

Essential Guide to Effective Arts Management 藝術管理指南

4 場實體藝術行政實戰攻略
4 Physical Workshops on
Arts Administration in Practice



FEB 2023

Presented by 主辦機構



Hong Kong Arts
Administrators Association
香港藝術行政人員協會

Essential Guide to Effective Arts Management

藝術管理指南

4 場實體藝術行政實戰攻略
4 Physical Workshops on
Arts Administration in Practice

4 Physical Workshops with Case Studies on
Budgeting, Marketing, Audience Development, and Contract Issues in the Arts Sector
4場實體工作坊，以案例分析解說藝文項目財政預算、市場推廣、觀眾拓展、以及合約事宜

Crash Course in Understanding Arts Administration for New Joiners
專為藝術行政新手而設

Practical and Engaging Approach through Case Studies
以實例與策劃人互動

Expand Arts Administrators Network
建立藝術行政人員網絡

Arts Management Essentials 藝術行政基本功

7/2
2023
TUE
19:30-22:00

Workshop
工作坊

1

Promotional writing & Editorial in Arts Marketing 藝術推廣寫作與編委

- ▶ Characteristics of Arts Marketing Writing vs Business Marketing
藝術推廣與一般商業市場推廣的分別
- ▶ Find the Right Voice: Effective Marketing in a multisensory world
尋找合適的形象：多元市場推廣下的策略

Speaker 講者

Ms Carmen Poon

Managing Director of
Impact Communications Company
Chairperson/Miniature Artist of
Joyful Miniature Association

潘麗瓊小姐

合拍公關公司 董事總經理
快樂微型藝術會 會長/微型藝術家

13/2
2023
MON
19:30-22:00

Workshop
工作坊

2

Create and Engage Potential Audience 開拓你的潛在觀眾群

- ▶ Key Principles for Audience Development
觀眾拓展的主要原則
- ▶ Re-engage the audience in the new normal
重建觀眾：後疫情時代的方向
- ▶ Youth Engagement: Between Conventional and Unusual
年輕觀眾觀眾拓展：傳統與新穎之間的可能性

Speaker 講者

Mr Kenneth Lee

General Manager of
Hong Kong Children's Choir

李冠輝先生

香港兒童合唱團 總經理

20/2
2023
MON
19:30-22:00

Workshop
工作坊

3

Fundamentals of Legal Aspects in Arts Groups 藝團法律領域須知

- ▶ Contract Law: Artists Contract & Employment of Children Regulations
合同法：藝術家合約與僱用兒童規例
- ▶ The Use of Personal Data Collection
收集個人資料與運用守則

Speaker 講者

Mr Alex Fan, MH

Honorary Legal Counsel,
Hong Kong Arts Administrators
Association

范凱傑先生, MH

香港藝術行政人員協會
義務法律顧問

28/2
2023
TUE
19:30-22:00

Workshop
工作坊

4

Budget & Control 財政預算及監管

- ▶ Business Planning in Arts Sectors: Why & How
藝術界的計劃：為什麼及如何
- ▶ What is in a Budget & Evaluation
預算案需要什麼，如何有效估算
- ▶ Budget as a Strategic Tool for Company Development
預算作為藝團發展的策略性工具

Speaker 講者

Dr. David Tsui

Executive Director of
Hong Kong Dance Company

崔德煒博士

香港舞蹈團 行政總監

Venue 地點

AC2, 4/F Administration Building, Hong Kong Cultural Centre,
10 Salisbury Road, Tsim Sha Tsui, Kowloon
九龍尖沙咀梳士巴利道十號 香港文化中心 行政大樓四樓 會議室2

All programmes will be conducted in Cantonese. 所有節目將以廣東話進行。
For more details, please visit HKAAA website. 有關更多詳情，請瀏覽本會網站。

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藝術管理指南

Full Pass
標準通行證

\$2800

會員優惠
Member Discount **\$1450**

Class Pass
單次通行證

\$600

會員優惠
Member Discount **\$380**



Online Booking
網上購票



Course Details
課程資訊

All Passes are now available at POPTICKET
所有門票通行證現已於「撲飛」售票平台公開發售

Member Pre-Registration 會員優先訂票

- ▶ HKAAA members can enjoy pre-registration with a special discount price of \$1450 for “Full Pass” and \$380 for “Class Pass” during 2023 JAN13-20 JAN.
本會會員於2023年1月13日至20日會員優先訂票期間可以優惠價格\$1450購買「標準通行證」或\$380「單次通行證」。
- ▶ A certificate of attendance will be issued to participants who have completed the full course with 75% attendance or above.
「標準通行證」參加者出席率達七成五或以上，可獲頒發出席證。
- ▶ Become a member on PopTicket as you register, to enjoy exclusive membership discount immediately.
只需於PopTicket同時申請成為會員，即可享有會員獨家優惠。