

THE NICE PEOPLE AT THE DIGITAL AGENCY DEESON BRING YOU:



**Saturday
18 October
9.30am-6pm**

**“How would our world be different
if we all became creators?”**

Digibury Weekender: An exciting new one-day festival that will explore the impact technology has on society and culture, mixing inspirational lectures and discussions from rockstar leaders with lightning talks from members of the local Kent community.

**Press passes and accreditation available -
please contact Lizzie Hodgson: lizzieh@deeson.co.uk**

IN ASSOCIATION WITH

Gulbenkian
University of Kent



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WHY DIGIBURY WEEKENDER:

We believe that as technology and the wider 'digital experience' merge, we are witnessing a shift in the way in which we all engage with, and participate in the creative process.

People are not confined to silos anymore. We're increasingly becoming 'creators' in both informal and formal ways, thanks in the main to the adoption of technology.

This shift is seismic - impacting every industry from media to art, enterprise to education on a global scale. Technology companies and innovators are at the sharp end of this shift.

Digibury Weekender will put a spotlight on this change, questioning and exploring the wider implications.

DIGIBURY WEEKENDER FESTIVAL DATE:

Saturday October 18 - main festival: 9.30am-6pm

VENUE: The Gulbenkian, University of Kent, Canterbury www.thegulbenkian.co.uk/

COST: £10 per ticket: We passionately believe ideas, innovation and access to 'trailblazers' should be open to all in our community. This is reflected in the low ticket price.

HOST:

- Robin Ince (<http://robinince.com/>) is a comedian, writer and co-host of BBC R4's science series, The Infinite Monkey Cage (with Professor Brian Cox)
- An advocate of Digibury, Robin will host the main event on October 18
- The Infinite Monkey Cage won a Gold Award in the Best Speech Programme category at the 2011 Sony Radio Awards. Robin is a regular contributor on Steve Lamacq's BBC Radio 6 Music show.

FOCUS:

- The festival will explore the wider impact technology has on society and culture.
- With inspirational lectures and talks from rockstar leaders including Microsoft, Google, Government Digital Service, Digibury Weekender will showcase world-changing ideas – right here in Canterbury.
- It will also have Ask a Dev sessions for techies and developers to 'chew the cud' on programming and software issues with experts from organisations including Global Radio and Sony Games Europe.
- There will also be demos and Lightning Talks with speakers from the local community.

ATTENDEES:

Up to 350 developers, learningalists, technologists, designers, company directors, creatives.

In addition to the wider community, we expect attendees to come from London and South East UK.

FORMAT:

The day has been split into six sessions with three to four speakers in it. The speakers get between 10-15 minutes to deliver their high-octane, inspirational talk.

CONFIRMED SPEAKERS AND TOPICS INCLUDE:

- **Aral Balkan: Ind.ie**
Opening keynote: The impact technology has on personal freedom and democracy
Talk: Open source technology - designing and crowdsourcing the Ind.ie phone
- **Mark O'Neill: Government Digital Service:**
Transforming Universal Services
- **James Cashmore: Google**
Welcome to our connected globe
- **Simeon Berends: ITN Productions**
From consumers to creators: how millennials are making the digital landscape
- **Vinita Khandelwal Rathi: Women Who Code**
Why we all need women in tech
- **Meri Williams: ChromeRose**
Practical diversity: How to bring about real change
- **Memo Atken: Artist and engineer**
The poetry of reality
- **Angus Bankes: SkimLinks**
Bitcoin: the financial revolution
- **Roger Gorman: ProFinda**
The power of the tribe
- **Bryony Bishop: Turner Contemporary**
Selfies and online personalities are changing the social convention of "art"
- **Paul Hallett: Twilio**
Software people are changing the world

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Twilio empower developers to build powerful communications, enabling voice and sms functionality in software. They take care of the messy telecom hardware and expose a globally available web API that developers can use to build interactive and intelligent communications. They are software people, and believe in software people, people who naturally focus on the user and turn business problems into software problems.



Canterbury City Council



Kent County Council

SAMPLE PRESS RELEASE

A one-day festival of talks, demonstrations and ideas from leading figures within the creative and digital industries is coming to The Gulbenkian Theatre, Canterbury, on 18 October.

With speakers from Google, Microsoft and Women Who Code, as well as ITN Productions and Turner Contemporary, the programme, including talks and discussion panels, will be fast-paced and actively encourage input from audience members.

The festival, which is held in association with the Gulbenkian and Canterbury Festival, will be hosted by comedian Robin Ince, presenter of BBC radio The Infinite Monkey Cage. It will also feature talks from Ind.ie founder Aral Balkan, who was recently shortlisted as Entrepreneur of the Year.

EDITORS NOTES:

ABOUT DIGIBURY

Run by Canterbury-based digital agency, Deeson, (www.deeson.co.uk) Digibury is held at The Gulbenkian art centre at the University of Kent on the second Wednesday of the month.

We provide a platform for the 'collision' of tech on our wider society - breaking down the silos of technology, design, media, art and culture.

It's a free public event that's open to the whole community - inviting speakers from any background to talk about their passion and ideas.

We aim to engage and pull together the creative and technology 'clusters' that are growing and thriving in the South East.

HISTORY:

Starting from a pub in Canterbury in 2012, we have worked hard at taking Digibury forward and opening it up to new audiences. As such we have seen a growth and shift in not only the topics we cover, but also the demographic of our audience. This is best reflected in the increase of women speakers, the wider range of talks on offer, and the fact that we are a permanent event at The Gulbenkian art centre at the University of Kent.

A trailblazer in the region, Digibury has built a reputation as a platform and space for people to share ideas - showcasing their work or passion. As such, we are not the final 'destination' for speakers and discussions. Instead, we are the catalyst; the place where creatives, developers, technologists, innovators can present. Crucially, Digibury is open to the whole community and this is reflected in the range of talks we get.

FACTS:

Since 2012, Digibury has had:

Over 1,800 attendees

Over 90 talks

ACCOLADES:

'One to Watch' Culture Awards Finalist - <http://www.thecultureawards.org/index.html>

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• #digiburyweekender

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SAMPLE PRESS COVERAGE: KENT ONLINE

<http://www.kentononline.co.uk/canterbury/news/gulbenkian-canterbury-hosts-digibury-21501/>

VIDEOS:

About Digibury: <http://youtu.be/TfYN2LpHsvE>

DIGIBURY WEEKENDER PHOTOGRAPHY AND LOGOS

digibury-weekender.co.uk/downloads/Digibury%20Weekender%20photography%20and%20logos.zip



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