

LEEDS DIGITAL FESTIVAL

29TH OCTOBER – 30TH NOVEMBER 2011

Your guide to
a five-week
celebration
of Leeds's
flourishing
role in the
digital
world



Your chance to dip into digital

EVERYTHING about the Leeds Digital Festival is impressive.

The length of the events list is impressive – more than 50 booked in so far across the 30 days of November.

The spread of the venues is impressive – almost two dozen across the city of Leeds.

And the number of individuals, groups and companies involved is impressive. Thousands of people will have played some part in making the festival a success by the time it finishes in five weeks time.

Perhaps most impressive of all is the way the festival has grown from a very good idea into a huge month-long celebration of digital activity in Leeds, in all its guises.

The small group of people at the heart of the festival – and they know who they are – have worked incredibly hard to bring all this together. Only a few years ago the impact that all things digital would have on our lives was almost unimaginable.

Our working lives, family lives, social lives, our education and our pastimes have all been transformed by the opportunities digital technology has brought.

The digital sector in Leeds and West Yorkshire now employs thousands of people. If we continue to grab a hold of the opportunities offered by digital, that number can only grow. In this guide to the festival, which begins in a week's time, the range of activities and businesses which fall under the digital banner are clear to see.

There are arts events, workshops for business, less formal conversations over coffee, seminars on publishing and creating video, and insights into social media and gaming. There's even the city's first digital treasure hunt.

The spread of digital activity in Leeds means that someone in one part of the city involved in one way in digital life may not be aware of someone else in another part of the city doing something very similar.

Both might well be better off knowing the other is out there.

The Leeds Digital Festival should bring together the thousands of people in Leeds for whom the word "digital" is an important and obvious part of their everyday life.

But it should also allow everyone to dip into the digital world and discover something new.

A festival such as this one can't but help to move our city along the road to where we'd all like to be – to where we're known as Leeds, the digital capital of the north.

Paul Napier
Editor

Yorkshire Evening Post
www.yorkshireeveningpost.co.uk
Twitter: @PaulJNapier

LEEDS DIGITAL FESTIVAL

Week 1 OCTOBER 29 - NOVEMBER 4



TUESDAY 1ST NOVEMBER

LEEDS DIGITAL FESTIVAL: OFFICIAL LAUNCH EVENT

MUNRO HOUSE, 5.30PM-9.30PM, FREE

Over the last 12 months Leeds Digital Festival has spoken to and worked with more than 3,000 individuals, met with more than 100 businesses across Leeds, and created more than 50 events across more than 20 locations in the city. With this in mind, the official launch event will be a celebration of the people who made it happen. Tickets are free and food will be provided by local independent foodie business Fish&, with Leeds Brewery, one of this year's event sponsors, providing a welcome drink in the shape of our very own 'Leeds Digitale'. Kindly sponsored by My Life in Leeds, University of Teeside and Bloom Media, this event will kick off the festival with a bang.

The formalities will be kept to a minimum with the focus of the event highlighting what's to come for the rest of the month. Event organisers will be exhibiting, offering a glimpse of events and taking bookings on the night. Entertainment will be provided by local bands and DJs including the Claire Cameron Band (pictured) who are fresh from the festival circuit having performed at BOMFEST, LimeTree Festival and Leeds Fringe Festival this summer.

There will, of course, be digital twists and turns throughout the evening, including Harley Like Music, a DJ whose decks take the form of two Nintendo DS consoles – Mario Kart anyone?

ORGANISED BY: Steve Harrison, Leanne Buchan & Simon Willson

SPONSORED BY: My Life in Leeds, Fish&, Leeds Brewery & Bloom Media and University of Teeside



THURSDAY 3RD NOVEMBER

DOING IT FOR THE KIDS

DOCK STREET MARKET, 6-8PM, FREE

Today's children are 'net natives' who have grown up knowing nothing other than an 'always-on' connection to the internet. How should you design digital content differently for them?

This session brings together Leeds' leading companies in this area; Dubbit, Made by Pi and Numiko together with Giana Cassidy, a leading psychologist and lecturer in Interactive Entertainment Design at Glasgow Caledonian University.

Together, the panel represent a combined experience of over 30 years designing children's content for the BBC, Disney and Hallmark.

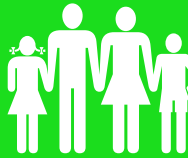
Together with Dubbit's experience of creating hugely successful games and virtual worlds, the panel will discuss why designing digital content

for kids is different.

Questions and issues to be discussed include: How do you catch children's attention in such a busy world, filled with fads, trends and a barrage of marketing and media? And when you have, how do you keep them engaged for more than 10 minutes? What are the realities of children's access to technology- how long do they spend online and where do they go? What are the future trends we're starting to spot?

Whilst the event is free of charge, we will be collecting voluntary donations on the door, in aid of Cash For Kids – a Leeds based charity helping children in Leeds and West Yorkshire.

ORGANISED BY: Dave Eccles, Paul Lemon & Paul Rayment



NOVEMBER 3RD-20TH

LEEDS INTERNATIONAL FILM FESTIVAL

This year, the Leeds International Film Festival celebrates its 25th anniversary edition from 3rd – 20th November, with screenings of breathtaking British cinema, outstanding world cinema, cult archive presentations, spine-tingling live music events, thought-provoking documentaries, experimental cinema and a selection of special events, from Paul Merton's Silent Clowns to the sell out horror marathon Night of the Dead. The festival has been a part of our autumn calendar for a quarter of a century, celebrating international film in our city, where the first moving image was captured in 1888.

Showcasing over 300 films in 18 days, the Film Festival is now the third largest in the UK and one of the largest cultural events in the North of England. Last year, over 30,000 were among the

first in the world to see some of the most talked about films of the year and discover outstanding unseen gems. This year you can choose from over 300 films in the programme at venues including Leeds Town Hall, Hyde Park Picture House and City Varieties. Full programme details can be viewed online at www.leedsfilm.com

Individual screening tickets cost £4-£7.50, major event tickets range from £6-£25 and Film Festival passes are available from £95.00.

Leeds International Film Festival is presented by Leeds City Council, and funded by the MEDIA Programme of the European Union, the British Film Institute, and Screen Yorkshire.

OUR LEAD PARTNERS ARE: Kahlua, Kirkstall Brewery, Sierra Nevada, East Coast, twentysix digital, Marketing Leeds and Vue Cinemas.

LEEDS DIGITAL FESTIVAL

What's on

SATURDAY 29TH OCTOBER

OBJETS PERDUS: DIGITAL ART & ANTI-ART

Leeds Corn Exchange, Leeds, free
An exhibition by artist Stuart Wroe at Leeds Corn Exchange. Guided tours from 1pm.

TUESDAY 1ST NOVEMBER

WEB CHANGES EVERYTHING

Round Foundry Media Centre, 10am-4pm, £75pp

A seminar and workshop looking at the way that the web has affected our daily lives, and how to make the most of the opportunities that it offers.

OPEN COFFEE

Old Broadcasting House, 10am-12pm, free
An open, monthly networking event for technology and digital professionals.

LEEDS DIGITAL FESTIVAL: LAUNCH EVENT

Munro House, 5.30pm-9.30pm, free
Celebrating the culmination of creative and digital minds across the city, this event marks the official launch of the festival programme.

WEDNESDAY 2ND NOVEMBER

LEEDS DIGITAL LUNCH: USING DIGITAL TO BUY & SELL

The Adelphi, 12pm-2pm, £2pp
The Leeds digital lunches aim to inform, educate, or entertain by gathering together a panel of the brightest brains from the Leeds digital scene.

LEEDS GIRL GEEK DINNER

The Mint Hotel, 6.30pm-9.30pm, £15pp
A chance to meet with the city's brightest creatives, technologists, developers, entrepreneurs, marketers, PR professionals and creative & digital women at this informal, speaker-led networking event.

THURSDAY 3RD NOVEMBER

DOING IT FOR THE KIDS

Dock Street Market, 6-8pm, free
An event celebrating the unique talent in Leeds for education, development and learning across digital platforms.

LEEDS INTERNATIONAL FILM FESTIVAL LAUNCH

Leeds Town Hall, 7.15pm, from £6
On its 25th anniversary the Leeds International Film Festival launches with a new adaptation of the classic novel, Wuthering Heights.



www.leedsdigitalfestival.com/

LEEDS DIGITAL FESTIVAL

Week 2 NOVEMBER 5 - NOVEMBER 11

TUESDAY 8TH NOVEMBER

WRITE-PUBLISH-READ LEEDS CENTRAL LIBRARY, 5.30PM-8.30PM, £5PP

Newspapers and radio used to rule the day and form opinion.

Going way back there's been the odd free spirited idealist pamphleteer (Martin Luther, Samuel Johnson) who has done well to form opinion off the back of distributing their ideas in printed form. But the birth and galvanisation of the fanzine culture in the 20th century changed things drastically. The public could write down their fantasies and opinions – and distribute them.

As desktop publishing spread in the 80s and photocopying became more readily available this spread of "self publications" increased massively.

The internet changed things further still. It gave a platform for anyone with some basic skills, be those writing and/or IT. Now just about anyone can use a digital device to write, to publish, to read. There are tools, there are basic courses, and there is certainly talent.

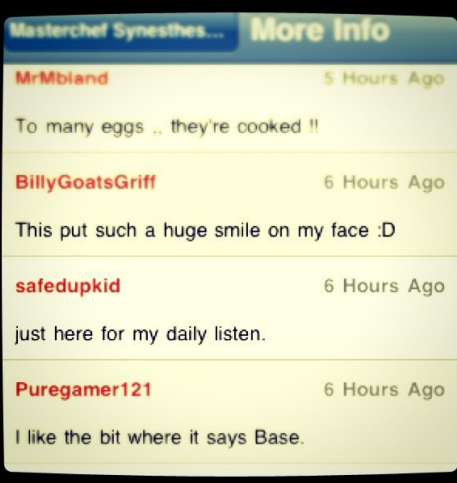
Blogs, full blown websites, Facebook, Twitter, computers, mobiles phones – these are all tools that allow us to write and publish ourselves using digital technology. They are also the tools we increasingly use to read.

The breadth of people that have embraced digital, knowingly and unknowingly, is massive. It is a tool for the people. But there are also some people who are leaders in embracing digital. Some of these people are from Leeds.

Write-Publish-Read looks at the leaders and the innovators from the city who embrace digital to spread their (and others') words. Join us in Leeds Central Library for an evening of talk and debate about how digital has changed the way we write, publish, and read. Speakers include: Ian Briggs (thebusinessdesk.com), Lee Hicken and Stacey Hicken (LOLI – Leeds Online), Shang-Ting (UK Observing Diary), Jen Holmes (A Little Bird Told Me), with more to be announced. Check out the Leeds Digital Festival website for the latest updates.

ORGANISED BY: Leanne Buchan, Lee Hicken and Simon Wilson

SUPPORTED BY: Leeds City Council



WEDNESDAY 9TH NOVEMBER

CREATING GREAT VIDEO CONTENT OLD BROADCASTING HOUSE, 8.30AM-10.30AM, £25PP

Econsultancy, the UK's leading source of information and training for digital marketing and e-commerce professionals, will be running three digital marketing events as part of Leeds Digital Festival.

The first of these sessions, 'Creating Great Video Content', will be delivered by young entrepreneur and online video expert Steffan Aquarone, pictured above right, who is currently working with some of the country's top digital marketers on their video strategy. Stefan will draw on bucket-loads of materials and case studies from global brands to lay out the truth about video on the web – what works in online video, live examples of the good, the bad and the ugly, and

plenty of tools and tips to help you create the right content for your organisation. Speaking of Econsultancy's support of Leeds Digital Festival, Vivien Underwood, training and operations manager at Econsultancy said: "Leeds is a vibrant digital city and we're keen to offer more events in the region. The Leeds Digital Festival is a great initiative which has given us plenty of opportunity to show local businesses what we offer and provide the Leeds digital community with the necessary knowledge and resources. We're thrilled to be involved throughout the month-long event." In addition to the Great Video Content session, Econsultancy will also be running a Fast Track Digital Marketing course (with reduced rates for Leeds Digital Festival delegates), a free session for students and graduates on 'Finding a job in the Digital Space' kindly supported by NTi Leeds and offering a complimentary Video Strategies Best Practice Guide (usually retailing at £250) to all Leeds Digital Festival attendees.

ORGANISED BY: Econsultancy & Lisa Wisniowski

SUPPORTED BY: NTi Leeds

Econsultancy
Digital
Marketers
United™

FRIDAY 11TH NOVEMBER

WHAT NEXT FOR FACEBOOK?

SHINE, HAREHILLS ROAD, 8AM-10AM

It almost feels odd now, in 2011, to imagine a world before Facebook, yet the social networking giant only celebrated its seventh birthday this year.

By the middle of this summer, there were reckoned to be more than 800 million – that's worth repeating, 800 million – active users. The growth of Facebook since its launch in February 2004 has been astronomical.

But what next? Where does Facebook go?

Providing an insight into Facebook at this Yorkshire Post Business Club event will be Richard, now Lord, Allan, pictured below, who is Facebook's Director of Policy in Europe.



including David Bentley, managing director of Net Construct; Gary Lockton, development director at Fuse 8 and Dave Eccles, director/founder of Numiko.

This all-ticket event is primarily for members of the Yorkshire Post Business Club, but some additional tickets will be made available. Details on how to obtain a ticket will be announced in the Yorkshire Post and via social media, soon.



www.leedsdigitalfestival.com/

LEEDS DIGITAL FESTIVAL

What's on

SATURDAY 5TH NOVEMBER

OBJETS PERDUS: DIGITAL ART & ANTI-ART

Leeds Corn Exchange, Leeds, from 1pm, free
An exhibition by artist Stuart Wroe at Leeds Corn Exchange.

MONDAY 7TH NOVEMBER

FAST-TRACK TO DIGITAL MARKETING

3 Albion Place, 9am-5pm, £696 with the discount code LDFT20

Led by respected research agency E-consultancy, this is an intensive two-day training course providing a complete overview of digital marketing.

TUESDAY 8TH NOVEMBER

FAST-TRACK TO DIGITAL MARKETING

3 Albion Place, 9am-5pm, £696 with the discount code LDFT20

Led by respected research agency E-consultancy, this is an intensive two-day training course providing a complete overview of digital marketing.

WRITE PUBLISH READ

Leeds Central Library, 5.30pm-8.30pm, £5pp
See left.

WEDNESDAY 9TH NOVEMBER

CREATING GREAT VIDEO CONTENT

Old Broadcasting House, 8.30am-10.30am, £25pp

See left.

LEEDS DIGITAL LUNCH: USER EXPERIENCE

The Adelphi, 12pm-2pm, £2pp
The Leeds digital lunches aim to inform, educate, or entertain by gathering together a panel of the brightest brains from the Leeds digital scene.

THURSDAY 10TH NOVEMBER

CREAM AWARDS

Saviles, Royal Armouries, 7.30pm-11.30pm, free
Celebrating great design in the Yorkshire region, the annual Cream Awards return to Leeds for a fourth year.

FRIDAY 11TH NOVEMBER

WHAT NEXT FOR FACEBOOK?

Shine, Harehills Road, 8.00am-10.00am, cost to be announced

As part of the Yorkshire Post Business Club, Lord Allan, director of policy for Facebook will be sharing future plans for the social networking giant.

DADI AWARDS

Saviles, Royal Armouries, 7.30pm-1.30am, £145pp +VAT

Making a fourth annual appearance in Leeds, the Drum Awards for Digital Industries celebrate digital achievements from agencies across the UK.



VARIOUS DATES, SEE WHAT'S ON PANELS

LEEDS DIGITAL LUNCHES THE ADELPHI, £2PP

Much of the Leeds digital scene will be familiar with the regular digital lunches that have been taking place monthly since July.

A simple panel format over two hours offering some of the city's more secret digital stars a chance to share their experiences, debate their particular area of digital openly with their peers and meet others from the sector who are interested in finding out more about other areas of digital.

This year's Leeds Digital Festival organisers wanted to keep the momentum of the Leeds digital scene going beyond November. The events are a simple format held over lunchtimes at The Adelphi, making them accessible and informative.

Si Wilson, who organised the programme of digital lunches, said: "The idea was to do away with the usual corporate and overly preached style of panel debate and have a genuine conversation about changes to the industry and things that matter to us in our daily jobs. Whilst they are employed by companies in Leeds most of the panellists are there in their own right and giving their own educated and experienced views and opinions of the industry. It's a bit of advice mixed in with a bit of opinion which works really well."

Starting in July, the festival team have now organised five digital lunches on themes of search, mobile technology, social media and digital design. Throughout November the programme will be stepped up, with a digital lunch every week on a range of disciplines including geo-location, exploring beyond the check-in approach that many associate with this area. The November line up also includes using digital to buy and sell, user experience, art in Yorkshire, finishing with the cryptically named 'Awesome Yorkshire' but you'll have to buy your ticket to find out what that's all about!

ORGANISED BY: Simon Wilson

SUPPORTED BY: The Leeds digital scene

LEEDS DIGITAL FESTIVAL

Week 3 NOVEMBER 12 - NOVEMBER 18

SATURDAY 12TH AND SUNDAY 13TH NOVEMBER

CULTURE HACK NORTH OLD BROADCASTING HOUSE, 9AM START, FREE

Culture Hack North: Leeds 2011 is a unique chance for cultural organisations to open up their data to the extremely talented developers, who call Leeds and Yorkshire home, to make new and exciting things with over a 24-hour period of non-stop development – the eponymous ‘hacks’.

We will be playing host to data from: Opera North, Northern Ballet, Yorkshire Sculpture Park, Manchester Museums, National Media Museum, Leeds Libraries, Museums Sheffield, National Railway Museum, Leeds Museums and Breeze Festival. There will be developers in attendance from across the country.

Culture Hack events have already taken place in London and Edinburgh and Culture Hack North:

Leeds 2011 will be the first regional event in the series.

The Edinburgh and London events resulted in a huge array of ‘hacks’, including the Edinburgh Book Festival’s mobile website, a social network for the Edinburgh Fringe, an app that tells you when London museums and galleries are busiest, a searchable nationwide database of film listings and many more.

Culture Hack North: Leeds 2011 will take place on the 12th-13th November at NTI Leeds (Old Broadcasting House) and is being organised by Opera North.

ORGANISED BY: Ash Mann, Dom Hodgson & Linda Broughton

SUPPORTED BY: Marketing Leeds & NTi Leeds



TUESDAY 15TH NOVEMBER

IGNITE OLD BROADCASTING HOUSE, 6PM-9PM, FREE

Part of the LSx series of events, Ignite is designed to give a speedy, quick fire platform to people, places and projects at the coal face of technology.

The idea is a simple one: 15 talks, from 15 diverse and contrasting presenters, each with just five minutes to rattle through 20 slides on their technological topic of choice. The rules are tough as each slide can last no more than 15 seconds, forcing presenters to make their point quickly. The evening is an informal gathering of digital, technology and development enthusiasts with a high energy mix of information, networking, food and drink.

The presentations can range from ‘My Life in Twenty Graphs’ to ‘Could Hardware Hacking

Save Us?’. Previous presentations have included prototyping IT solutions for aid in Africa, the pursuit of perfectionism in design and digital graffiti Fritspray which is now being used throughout the country at everything from cultural events such as Light Night, to educational and training programmes in schools and colleges.

Ignite Leeds is fast-paced, fun, thought-provoking, social, local, global— a high-energy evening of 15 talks by people who have an idea – and the guts to get onstage and share it with the crowd.

Check out video of previous Ignite Leeds speakers from January 2009 and May 2010 at... igniteleeds.com and vimeo.com/channels/igniteleeds

ORGANISED BY: Imran Ali & Craig Smith

SUPPORTED BY: LSx



LEEDS DIGITAL FESTIVAL

What's on

SATURDAY 12TH NOVEMBER

OBJETS PERDUS: DIGITAL ART & ANTI-ART

Leeds Corn Exchange, from 1pm, free
An exhibition by artist Stuart Wroe at Leeds Corn Exchange.

CULTURE HACK NORTH

Old Broadcasting House, 9am start, free
Developed by Opera North to encourage cultural organisation to share data with the digital community, this overnight event invites ‘hackers’ from across the north to test their digital metal.

KINESTHESIA

Bringing together a leading creative team spanning 15 years, Kinesthesia is the mother of all agency reunions, celebrating great talent, great people and some of the best digital work produced in the city.

Cross Keys, 1pm-12am, free to former employees of Sense Internet

SUNDAY 13TH NOVEMBER

CULTURE HACK NORTH

Old Broadcasting House, 5pm finish, free
As above

MONDAY 14TH NOVEMBER

WOULD LIKE TO MEET

Lazy Lounge, 6-9pm, free
Bringing together the film and television sector with the digital design sector, this event aims to connect people across the sector to provide better services for clients and customers.

TUESDAY 15TH NOVEMBER

IGNITE

Old Broadcasting House, 6pm-9pm, free
See left.

WEDNESDAY 16TH NOVEMBER

LEEDS DIGITAL LUNCH: ART IN YORKSHIRE

The Adelphi, 12pm-2pm, £2pp
The Leeds digital lunches aim to inform, educate, or entertain by gathering together a panel of the brightest brains from the Leeds digital scene.

SOCIAL MEDIA SURGERY

Round Foundry Media Centre, 6pm-8pm, free
Run by a team of talented volunteers, Social Media Surgeries help community and voluntary organisation access social media and on-line help and advice free of charge.

FRIDAY 18TH NOVEMBER

ANALOGUE / DIGITAL PRINT: MATERIAL SURFACES

Leeds College of Art, 10am-4pm, free
An exhibition from Leeds College of Art exploring how tangible objects can be created through digital processes.

WEDNESDAY 16TH NOVEMBER

ART IN YORKSHIRE

THE ADELPHI, 12-2PM £2PP

Led by York Museums Trust, Art in Yorkshire – supported by Tate is a partnership between nineteen venues across Yorkshire. Tate has supported partners by lending over 100 artworks from the national collection of British, modern and contemporary international art. The website and iPhone app for Art in Yorkshire was commissioned by Axis, the online resource for contemporary art, on behalf of Art in Yorkshire, and created by Leeds based digital agency Fuse 8.

Axis created a brief, with a steering group that included, Welcome to Yorkshire, Tate, York Museums Trust and Leeds Met Gallery and Studio Theatre. Fuse 8 won the contract with an innovative pitch that digitised the Art in Yorkshire programme in both an accessible and exciting way.

The iPhone app was conceived to bring an extra dimension to Art in Yorkshire – visitors can plan their art schedule, find out how to get to the galleries, read about the artists and exhibitions, watch specially commissioned films, share information through social media, and leave their own opinion about the work, all from the palm of their hand.

As one of the first iPhone apps to tackle a multi-venue art programme across such a wide geographical area, there were many unforeseen hurdles to leap, but also the opportunity to set a precedent for future art apps. After over four weeks in Apple iTune’s international ‘What’s Hot’ list it seems that the bar may have been set quite high!

ORGANISED BY: Simon Wilson, Lucy Bannister



LEEDS DIGITALE

In just four year Leeds Brewery has become an important part of the city and the daily life of its local communities. Not only do they quench the thirsts of the hard working population with its three signature brews, but it plays active role in the community supporting festivals, events and local groups.

In recent years the company has supported Leeds International Film Festival, created special brews for an adoring army of Leeds United FC fans and much loved local music heroes Hope & Social at their Christmas Snowball gig. So supporting this year’s Leeds Digital Festival is second nature to them.

Sam Moss, MD of Leeds Brewery said: “We’re always keen to get involved and be a part of what is happening in Leeds from culture and the arts to sport and local communities. Our flagship pub, The Midnight Bell, is located at the heart of the city’s digital community in Holbeck Urban Village, so supporting this year’s digital festival was an obvious choice for us.”

The new ‘Leeds Digitale’ will be on sale from 1st November when it will be unveiled at the Leeds Digital Festival official launch event.

The branding for the new beer has been created by local designer Darren Marshall – vote for your favourite on the Leeds Digital Festival facebook page: www.facebook.com/leeds.digital.festival voting closes this Friday October 28.

The winning design will be on display at the launch event, and Leeds Digitale will be on sale at all Leeds Brewery pubs including The Midnight Bell, The Brewery Tap, Pin Bar, The Garden Gate and the company’s latest venture, The White Swan.

ORGANISED BY: Rich Fiddaman

SUPPORTED BY: Leeds Brewery & The Midnight Bell



www.leedsdigitalfestival.com/

LEEDS DIGITAL FESTIVAL

Week 4 NOVEMBER 12 - NOVEMBER 18

SUNDAY 20TH NOVEMBER

CHECK IN CHECK OFF

LOCATIONS ACROSS LEEDS, NOON-4PM, £5PP

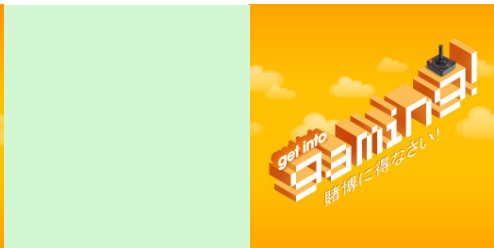
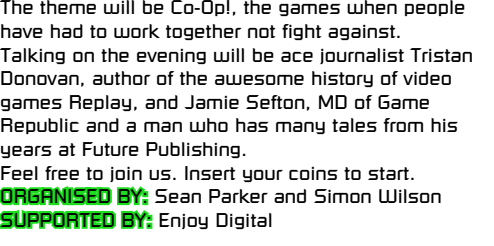
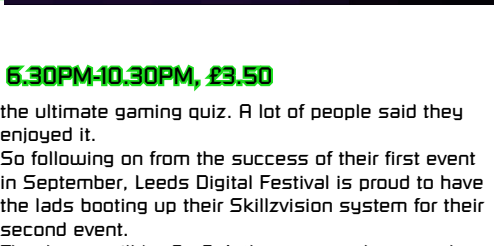
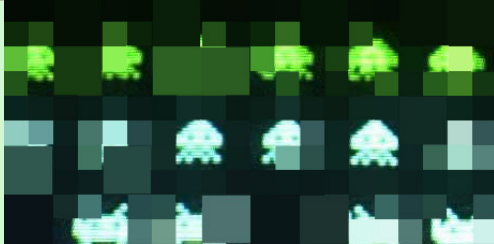
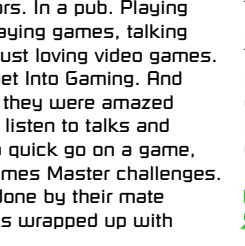
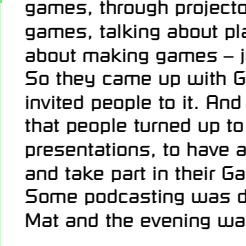
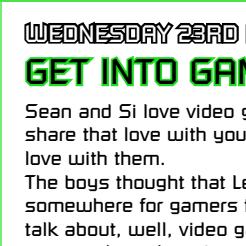
Combining digital trickery with lesser-known parts of Leeds, CheckIn CheckOff is an ambitious project that wants people to see the potential in both the under-appreciated parts of the world of technology, as well as of the city itself. Its main aim is to use technology to explore the city, whilst uncovering some of the hidden gems in Leeds. We know that Leeds Digital Festival will be home to some of the most exciting projects that the UK has to offer, and we hope to underline the role that the city itself has played in fostering this success.

Teams of between four and five people will need smartphones, basic mobile web knowledge, a QR code scanner and warm, practical clothing. The three to four hour course is largely being kept secret until closer to the time, and key areas will only be revealed when participants get their assignment at the starting point. Ultimately, we want to inspire people to work with us in future, or move forward in their own unique way. This is an alpha project - we hope to undertake beta testing in the next few months, or even skip to version 1.0. What we do know is that there are many digital doors to open, and we hope to take a peek behind a few of them with CheckIn CheckOff.

This event is for over 18s only and includes a location based hunt and after party at a secret Leeds location.

ORGANISED BY: Matt Gardener, Amanda Kouwenhoven, Rick Harrison, Narinda Purba, Gerry White & Martin Woods

SUPPORTED BY: Blueclaw, Network Marketing & Feature Media



WEDNESDAY 23RD NOVEMBER

GET INTO GAMING

THE ADELPHI, 6.30PM-10.30PM, £3.50

Sean and Si love video games. They want to share that love with you and you to share that love with them.

The boys thought that Leeds needed something, somewhere for gamers to just get together to talk about, well, video games. And also to play games, through projectors. In a pub. Playing games, talking about playing games, talking about making games – just loving video games. So they came up with Get Into Gaming. And invited people to it. And they were amazed that people turned up to listen to talks and presentations, to have a quick go on a game, and take part in their Games Master challenges. Some podcasting was done by their mate Mat and the evening was wrapped up with

the ultimate gaming quiz. A lot of people said they enjoyed it.

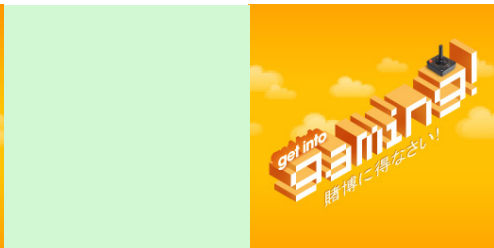
So following on from the success of their first event in September, Leeds Digital Festival is proud to have the lads booting up their Skillzvision system for their second event.

The theme will be Co-Op!, the games when people have had to work together not fight against. Talking on the evening will be ace journalist Tristan Donovan, author of the awesome history of video games Replay, and Jamie Sefton, MD of Game Republic and a man who has many tales from his years at Future Publishing.

Feel free to join us. Insert your coins to start.

ORGANISED BY: Sean Parker and Simon Wilson

SUPPORTED BY: Enjoy Digital



MONDAY 21ST NOVEMBER

DIGITAL INCLUSION IN PRACTICE

ROUND FOUNDRY MEDIA CENTRE, 12PM-3PM, FREE

Established in 2009 the LS14 Trust based in Seacroft is a shining example of how digital inclusion works in the real world. As Leeds powers forward with the UK-wide Race Online 2012 initiative, terms like 'inclusion', 'disadvantaged communities' and 'poverty' can often misrepresent some of our most vibrant communities. The LS14 Trust is a great example of a community doing it for themselves and proving that digital can be made available to all communities regardless of economic standing.

The LS14 Trust is a not for profit organisation owned and led by the local community of Leeds 14. The Trust has ambitions to revitalise Seacroft and the surrounding locality, creating new opportunities for residents and promoting a sense of pride in the area.

In a world where living costs are rising and discounts for energy provisions, grocery shopping and even luxury items are only offered on-line, digital access for all is becoming increasingly crucial.

The trust's Digital Lounge, providing access to computers, the internet and other expensive technology, is set in an integral part of the community in a converted office in the main parade of shops. The Digital Lounge has 280 local members in a two-mile radius, all of whom would not otherwise be able to access the digital world. Being a small, dynamic local organisation building local and national relations has been the key to its growth in such uncertain times.

Joining the trust's development manager Nicola Greenan on the panel at the 'Digital Inclusion in Practice' event, will be Kristal Ireland, head of digital, from Propaganda, Ian Jones, Senior ICT consultant and Elizabeth Sanderson, web services manager from Leeds City Council.

The session will include an overview of the LS14 Trust's work with the local community and how accessibility to the internet is crucial to the area's future development. Ian Jones will be giving an overview of the Leeds Go Online project, alongside some examples of the work the council are doing to support the initiative.

ORGANISED BY: Kristal Ireland & Nicola Greenan

SUPPORTED BY: Round Foundry Media Centre



MONDAY 21ST NOVEMBER

SNAPSHOT LEEDS

LEEDS CORN EXCHANGE, 6PM-8PM, FREE

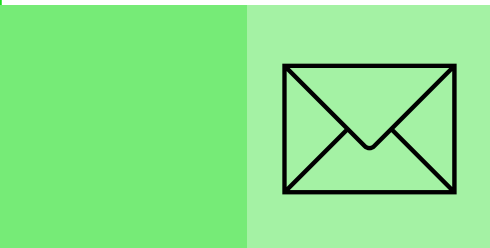
Designed as a way to show people how 'digital' touches our everyday lives, SnapShot Leeds is a photography project that doesn't require a camera!

This project uses your mobile phone, most of which now come better equipped to capture what's around us than most people's digital camera. The idea is simply to take a 'snap shot' of the city, whether that's a building that you've always admired, a concert you've been to, a beautiful sunset over the city skyline, a football match or people going about their business on a busy Saturday.

You can upload your picture to the website www.snapshotleeds.com and the 'Picture of the Day' will be displayed at the end of each day. Organiser Georgia Halston said: "The response has been great. The website has only been up and running for two weeks and already we're getting around five uploads every day, all from different people."

Don't worry if your picture doesn't make it to the website as there will be a week-long exhibition of the pictures submitted, starting 21st November at Leeds Corn Exchange.

ORGANISED BY: Georgia Halston



LEEDS DIGITAL FESTIVAL

What's on

SUNDAY 20TH NOVEMBER

CHECK IN CHECK OFF

Locations across Leeds, 12pm-4pm, £5pp
Digital treasure hunt. See left.

MONDAY 21ST NOVEMBER

DIGITAL INCLUSION IN PRACTICE

Round Foundry Media Centre, 12pm-3pm, free
See left.

LEEDS' PHP: LITHIUM

The Wellington, 7pm-10pm, free

For all those coders who've struggled to get to grips with PHP frameworks, here's a gathering of like minded people coming to together to try out the Lithium framework.

SNAPSHOT LEEDS EXHIBITION

See left.

TUESDAY 22ND NOVEMBER

FUTURE ARTS LAUNCH OF SOCIAL B2B

The Loft, 5pm-8pm, free

Creative social enterprise, Future Arts are ushering in a new era of social responsibility with the launch of their new accreditation for businesses to develop better links with local communities.

OPTA RUGBY OPEN HOUSE

Opta's Leeds Office, 6-8pm, free

Opta's Leeds-based office is the heartland for rugby statistics, providing sports professionals, journalists and teams with match vital statistics. See how it's done.

WEDNESDAY 23RD NOVEMBER

LEEDS DIGITAL LUNCH: PUTTING GEO-LOCATION IN ITS PLACE

The Adelphi, 12pm-2pm, £2pp

See page 5.

GET INTO GAMING

The Adelphi, 6.30pm-10.30pm, £3.50

See left

FINDING A JOB IN THE DIGITAL SPACE

Old Broadcasting House, 2pm-3pm, free

E-consultancy's Andrew Thomas will explore how to give yourself a creative edge in a fierce market.

THURSDAY 24TH NOVEMBER

SNZERO: LEEDS DIGITAL FESTIVE-RAAAL

The Adelphi, 6pm

Meet other people who work in the digital sector at a networking event that is keeping it real.

CREATIVE NETWORKS

Leeds College of Art, Blenheim Walk, 6pm-9pm

Join the team at Creative Networks for their monthly meet up with a digital spin, as they unveil their new gallery space at Leeds Art College with an exhibition of work from the BA(Hons) Digital Film Animation and Games courses at the college.

NORTHERN ART PRIZE

Leeds Art Gallery, 6pm-8pm, £5 (£3 concessions)

As the shortlist for this prestigious contemporary art award is announced Leeds Art Gallery will be hosting a series of events and artists talks.

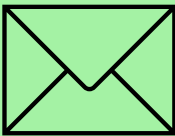
RUBY THING

Mr Foley's, 6pm-10pm, free

Leeds Ruby Thing is a fun and informal social event for anyone interested in the Ruby programming language.



www.leedsdigitalfestival.com/



LEEDS DIGITAL FESTIVAL

Week 5 NOVEMBER 26 - NOVEMBER 30

SATURDAY 26TH NOVEMBER

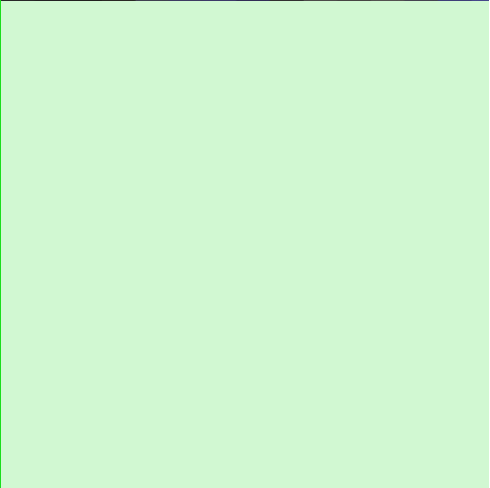
DUAL CONTROL

GOALS SOCCER CENTRE, 10AM-3PM, £100 PER TEAM OF 8

Dual Control is a unique digital AND analogue five-a-side football tournament open to any team with a passion for the beautiful game. Taking place in a single day on Saturday the 26th at Goals Soccer Centre, just off Kirkstall Road, sides will play each other both on the pitch and on the screen using PES2012 by games company, Konami on Playstation3. At around 10:30am 16 teams will kick off the groups stages, playing each other once in both formats. The top two sides from each group will then go through to the knockout stages where ties will be decided on an aggregate score – the overall winner being crowned Dual Control Champions 2011! Goals Soccer Centre have over 15 3G pitches and run five-a-side tournaments most weeks; they've also had Playstation3 based competitions in the past but Dual Control will be the first time ever the formats have been combined.

The team with the perfect blend of the two disciplines will reign supreme and event organisers, Darren and Duncan (pictured) – both part of Leeds' digital scene, are hoping for a great event that will test players both physically and mentally. Entry to the tournament is open now. A buffet will be available for the teams taking part and there's a bar area where spectators can quench their thirst in-between fixtures.

ORGANISED BY: Darren Scotland & Duncan Worth



MONDAY 28TH NOVEMBER

NORTHERN USER EXPERIENCE

ROUND FOUNDRY MEDIA CENTRE, 6.30PM-9.30PM, FREE

November's Northern User Experience event, part of the Leeds Digital Festival, is tying in with World Usability Day. This year's subject is Education: Designing for Social Change and Derek Foster, PhD student and lecturer at the University of Lincoln, will present his research on social networking usage to reduce domestic and organisational energy use. His keen interest in sustainability and behaviour change using technology will see the talk focus on the power of social media tools such as Facebook. Following the talk, there will be a discussion led by Derek on the power of social networking in today's society to bring about behavioural change.

Northern User Experience has been running for the past six years and events take place in both Leeds and Manchester.

The Leeds series of events have developed and grown within the last year, bringing together designers, information architects, user experience professionals and usability experts. Held on a monthly basis, at the Round Foundry Media Centre, the event is hosted by SimpleUsability, global leaders in the field of usability, eye tracking and market research, and currently working with large regional companies including ASDA, Jet2 and Republic.

ORGANISED BY: Guy Redwood & Rosie Driver
SUPPORTED BY: Simple Usability

MONDAY 28TH NOVEMBER

DIGITAL DISRUPTION:

BEN HAMMERSLEY

THE ROSE BOWL, 6PM, 8PM, £7

Ben Hammersley is a man of many talents and achievements: undisputedly a leading British internet technologist, journalist, author, broadcaster, and to most people currently known as the editor at large of Wired magazine. Ben's early career specialised in technology journalism, war correspondence and investigating technological change. He is credited with inventing the word 'podcasting' in 2004. In the mid-2000s, he designed, built, and maintained the weblogs of The Guardian, including the still popular Comment is Free. He is attributed with the first warchalking in the wild, on a street corner in Kensington, London in June 2002, where he ran one of the first wireless community networks in London. Ben is an advisor to Downing Street on the web's role in diplomacy, and a speaker of postdigital geopolitics. And to throw into that he is a man who people listen to when it comes to technology and digital. He is a man who knows what technology can do, now and in the future, and speaks on it with authority. While Ben regularly contributes to congresses and conferences around the world this is a rare occasion to hear Ben speak publicly in an intimate setting in the north of England. Join us at the Rose Bowl for what will be an engaging and entertaining evening with the man himself.

Find out more about Ben at: <http://www.benhammersley.com/>
ORGANISED BY: Simon Wilson and Dave Eccles
SUPPORTED BY: numiko and NTI Leeds



WEDNESDAY 30TH NOVEMBER

DIGITALLY LEEDS

AWARDS

ALEA CASINO, 6PM-11PM, £40PP

Billed as an awards ceremony like no other the inaugural Digitally Leeds Awards, will honour the best in creative and digital disciplines in the city. With an inclusive price tag that opens the ceremony up to freelancers and individuals rather than an exclusively corporate event, the awards honour everything from open source development and social media to the local teams and organisations which made the biggest difference to the Leeds scene this year. The closing date for entries is Thursday and the shortlist will be announced during the first week of Leeds Digital Festival.

Four new categories were recently opened for nominations, inviting the Leeds digital community to nominate those which have made the most difference in the following categories: Leeds Star Award – the individual who has made the most impact in the Leeds digital scene over the last 12 months. The Leeds Tweeter Award – who has the most inspiring, enjoyable, informative or just plain funny tweets. The Community Award – is there a group of digital pioneers that you think keep Leeds pushing the boundaries of technology and development?

The Design Awards – as the city is home to some of the most talented web designers this is a hotly contested accolade celebrating digital design. These four categories are your chance to nominate those that you work with and those who you admire for their creativity, energy, enthusiasm and contribution to the great digital scene we have in Leeds.

The award winners will be announced at an awards ceremony held at Alea Casino on 30th November to mark the close of this year's Leeds Digital Festival.

LEEDS DIGITAL FESTIVAL

What's on

SATURDAY 26TH NOVEMBER

OBJETS PERDUS: DIGITAL ART & ANTI-ART

The Corn Exchange, from 1pm, free
An exhibition by artist Stuart Wroe at Leeds Corn Exchange.

LOOKING GOOD HOLBECK & BEESTON PHOTO HUNT

Locations across south Leeds, 12pm-3pm, free
This fun, family-friendly event takes a tour to the south of the city, opening up venues along the way from local places of worship, to community groups and pavilions. Don't forget your camera!

DUAL CONTROL

Goals Soccer Centre, 10am-3pm, £100 per team of 8
Football tournament. See left

MONDAY 28TH NOVEMBER

DIGITAL DISRUPTION: BEN HAMMERSLEY

The Rose Bowl, 6pm-8pm, £7
See left.

NORTHERN UX

Round Foundry Media Centre, 6.30pm-9.30pm, free
See left.

TUESDAY 29TH NOVEMBER

CREATIVE JS

Round Foundry Media Centre, 10am-5pm, £699 (£200 discount for freelancers)
Over the last few months, Seb Lee-Delisle has been inspiring a new audience in the art of creative coding with JavaScript and HTML5. And after selling out the last NYC courses in a matter of hours, his two-day workshop is now coming to Leeds.

E-LEARNING FOR BUSINESS

The Mint Hotel, 10am-12pm, free
Distance learning has come a long way since the days of correspondence courses, with electronic delivery via the internet you can save you time and money, let Virtual College tell you how.

SERVICE DESIGN DRINKS

Millennium Square, 4pm-6pm Workshop, 6pm-8pm Service Design Drinks
Join the Service Design Drinks group as they undertake a 'workshop' through the Christkindelmarkt, exploring Millennium Square and how the networked world touches and influences all aspects of the design.

WEDNESDAY 30TH NOVEMBER

CREATIVE JS

See above.

LEEDS DIGITAL LUNCH: AWESOME YORKSHIRE

The Adelphi, 12pm-2pm, £2pp
The Leeds digital lunches aim to inform, educate, or entertain by gathering together a panel of the brightest brains from the Leeds digital scene.

DIGITALLY LEEDS AWARDS

Alea Casino, 6pm-11pm, £40pp+VAT
See left.



www.leedsdigitalfestival.com/



LEEDS DIGITAL FESTIVAL

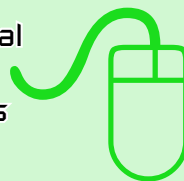
Below is a selection of images from the Snapshot Leeds project. Visit www.snapshotleeds.co.uk to find out how to upload your own images



Twitter: @ldsdigital
#LDF2011

foursquare: Leeds
Digital Festival

www.leedsdigitalfestival.com/



YORKSHIRE
Evening Post

THE Yorkshire Evening Post is at the forefront of providing news, entertainment, information and sports coverage for Leeds and beyond on a digital platform. The website www.yorkshireeveningpost.co.uk leads the way in keeping people in Leeds up-to-date on-line with what's going on in their city. The Yorkshire Evening Post website is a part of many people's daily lives.

In the first six months of this year, an average of more than 120,000 people visited the site each week, looking at an average of just under 1,000,000 pages each week.

The site is a mix of local and city-wide news as it breaks, sports reports and comment, features, photographs – and much more too.

A particularly popular part of www.yorkshireeveningpost.co.uk is the video content, which includes regular sports programmes such as The Sin Bin, covering rugby league, The Boot Room, where the latest Leeds United issues are debated, horse racing is covered in The Winning Post, rugby union in The Line Out and cricket in The Pavilion. The Yorkshire Evening Post website is also the place people visit to debate points raised by the stories of the day as well as to comment on the great – and not-so-great – performances by their favourite team.

The Yorkshire Evening Post, along with its sister title the Yorkshire Post, www.yorkshirepost.co.uk, is continually evolving to make sure it provides its audience with a first class service, as well as an increasingly popular platform for advertisers.

The Yorkshire Evening Post and the Yorkshire Post are a central part of the "digital world" in Leeds, Yorkshire and beyond.

www.yorkshireeveningpost.co.uk