



Silicon Beach - 17-19 September 2014 Bournemouth Pier / Pavilion Dance Centre

Aim

To bring together French and UK technology-based companies which are engaged in digital creative technology, marketing and communications, mobile application technologies, social media, animation and visual fx sectors to develop a series of useful and mutually beneficial relationships.

Prior to Event

UK partners will create a short document that summarises each UK business and provide the French partners with a guide on who they might like to meet, to make sure they bring the best possible businesses over in September.

French partners will in turn prepare a list of French companies who are interested in attending to distribute to UK companies, to assist with matching.

Details of all participating companies, event promotion, enquiries and bookings regarding the event will be communicated through the CHAIN business network www.chain-business.net.

Provisional Programme

Tuesday 16 September pm

French delegates travel to Bournemouth

Wednesday 17 September

Morning session – business-business speed networking event with 10-15 relevant UK businesses. This will consist of pre-organised meetings, each business having the opportunity to speak to maybe four or five businesses, with translators on hand.

Afternoon session – continuation of business-business speed networking event, with an optional visit to the The International VFX Hub, which showcases the creative and technical expertise available in the Animation and VFX departments at Bournemouth University (<http://www.internationalvfxhub.com/>)

Evening dinner – UK and French companies who participated in the day join the Silicon Beach 2014 Pre-Conference dinner giving them a chance to develop their relationships further and also meet 20 leaders in the UK's leading digital communications sector (see speakers list below).

Thursday and Friday 18-19 September

If they so wish, the French contingent can attend the two day Silicon Beach 2014 event (www.siliconbeach.eu)

Silicon Beach is a high-profile two-day digital innovation conference that is staged annually in Bournemouth. The event attracts some of the UK's (and World's) leading thinkers across the fields of advertising, marketing and digital innovation for an inspirational two-day experience, situated just 50yards from the beach.

These speakers represent the very best in their fields and will be discussing digital innovations, marketing and communications, the world of advertising, social media, content creation and curation across a range of platforms. Previous events have been very well-received by the 200 attendees who come along.



Speakers attending the Silicon Beach event and who will be present at the 17 September evening dinner to meet French business delegation include:

Dave Birss of Additive Mark Earls of Herd Consultancy
Daniele Fiandaca of Cheil UK and Founder of Creative Social
Danielle Newnham, author of The Mad Men of Mobile
Stephen Waddington, President of the CIPR
Melissa Mcveigh, of Opposite Days
Seb Lee-Delisle, Digital Artist Nathalie Nahai, The Web Psyche
Matt Mills of ustwo; Matt Webb of Berg Cloud
Nadya Powell of MRY (UK) and Founder of Innovation Social
Erik Jan Bijvank of Fonk
Doug Kessler of Velocity
Tom Adams of FutureBrand
Robert Rowland-Smith, Author of The Reality Test
Matthew Partovi of Yammer, Culturevist and The Responsive Organisation
Tom Eldridge of LinkedIn Nick Farnhill of Poke, The Lovies and Internet Week Europe
Louisa Henrich of Superhuman; Steve Price of Plan B Studio; Simon White, freelance creative consultant
Dean Johnson, VP of Innovation at Brandwidth

For those French companies that wish to join the 2-day conference, this will offer a great opportunity to learn new approaches, meet like-minded people and share experiences. Translation services will be available as required.