

# Heavyweight line-up for second BASA Arts in Business Symposium

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Two exciting speakers for the second BASA Arts in Business Symposium have been announced, with UK author, actor and teacher, Richard Hahlo, being joined by Group Chief Marketing Officer at Hollard, Heidi Brauer.

The BASA Arts in Business Symposium, in association with the Gordon Institute of Business Science (GIBS), takes place on 21 October at GIBS and is open to anyone with an interest in exploring the latest thinking around arts and business partnerships. Participants can also look forward to additional speakers who are due to be announced in the coming weeks.

Hahlo is co-founder of UK-based Dramatic Resources - a global pioneer in the application of theatre and performance skills in business in the UK. He was an Education and Training Associate at the UK's National Theatre for nearly 25 years and is also the co-author of Dramatic Events: How to Run a Workshop for Theater, Education Or Business.

The BASA Arts in Business Symposium, in association with the Gordon Institute of Business Science, will see Hahlo present Winning Hearts & Minds - an interactive seminar that aims to demonstrate the value of using the arts in business to help bring about culture change.

Heidi Brauer is currently the Group Chief Marketing Officer at Hollard, and worked closely with BASA on the recent 17th Business Day BASA Awards, partnered with Hollard - giving her unique insight into the business and arts partnership in the South African context that she will share at the Forum.

Her previous positions include Executive Manager, Group Marketing, Loyalty Programmes & Strategic Partnerships at Comair and Deputy CEO & Marketing Director at Ipsos Markinor. Brauer is also a former Board member of the Marketing Association of South Africa and is a member of the Vega Brand School's National Advisory Council. Brauer will present a case study of how Hollard uses the arts in multiple, diverse ways in its business.

The 2014 BASA Arts in Business Symposium, in association with the Gordon Institute of Business Science follows the inaugural event in October 2013, which saw a sold-out audience of business representatives listen to internationally renowned arts and business expert, Giovanni Schiuma, along with Nando's Founder, Robbie Brozin, and Founder and Managing Director of Matchboxology. Paris Pitsillides.

Space at the 2014 BASA Arts in Business Symposium, in association with the Gordon Institute of Business Science is limited so business owners, senior to middle management, HR Managers or SMEs should book online at [basa.co.za](http://basa.co.za) as soon as possible.

- Venue: GIBS
- Time: 7h30
- Date: 21 October
- Tickets: R350 available on [www.basa.co.za](http://www.basa.co.za)

## 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

#### [Business and Arts South Africa](#)



Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.

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