



# BUSINESS INSIGHTS

An Online Festival of Business & Innovation

## #BI21.4 – International

# LIVestream

## #BI21.4 Business, The Arts – Inspiring Creative Thinking

Thursday 10 June, 2:00pm

Book your tickets

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

If you have any questions for the panel prior to the event, you can email them to  
**BI21.4@business-shows.co.uk** (please quote the event title in your email).

**Helena Mitchell** – Voiceover Artist

Thursday 10 June, 2:00pm

## **#BI21.4 Business, The Arts – Inspiring Creative Thinking**

Understanding the relationship between Business and the creative arts. From innovation to creativity and design, from mental health to well being and the place we live, culture and the arts are a critical part of how a business community functions. Can we teach creative thinking? Can we ensure our businesses are embracing creative innovation? With mental health, well being, attracting and retaining the right staff and placemaking, business support for the arts and culture is important and in turn, culture and the arts create a space and environment to foster strong, inclusive and innovative workforces. How do we ensure better engagement between business and the arts? How do we let the arts make a positive impact in our businesses? Our international panel explores the possibilities.



### **Helena Mitchell**

Helena is an intuitive performer having worked in live and recorded performance from TV commercials and voiceovers to UK tours and choreography. She loves comedy and thrives off improvisation and stand up and improvised shows. Helena likes to share her passion for the creative industry with other creatives on and off set.



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