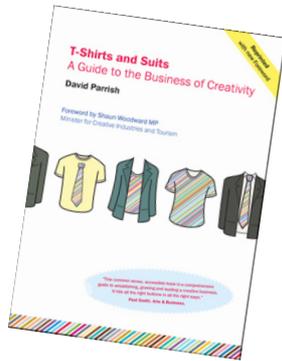


## David Parrish

*Helping creative entrepreneurs world-wide to become even more successful*



# Arts and Cultural Enterprises



David helps creative people make their arts organisations and cultural enterprises even more successful. He works internationally as a specialist creative and cultural management consultant, trainer and speaker,

David has a background in setting up and managing arts organisations. He has developed arts organisations using business techniques that fit with their mission and values. As managing director of Password Books Ltd, a book marketing/distribution company for small literary publishers, he expanded the company internationally.

After learning from practical experience in the cultural sector, he graduated with an MBA, 'with distinction', from Bradford University Management Centre. He is a member of the Chartered Institute of Marketing and a 'Chartered Marketer', a member of the Arts Marketing Association, and a Fellow of the Royal Society of Arts.

David is author of the highly-acclaimed book and eBook **'T-Shirts and Suits: A Guide to the Business of Creativity'**. His approach to business development combines creative people ["T-Shirts"] with smart business thinking ["Suits"]. It has been translated and published in China, Colombia, Taiwan, Spain, Lithuania, Thailand, Chile and Ukraine.

David has worked in Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Denmark, Egypt, Estonia, Finland, France, Germany, Holland, India, Indonesia, Italy, Jamaica, Kosovo, Laos, Lithuania, Malaysia, Morocco, New Zealand, Norway, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, the United Arab Emirates, Vietnam, Zimbabwe and in the UK.

**Further information, blog, networks and free eBook:**

[www.davidparrish.com](http://www.davidparrish.com)

His management consultancy clients include arts organisations, cultural enterprises and businesses in the creative and digital sector, creative industries support agencies and business development projects world-wide.

As a trainer he designs and delivers interactive workshops on marketing, strategic planning, finance, business growth, leadership and management, pricing, change management and intellectual property.

David also speaks about creativity and business at conferences and creative industries events world-wide.

### **Some examples of his work include:**

- Advising the EU-Eastern Partnership Culture and Creativity Programme at a meeting in Ukraine. This project will help the development of the creative and cultural industries in Ukraine, Armenia, Azerbaijan, Belarus, Georgia and Moldova.
- Designing and delivering the 'Fit for the Future' programme to help arts organisations become more enterprising in a climate of austerity, commissioned by Culture Liverpool at Liverpool City Council.
- Delivering workshops and presentations for cultural entrepreneurs in Vietnam, Taiwan, Chile, Zimbabwe, Brazil, Lithuania, the Philippines, China, Ukraine, Belarus and Azerbaijan in association with the British Council.
- Advising on the development of PRANA in Bogotá, Colombia's leading incubator for creative enterprises.
- Providing management consultancy advice to growing businesses in the creative and digital industries through the Liverpool Creative Growth Initiative project.
- Keynote Speaker in Finland at the Media & Message conference for TV producers, organised by Satu, the professional association of media producers.
- Speaking at TEDxNapoli on Crisis and Creativity.
- Delivering a 'Designing Your Creative Business' workshop in Taiwan for creative entrepreneurs in partnership with the Taiwan Design Center and the British Council.