



BUSINESS INSIGHTS

An Online Festival of Business & Innovation

#BI21.2 / South Gloucestershire Focus

LIVestream

Business & The Creative Arts – How does the Jigsaw Work?

Wednesday 3 March, 10:30am

Book your tickets

<https://business-the-creative-arts.eventbrite.co.uk>

If you have any questions for the panel prior to the event, you can email them to BI21.2@business-shows.co.uk (please quote the event title in your email).

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Business & The Creative Arts - How does the Jigsaw Work?

Where would Business be without the creative arts? Culture, design, brand, mental health and the very environment in which we live and work. Innovation depends creative thinking, designing processes, building brand, improving productivity all require creativity to move things forward. Can we teach creativity? How do the creative arts impact businesses and how can business ensure that a culture of creativity is embedded to allow innovation and fresh thinking? The place we locate our business and base our staff is a further extension of how the arts impact business. Culture, performing and fine arts build a balanced lifestyle so important to mental health. So how does the jigsaw work? We bring together a panel of business and arts professionals to explore a fundamental and often misunderstood relationship.



Si Ellis

Si started EllisJames in 2002, and continues his mission to deliver Design Thinking and Doing as a daily business essential. The creative process is relevant to all and incredibly powerful for everyone throughout an organisation to improve clarity of vision, engagement, differentiation and brand

strength. Si is committed to developing close links with schools to improve the quality of design education and understanding as a problem-solving mindset and a creative discipline, driving innovation and entrepreneurship in young, inspired minds.

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