

Press Release
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LAUNCH OF COVENTRY AND WARWICKSHIRE SOCIAL MEDIA CAFE

First event: 18 September 2009, Court Street Creative Arches, Leamington Spa

September 7 2009: Today sees the launch of the first **Coventry and Warwickshire Social Media Cafe**, a new, monthly event designed to bring people and businesses with an interest in digital and social media, together.

The Coventry and Warwickshire Social Media Cafe will be a place where anyone with an interest in the web, social media, and digital media in general can get together and possibly build working relationships.

From a concept originally launched in London, the Social Media Cafe has been launched with considerable success in Birmingham and Oxford. However, until now, there has been nothing catering for people and businesses in Coventry and Warwickshire, an area with a rich mix of digital media producers, games producers, creative agencies, and commissioners.

The first Coventry and Warwickshire Social Media Cafe will take place on **Friday 18th September, 10am – 12pm**, at Arch 6 within the brand new **Court Street Creative Arches in Leamington Spa**, thanks to the kind generosity of Warwick District Council Business Enterprise.

Paul Henderson, co-organiser of the event said: “The Social Media Cafe has been very popular elsewhere in the UK. We are very excited about bringing it to Coventry and Warwickshire.”

Paul Squires, co-organiser, said: “Everyone is welcome at the Social Media Cafe. If you've heard about Twitter but want to know more about its potential, or if you're from an established design studio or games company, this is the place for you.”

Jason Hall, Head of Innovation, from Screen WM, the lead agency for film, television and digital media in the West Midlands region, said: “We are very excited to sponsor the first Coventry and Warwickshire Social Media Café through our Program of Activities Fund supported by regional development agency Advantage West Midlands. Developments such as Channel 4's 4iP fund being based here in the West Midlands and the match funding provided by Screen WM has positioned the region as the centre of the digital media revolution in the UK, something that the Social Media Cafe can only help to build and grow.”

Ray Smith, Enterprise Development Manager at Warwick District Council, said: “Our projects are all about supporting new and high-growth businesses by developing affordable, creative workspaces. We are delighted to support the Coventry and Warwickshire Social Media Cafe by hosting it within the brand new Court Street Creative Arches.”

Arch 6 has been enabled with WiMax by Konnex Networks, so you can bring your laptop and connect directly to the Internet. Refreshments are sponsored by Screen WM.

The event is free. For further information and to sign up, visit www.cwsmc.com.