

**Essential Guide to Effective Arts Management 2026:
Generative AI in Action— Empowering Arts Management for Tomorrow
藝術管理指南 2026：生成式 AI 實踐——賦能藝術管理新未來**

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**Overview
課程概覽**

The *Essential Guide to Effective Arts Management*, launched by the Hong Kong Arts Administrators Association (HKAAA) in 2018, aims to enhance the skills and knowledge of arts administrators, independent producers, and freelance practitioners within the arts and culture sector. The 2026 edition focuses on Generative AI (GenAI) as an essential weapon for effective arts management today and tomorrow.

GenAI is transforming the arts landscape with powerful tools for creativity and operational efficiency. This programme empowers participants to leverage AI to streamline administration tasks and boost efficiency, innovate marketing and audience development practices, understand AI-related IP issues, address organisational change management, and prepare for funding challenges through AI-driven solutions. Through both lectures and hands-on, interactive practices, this programme equips you with the practical framework and skills needed to apply GenAI to your daily work, arming you with some of the future-ready skills as an arts administrator.

Ready to transform yourself and your work practice? Register now!

香港藝術行政人員協會（HKAAA）自 2018 年起一直定期舉辦《藝術管理指南》，致力推廣藝術行政培訓，為文藝界同儕及有志加入業界之人士提供一個進修相關管理知識的平台，為業界帶來了更多交流的機遇，實踐知識互通。2026 年的課程將聚焦「生成式人工智能」（下稱「生成式 AI」），協助您掌握這股影響當今與未來藝術管理的重要工具。

生成式 AI 作為一種兼具創意與營運效能的強大工具，正重塑整個藝術生態。本課程旨在協助藝術管理者將生成式 AI 轉化為得力夥伴：從而精簡行政流程並全面提升工作效率、改善市場推廣及觀眾拓展，理解與 AI 相關的知識產權問題、應對企業轉型的挑戰，以至為資源的日益縮減作好準備。透過專家講座與互動實踐，參與者將獲得實用框架與關鍵技能，協助將生成式 AI 融入日常工作，裝備自己並掌握藝術行政未來所需的核心能力。

準備好改變自己與自己的工作模式，迎接未來了嗎？立即報名！

Who should attend this course?

誰適合參加本課程?

Arts Administrators, Independent Producers, Artists and Freelancers who want to effectively use GenAI to improve the way they work. In this class, seniority, age, and levels of experience do not matter.

藝術行政人員、獨立製作人、藝術家及自由工作者——如果您渴望化挑戰為機遇，主動運用生成式 AI 於工作上，那麼本課程正是為您而設。我們歡迎所有背景的同行，無論年齡、經驗或職級，與我們一同學習，一同擁抱變革！

Course Details

課程資訊

Period: 26 January – 9 March 2026 (Every Monday except 16 February)

Time: 19:30 – 22:00 (including a short break)

Venue: Incubator 1, East Kowloon Cultural Centre, 60 Ngau Tau Kok Road, Kowloon

Language: Cantonese (except for the first part of Workshop 5, which will be conducted in English, with bilingual presentations provided)

日期: 2026 年 1 月 26 日至 3 月 9 日（逢星期一，2 月 16 日除外）

時間: 19:30 – 22:00（含一節小息）

地點: 九龍牛頭角道 60 號東九文化中心（創藝間 1）

語言: 粵語（除工作坊 5 的第一部分會以英文進行，備有中英文簡報）

Schedule

時間表

26 January 2026 (Monday) 1 月 26 日（一） 19:30-22:00 Speaker: Mr. Daryl Choy Founder, ohwow Consulting 主講: 蔡伯偉先生 ohwow 創辦人	Workshop1: GenAI in Practice: An Introduction Dive into the latest GenAI innovations in the arts in this lecture exploring text, images, audio and video. Supplemented with interactive demonstrations, this workshop not only serves as an introduction to our full series but also tackles key ethical considerations and authorship, empowering participants with essential skills for diverse roles in the creative landscape. 工作坊 1: 生成式 AI 應用入門 在這個深入淺出的入門課，我們先認識生成式 AI 的最新狀況，探索 AI 在文字、圖像、音頻及視頻生成的應用。透過簡單的練習，邊創作邊學習。課程亦會探討與生成式 AI 有關的倫理問題，務必讓學員初步掌握必備的認識與技能，準備迎接未來的挑戰！
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<p>2 February 2026 (Monday) 2 月 2 日 (一) 19:30-22:00</p> <p>Speaker: Mr. Daryl Choy Founder, ohwow Consulting</p> <p>主講: 蔡伯偉先生 ohwow 創辦人</p>	<p>Workshop 2: AI-Powered Marketing – Fundamentals and Strategies</p> <p>Building on Workshop 1, this hands-on session delves further into how GenAI enhances product, price, place, and promotion strategies. Participants will craft messaging, create multilingual copy, and identify audience segments. Learn to automate follow-ups and spot trends with AI, elevating your arts marketing approach through practical exercises.</p> <p>工作坊 2: AI 賦能的市場營銷——基礎與策略</p> <p>結合生成式 AI 的力量，重新想像市場營銷的「4P」策略，本工作坊將帶領參加者掌握以 AI 優化宣傳語句、精準鎖定觀眾群、撰寫多語言推廣內容及活動後跟進技巧。透過實戰練習，親身體驗如何運用生成式 AI 製作標題、標語及視覺素材，發掘市場趨勢，提升藝術項目的競爭力。</p>
<p>9 February 2026 (Monday) 2 月 9 日 (一) 19:30-22:00</p> <p>Speakers: Mr. Jay Lam Managing Director, Lakeray Development Company Ltd.</p> <p>Mr. Cow Cheng Senior Machine Learning Engineer, GreenTomato</p> <p>主講: 林子申先生 澄睿發展有限公司董事</p> <p>鄭宏圖先生 綠蕃茄有限公司高級機器學習工程師</p>	<p>Workshop 3: Beyond Words – Using AI to Create Visual Content for Arts Promotion</p> <p>Step into GenAI and see how text transforms into stunning visuals and videos. Refine prompt techniques, compare leading tools, and master creative automation. Discover goal-driven AI agents that guide exhibitions, manage ticketing, and enhance campaigns. Watch demos showcasing how smart assistants boost engagement!</p> <p>工作坊 3: 超越文字——運用 AI 創作視覺內容推廣</p> <p>在這一課，我們踏入生成式 AI 的世界，探索文字如何轉化為震撼的視覺與動態影像、並學習優化提示技巧，比較頂級生成工具，掌握創意流程自動化的關鍵。工作坊也將深入解析目標導向的「AI 代理」，如何有效優化展覽策劃、票務處理與行銷活動。透過現場示範，觀察「AI 代理」如何提升觀眾互動與參與。</p>
<p>23 February 2026 (Monday) 2 月 23 日 (一) 19:30-22:00</p> <p>Speakers:</p>	<p>Workshop 4: Creativity Unleashed: Case Studies in Music, Graphics, and AI in the Art Tech Era</p> <p>Discover how sound and sight converge to redefine creativity in the digital age. Jonathan Mak presents his acclaimed “Sound Type”</p>

<p>Mr. Jonathan Mak Hong Kong Graphic Designer</p> <p>Dr. Michael Chi-hin Leung Hong Kong Composer</p> <p>Moderator: Mr. Louis Siu Executive Artistic Director, Toolbox Percussion</p> <p>主講： 麥朗先生 香港平面設計師</p> <p>梁智軒博士 香港作曲家</p> <p>主持： 邵俊傑先生 敲擊裏創辦人兼藝術總監</p>	<p>series, in which letters and images are literally drawn from audio waveforms captured on an oscilloscope. By turning sound into visible typography—and distorting written words through manipulated audio—he reveals the intimate, sometimes unexpected relationship between what we see and what we hear, inviting audiences to experience language in entirely new sensory dimensions. Dr. Chi-hin Leung follows with live demonstrations and mini-workshops using cutting-edge AI tools—e-Orch, AIVA, and SUNO—showcasing how generative music platforms can compose orchestral works, create original scores, and democratise musical creation for artists and educators alike. Moderated by Louis Siu, the session concludes with an open discussion on the opportunities and challenges of AI and art-tech integration, equipping art administrators with practical insights for cultural programming in the future.</p> <p>工作坊 4: 創意釋放——藝術科技時代的音樂、圖像與 AI 實例研究</p> <p>探索聲音與視覺的交匯處，重新定義數位時代的創造力。麥朗先生將帶來其備受讚譽的《Sound Type》系列，展示如何從示波器直接捕捉的音頻波形中，生成字母與圖像。他透過將聲音轉化為視覺字體，並以音頻操控文字形態，他揭示視覺與聽覺之間既親密又出人意表的關係，邀請觀眾以全新的感官維度體驗語言。梁智軒博士將運用高端 AI 工具——e-Orch、AIVA 與 SUNO——進行演示與工作坊，展示生成式音樂平台如何創作電子音樂、打造原創配樂，並體現音樂創作在藝術與教育領域中的普及化潛力。由邵俊傑先生主持的壓軸環節，將透過開放式討論，深入探討 AI 與藝術科技融合所帶來的機遇與挑戰，為藝術行政人員提供實用洞見，打造具備未來適應力的文化企劃。</p>
<p>2 March 2026 (Monday) 3 月 2 日 (一) 19:30-22:00</p> <p>Speakers: Mr. Jacob Walker (Part I) Associate, TITUS Solicitors</p> <p>Mr. Anthony Chan (Part II) Founder and CEO, EDGE AI</p> <p>主講：</p>	<p>Workshop 5: IP, Law and HR in the AI World</p> <p>Part I: Participate in a concise exploration of copyright law in Hong Kong and its implications for AI. We will cover the fundamentals of copyright, its applications, and current global trends affecting both AI and copyright. Discover ways to mitigate risks and promote responsible AI use. The session will conclude with a Q&A or a hands-on exercise, allowing participants to address specific queries about navigating the intersection of copyright and AI. This session is ideal for art administrators and creators dealing with legal matters such as IP in today's digital landscape.</p> <p>Part II: Discover for yourself the exciting applications of AI for human resources management in this second part of the workshop. Learn from case studies the practical applications of AI</p>

<p>Jacob Walker 先生 (第一部分) 戴圖斯律師行律師</p> <p>陳文俊先生 (第二部分) EDGE AI 創辦人兼執行長</p> <p>Speakers: Mr. Jacob Walker (Part I) Mr. Anthony Chan (Part II)</p> <p><i>*Part I of this workshop will be conducted in English, with bilingual PowerPoint provided*</i></p> <p><i>*此工作坊的第一部分將以英文進行，備有中英文簡報*</i></p>	<p>for recruitment, candidate screening, scheduling and onboarding, and find out how AI can become your teammate rather than merely a tool, all while highlighting AI's crucial role in enhancing workplace wellbeing. The Speaker will also share insights on optimising CVs and portfolios to help the job hunters among us to stand out in a competitive environment, especially amidst fewer opportunities in the current economy.</p> <p>工作坊 5: AI 世界中的知識產權、法律與人力資源</p> <p>第一部分：簡要探討香港版權法及其對 AI 的影響。講者將涵蓋版權基礎知識、應用範疇，以及當前影響 AI 與版權的全球趨勢。探索如何應對風險並促進負責任的 AI 應用。最後將安排問答或現場演習，讓參與者針對版權與 AI 的碰撞提出具體問題。本課適合需處理與知識產權有關的法律問題之藝術行政人員與創作者。</p> <p>第二部分：認識 AI 在人力資源管理領域的應用。透過實例研究，學習 AI 在招聘、求職者篩選、日程安排和入職培訓等方面的實際應用，了解 AI 如何成為您的團隊成員而非僅僅是一個工具，並了解 AI 在提升員工福祉方面的重要作用。由於 AI 改變了招募的狀態，講者還會與參與者當中的「求職者」分享其洞見，簡介如何優化個人履歷，務求在競爭激烈的環境中脫穎而出。</p>
<p>9 March (Monday) 3 月 9 日 (一) 19:30-22:00</p> <p>Speakers: Mr. Sean Tam (Part I) Lead Instructor & Content Specialist, Preface</p> <p>Mr. Michael So (PART II) Founder & President, AiX Society</p> <p>主講： 譚學堯先生 (第一部分) Preface 首席導師及內容專家</p> <p>蘇仲成先生 (第二部分) AiX Society 創辦人兼主席</p>	<p>Workshop 6: Leading Organisational Change with AI</p> <p>Part I: Explore how the latest AI developments and the rise of AI Agents are reshaping organisational change. Learn how leaders can harness breakthrough trends and tools to drive transformation across teams, processes, and culture. Experience live demos of cutting-edge AI solutions designed to accelerate adoption and empower your workforce. Walk away with a roadmap for integrating AI into change initiatives, boosting productivity, and building a sustainable competitive edge.</p> <p>Part II: Master practical AI implementation for arts and cultural teams. Discover how AI agents reshape workflows and team dynamics, moving from task-based operations to outcome-driven collaboration. Experience live demos of multi-platform tools (DingTalk, plus Manus and Perplexity Comet for agentic workflows). Build your own AI agent in a hands-on session and walk away with sector-specific case studies, quick-win automations, and a budget-conscious roadmap for sustainable adoption in nonprofit contexts.</p> <p>工作坊 6:</p>

	<p>應用 AI 領導組織變革</p> <p>第一部分：探索 AI 的最新發展及「AI 代理」的崛起如何重塑企業改革。分析企業管理者如何利用 AI 科技推動團隊、流程和企業文化的改革。現場演示 AI 解決方案，推動變革落地。取得融合 AI 的變革路線圖，建立可持續競爭優勢。</p> <p>第二部分：掌握藝術與文化團隊的實用 AI 應用。探索「AI 代理」如何重塑工作流程與團隊動態，從任務導向轉變為成果導向的協作。現場體驗多平台工具（包括微訊釘釘、Manus 及 Perplexity Comet 智能工作流程系統）。親手打造專屬的「AI 代理」，參與專案案例研究，並了解快速見效的自動化方案，以及非營利組織可持續採用的預算導向實施藍圖。</p>
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Speakers' Biographies 講者簡介

Mr. Daryl Choy

Founder, ohwow Consulting

Daryl is an award-winning experience designer and founder of ohwow consulting, with 30 years of experience shaping brands, ideas, and experiences across industries. He has evaluated over 400 AI tools and helps people rethink how generative AI can be applied— not as a trend, but as a creative advantage.

He is the author of a book on experience design in China and the creator of Quoquation— a visual thinking project that turns thought-provoking quotes into original, hand-drawn diagrams that spark fresh insight.

Daryl is a life member of the Hong Kong Designers Association (HKDA) and an examiner for the HKMA Quality Award. He approaches every project with a simple aim: make ideas matter — and make them work.

蔡伯偉先生

ohwow 創辦人

蔡伯偉（Daryl Choy）是屢獲殊榮的體驗設計師及 ohwow consulting 創辦人，擁有三十年品牌、創意與體驗策劃經驗，涉獵各行各業。他曾評估超過 400 款生成式 AI 工具，致力於引導大眾重新思考 AI 的應用方式——不只是追潮流，而是發掘創意優勢。

他是中國首本有關體驗設計書籍的作者，亦是 Quoquation 概念圖項目的創作者，透過手繪圖像將引人深思的語錄轉化為激發洞見的視覺思考工具。

Daryl 為香港設計師協會（HKDA）永久會員，亦擔任香港管理專業協會優質管理獎評審。他始終以簡單直接的信念展開每個項目：讓想法真正有力量，並付諸實踐。

Mr. Jay Lam

Lakeray Development Company Ltd, Managing Director

Jay is a strategic, tactical and creative technology industry professional. Successful in developing, championing and implementing growth to company. Skilled in business development, B2B, Platform Growth and Management.

林子申先生

澄睿發展有限公司董事

創新科技業專業，擁有豐富的企業增長與平台發展經驗。專長於商業拓展、企業對企業（B2B）合作、平台營運及管理，成功協助企業制定並落實成長策略，推動業務持續發展。

Mr. Cow Cheng

Senior Machine Learning Engineer, GreenTomato

An innovative Machine Learning Engineer known for solving real-world challenges with impactful models and first principles thinking. Passionate about advancing AI technology, with a focus on leveraging creative solutions to drive progress and innovation.

鄭宏圖先生

綠蕃茄有限公司高級機器學習工程師

推動人工智能技術前沿發展的創新型機器學習工程師。擅長運用人工智能原理思維，結合實務需求，構建具實際影響力的 AI 模型。對創新技術應用充滿熱忱，致力以具創造性的解決方案，推動人工智能於各領域的實質落地項目及產品。

Mr. Jonathan Mak

Hong Kong Graphic Designer

Jonathan is a graphic designer from Hong Kong, with projects ranging from branding, publication design to multimedia art. His ongoing series Sound Type combines his interests in sound, motion, and typography. His works have received recognition at the D&AD Awards, the Cannes Lions, the Type Directors Club Awards, among others. By day, Jonathan designs motion-based video games at the tech startup Nex, which uses computer vision technology for inclusive play across ages. In his spare time, he translates English song lyrics into Cantonese and sings them for fun.

麥朗先生

香港平面設計師

麥朗，香港平面設計師，作品涵蓋品牌設計、印刷與多媒體藝術等範疇。近年透過《Sound Type》系列研究聲音、動態與文字的關係，作品曾獲英國 D&AD 鉛筆獎、康城廣告金獅獎、紐約字體藝術指導俱樂部年度獎等多項國際殊榮。

現於科技公司 Nex 從事體感遊戲設計，以動態為基礎開發電子遊戲，並以電腦視覺技術打造跨年齡層的共融遊戲體驗。閒時喜歡把英文歌詞翻譯成廣東話並自唱為樂。

Dr. Chi-hin Leung

Hong Kong Composer

Dr. Chi-hin Leung is a Hong Kong composer fusing Eastern and Western elements in his works, published by prestigious outlets like Schott Music (Germany), MOECK (Germany), Donemus (Netherlands), Edition HH (UK), and PARMA Recordings (USA), From the Top Music (USA), Oxford University Press (China), and the Hong Kong Composers' Guild. His compositions have graced international stages, including ISCM World New Music Days, UNESCO "Arts for Peace" Festival, International Rostrum of Composers, World Choir Games, ISME World Conference, Asian Composers League Festival, Hong Kong Arts Festival, and more. An acclaimed innovator, he has earned awards such as Top 20 Best Invention and Gold Medal (Canada), Gold Award at Hong Kong Techathon+ 2024, Silver Medal (Geneva Inventions), and QS-Wharton Reimagine Education Asia Silver. He serves as President of Hong Kong Association for Music Educators, Vice Chairman of Hong Kong Composers' Guild, ISME Board Member, Apple Distinguished Educator, and Associate Head (Research) & Assistant Professor at The Education University of Hong Kong.

梁智軒博士

香港作曲家

梁智軒博士為香港作曲家，以融合東西方元素為創作目標。梁氏的樂譜與錄音由 Schott Music（德國）、MOECK（德國）、Donemus（荷蘭）、Edition HH（英國）、PARMA Recordings（美國）、From the Top Music（美國）、Oxford University Press（中國）及香港作曲家聯會等知名出版商發行。作品曾在國際現代音樂節（ISCM）、聯合國教科文組織「國際和平藝術節」、國際作曲家交流會議（IRC）、國際電子音樂周（EMW）、世界合唱比賽、世界手鈴大會、國際音樂教育協會（ISME）、亞洲作曲家同盟音樂節（ACL）、香港藝術節等重要場合演出。

作為音樂教育家及創科專家，曾獲多項國際殊榮，包括加拿大國際發明創新競賽「二十大最佳發明獎」及金獎、香港 Techathon+ 2024 金獎、日內瓦國際發明展銀獎、QS-華頓教學創新獎亞洲銀獎等。梁博士現任香港音樂教育家協會（HAME）會長、香港作曲家聯會（HKCG）副主席、國際音樂教育協會（ISME）學校音樂及教師教育委員會（MISTEC）成員、Apple 傑出教育工作者（ADE），並為香港教育大學文化與創意藝術學系助理教授。

Mr. Louis Siu

Executive Artistic Director, Toolbox Percussion

Based in Hong Kong and London, Louis is a 2024/25 Clore Leadership Fellow at Southbank Centre, contributing to the Multitudes festival of orchestral music and global collaborations under Artistic Director Mark Ball. As Executive Artistic Director of Toolbox Percussion, he spearheads interdisciplinary, site-specific contemporary music projects. With roots in classical music, he was a Teaching Artist with San Francisco Symphony and Principal Percussionist with Macao Orchestra. His curatorial highlights include Ryoji Ikeda's 100 Cymbals Asia premiere (West Kowloon), A Double Listen: Yama no Oto (Echigo-Tsumari, Japan), and Classical:NEXT Hong Kong/Takeoff. Projects have appeared at Asian Art Museum (San Francisco), National Asian Culture Center (Gwangju), Adelaide Fringe, Shipyard 1862 (Shanghai), and Tianjin Juilliard. He holds a BM from San Francisco Conservatory, MA from Central Saint Martins, and a Stanford

GSB nonprofit leadership diploma. Recipient of an Asian Cultural Council Fellowship (2005) and ISPA Fellowship (2023–2025), he was elected to ISPA’s Advancement Committee in 2025.

邵俊傑先生

敲擊裏創辦人兼藝術總監

邵俊傑常駐香港及倫敦，為 2024/25 年度 Clore 領袖培訓計劃——香港獎學金 2024 獲獎者，目前於倫敦南岸中心參與藝術總監 Mark Ball 策劃的「Multitudes」藝術節及全球合作項目。作為敲擊裏創辦人兼藝術總監，他致力推動跨領域及特定場域的當代音樂項目。出身古典音樂界，曾任三藩市交響樂團駐團教育推廣藝術家及澳門樂團首席敲擊樂手。重要策展項目包括：池田亮司《100 Cymbals》亞洲首演（西九文化區）、《裏・聽：山之音》（日本越後妻有大地藝術祭）、Classical:NEXT 2020 開幕演出「Hong Kong / TAKEOFF」等。其藝術項目曾亮相三藩市亞洲美術博物館、光州亞洲文化殿堂、阿德萊德藝穗節、上海 1862 時尚藝術中心及天津茱莉亞學院。

邵氏先後於悉尼音樂學院及香港中文大學接受音樂教育，其後畢業於三藩市音樂學院，並於中央聖馬丁學院修畢藝術及文化企業碩士課程。曾獲亞洲文化協會音樂獎學金（2005）及 ISPA 獎學金（2023 – 2025），並於 2025 年當選 ISPA 國際演藝協會發展委員會成員。

Mr. Jacob Walker

Associate, TITUS Solicitors

Jacob is a technology-focused lawyer at TITUS, advising clients on the legal challenges emerging at the intersection of art, innovation, and digital assets. He plays a key role in the firm’s intellectual property and virtual asset practice, supporting a wide range of clients including startups, international businesses, creative professionals, and Web3 companies operating in and out of Hong Kong.

His work spans copyright and licensing, AI-generated content rights, brand protection, and IP issues in creative collaborations. Jacob also handles crypto-related advisory and disputes, including compliance, asset tracing, and cross-border matters involving blockchain technologies.

Jacob is passionate about helping artists and creative organisations understand both the possibilities and the risks of adopting Generative AI. His goal is to make legal concepts clear and practical, empowering the arts community to innovate confidently while safeguarding their rights.

Jacob Walker 先生

戴圖斯律師行律師

Jacob 專注於科技、創意及虛擬資產領域的法律服務，是 TITUS 團隊處理知識產權及加密資產案件的重要成員，支援初創企業、國際公司、藝術工作者及 Web3 項目等多元客戶。

他的專業涵蓋版權及授權安排、AI 產出的作品權益、品牌及商標保護、以及創意產業合作中的法律風險管理。同時，他亦為加密貨幣相關法律事務及爭議提供協助，包括合規、鏈上資產追蹤及跨境案件。

Walker 特別關注生成式 AI 在藝術界的應用，致力以清晰實用的方式，協助業界在創新之餘，亦能妥善保障自己的權利和合作關係。

Mr. Anthony Chan

Founder and CEO of EDGE AI

Anthony, the Founder and CEO of EDGE AI, brings over 15 years of cross-industry experience and a unique background in internal and strategic management consulting. He is committed to leveraging the latest generative AI technologies in both business and daily life, helping companies significantly boost productivity, efficiency, and creativity.

Anthony's workshops and AI assessment tools have received widespread acclaim throughout the region, serving top financial services companies in Hong Kong, Mainland China, and Southeast Asia.

With over tens of thousands participants, his initiatives have delivered exceptional transformational results, including a 30% increase in productivity and efficiency through the correct application of generative AI.

陳文俊先生

EDGE AI 創辦人兼執行長

Anthony 是 EDGE AI 的創辦人兼執行長，擁有超過 15 年的跨行業經驗，並具備內部與策略管理顧問的獨特背景。他致力於將最新的生成式人工智慧技術應用於商業與日常生活中，協助企業大幅提升生產力、效率與創造力。

Anthony 的 Gen AI 工作坊與 AI 評估工具廣受本地區好評，服務對象涵蓋香港、中國及東南亞的頂尖金融服務公司。

他的各項計劃吸引了數以萬計的參與者，透過正確應用生成式 AI，實現了卓越的轉型成效，包括生產力與效率提升達 30%。

Mr. Sean Tam

Lead Instructor & Content Specialist at Preface

- Corporate Instructor for 50+ leading organisations such as L'Oreal, Richemont, Microsoft, Google, J.P. Morgan, HSBC, Hong Kong Monetary Authority, Manulife, Zurich, MTR, Octopus, Cathay Pacific, DBS, DGS, CSL, etc.
- Former Microsoft Enterprise Tech Lead, key focus in tech strategy advisory for 15 Hong Kong largest financial institutions and regulators

- MSc in Global Politics with AI Governance focus at LSE + BBA in International Business and Philosophy at CUHK
- Co-Founder of Innovation x Business @CUHK; seasoned case team trainer + winner of 5 int'l hackathons and business competitions
- CUHK GBS & IBCE Advisory Board member; Former Ethics Olympiad advisor + Ethics & Religious Studies teacher

譚學堯先生

Perface 首席導師及內容專家

- 具備豐富企業培訓經驗，曾為超過 50 間領先機構提供專業培訓，包括 L'Oréal、Richemont、微軟、谷歌、摩根大通、滙豐銀行、香港金融管理局、宏利、蘇黎世保險、港鐵、八達通、國泰航空、DBS、DGS、CSL 等；
- 曾任 Microsoft 企業技術主管，專責為香港 15 間大型金融機構及監管機構提供技術策略顧問服務；
- 擁有倫敦政治經濟學院全球政治碩士學位，研究聚焦人工智能治理；並獲香港中文大學國際商業及哲學工商管理學士學位；
- Innovation x Business @CUHK 聯合創辦人；資深案例團隊培訓師，並曾贏得 5 項國際黑客松及商業比賽冠軍；
- 香港中文大學 GBS & IBCE 諮詢委員會成員；曾任國際倫理奧林匹克競賽顧問及倫理與宗教科老師。

Mr. Michael So

Founder & President of AiX Society

Michael is an AI strategy and enterprise transformation specialist, and the Founder & President of AiX Society. He is the author of *"How You and Your Business Can Avoid Being Replaced by AI"* and other publications on AI-driven organisational change. With over two decades of leadership and innovation experience, Michael has served as an Executive Director of a Hong Kong Main Board-listed company and as an Independent Non-Executive Director for two GEM-listed companies, contributing to corporate governance, digital strategy, and technology-driven transformation.

In 2022, he was appointed Chief Innovation Consultant at Mirum, part of the global communications group WPP. In this role, he supported multinational brands in integrating artificial intelligence, digital technologies, and creative strategy into their business transformation and innovation roadmap.

Michael currently serves as an Advisor on the Patent Advisory Board at Hong Kong Baptist University, focusing on emerging technologies and intellectual property strategy. He was previously an Adjunct Assistant Professor at Lingnan University's School of Graduate Studies (2023–2025), teaching Innovation Management and Social Entrepreneurship.

He is also a columnist for HK01 and Sin Chew Daily, where he writes extensively on Generative AI, Agentic AI, workflow automation, cross-border collaboration, and the future of work. His recent work focuses on helping organisations—including cultural institutions, NGOs, and

SMEs—apply AI to improve operational efficiency, reduce administrative burden, and build sustainable AI capabilities across Hong Kong and Asia.

蘇仲成先生

AiX Society 創辦人兼主席

蘇仲成為人工智能策略與企業轉型專家，AiX Society 創辦人兼主席，著有《你和你的企業如何不被 AI 取代？》等多本探討 AI 與企業管理的著作。

Michael 擁有超過二十年的企業管理與創新經驗，曾出任香港主板上市公司執行董事，並於兩家創業板上市公司擔任獨立非執行董事，長期參與企業策略、營運管理及科技創新決策。

2022 年，他獲全球最大廣告與傳訊集團 WPP 旗下的 Mirum Agency 聘任為 Chief Innovation Consultant（首席創新顧問），主要負責協助跨國企業整合人工智能、數碼科技與品牌策略，推動創新轉型與商業模式升級。

Michael 現為香港浸會大學專利諮詢委員會顧問，並曾任嶺南大學研究院兼任助理教授（2023–2025），教授創新管理與社會企業課程。他同時為《香港 01》及《星洲日報》撰寫 AI 專欄，深度探討生成式 AI、Agentic AI（智能體）、流程自動化、跨境協作與人才轉型。近年，他專注推動 AI 在文化藝術機構、非牟利組織及中小企的落地應用，協助團隊於有限資源下提升行政效率、減少重複性工作，提升決策能力，並建立具長遠效益的 AI 能力。

Registration and Passes

報名及門票類型

Registion Link 報名連結：

【藝術管理指南 2026】生成式 AI 實踐——賦能藝術管理新未來（早鳥優惠）

One-Time Pass

單次票

	Early Bird 早鳥優惠 (Now to 24 Dec 2025, 即日起至 2025 年 12 月 24 日)	<i>Regular Price</i>
HKAAA Member	\$480	\$560
Non-Member	\$780	\$880

Three-Class Bundle Pass

三堂套票（任選三堂）

	Early Bird 早鳥優惠 (Now to 24 Dec 2025, 即日起至 2025 年 12 月 24 日)	<i>Regular Price</i>
HKAAA Member	\$1,320	\$1,620
Non-Member	\$1,980	\$2,430

The Three-Class Bundle Pass can be used for any combination of 3 classes. But for those with specific interests, we have the following recommendations:

- Marketing Focus: Workshops 2 + 3 + one other
- Management Focus: Workshops 5 + 6 + one other
- Artistic Focus: Workshops 4 + 5 + one other

*For those who would like to start with an overview on GenAI, we strongly recommend taking Workshop 1 first.

可根據自己興趣自由搭配三堂套票課程，我們提供以下建議：

- 市場推廣導向：工作坊 2 + 3 + 再任意加一堂
- 管理導向：工作坊 5 + 6 + 再任意加一堂
- 藝術創作導向：工作坊 4 + 5 + 再任意加一堂

*想先了解 GenAI 的概況，我們強烈建議先參加工作坊 1 ！

The Three-Class Bundle Pass can be used for any combination of three classes. But for those with specific interests, we have the following recommendations:

- **Marketing Focus:** Workshops 2 + 3 + one other
- **Management Focus:** Workshops 5 + 6 + one other
- **Artistic Focus:** Workshops 4 + 5 + one other

*For those who would like to start with an overview on GenAI, we strongly recommend taking Workshop 1 first!

Full-Series Pass
全系列套票（共六堂）

	Early Bird 早鳥優惠 (Now to 24 Dec 2025, 即日起至 2025 年 12 月 24 日)	<i>Regular Price</i>
HKAAA Member	\$2,400	\$2,650
Non-Member	\$3,880	\$4,380

*Registration is on a first-come, first-served basis and will close once capacity is reached.

*Participants who attend three or more classes can apply for a digital Certificate of Attendance.

*Become an HKAAA member for just \$300 and enjoy instant exclusive prices!

*報名從速，額滿即止。

*完成三堂或以上之學員，可申請電子出席證明書。

*以\$300 成為 HKAAA 會員，立即享用最優惠價格！

Enquiries
相關查詢

Tel. 電話: 2877 7268

Email 電郵: info@hkaaa.org.hk

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Essential Guide to Effective Arts Management 2026 — Generative AI in Action: Empowering Arts Management for Tomorrow (hereafter "Essential Guide") is hosted by the Hong Kong Arts Administrators Association (hereafter "HKAAA").

(Updated on 25 November 2025)

「藝術管理指南 2026——生成式 AI 實踐：賦能藝術管理新未來」（下稱「課程」）由香港藝術行政人員協會（下稱「本會」）主辦。（更新於 2025 年 11 月 25 日）

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— The End 完 —