Hello.

Welcome to our festival guide

Talent2017 is a skills festival for the digital sector powered by Wired Sussex. If you are a business, then the festival is the ideal chance to connect with the talented people you need to prosper, and to access great ideas about how to retain and develop them.

If you are someone who is looking to start or grow your career in the digital sector (or are just curious), then the festival’s Jobs Fair and Experience Day give you the perfect opportunity.

The festival runs for three days, each with a separate event which together aim to address the region’s digital talent needs. The Experience Day looks to inspire young people to consider careers in our sector. The Jobs Fair enables job seekers to learn about vacancies, get advice and make contacts with local digital employers. And the Skills Summit will draw local leaders in our industry together for a one-day conference to share advice and discover best practice in growing the digital talent across our region.

Brighton and Hove’s digital and creative economy is now worth more than £1 billion to the city each year. To continue to be successful and to grow further still, our region must strive to make ourselves the best place in the country to discover and nurture new talent.

Whilst working on the festival I have seen so much passion, enthusiasm and excitement for the development and retention of skills and talent in the region. It is clear to me that there is the pool of talent here, and with the growth of the sector there is a constant stream of new and exciting career opportunities. I look forward to seeing how Talent2017 can fuse these to ensure new and exciting roles carried out by happy and skilled employees.

I hope you enjoy the festival. If you have any questions, comments or feedback please do get in touch.

@RebeccaGroves_ @WiredSussex rebecca@wiredsussex.com

A Word From Our Headline Sponsor

It is great to welcome iCrossing as the headline sponsor for Talent2017. iCrossing have played a core role in the development of the digital sector in this region. It is clear that central to their current strategies for growth lies an understanding of the importance of having well trained, happy and motivated staff. We are very pleased to have their support for the festival.

There are fantastic career opportunities for young people in the digital, technology and media sector. As a market leader in digital marketing and a big employer in Brighton we’re delighted to sponsor an event that attracts young talent into our industry.

iCrossing’s CEO, Mark Iremonger

Talent2017 is a new a skills festival for the digital sector. The festival has been developed and delivered by Wired Sussex with the aim of helping businesses in the region attract, train and retain the talent they need to thrive.

The Festival Team:

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginie Robe</td>
<td>Festival Coordinator</td>
</tr>
<tr>
<td>Tom Bailey</td>
<td>Jobs Fair Manager</td>
</tr>
<tr>
<td>Tara Solesbury</td>
<td>Skills Summit Manager</td>
</tr>
<tr>
<td>Jenni Lloyd</td>
<td>Experience Day Manager</td>
</tr>
<tr>
<td>Bryan Kidd</td>
<td>Design</td>
</tr>
<tr>
<td>PYPR</td>
<td>Filming and Photography</td>
</tr>
</tbody>
</table>

Your career STARTS HERE

jellyfish.co.uk/careers
if ( code == yourPassion ) {

We are an innovative FinTech company, located in the heart of Brighton, developing cutting-edge, cloud-based financial services for freelancers, contractors, and small businesses. Named the UK’s fastest growing accountancy firm in 2013, our software (written by software developers just like you) is supported by a team of in-house accountants.

We’re looking for enthusiastic Java developers, Front-end developers, and Testers to develop green-field systems in an agile environment, using the latest technologies: including Continuous Delivery, Service-Oriented Architecture, AWS, Docker, and Elastic suite.

For our latest vacancies visit crunch.co.uk/careers or email careers@crunch.co.uk

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Exhibitors

01 Jelly Fish
The world’s biggest boutique digital marketing agency. We deliver scale and reach for global brands.

02 WPM
WPM Software, as part of the WPM Group, develops market leading solutions for higher education and enterprise office printing markets.

03 Madgex
Madgex works with the world’s leading media brands and organisations to help unlock the value of their professional audience.

04 The Unit
The Unit is a digital agency with a focus on customer experience and innovation.

05 Crunch
Crunch provide online accounting, insurance, mortgages and financial services for over 10,000 contractors, freelancers and small businesses.

06 Claromentis
Claromentis provides digital workplace to help companies collaborate, work smarter, learn new things and get the job done.

07 West Pier Studio
We are a leading games and software development company based in the heart of Brighton.

08 Gene Commerce
A new breed of ecommerce agency to help you out-think and outmanoeuvre your competitors

09 Equal Experts
Equal Experts is an award-winning agile consultancy, specialising in simple software solutions for big business challenges.

10 University of Sussex
Offer over 500 undergraduate and postgraduate courses and degrees at a top 20 research-led public university situated in Falmer, near Brighton.

11 City College Brighton & Hove
City College equips learners with the top-quality skills needed for a successful career in the digital and tech industries.

12 iCrossing
iCrossing is a global digital marketing agency, which combines proprietary technology with top talent to build connected brands that deliver results.

13 Wired Sussex
Wired Sussex is a Brighton-based membership organisation for companies and freelancers operating in the digital, media and technology sector in Sussex.

14 William Reed Business Media
William Reed is an international B2B media business who produce numerous print and digital magazines as well as events.

15 Cogapp
Using digital media to enrich people’s lives. Clients include National Portrait Gallery, Rock & Roll Hall of Fame and MoMA.

16 University of Brighton
The School of Media at the University of Brighton offers a range of courses embracing many aspects of media scholarship; theoretical and practical with close links to industry.

17 Site Visibility
The Digital Marketing agency with a SEO heritage since 2001. We are also behind BrightonSEO and the Internet Marketing Podcast.

18 Holograph
Website systems, Content production and management through to big data visualisation and prototype technology development.

19 Digital Marketing for Graduates
We help graduates get their first jobs in digital marketing by providing free training placements with employers. Come and chat to us today!

20 Create.net
Create.net is the easiest way to make a website

21 Brighton Music Office
Brighton Music Office enable and encourage the growth of Brighton’s music industry.

22 The Progress Film Company
Progress is a contemporary film studio making commercials, content, branded entertainment, animation and feature-length cinema.

23 Oban
Oban is the international media and marketing agency, delivering localised digital campaigns in every part of the world.

24 CDO Partners
CDO Partners is a data and analytics consultancy focused on delivering tangible value by making data work for organisations.

25 The Student Room Group
The Student Room is the largest, most useful and best-loved online student community there is.

26 Fresh Egg
We are an integrated digital marketing agency, proud of our technical expertise, creative flair and ability to draw actionable insights from data.

27 Mind Tools
Mind Tools’ on-demand resources help you to develop the practical leadership, management and personal excellence skills for a happy, successful career.

28 Gemini Print
We are Sussex’s leading digital and lithographic printing company.

29 Intelligenz Solutions
An international market leading developer of software solutions for the leisure, fitness, spa and resort sectors.

30 Brandwatch
Brandwatch is the global leader in social intelligence, working with the biggest brands and most admired agencies worldwide.
## Vacancies

### Latest Jobs on the Wired Sussex Jobs Board

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Egg</td>
<td>Worthing</td>
<td>Content Specialist</td>
</tr>
<tr>
<td>Pure360</td>
<td>Brighton</td>
<td>Junior Creative Developer</td>
</tr>
<tr>
<td>SiteVisibility</td>
<td>Brighton &amp; Hove</td>
<td>Content Executive</td>
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<tr>
<td>HOLOGRAPH Ltd</td>
<td>Hastings</td>
<td>Lead Digital Designer</td>
</tr>
<tr>
<td>The Student Room Group</td>
<td>Brighton &amp; Hove</td>
<td>Digital Marketing Executive</td>
</tr>
<tr>
<td>Brandwatch</td>
<td>Brighton</td>
<td>Product Marketing Manager</td>
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<tr>
<td>Create.net</td>
<td>East Sussex</td>
<td>Front End Developer</td>
</tr>
<tr>
<td>Claromentis</td>
<td>Brighton &amp; Hove</td>
<td>Client Support &amp; Training Co-ordinator</td>
</tr>
<tr>
<td>Crunch Accounting</td>
<td>Brighton</td>
<td>Technical Support Engineer</td>
</tr>
<tr>
<td>The Unit</td>
<td>Brighton &amp; Hove</td>
<td>Software Developer</td>
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<tr>
<td>Madgex</td>
<td>Brighton</td>
<td>Marketing Coordinator</td>
</tr>
<tr>
<td>Brightwave</td>
<td>Brighton &amp; Hove</td>
<td>Operations Assistant</td>
</tr>
<tr>
<td>Net Natives</td>
<td>Brighton &amp; Hove</td>
<td>Junior Business Systems Analyst</td>
</tr>
<tr>
<td>Brilliant Noise</td>
<td>Brighton &amp; Hove</td>
<td>Junior Designer</td>
</tr>
<tr>
<td>Simpplr</td>
<td>Brighton</td>
<td>UI Designer</td>
</tr>
<tr>
<td>Run Communications</td>
<td>Brighton &amp; Hove</td>
<td>Graduate Account Executive</td>
</tr>
<tr>
<td>Study Group</td>
<td>Brighton &amp; Hove</td>
<td>Email Marketing Assistant</td>
</tr>
<tr>
<td>Second Impact Games</td>
<td>Brighton &amp; Hove</td>
<td>Games Programmer</td>
</tr>
<tr>
<td>Mad Atom Ltd</td>
<td>Brighton &amp; Hove</td>
<td>UI / UX Artist For Games</td>
</tr>
<tr>
<td>Curve IT</td>
<td>Brighton &amp; Hove</td>
<td>IT Support Technician</td>
</tr>
<tr>
<td>The Trailer Farm</td>
<td>Brighton &amp; Hove</td>
<td>Experienced After Effects Artist</td>
</tr>
<tr>
<td>Work The World</td>
<td>Brighton &amp; Hove</td>
<td>Digital PR &amp; Outreach Executive</td>
</tr>
<tr>
<td>Brilliant Noise</td>
<td>Brighton &amp; Hove</td>
<td>Junior/Mid Level PHP Developer</td>
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<tr>
<td>eMosaic</td>
<td>Brighton &amp; Hove</td>
<td>WordPress Developer</td>
</tr>
<tr>
<td>Tann Westlake</td>
<td>Rustington</td>
<td>WordPress Developer</td>
</tr>
</tbody>
</table>

Find more jobs | [Search](www.wiredsussex.com/jobs)

Talk Schedule

**Tennyson Room**

10:30  Getting a career in the sector  
REBECCA GROVES, HEAD OF PROJECTS  
WIRED SUSSEX

11:30  How to never work a day in your life  
KELVIN NEWMAN, FOUNDER  
BRIGHTONSEO

12:30  What employers look for in the modern age  
LUCY SMITH, FOUNDER AT DIGITAL  
MARKETING FOR GRADS

13:30  Women in the digital sector  
NATALIE LLOYD, DIGITAL BRAND STRATEGIST  
PIXELDOT

14:30  Climbing the digital career ladder  
CHLOE LANGFORD, FRONT-END WEB DEVELOPER  
AND VICKI TINGLE, DEVELOPER  
GENE

**Keats & Shelley Room**

10:00  Finding a technical role that will turn into a lasting career  
BEN KYRIAKOU, SENIOR PROGRAMMER  
COGAPP

11:00  Starting out in digital and e-learning  
IVAN BANDURA, HEAD OF DESIGN  
CLAROMENTIS

12:00  Make websites better—get into UX  
MAT WALKER, HEAD OF UX  
THE UNIT

13:00  Finding a passion in PPC  
DANIEL WILKINSON, HEAD OF PAID SEARCH  
JELLYFISH

14:00  Careers in design—the long game  
MARK COSSEY, HEAD OF BRAND  
AND DIGITAL EXPERIENCE  
CRUNCH

15:00  Working in SEO & digital marketing  
STEVE TEECE, HEAD OF TECHNICAL SEO  
FRESH EGG

**Wordsworth Room**

10:00  National Careers Service workshops  
Please note each session will last 75 minutes

11:00  Effective application forms and CVs

11:30  Interview Techniques

13:00  Job-search techniques including social media

14:30  Considering self-employment

**Coleridge Room**

All Day  
National Careers Service CV clinics
Morning Sessions 09.15

09.15 Event Registration

Welcome and Introductions
   Speaker: Nick Juba, CEO, City College
   Speaker: Phil Jones, Managing Director, Wired Sussex

Plan to Thrive (not just survive)
   Speaker: Donald Clark, Director, Plan B Learning

Creating the Future Workforce Now plus Q&A
   Speaker: Adam Freeman, Partner and Head of Talent, Freeformers

Case Study—If a Tree Falls...
   Speaker: Alexander Bond, Director, FinProAnalytics

10.50 Morning Break

Old Dogs and Young Guns plus Q&A
   Speaker: Mark Iremonger, CEO, iCrossing
   Speaker: Louise Cotton, HR Director, iCrossing

Understanding Your Employer Brand
   Speaker: Katrina Wray, Managing Partner, Lift Consultancy

Workshop: The Secret(s) to Attracting Great Talent
   Facilitator: Katrina Wray, Managing Partner, Lift Consultancy
   Facilitator: Eileen Melville, Managing Partner, Lift Consultancy

Introduction to Lunchtime Session
   Ann Potterton, Co-Executive Director of The Sussex Council of Training Providers and Apprenticeships in Sussex.

13.10 Lunch Break

Networking Lunch or Optional Lunchtime Session:
New Apprenticeships, New Opportunities for SMEs

Business connections at the University of Sussex

The Business Liaison and Placements team at the Sussex School of Business, Management and Economics helps students to boost their employability and supports business to grow and develop staff:

For students
   — Dedicated support to secure placements and other work experience
   — Help with CV writing, job applications and interview preparation
   — Year-round programme of employer networking and mentoring opportunities

For business
   — Recruit the best student talent for placement and graduate roles
   — Support for digital business in collaboration with the Department
   — Professional development: MBA, Masters courses, Executive Education and student-business mentoring scheme

Find out more www.sussex.ac.uk/bmec/business-connections
**Afternoon Sessions 14.20**

**It's not you it's me! plus Q&A**
Speaker: James Maye, Co-founder and Managing Director, Mind the Product

**Case Study—All of Your Staff are Going to Leave**
Speaker: Alick Mighall, Managing Director, Miggle

**Case Studies Followed by Panel Discussion and Q&A**
**01 Learning to Coach, Coaching to Learn**
Speaker: James Box, User Experience Director, Clearleft

**02 Beyond the Beanbag—Authentic Company Culture and Values**
Speaker: Holly Fisher, Head of Talent & Innovation, Bozboz

**03 Out Foxing the Talent Poachers**
Speaker: Helen Monk, Head of HR, Crunch Accounting
Chair: Donald Clark, Director, Plan B Learning

**Case Study—Growing Up with Your Business**
Speaker: Jim McCall, Managing Director, The Unit

**Case Study—Leadership Trends and Research**
Speaker: Kate Thorpe, Business Liaison Manager, University of Sussex

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**15.50 Afternoon Break**

**Growing Your Top Talent—Insights From ebay plus Q&A**
Speaker: Chris Ricketts, Director, Turn10 Consulting

**Group Discussion—Key Talent Questions...**
Facilitator: Chris Ricketts, Director, Turn10 Consulting

**Workshop Feedback—Sharing the Learning ...**
Facilitator: Chris Ricketts, Director, Turn10 Consulting

**Summit Summary and Thanks**
Speaker: Donald Clark, Director, Plan B Learning
Speaker: Phil Jones, Managing Director, Wired Sussex

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**17.30 Event Ends**

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**More details on the talks are available at wiredsussex.com/talent**

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The Unit is a digital agency with a focus on customer experience and innovation.

We partner with our clients to anticipate the future, helping them evolve, grow and launch their next generation customer propositions.

Our people are critical to what we do.

If you're interested in joining The Unit please e-mail: careers@theunit.co.uk
Follow us @TheUnitGB
Speakers

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ICROSSING
@ICrossing_UK

Alexander Bond
DIRECTOR
FINPRO ANALYTICS LTD
@Finproanalytics

Alick Mighall
MANAGING DIRECTOR
MIGGLE
@miggle

Donald Clarke
DIRECTOR
PLAN 8 LEARNING
@DonaldClark

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@citycoll

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LIFT CONSULTANCY

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HEAD OF HR
CRUNCH
@TeamCrunch

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The digital and creative economy is worth nearly as much to Brighton as the tourist economy - a fact that is a bit of a surprise to many of the people who live here. A thriving sector, that provides stimulating, well paid jobs with a lower risk of automation or obsolescence in the future is right here on the doorsteps of around 60,000 children and young people living in our city.

So it makes sense that we should help make young people aware of the opportunities that lie before them. The Experience Day is designed to do just that. We’ve matched groups of college students from all around the city with some fantastic local digital businesses.

Each company is hosting an experience designed to show off the work they do in a fun, interactive way. We hope that the young people will leave feeling inspired to join the digital sector and understanding the learning choices that will help them do so.

By building connections between the youth growing up in our city and the companies driving our prosperity we believe we can build a pipeline of local talent for the future. And by making our catchment as broad as possible we’ll be helping to develop the diversity of our industry too.

We’d like to say a big thank you to all the companies offering their time, energy and enthusiasm to students from City College Brighton & Hove; Brighton Digital Media Academy (BDMA) and DV8Sussex:

- Boz Boz
- Clearleft
- Gene
- iCrossing
- Kineo
- Madgex
- Propellernet

Keep an eye on @Talent2017 for stories from the Experience Day. Contact rebecca@wiredsussex.com if you’re interested in taking part next year.
Interested in Digital Marketing and want to work in Brighton?

iCrossing are hiring
visit our website or come visit us at Talent 2017

icrossing.com/uk/careers

Unleashing the Potential of our people since 1997