



# In Your Creative Element: Book Launch



**When:** Thursday 26<sup>th</sup> January 2017, 18:15 – 20:00

**Where:** Cass Business School, 106 Bunhill Row, London, EC1Y 8TZ, Room G001

**Registration:** 18:00 onwards

## What does it take to be creative in business?

From Grit to Imagination to the Unconscious mind, business creativity expert and Cass alumna Claire Bridges has identified 62 elements essential for creativity in her new book *In Your Creative Element*.

Join us for a discussion with Claire Bridges in conversation with one of the creative business leaders featured in the book - Unity Co-Founder, Gerry Hopkinson.

*In Your Creative Element* provides inspiration and advice for individuals and companies who recognise that creativity is essential for business success and who want to unleash the creative potential in themselves, their teams and their organisations.

This event is a unique opportunity to explore how to build a creative culture within your team, business or brand. You'll discover some of the values, attitudes and behaviours associated with creativity and hear from one of the leading practitioners in the PR industry, Gerry Hopkinson.



The book is packed with over 25 case studies and interviews from creative experts and organizations including the NHS, United Nations, Twitter, Punchdrunk, Sky Media and Paddy Power as well as some of the world's most successful advertising and creative agencies including Unity.

Unity co-founder, Gerry Hopkinson was one of Claire's first interviewees for the book. The Clerkenwell-based agency has been awarded the 'Most Creative PR Agency in the World' by the Holmes Report Global Creative Index in 2016 and Consultancy of the Year at the 2016 PR Week awards. [www.hellounity.com](http://www.hellounity.com)

Claire's work is underpinned by academic research, much of it garnered during her studies on the [Masters in Innovation, Creativity and Leadership \(the MICL\)](#) here at Cass Business School. The book is highly practical featuring over 200 coaching questions and tips offering a framework to enable any reader to develop and hone their creative skills. More about the author: [www.nowgocreate.co.uk](http://www.nowgocreate.co.uk)

Signed copies of the book will be available to buy at the event.

## **Praise for the book**

*"In Your Creative Element* should be regarded as the new corporate bible – for those at the top to develop their talent and create a culture that breeds creativity, and for young talent to feel their creativity is wanted, received and valued." Steve Latham, Head of Talent and Training, Cannes Lions International Festival of Creativity.

"Claire demystifies the chemistry of creativity with practical tools & advice in this book. By openly sharing her own experiences, Claire gives inspirational tactics & exercises to unlock creativity in everyone. She lifts the bonnet on creative thinking, and shares the secrets of today's creative masters. She democratises the power of creativity, and makes us all experts in original thinking & ideas. Need encouraging & empowering advice to get started on new idea generation? This is the book for you." Paul Davies, Marketing Director, Microsoft.

## **Special Offer!**

Signed copies of the book will be sold at the event and we have a discount code for a 20% reduction.

We hope to see you there,

Claire Bridges, Gerry Hopkinson and Sara Jones