

EARLY-BIRD REGISTRATION DISCOUNT 早期報名優惠

Available before 11 May 2012 2012年5月11日前

Co-presented by West Kowloon Cultural District Authority and Hong Kong Arts Administrators Association
西九文化區管理局及香港藝術行政人員協會合辦

30/5 – 1/6/2012 (Wed-Fri 星期三至五)

Hong Kong Jockey Club Amphitheatre, Hong Kong Academy for Performing Arts, and Hong Kong Arts Centre
香港演藝學院賽馬會演藝劇院、香港藝術中心

30.5.2012 WED 星期三

- 1300 Registration 註冊
- 1400 – 1415 Opening Ceremony 開幕式
- 1415 – 1445 Opening Speech 開幕演講
Changing the Game: How creative organizations thrive through turbulent times
變陣: 文化創意機構如何在不穩的時代中蓬勃發展
Speaker 講者: Michael Lynch, Chief Executive Officer, West Kowloon Cultural District Authority
連納智 (西九文化區管理局行政總裁)
- 1445 – 1600 Keynote Speech 1 主題演講 1
Key Factors in Making Changes and Breaking Through
尋找改變及突圍而出的關鍵因素
Speaker 講者: Karen Brooks Hopkins, President, Brooklyn Academy of Music, New York
卡倫·霍普金斯 (紐約布魯克林音樂學院總裁)
- 1600 – 1615 Coffee Break 休息
- 1615 – 1730 Keynote Speech 2 主題演講 2
Changing the Landscape in the Arts: On the planning and implementation of arts policies and strategies on a national level
改變藝術景觀: 藝術政策的規劃及執行
Speaker 講者: Paweł Potoroczyn, Director, Adam Mickiewicz Institute, Poland
保羅·珀陀羅欽 (波蘭密茨凱維奇學院院長)

31.5.2012 THU 星期四

- 0930 – 1045 Keynote Speech 3 主題演講 3
Strategic Planning for Creative Success
成功創意策略規劃
Speaker 講者: Graham Devlin, Arts Consultant; Former Deputy Secretary General, Arts Council of England
葛拉罕·戴福林 (藝術顧問、前英格蘭藝術委員會副秘書長)
- 1045 – 1100 Coffee Break 休息
- 1100 – 1245 Plenary 1 大會 1
Transformative Artistic Programming: (Re)vitalising arts groups and organizations
讓藝團活力再現 — 藝術節目策劃變革
Speakers 講者: Lieven Bertels, Director, Sydney Festival; Former Artistic Coordinator, Holland Festival (Amsterdam)
利文·貝特爾斯 (悉尼藝術節總監、前荷蘭藝術節藝術統籌)
Lee Gyu-seog, Director, Namsan Arts Center, Seoul
李奎碩 (首爾南山藝術中心總監)
Wang Zhengming, Vice President, National Centre for the Performing Arts, Beijing
王爭鳴 (北京國家大劇院副院長)
- 1245 – 1400 Lunch 午餐 (Assaggio)
- 1400 – 1530 Breakouts (Concurrent Sessions) 分組討論 (各組同時進行)
1) Current Practice and Trends in the Use of Key Performance Indicators In the Arts
現行藝術績效評核指標的方法及趨勢
Speakers 講者: Graham Devlin, Arts Consultant; Former Deputy Secretary General, Arts Council of England
葛拉罕·戴福林 (藝術顧問、前英格蘭藝術委員會副秘書長)
Celina Chin, Executive Director, Hong Kong Chinese Orchestra
錢敏華 (香港中樂團行政總監)

Tseng Sun Man, Adjunct Professor, Hong Kong Institute of Education; Arts Management Consultant
鄭新文 (香港教育學院兼任教授・藝術管理顧問)

2) Innovative Use of Digital Marketing in the Arts and Creative Industries

數碼市場推廣於藝術及創意產業的創新運用

Speakers 講者: Kingsley Jayasekera, Director of Communications and Digital Strategy, Sadler's Wells, London
金斯利・賈亞斯科拉 (倫敦沙德勒井劇院傳訊及資訊科技策略總監)

3) Strategic Programme Planning Workshop

節目規劃工作坊

Speakers 講者: Lieven Bertels, Director, Sydney Festival; Former Artistic Coordinator, Holland Festival (Amsterdam)
利文・貝特爾斯 (悉尼藝術節總監・前荷蘭藝術節藝術統籌)
Lee Gyu-seog, Director, Namsan Arts Center, Seoul
李奎碩 (首爾南山藝術中心總監)
Grace Lang, Programme Director, Hong Kong Arts Festival
梁掌璋 (香港藝術節節目總監)

4) Governance - Working effectively with your Board

管理 — 與董事會的有效合作

Speakers 講者: Karen Brooks Hopkins, President, Brooklyn Academy of Music, New York
卡倫・霍普金斯 (紐約布魯克林音樂學院總裁)
Michael MacLeod, Chief Executive, Hong Kong Philharmonic Orchestra
麥高德 (香港管弦樂團行政總裁)

5) Entrepreneurship in Creative Industries

創意企業 — 創業與發展

Speaker 講者: Edward Chia, Managing Director, Timbre Group Pte Ltd, Singapore
謝秉輝 (新加坡 Timbre Group 董事長)

1530 - 1545 Coffee Break 休息

1545 - 1730 Plenary 2 大會 2

Market Out Loud: Branding and creative marketing to create personality and demand

品牌及創意營銷: 營造個性及市場需要

Speakers 講者: Kingsley Jayasekera, Director of Communications and Digital Strategy, Sadler's Wells, London
金斯利・賈亞斯科拉 (倫敦沙德勒井劇院傳訊及資訊科技策略總監)
Karen Brooks Hopkins, President, Brooklyn Academy of Music, New York
卡倫・霍普金斯 (紐約布魯克林音樂學院總裁)

1.6.2012 FRI 星期五

0930 - 1045 Plenary 3 大會 3

Nurturing Supporters: Engaging the Board, sponsors and volunteers

培育藝術支持者: 推動董事局、贊助人及義工投入參與

Speakers 講者: Karen Brooks Hopkins, President, Brooklyn Academy of Music, New York
卡倫・霍普金斯 (紐約布魯克林音樂學院總裁)
Graham Devlin, Arts Consultant; Former Deputy Secretary General, Arts Council of England
葛拉罕・戴福林 (藝術顧問・前英格蘭藝術委員會副秘書長)

1045 - 1100 Coffee Break 休息

1100 - 1245 Plenary 4 大會 4

Come one, Come all: Innovative strategies to engage the community

全民參與: 社區參與的創新策略

Speakers 講者: Kingsley Jayasekera, Director of Communications and Digital Strategy, Sadler's Wells, London
金斯利・賈亞斯科拉 (倫敦沙德勒井劇院傳訊及資訊科技策略總監)
Lee Gyu-seog, Director, Namsan Arts Center, Seoul
李奎碩 (首爾南山藝術中心總監)
Edward Chia, Managing Director, Timbre Group Pte Ltd, Singapore
謝秉輝 (新加坡 Timbre Group 董事長)

1245 - 1315 Summary 總結

The Way Forward: Making changes in the arts sector – a dialogue among leaders from East and West

前瞻: 藝術界的變陣—東西方文化領袖對話

Speakers 講者: All speakers
所有講者