



Going Digital Seminar

Tuesday 10th September 2013

10:00am – 1:00pm

Location Millennium Forum

“Digital communication technology is one of the key transformational drivers of the economy and society in the 21st Century. We in Northern Ireland have the opportunity to grasp this to radically improve our economic performance and quality of life.” (Dr. Sinclair Stockman)

Aim:

To provide non digital businesses with the knowledge and best practice examples on how the use of digital technologies within the workplace can increase efficiency, productivity and in turn, profits to help grow the business and compete in the global marketplace.

Objectives:

The seminar will take place on 10th September 2013. This seminar will discuss how we should be making the most of the digital infrastructure available to us and take advantage of it.

It will address the following topics: Digital Platform – how businesses have transformed; doing business in a connect world – how does it work; what broadband can achieve for your business and how businesses can harness cloud services.

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Who Will Benefit:

Local businesses that are looking at expanding their customer base via e-commerce, as well as businesses seeking alternative methods to reduce operating costs and increase efficiencies within the workplace.

Agenda:

Seminar Session (up to 3hours)	Timing
Registration	9:30 – 10:00
Welcome and Introduction – Mayor Cllr Martin Reilly	10:00 – 10:10
The Digital Platform: How businesses have transformed via the use of digital technology. Accessible software solutions to improve efficiencies in SME's - Sinclair Stockman, Executive Director, DNI 2020	10:10 – 10:30
What broadband can achieve for your business: Tips and advice on how the use of I.T. and broadband can improve your business operations - Colm McGuigan, Logon NI	10:30 - 10:50
Local Case Study: The impact of going digital : How to transform your business - Joe Doherty, Marble Hill	10:50 – 11:10
Coffee	11:10 – 11:30
Local Case Study: Improving efficiencies and reducing costs by going digital – Ian Crowe, CPC Office Supplies	11:30 - 11:50
Going Digital: Local Support for your Business – Tina Gillespie Derry City Council	11:50 - 12:10
Open questions and answers session	12:10 - 12:30pm
Close and Networking Opportunity /Trade Exhibitors	12:30pm - 1:00pm