

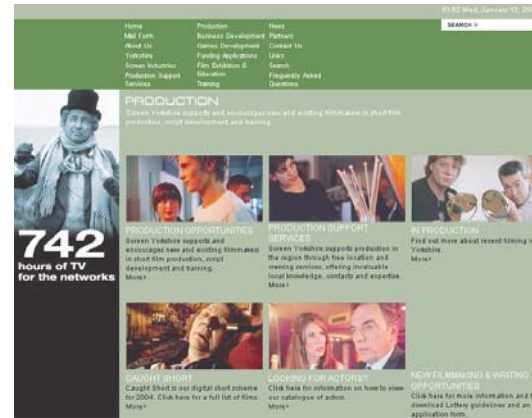
About The Company

Screen Yorkshire is the government strategic agency for film, broadcast and digital media for the Yorkshire and Humber region. They are responsible for inspiring, promoting and supporting a successful long-term film and media sector for the region.

Screen Yorkshire Requirements

Working within a rapidly changing and dynamic environment, Screen Yorkshire was aware that one of its key marketing tools had to be a visually impressive and informative website. A dynamic web presence would allow Screen Yorkshire to reach its regional, national and international target markets in a cost effective way.

The ability to control and update the content on their website was a key requirement of Screen Yorkshire.



Logical Minds Solution

A software solution was developed by Logical Minds that would allow Screen Yorkshire the flexibility of delivering fresh web content, based on a number of innovative methods and templates.

The system enabled information on media product, training, funding and partners to be edited easily by Screen Yorkshire, enhancing the user experience and giving them the very latest news.

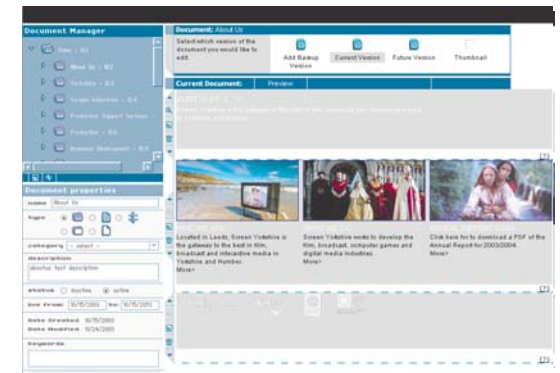
The Business Benefits

The software has given Screen Yorkshire the independence of managing its own Internet presence in an efficient and effective manner.

Screen Yorkshire now provide a useful resource within the industry, allowing jobs to be advertised as well as candidates to promote themselves.

"We've already had some really positive feedback from our users."

In addition, it has helped to promote an impression of Yorkshire to media partners throughout the world, unaware of the abilities and breadth of this industry.



Final Thoughts

Paul concludes, "As soon as news breaks or jobs are available we are in the position to communicate this immediately – the solution provides savings in terms of both cost and time as we're not relying on third parties to make changes to the site."

Paul Staniland
Head of Finance & Operations, Screen Yorkshire.

"Logical Minds stuck to the budget and are always really helpful if we need to add new functionality."