




## MAGIC LANTERN Media

## *Lights, Camera, Action for New Business Start*



Former Health Editor of the Birmingham Mail, Paula Young has worked in PR for more than 14 years. In 2012, Paula decided to explore her love of video and undertook an MA in broadcast journalism at Staffordshire University.

Paula graduated with distinction and used her new filmmaking skills to help promote Cancer Research UK's work.

Wanting to progress her business idea Paula met one of Blue Orchid's Enterprise For Success business advisors at a networking event where she discussed her idea in more detail. She subsequently attended the two day business-planning masterclass and received follow up bespoke 1-2-1 support from her dedicated advisor

Since then, she has created online videos for businesses and taught others how to shoot and edit professional videos using nothing more than a mobile phone.

Her work has appeared on ITV™ regional news, on the "Made In Birmingham" local TV channel and on charity websites.

Paula offers a variety of services – one of which is filming and editing on a standard mobile phone. Useful for small businesses trying new ways of promotion



# CASE STUDY

**Talking about her new business, Paula says:**

“This is a novel approach which helps small business owners make the most of their public relations and marketing opportunities by using their own phone technology.”

“Our mainstream services are video, public relations and a memory box which is way to utilise Paula’s photography skills to save and protect old photographs”



**Paula goes on to say:**

“I would encourage anyone thinking of starting a business to pick up the phone and speak to one of the “Enterprise for Success” Advisors. Their insight, knowledge and experience is very useful when you’re starting up for the first time”

**To find out more about how you can start your business in the most successful way, contact us on 01905 676 773**

**Enterprise for Success is part funded by the European Regional Development Fund**



**T. 01905-676773**  
**E. [startup@blueorchid.co.uk](mailto:startup@blueorchid.co.uk)**



**European Union**  
European Regional  
Development Fund