. Follow us on Twitter @BLYorks for up to date news.

Creative Careers Event



Wed 24 February
The Atrium,
University of Bradford,
West Yorkshire, BD7 1DP
10:00am – 5:00pm

Organised by bmedia and Artworks and hosted by the University of Bradford, attendees will be able to receive information, advice and guidance on a range of careers within the creative and digital industries. The event is supported by Working Neighbourhoods Fund – Bradford Council, Jobs@ – Bradford Council and Arts Council England, Yorkshire.

Feargal Sharkey, CEO UK Music



Tuesday 23 February
Crown Plaza Hotel,
Churchill Street,
Leeds, LS1 4DL
12.30pm – 2.30pm

Creative Networks, in partnership with Business Link Yorkshire are proud to welcome Feargal Sharkey, acclaimed vocalist and performer, now the Chairman of the UK Music.

As the lead singer in The Undertones and later as a solo artist, Feargal in his own words, 'enjoyed some 12 years of world tours, hit albums, late nights and fine transport café cuisine'. Thereafter, hanging up his pop star boots, he successfully transferred to the business side of the industry, holding various posts including record label MD and Chair of the Live Music Forum.

Feargal is the current Chief Executive of UK Music, which represents the collective interest of the UK's commercial music industry, working with artists, musicians, songwriters and composers, to record labels, music managers, music publishers, collecting societies and studio producers. This event will be of significant interest to anyone working within or around the UK Music Industry.



Thursday 25 February
Leeds College of Art,
Blenheim Walk,
Leeds LS2 9AQ
6.00pm onwards

This Creative Networks event in association with Business Link features Martyn Ware, one of the leading figures in electronic music and founder member of The Human League and Heaven 17. As record producer and artist he has featured on recordings totalling over 50 million sales worldwide during a 27 year career to date, working with artists as diverse as Tina Turner, Terence Trent D'Arby, Chaka Khan, Erasure, and Marc Almond.

He founded the Illustrious Company with Vince Clarke in 2001 to exploit, in collaboration with fine artists, the performing arts and corporate clients around the world, the creative and commercial possibilities of their unique three-dimensional sound technology.

Martyn remains a true pioneer in the industry and a digital innovator. He will also entertain guests by discussing the challenges he faced when, much to the disgust of producers, sound engineers and promoters; he rejected the conventional rock and roll style music and made music using basic synthesizers and a lot of creative thinking.

artsmix @ The Loft

Sunday 28 February
The Loft,
Cross York Street,
Leeds LS2 7EE
11.00am – 4.00pm

artsmix



The Arts Market at 'The Loft Leeds' organised by artsmix* in association with Business Link Yorkshire will showcase up to of 50 stalls of various sizes focussing on supporting emerging local talent, selling only original work including, original fine art, sculpture, hand crafted jewellery, crafts, clothing and furniture design, photography and a gallery.



The Integration of Modern Media with Classic Advertising Principles



Tuesday 2 March
Aspire,
2 Infirmary Street,
Leeds, LS1 2JP
6.30pm – 8.30pm

Paolo Volpara and Ray Jepson have over 50 years experience of the global advertising industry between them and will explore and investigate the critical synergies of today's media methods – online advertising marketing and the use of social networking with the classic values of advertising through traditional media, including:

- the importance of ideas and solid brand messages in this new and expanded landscape of communication
- the proven values of brands and their emotional attraction to consumers continues to drive effective advertising and marketing campaigns in all media.
- how a measurable ROI on advertising and marketing activities is a critical success factor for businesses in an increasingly competitive marketplace.

The presentation and Q&A is designed for both creative and marketing agencies as well as marketing-savvy businesses – concluding with the opportunity to network over a light buffet and refreshments.

Other events during @BLYorks include:

How to turn your website into a customer magnet

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| Tue 23 February | Bradford | Bradford Chamber, Devere House, Vicar Lane, Little Germany, Bradford, BD1 5AH | 1.30pm - 4.30pm |
| Tue 2 March | Wakefield | The Art House, Drury Lane, Wakefield, WF1 2TE | 6.00pm - 9.00pm |

How to get free publicity in the media

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| Fri 26 February | Leeds | Round Foundry Media Centre, Foundry Street, Leeds LS11 5QP | 10.00am - 12.30pm. |
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Control your finances

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| Fri 26 February | Halifax | The Elsie Whiteley Innovation Centre, Hopwood Lane, Halifax, HX1 5ER | 1.30pm - 4.30pm |
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Marketing your business

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| Mon 1 March | Bradford | Bradford Business Chamber, Devere House, Vicar Lane, Little Germany, Bradford, BD1 5AH | 9.30am - 12.30pm |
| Thu 4 March | Leeds | Leeds Media Centre Ltd, 21 Savile Mount, Leeds, LS7 3HZ | 9.30am - 12.30pm |

Book-keeping & accounts

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| Wed 3 March | Halifax | The Elsie Whiteley Innovation Centre, Hopwood Lane, Halifax, HX1 5ER | 9.30am - 12.30pm |
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Online Social Networks – reaching out to new customers

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| Wed 3 March | Huddersfield | Cedar Court Hotel Huddersfield J24 M62, Ainley Top, Huddersfield, HD3 3RH | 1.30pm - 3.30pm |
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Five customer strategies that generate rapid growth

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| Thu 4 March | Wakefield | Cedar Court Wakefield [J39 M1], Denby Dale Road, Calder Grove, Wakefield, WF4 3QZ | 4.30pm - 7.30pm |
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Follow us on @BLYorks

Be inspired with... Linda Barker



Thursday 4 March
The Elsie Whiteley
Innovation Centre,
Hopwood Lane, Halifax,
HX1 5ER
6.30pm – 8.30pm

Linda Barker is a famous interior designer and television presenter born in Yorkshire. After completing her degree, Linda did various jobs before becoming an interior designer. Owing to her talents, Linda soon established herself as one of the most innovative decorative painters and interior design consultants in London. In 1988, she got an opportunity to work with media, where she scripted interiors features for magazines like House Beautiful, Inspirations and Country Homes & Interiors.

In 1994, Linda appeared on the BBC programme Home Front. In the following year, she made the pilot programme of Changing Rooms that later became a huge hit.

After a thorough research and earning years of experience, Linda Barker has designed and developed a wide range of 'Linda Barker' branded products that include rugs, lighting, wallpaper, kitchen storage, scented candles, china, curtain accessories, textiles and gift wrap. Gaining success and confidence, she launched her own mail order business 'Really Linda Barker', and later in 2006, she opened first high street shop in the UK for developing her business.