

Connecting Bristol urges local businesses to take on the Digital Challenge

Local businesses will get a chance to hear how some of the West's leading digital and internet businesses, such as Glasses Direct, have used the web to transform their business sectors at an event hosted by Connecting Bristol on Tuesday evening (28th November 7pm).

Connecting Bristol, the city's bid to win the Government's Digital challenge competition, is staging the event at the Mansion House to inspire local businesses to proactively adopt digital technology and sign up to support the bid.

The Digital Challenge is a government initiative designed to address the issue of digital exclusion. Bristol already deserves to be recognised as a thriving centre for the digital business sector but there are many communities that are not benefiting from this expertise and enterprise. Connecting Bristol's bid focuses on extending digital access and skills to some of the more disadvantaged communities in the city and it has already fended-off regional and national competition to win a place in the final top-ten.

There will be six presentations focusing on how digital technology has changed the speakers' areas of work and helped them to maximize their business potential. Speaking at the event will be: George Ferguson, architect and former President of RIBA; Carole Egerton, head of marketing at Glasses Direct; Matt Connolly, strategy director of Enable Interactive; Jessica Bent, TLT Solicitors; Roger Farrant, BBC; Dick Penny, director, Watershed and Stephen Hilton, Connecting Bristol project leader.

The evening will give local businesses an opportunity to contribute ideas that will help to shape the bid vision. Stephen Hilton explains: "We aim to enthuse local businesses with some quick fire presentations from business leaders and

motivate them to support our bid. There is no doubt that we have the digital expertise in this city to win but we need the support of the whole business community to help steer our bid to become a reality and ensure it is Bristol that is the overall prize-winner in March 2007.”

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