



**HKAAA E-newsletter (Issue#5 Jan 2021)**

Dear Subscriber,

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- **[Final Call]** 2021-2025 HKAAA Strategic Review Survey
- **[Members Exclusive]** Annual General Meeting 2019 – 2020

**HKAAA Updates**

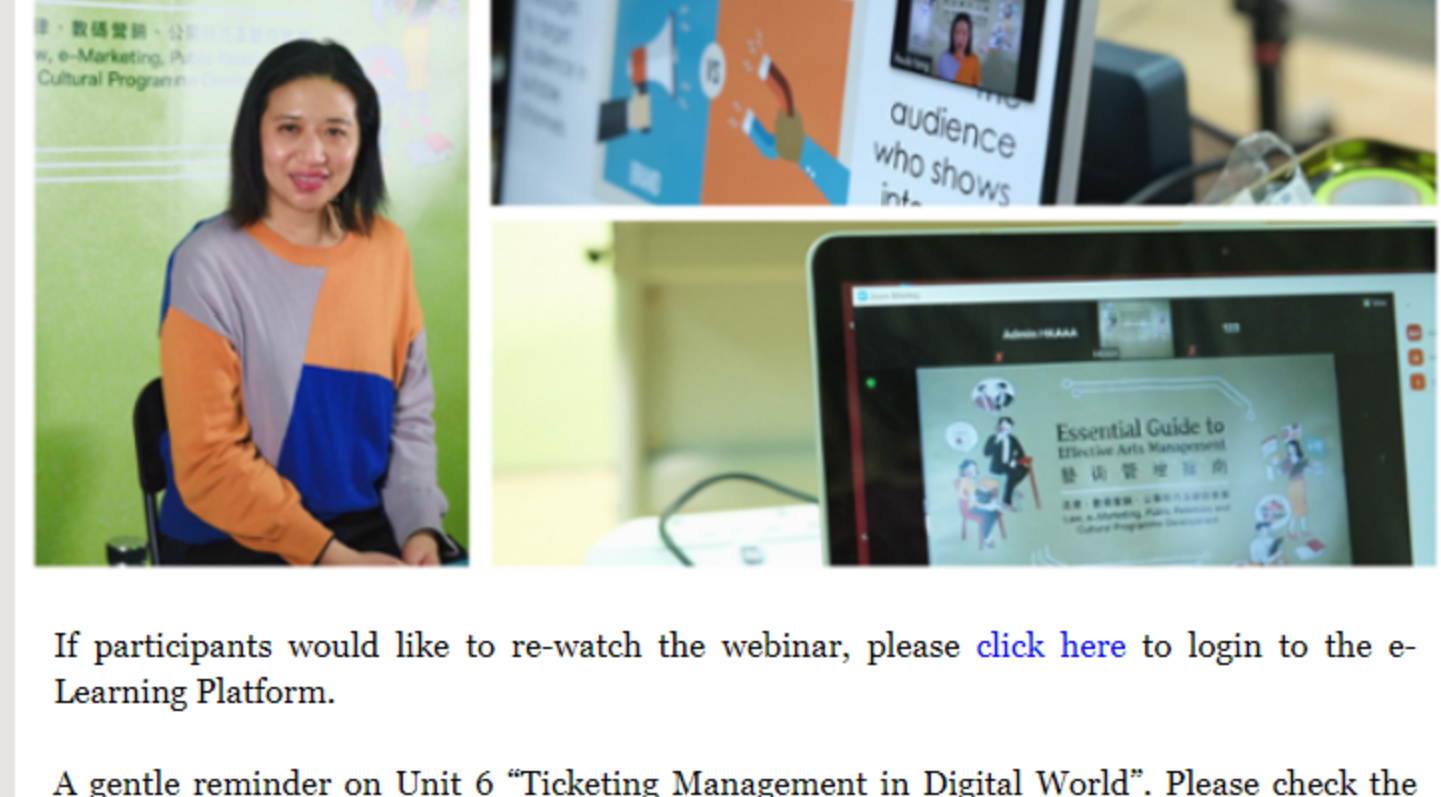


**[Highlight Recap] Essential Guide to Effective Arts Management - Unit 5**

Digital marketing is essential for every business today. As arts administrators, we often promote our events and performances in the digital platform. But are we using the right tools and how the market evolved? Doing the digital marketing must be more cost-effective than the traditional? We are pleased to have Ms Paula Yang, the General Manager of NDN Group, to be our first speaker of Module two.

Paula introduced the difference between traditional and digital marketing. She reminded that traditional marketing can be priority for mid-small group of arts organizations. She also mentioned some of the important pathways in creating the marketing plan, including the features of Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Paula trust that e-Promotion can help us to build a sustainable business plan along with a long-term relationship with your targeted audiences. She foresees that Instagram story, MeWe and Self Media would be one of the most popular trends in the upcoming years. For marketers, we should prepare and plan well for your promotion through all these platforms or tools.

Thank you for your participation. Once again, HKAAA would also like to thank Paula for her insightful sharing.



If participants would like to re-watch the webinar, please [click here](#) to login to the e-Learning Platform.

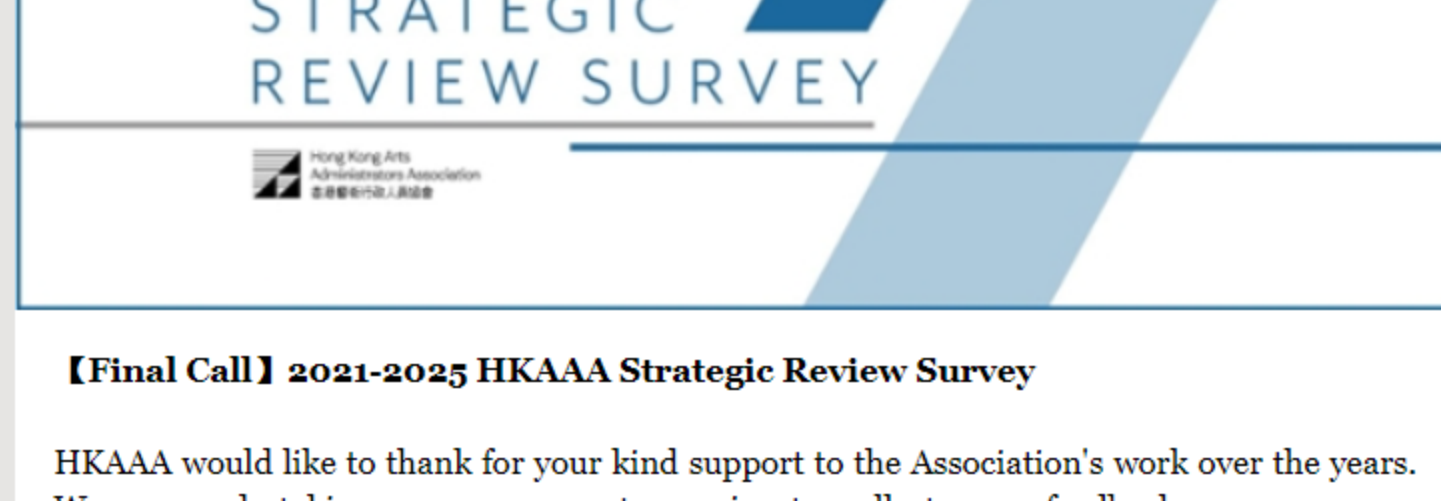
A gentle reminder on Unit 6 "Ticketing Management in Digital World". Please check the workshop details as follows:

Module Two: e-Marketing & Public Relations  
#6 "Ticketing Management in Digital World"  
Date: 2 Feb 2021  
Time: 19:30-22:30  
Format: Online Workshop (Zoom)  
Speaker: **Mr Paul Tam** (Board Member, Hong Kong Arts Administrators Association / Executive Director, Performing Arts, West Kowloon Cultural District Authority) & **Mr Kingsley Jayasekera** (General Manager, Marketing & Customer Experience, West Kowloon Cultural District Authority)  
Event page: <https://www.hkaaa.org.hk/essential-guide-effective-arts-management>  
Essential Guide e-Learning platform: <https://essentialguide.hkaaa.org.hk/>

We look forward to seeing you virtually again. If you missed the registration, you can become a member of HKAAA to access exclusive content and enjoy membership prices for our future events.

[Click here to be our Member!](#)

Should you have further enquiries, please contact us at [info@hkaaa.org.hk](mailto:info@hkaaa.org.hk)



**[Final Call] 2021-2025 HKAAA Strategic Review Survey**

HKAAA would like to thank for your kind support to the Association's work over the years. We are undertaking an engagement exercise to collect your feedback on 2021-2025 Strategic Review. This survey is an opportunity for you to provide valuable input to our future direction and how we can work collectively to promote good arts administration practice through advocacy, professional development, communication, networking support and collaboration.

We would be very grateful if you would complete the survey by **January 31, 2021**.

The online survey should take about 15 minutes to complete.

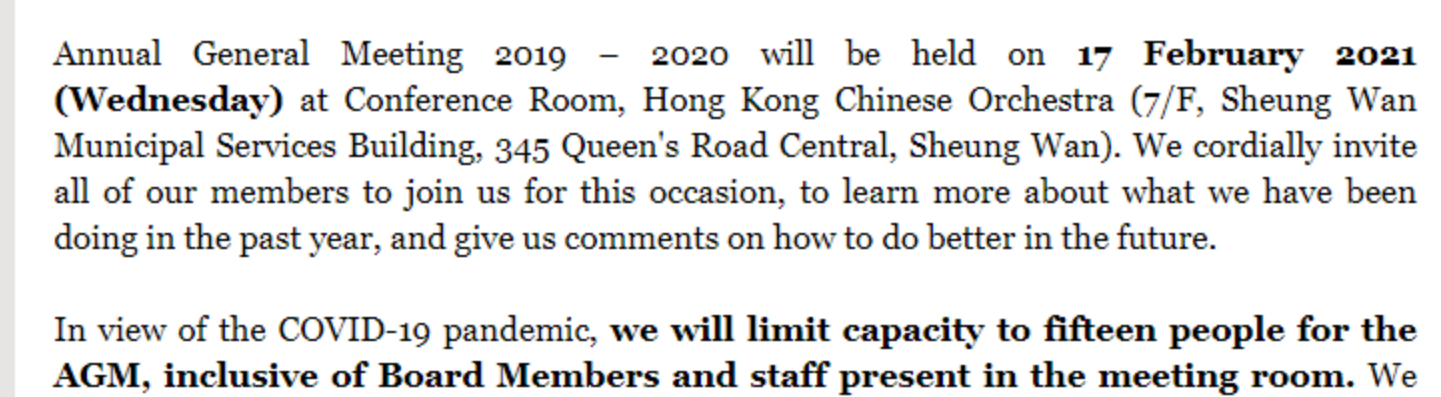
[Click Here to Take the Survey](#)

All of your responses will be kept strictly confidential and anonymous by HKAAA. Strategic Review will only be used for the purpose of this survey. Appreciate if you can answer all the questions in an open and honest manner.

We appreciate your kind consideration and participation in this important undertaking.

If you have already completed the survey, we thank you very much for your time and sharing your insights.

If you have any further question about this survey, please contact us at [info@hkaaa.org.hk](mailto:info@hkaaa.org.hk)



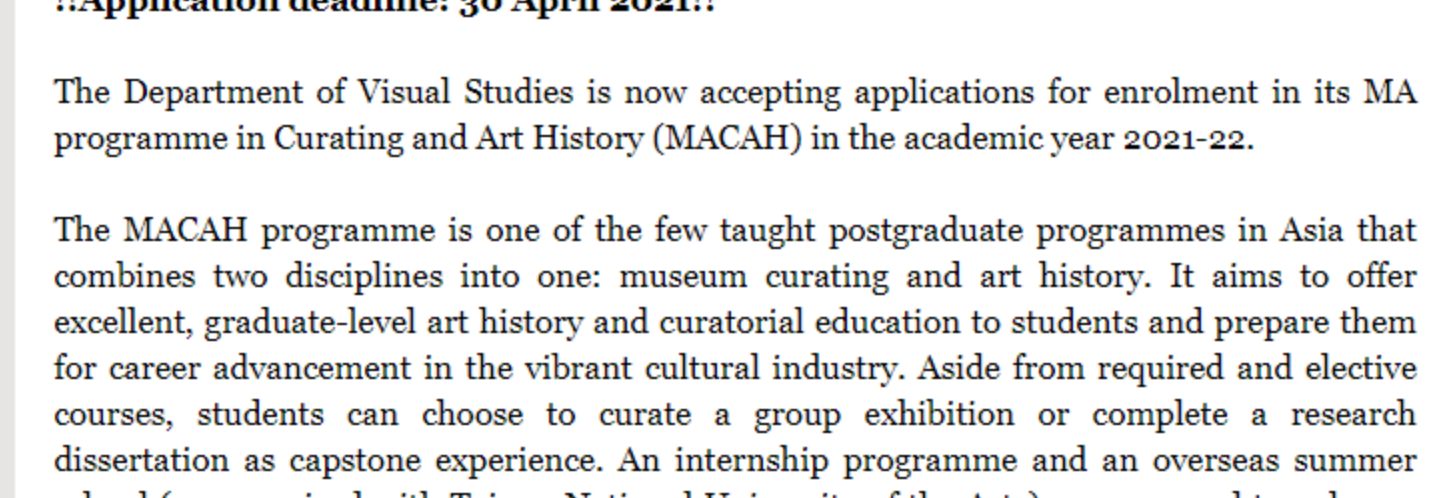
**[Members Exclusive] Annual General Meeting 2019 – 2020**

Annual General Meeting 2019 – 2020 will be held on **17 February 2021 (Wednesday)** at Conference Room, Hong Kong Chinese Orchestra (7/F, Shung Wan Municipal Services Building, 345 Queen's Road Central, Shung Wan). We cordially invite all of our members to join us for this occasion, to learn more about what we have been doing in the past year, and give us comments on how to do better in the future.

In view of the COVID-19 pandemic, we will **limit capacity to fifteen people for the AGM, inclusive of Board Members and staff present in the meeting room**. We have arranged a video conference using Zoom so that Members will have an opportunity to attend, vote and ask questions at the meeting. We strongly encourage Members to participate via video conference.

**Please note that the invitation emails have been sent out to all members on 27 Jan 2021 (Wednesday), please contact us if you have not received the email.**

Enquiry: 2877 7268 / [info@hkaaa.org.hk](mailto:info@hkaaa.org.hk)



**!!Call for applications!!**  
**!!Admission of Master of Arts in Curating and Art History by the Lingnan University!!**  
**!!Application deadline: 30 April 2021!!**

The Department of Visual Studies is now accepting applications for enrolment in its MA programme in Curating and Art History (MACAH) in the academic year 2021-22.

The MACAH programme is one of the few taught postgraduate programmes in Asia that combines two disciplines into one: museum curatorial and art history. It aims to offer excellent, graduate-level art history and curatorial education to students and prepare them for career advancement in the vibrant cultural industry. Aside from required and elective courses, students can choose to curate a group exhibition or complete a research dissertation as capstone experience. An internship programme and an overseas summer school (co-organised with Taiwan National University of the Arts) are arranged to enhance students' international exposure and their interaction with art historians, collectors and museum professionals.

The programme is ideal for those who wish to pursue advanced study in art history and professional careers in museums, curatorial and other arts-related industries. Through studying art theories and collections, curatorial practice, art projects, entrepreneurial initiatives and professional training, MACAH offers students multiple perspectives and necessary skills to explore and engage in the development of art and cultural landscapes in Hong Kong, Asia and beyond.

The programme has been included by the University Grants Committee in its Targeted Local Postgraduate Programmes Fellowships Scheme for the 2021/22 academic year. Local students who are admitted to the MACAH programme will be invited to apply for the fellowships subject to a cap of **HK\$120,000** tuition fee waiver.

Full programme details are available online at <https://www.ln.edu.hk/visual/macah>. If you are interested in applying for the MACAH programme, please submit **online application by 30 April 2021**. For enquiries, please contact our Administration Officer via email at [macah@ln.edu.hk](mailto:macah@ln.edu.hk).

Master of Arts in Curating and Art History  
Lingnan University



**!!Call for applications!!**  
**!!Admission of Master of Arts in Creative and Media Industries by the Lingnan University!!**  
**!!Application deadline: 31 July 2021!!**

**Official Launch of Master of Arts in Creative and Media Industries (MACMI) by the Department of Visual Studies and Department of Philosophy at Lingnan University**

With the support of Centre for Film and Creative Industries, we are delighted to announce that the Department of Visual Studies and the Department of Philosophy at Lingnan University have recently launched a new programme—Master of Arts in Creative and Media Industries (MACMI). It will be commenced in September 2021.

The MACMI programme is one of the few taught postgraduate programmes in Asia that provides both basic and advanced courses on creative and media industries. It combines established studies on cultural and creative industries. In response to the needs of Hong Kong society and economy, it aims to provide an interdisciplinary understanding for students to explore the dynamics and processes of creative and media industries and foster development of the emergent field of creative and media industries studies, new to Hong Kong and the region. Aside from required and elective courses, students can complete a research dissertation as capstone experience, they will engage in independent research and interrogate relevant scholarly perspectives on the object of their study.

The programme is ideal for those who wish to pursue advanced study in creative and media industries and professional careers in digital media, trade fairs and event, performing art, film and other media-related industries. Through studying creative and media theories, globalization and digital technology, entrepreneurial initiatives and professional training, MACMI offers students multiple perspectives and necessary skills to explore and engage in the development of creative and cultural mediascapes in Hong Kong, Asia and beyond.

Full programme details are available online at <https://www.ln.edu.hk/visual/macmi/en/>. Those who are interested in applying for the MACMI programme are encouraged to submit online application by 31 July 2021 in <https://apps.ln.edu.hk/>. For enquiries, please contact MACMI programme office via email: [macmi@ln.edu.hk](mailto:macmi@ln.edu.hk).

Master of Arts in Creative and Media Industries  
Lingnan University



**Via North Point – Open Call for Creative Community Space Proposals**

Submission Deadline: 22 Feb 2021(Mon) 6pm HKT  
Online Submission

With the mission of empowering the community to envision a better future use of public space, Hong Kong Arts Centre is now inviting submissions for Open Call for Creative Community Space Proposals to enhance the betterment of the public realm as part of the Via North Point project funded by Urban Renewal Fund. Local creative talents are welcomed to submit design ideas that will improve urban spaces, and take an active consideration of the urban fabric, context and culture in response to the community needs in North Point. Selected innovative and exceptional proposals will receive funding to build and showcase to become a part of the Project's month-long Finale Festival in September 2021. Apply now through <https://www.via-northpoint.hk/opencall/>

### Opportunities

<b>HKADC - Support Scheme for Arts &amp; Cultural Sector</b>	<b>HKAGA - Artists Residency &amp; Artist Funding Scheme</b>	<b>JCCAC - Jockey Club Black Box Theatre Subsidy Scheme</b>
<b>Hong Kong Tourism Board - the Pilot Scheme for Characteristic Local Tourism Events (Deadline: 29 Jan, 2021)</b>	<b>(Chinese only) HKADC - 2021/22 年度上海街藝空間發展及管理計劃</b>	<b>APAM - Profile EOs Open for Gathering at DreamBig (Deadline: 26 February, 2021)</b>
<b>HKADC - The 4th Arts Production Internship Scheme - Open for Applications (Deadline: 1 March, 2021)</b>		

- Year-round benefits for HKAAA members**
- **City Contemporary Dance Company** year-round show discounts 20% off for standard price tickets
  - **Chung Ying Theatre** year-round shows discounts 10% off for standard price tickets
  - **Hong Kong Ballet** year-round shows discounts 10% off for standard price tickets
  - **Hong Kong Chinese Orchestra** designated concerts' discount 20% off for standard price tickets
  - **Hong Kong Dance Company** year-round shows discounts 10% off for standard price tickets
  - **Hong Kong Philharmonic Orchestra** year-round shows discounts 10% off for standard price tickets *(Limited to a discount tickets per purchase, and it is not applicable to HKPhil Subscription Period)*
  - **Hong Kong Repertory Theatre** year-round show discounts 10% off for standard price tickets
  - **Hong Kong Sinfonietta** year-round shows discounts 10% off for standard price tickets
  - **Lin Yao Ji Music Foundation** year-round shows discounts 10% off for standard price tickets
  - **Zuni Icosahedron** year-round shows discounts 10% off for standard price tickets
  - **Hong Kong Art School (HKAS)** An exclusive 10% discount for enrolment into **Short Courses** section on HKAS website, which include our Art for All courses and Professional Art Studies courses, if applicable
  - **Special offer** on accommodation and catering of Gloucester Luk Kwok Hotel
  - **Special offer** – Y Loft, Youth Square

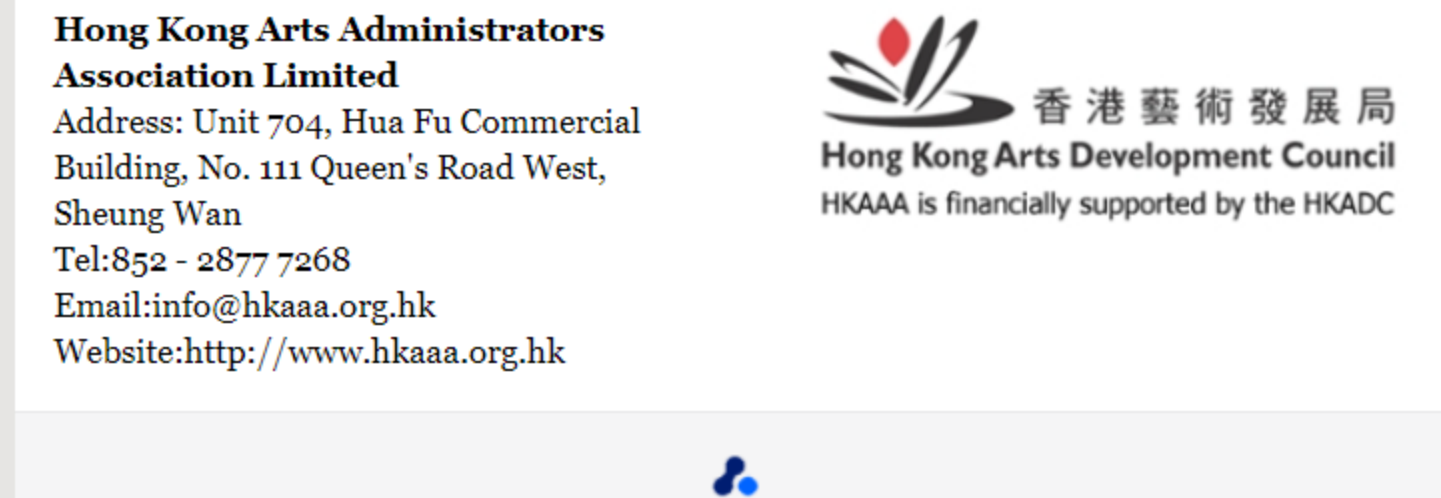
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