

CREATIVE GURUS TO SHARE SECRETS OF THEIR SUCCESS AT SOUTH WEST CREATIVE INDUSTRIES CONFERENCE

Broadcasting legend Michael Grade and design maverick Wayne Hemingway are just two of the luminaries set to share the secrets of their success at the UK's first ever creative business conference to be held in Bristol.

The two day conference called Vision, is aimed at owners, managers and directors of the South West creative industries and aims to inspire and inform creative businesses, helping them to not just survive but thrive in today's tough economic landscape.

The major event in September will encompass digital, TV, film, publishing, design, PR, animation, marketing and advertising.

Former BBC and Channel 4 boss Michael Grade will be the conference keynote speaker on the first day, calling upon his vast broadcasting experience to give a talk on leadership and management in the creative sector.

Entrepreneur, fashion designer and co-founder of Red Or Dead Wayne Hemingway is will host an interactive workshop on the topic "Your Culture Is Everything".

Nicolas Roope, the founder of one of the UK's most awarded digital agencies, Poke will host a session on how to develop kick arse creative teams sharing his experience and secrets of success around building multi award winning creative teams.

Over 25 workshops, masterclasses and seminars covering topics such as pitching, client development, team dynamics, leadership techniques, what clients look for, how to grow and develop your business and how to develop new business models will be held across the two days.

The Vision conference is being organised by Bristol Media and will be held on September 15 and 16. The conference is open to any creative business across the South West.

Bristol Media CEO Mike Bennett said: "Vision is all about helping managing directors, creative directors and senior managers from across the South West think differently about business challenges they may be facing, be inspired to try new things, learn different skills and see their businesses in a completely different way. We wanted to do something really big to give South West creative businesses the edge.

"A creative conference like this, focussing on practical ways to grow your creative business and how to nurture better leaders and managers, has never been held in the UK before"

Vision will focus on three key themes: inspirational and creative leadership and management; practical, real-life business skills and personal/professional development; and new ideas, innovation and creativity. Workshop topics will include business planning and strategy, talent retention, sustainability, funding and thinking differently.

Attending Vision costs £1,000 per delegate – but Government funding and a bursary scheme could pay for up to three-quarters of this sum if your business is eligible.

For more information, visit www.visionbristol.com

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