

Putting arts to practical business practice

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"Art makes our business pop," says Sylvester 'Stand Against Bland!' Chauke, of DNA Brand Architects, one of the three speakers lined up for the second BASA Arts in Business Symposium, supported by *Business Day*, to be held on 21 October 2014.



"This year, we are interrogating Arts in Business from a different perspective, looking at the internal health of an organisation and giving delegates practical examples and case studies showing how the arts can help business think more creatively about transformation and cultural change," says Michelle Constant, CEO of BASA.

"We've spoken extensively about the value of art for business performance, now it's time to offer our delegates exercises, tips and techniques that they can take back to the office and implement into their organisations," says Constant.

Richard Hahlo, our international speaker and founder of the UK-based Dramatic Resource, a global pioneer in the application of theatre skills in business, will conduct a practical hands-on session that demonstrates the power of theatrical practice in an organisation to drive and shift internal strategy and team engagement.

"In the workplace, people need to engage their creativity as well as their brainpower in order to engage others and to make change happen," says Richard Hahlo. "This symposium will open up ways of communicating. We are, ultimately, all performing in the theatre of the workplace, so we need to ask ourselves a series of questions. What is the story we want to tell? What will our audience take away? How can we more effectively have a positive impact on others? It's a process that empowers a workforce and helps people to realise their potential. It's what businesses need to be successful."

Heidi Brauer, the dynamic Chief Marketing Officer of Hollard, will look at how visual arts is used as a driver for internal HR engagement.

"The arts is a completely natural space for Hollard. It's a passion of our shareholders that has translated into many facets of our Hollard world, and we're so completely conscious of ensuring art is more than just decoration. In addition to stimulating creativity, our love and support of the arts allows us to reach our diverse client and customer base in a way that brings our brand to life."

Sylvester Chauke will focus on the necessity of fun and play to create a healthy business, and will give delegates an up-close look into why art leads his own company to make wow stuff happen for brands.

For an entertaining, innovative and thought-provoking business seminar with a difference, join BASA, Business Day and GIBS on the 21st October.

Event details:

- Venue: GIBS
- Time: 7h30 for 8h30 - 12h30
- Date: 21 October
- Tickets: R350 available on www.basa.co.za or contact 011 447 2295 for a custom-made invoice.

About BASA (NPC):

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes. Business and Arts South Africa (NPC) encourages mutually beneficial partnerships between business and the arts, contributing to corporate success and securing the future development of the arts industry in South Africa. Business and Arts South Africa (NPC) was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. Business and Arts South Africa (NPC) is proud to be celebrating 20 years of freedom.

- **SoCreative Summit returns to Johannesburg for a free exploration of creativity** 29 Apr 2024
- **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024
- **14 SA creatives join Cultural Producers Programme** 12 Mar 2024
- **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024
- **Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs** 27 Oct 2023

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