

Iceni Productions, a UK Video Production Company, Proud to be at the Heart of the West Midlands

When Advantage West Midlands needed a stunning conference video they turned to iceni, a UK video production company based in the Midlands.

January 17, 2006 (FPRC) -- The West Midlands has long been associated with innovation and creativity. From the invention of products like the spark plug and the modern dictionary; to icons like Shakespeare and Elgar the region has helped shape history. It's no surprise then that the birthplace of the industrial revolution is today a thriving business base, where high technology companies sit alongside dynamic manufacturing enterprises.

Advantage West Midlands contacted iceni to produce a DVD of case studies featuring some of the region's successful enterprises. The inspiring success stories of these eight Midlands businesses would show how Advantage West Midlands is delivering on its vision of building a world-class region in which to work, rest and play.

Our production team contacted representatives from companies such as SecureBox, The Character Shop and SenSelect. The managers spoke frankly about the valuable support they had received through the scheme which has provided the Midlands with new hope for the future.

Filmed in a dynamic documentary style, the short programme creates an inspirational overview of what Advantage West Midlands has achieved in the area, both in raising its business profile and in creating a greater sense of pride for those living and working within it.

The diverse companies highlighted in the video provide an insight into the far reaching projects AWM are involved in. From revolutionary fingerprint and mobile phone technology to film archives and special effects animation, the video shows how partnerships with AWM have provided invaluable contacts, advice and grants that have turned people's visions into reality.

The thought-provoking selection of interviews provide proof that stories of sole traders becoming global enterprises are no longer the stuff of dreams and that re-locating to the heart of the country can provide an economically viable alternative to setting up in London.

Through focusing support, funds and expert advice on new businesses the video shows how Advantage West Midlands is helping transform the region's economy by returning its reputation as a front-runner in innovation, creativity and industry.

The video was first shown at Advantage West Midlands' annual conference on October 20, 2005 at Ricoh Arena in Coventry, which provides AWM with a platform to show exactly what they have achieved over the last twelve months and look forward to their goals for the next year.

Neil Skitt, head of PR at Advantage West Midlands said: "About 800 delegates attended the event with representatives covering the private, public and voluntary sectors and everyone was hugely impressed with the content of the video.

"The production team at iceni really understood the brief we gave them and they captured the essence of our message, showing the extent to which AWM supports business, in a clear, concise and interesting way.

“In fact, the response to the video was so positive that we intend to keep using it throughout the year as a marketing tool, to give other businesses an idea of how their own aspirations could be realised through a partnership with AWM.”

Advantage West Midlands was established in 1999 to transform the region through sustainable economic development. Advantage West Midlands is the Regional Development Agency (RDA) for the West Midlands, the Region at the heart of the UK comprising: the counties of Shropshire, Staffordshire, Warwickshire and Worcestershire; the three unitary authorities of Herefordshire, Stoke-on-Trent and Telford & Wrekin; and the seven metropolitan districts of Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton.

The RDA, accountable to the Department of Trade and Industry, allocates support and resources to be aligned with partners' resources so that £20 billion in total will be invested in the region's economic development up to 2010.

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