

## Yorkshire Film Agency Screen Yorkshire in the Picture with Logical Minds



Andy Travis (left) and David Weaver (right)

**Leeds-based bespoke business software company Logical Minds has helped strategic agency Screen Yorkshire to develop a stunning, up-to-the-minute internet resource designed to promote the film, broadcast and digital media industries across Yorkshire.**

Their web presence is an important information portal for a wide range of users, from film producers looking to support Yorkshire film projects, actors and scriptwriters looking for training and job opportunities and local filmmakers looking for grants and expert advice.

Logical Minds designed and developed the bespoke content management system that runs behind the scenes,

allowing Screen Yorkshire to cut out the cost and delays involved in getting third parties to update content and enabling Screen Yorkshire staff to add new information themselves within minutes.

The bespoke management system also allows Screen Yorkshire to create tailor made online questionnaires to gather information more efficiently from users.

Screen Yorkshire marketing & communications manager, Jacky Dickens says: "The new content management system enables us to constantly reflect the changing priorities of our fast-moving industry. Having an up-to-date presence, which underlines the strength of the Yorkshire film and media industry, is an essential part of building our profile across regional, national and international markets."

In addition, Logical Minds has drawn on its software development and computer applications expertise to develop an e-newsletter for Screen Yorkshire customers that is integrated with the content management system.

Jacky says: "The email newsletter is doing really well. Unlike a printed newsletter it is less likely to be out of date or just thrown in the bin. We have also designed the e-newsletter in the same style as the web site, giving us good brand consistency across a variety of marketing communications".

Screen Yorkshire is now working with Logical Minds to identify further opportunities for enhancing its web offering.

**For further information please visit [www.logicalminds.co.uk](http://www.logicalminds.co.uk).**