

SGH WARSAW SCHOOL OF ECONOMICS

INVITES TO

„ARTS & BUSINESS – INSPIRATIONS & COOPERATION” SEMINAR

→ 19 SEPTEMBER 2019 → SGH WARSAW SCHOOL OF ECONOMICS

The Institute of Human Capital of the Warsaw School of Economics in collaboration with partners has a pleasure to organise a unique academic event connecting the worlds of arts and business.

The seminar will be devoted to various aspects of cooperation between business leaders and arts representatives. One aim is to present a range of benefits from applying tools and strategies from the arts field by entrepreneurs, corporate management, service and product providers, marketing and HR specialists (Arts for Business). The other focus is on developing entrepreneurial and leadership competences among representatives of the arts sector (Business for Arts).

Keynote Speaker

Professor Giovanni Schiuma, Arts for Business Institute, University of Arts London.

SEMINAR PROGRAMME:

10:00 am - 10:15 am	Welcome
10:15 am - 11:00 am	KEYNOTE SPEECH: Creative Partnership: Bringing Arts and Business for Organisational Development Prof. Giovanni Schiuma – University of Arts London, UK
11:00 am - 12:10 pm	Panel discussion: Business for Arts - current and future areas of cooperation
12:10 pm - 12:30 pm	Coffee break
12:30 pm - 1:40 pm	Panel discussion: Arts for Business - current and future areas of cooperation
1:40 pm - 2:00 pm	Developing innovation and leadership skills through arts - British Council
2:00 pm - 2:30 pm	Lunch
2:30 pm - 4:00 pm	Arts and business: how and why it works? - Interactive workshop

Partners:

