

30.5.2012 WED 星期三

- 1330 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)
- Respondent 回應: **Ada Wong**, Founder & Hon Chief Executive of Hong Kong Institute of Contemporary Culture;
Supervisor of HKICC Lee Shau Kee School of Creativity; Convenor of Make A Difference
黃英琦 (香港當代文化中心創辦人及總監、香港兆基創意書院校監、MaD 創不同召集人)
- Moderator 主持: **Benny Chia**, Director, Hong Kong Fringe Club
謝俊興 (香港藝穗會總監)
- 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)
- Respondent 回應: **Wilfred Wong**, Chairman, Hong Kong Arts Development Council
王英偉 (香港藝術發展局主席)
- Moderator 主持: **Daniel K L Chua**, Director, Advanced Cultural Leadership Programme;
Head, School of Humanities, The University of Hong Kong
蔡寬量 (香港大學文化領航學程總監及人文學院主任)

- 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)
- Respondent 回應:** Wang Zhengming, Vice President, National Centre for the Performing Arts, Beijing
王爭鳴 (北京國家大劇院副院長)
Seungmi Lee, Director, Incheon Art Platform, Korea
李承美 (韓國仁川自由藝術會館總監)
- Moderator 主持:** 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)
- 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)
Wang Zhengming, Vice President, National Centre for the Performing Arts, Beijing
王爭鳴 (北京國家大劇院副院長)
Seungmi Lee, Director, Incheon Art Platform, Korea
李承美 (韓國仁川自由藝術會館總監)
- Moderator 主持:** Louis Yu, Executive Director, Performing Arts, West Kowloon Cultural District Authority
茹國烈 (西九文化區管理局表演藝術行政總監)
- 1245 - 1400 **Lunch 午餐 (Assaggio Trattoria Italiana: 6/F, Hong Kong Arts Centre 香港藝術中心六樓)**
- 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
現行藝術績效評估指標的方法及趨勢
- Venue 地點:** Eric Ho Tung Studio, Lower Basement, Hong Kong Arts Centre
香港藝術中心LB何鴻章排練室
- 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) Digital Marketing [ἡλεκτρονική Μάρκετινγκ]: Innovative marketing case studies in the arts and creative industries**
藝術及創意產業的創新市場推廣
- Venue 地點:** agnès b. CINEMA, Upper Basement, Hong Kong Arts Centre
香港藝術中心UB agnès b. 電影院
- Speaker 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)
42@Soliton, Founder and Managing Partner, Soliton Music
42@Soliton (Soliton Music創辦及執行合伙人)
- Moderator 主持:** Philip Soden, Conference Chair, 2012 Cultural Leadership Summit; Theatre Consultant
蘇迪基 (2012文化領袖論壇主席、資深劇院顧問)

3) Strategic Programme Planning Workshop

節目規劃工作坊

Venue 地點: Classroom München, Goethe-Institut Hongkong, 13/F, Hong Kong Arts Centre
香港藝術中心13樓香港歌德學院慕尼黑課室

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)
Grace Lang, Programme Director, Hong Kong Arts Festival
梁掌璋 (香港藝術節節目總監)

Respondent 回應: Seungmi Lee, Director, Incheon Art Platform, Korea
李承美 (韓國仁川自由藝術會館總監)

Moderator 主持: Anna C Y Chan, Head of Performing Arts Education Centre,
The Hong Kong Academy for Performing Arts
陳頌瑛 (香港演藝學院表演藝術教育中心主任)

4) Governance - Working effectively with your Board

管理——與董事會的有效合作

Venue 地點: Goethe-Gallery, Goethe-Institut Hongkong, 14/F, Hong Kong Arts Centre
香港藝術中心14樓香港歌德學院歌德藝廊

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)

Moderator 主持: Connie Lam, Executive Director, Hong Kong Arts Centre
林淑儀 (香港藝術中心總幹事)

5) Entrepreneurship in Creative Industries

創意企業——創業與發展

Venue 地點: Room 1006, Hong Kong Art School, 10/F, Hong Kong Arts Centre
香港藝術中心10樓香港藝術學院1006室

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

Moderator 主持: Vincent Fung, Assistant Commissioner for Tourism;
Former Principal Assistant Secretary for Home Affairs
馮浩賢 (旅遊事務署旅遊事務助理專員、前民政事務局首席助理秘書長)

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)

Moderator 主持: Doris Fong, Head of Creative Industries, Invest Hong Kong
方婉兒 (投資推廣署創意產業主管)

- 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)
Moderator 主持: Marissa Fung Shaw, Vice Chair, Hong Kong Friends' Committee, Asian Cultural Council
邵馮詠愛 (亞洲文化協會香港分會會友委員會副主席)
- 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)
Edward Chia, Managing Director, Timbre Group Pte Ltd, Singapore
謝秉輝 (新加坡Timbre Group董事長)
Respondent 回應: Adrian Cheng, Executive Director and Joint General Manager,
New World Development Company Limited
鄭志剛 (新世界發展有限公司執行董事兼聯席總經理)
Moderator 主持: Lynn Yau, Chief Executive Officer, The Absolutely Fabulous Theatre Connection
邱歡智 (誇啦啦藝術集匯(AFTEC)行政總裁)
- 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
Lead Speaker 主持講者: Benny Chia, Director, Hong Kong Fringe Club
謝俊興 (香港藝穗會總監)