

Presented by 主辦機構



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



**MAR - MAY 2022**

Online Workshop | 線上工作坊

## Essential Guide to Effective Arts Management 藝術管理指南

文化創業精神與其他實用藝術管理工具  
Culturepreneurship and Other Practical  
Arts Management Tools

## About Hong Kong Arts Administrators Association 關於香港藝術行政人員協會

Hong Kong Arts Administrators Association was founded in 1985. Our mission is to promote, develop, represent and support the entire scope of the arts administration community in Hong Kong. The Association has been empowering its members and fellow arts administrators in Hong Kong through various channels to fulfill the three main areas of the Association's work, which are: **(1) Professional Development and Training** through courses, workshops, internship and mentorship, and our Annual Summit; **(2) Knowledge and Communication Platform** through networking events, interflow programmes, the Internet and numerous other communication platforms; **(3) Advocacy** by making active contributions to policy discussions.

成立於1985年，香港藝術行政人員協會致力提升藝術行政人員的專業水平，是香港唯一以推廣、發展、代表及支援本地藝術行政從業員為定位的非牟利機構。本會一直通過各種創意渠道鼓勵會員和藝術行政人員，履行三個主要使命：（一）專業發展及培訓：定期舉辦課程、工作坊、實習和指導，以及年度論壇；（二）知識及通訊平台：舉辦建立人際網絡活動、互聯網互通計劃及無數交流活動；（三）提出倡議：積極地回應文化政策討論。



☎ 2877 7268

✉ [info@hkaaa.org.hk](mailto:info@hkaaa.org.hk)

🏠 [www.hkaaa.org.hk](http://www.hkaaa.org.hk)

📱 [hkaaa](https://www.facebook.com/hkaaa)

## Highlight Events 焦點活動

To support arts administrators in Hong Kong, HKAAA is serving as a platform to support the arts industry in Hong Kong. We organize arts talks, workshops and annual events including:

本會作為支持香港藝術行政人員的平台，致力籌備藝術講座、工作坊及年度活動包括：





# Essential Guide to Effective Arts Management

## 藝術管理指南

文化創業精神與其他實用藝術管理工具  
Culturepreneurship and Other Practical  
Arts Management Tools

Hong Kong Arts Administrators Association is devoted to promoting arts administrators' professional development. Due to the rapid development in the arts and cultural sectors, there is a huge demand for well-designed arts administration courses in Hong Kong. Since 2018, "Essential Guide" has been held regularly by HKAAA to provide learning and exchange opportunities for arts administrators.

This year, the new eight-day online course is designed for arts administrators, independent producers, freelance arts practitioners to gain new knowledge and enhance practical skills in arts management. Invited speakers from various fields of expertise will share their perspectives on arts governance, content marketing, sponsorship, a producer's role and more. The insightful sharing sessions and case studies can be the model for leading your organization and developing arts projects.

The scope covered in "Essential Guide to Effective Arts Management" includes the essential topics and issues that arts administrators and artists may face in their daily work. The course comprises two modules and a cultural visit activity:

香港藝術行政人員協會致力推廣藝術行政培訓。自2018年起，HKAAA定期舉辦「藝術管理指南」，為業界提供相關管理知識及促進同業之間的交流。承接往年的迴響，為回應業界的殷切需求，HKAAA再度推出「藝術管理指南」系列。今年的網上課程邀得多名業內翹楚及不同領域的專業人士擔任講者，嘗試以真實案例與參加者共同探討文化機構管治、內容營銷、藝術贊助及監製的角色等範疇。透過「藝術管理指南」，可為藝術行政人員、獨立製作人及自由藝術從業者提升規劃相關藝術及文化項目上的管理知識。

「藝術管理指南」範圍包括藝術管理的基本主題及議題。文化領導者須制定有效的管治政策；而在項目規劃上，往往考驗藝術行政人員不同範疇的技巧及能力。課程將包括以下兩個單元及一個考察活動：

Module  
單元

1

**Arts Management Essentials**  
**藝術行政基本功**

Module  
單元

2

**Be a Culturepreneur: Arts Governance**  
**文化創業者的藝術管治力**

**Essential Guide PLUS: When in doubt, take a cultural walk!**  
**加料考察活動：懷疑人生就要文化探索！**

## “Essential Guide” Sub-committee members 「藝術管理指南」小組委員會成員

**Mrs Vennie Ho 何黎敏怡女士**

Chairman 主席

Executive Director, Hong Kong Philharmonic Orchestra

香港管弦樂團行政總監



**Dr Patrick Mok 莫健偉博士**

Vice-chairman 副主席

Assistant Professor, The Hang Seng University of Hong Kong

香港恆生大學助理教授

**Dr David Tsui 崔德煒博士**

Honorary Treasurer 名譽司庫

Executive Director, Hong Kong Dance Company

香港舞蹈團行政總監

**Dr Celina Chin 錢敏華博士**

Executive Director, Hong Kong Chinese Orchestra

香港中樂團行政總監

**Ms Enid Chung 鍾冠怡女士**

Director, Hong Kong Contemporary Youth Dancers

香港當代青年舞蹈團總監

**Ms Connie Lam 林淑儀女士**

Executive Director, Hong Kong Arts Centre / Chairperson, Passoverdance

香港藝術中心總幹事 / 新約舞流主席

**Ms Flora Yu 余潔儀女士**

Development Director, Hong Kong Arts Festival

香港藝術節發展總監



Module  
單元

1

## Arts Management Essentials 藝術行政基本功



1

Reach Your Audience: SEO, Content Creation and More  
尋找你的藍海:利用SEO及內容營銷制定致勝策略

30 MAR

WED

19:30–22:00

講者  
Speaker

Ms Paula Yang 楊小儀女士  
Head of Growth, NDN Group (HK) Limited  
恩迪安（香港）有限公司集團 Head of Growth

2

Sponsorship in Arts - Practical Steps  
藝術贊助的工作實務

6 APR

WED

19:30–22:00

講者  
Speaker

Ms Kary Hon 韓嘉怡女士  
Director of Development,  
Hong Kong Philharmonic Orchestra  
香港管弦樂團發展總監

3

Legal Issues in Digital Distribution of Artworks  
在數碼環境發佈藝術作品的法律議題

13 APR

WED

19:30–22:00

講者  
Speaker

Mr Alex Fan 范凱傑先生  
Honorary Legal Counsel,  
Hong Kong Arts Administrators Association  
香港藝術行政人員協會義務法律顧問

4

Producer's Role in Team Management  
監製在團隊管理的角色

19 APR

TUE

19:30–22:00

講者  
Speaker

Ms Gladys Wong 黃懿雯女士  
Independent Producer 獨立製作人

## Be a Culturepreneur: Arts Governance 文化創業者的藝術管治力



### 5 Overview of Arts Leadership 藝術管理人員的領導力

26 APR

TUE

19:30–22:00

講者  
Speakers

Prof Tseng Sun Man 鄭新文教授  
Professor of Practice in Music Management, CUHK  
香港中文大學音樂管理實務教授

Mr Tang Yiu Ming 鄧耀銘先生  
Seasoned Arts Administrator  
資深藝術行政人員

### 6 Effective Corporate Governance Practice 公司管治實務

10 MAY

TUE

19:30–22:00

講者  
Speaker

Ms Samantha Suen FCG HKFCG(PE)  
孫佩儀女士 FCG HKFCG(PE)  
Part-time Lecturer, Hong Kong Metropolitan University /  
Past President & former Chief Executive,  
The Hong Kong Chartered Governance Institute  
香港都會大學兼職講師 / 香港特許秘書公會前會長及  
前任總裁

### 7 A Legal Guide to Rules for Operating Arts Groups 藝團營運法律指南 - 藝團的存在法則

18 MAY

WED

19:30–22:00

講者  
Speaker

Mr Alex Fan 范凱傑先生  
Honorary Legal Counsel,  
Hong Kong Arts Administrators Association  
香港藝術行政人員協會義務法律顧問

### 8 Budget & Control 財務預算及監管

31 MAY

TUE

19:30–22:00

講者  
Speaker

Mr Ricky Lam 林立基先生  
Partner, DHR Global  
DHR Global 合夥人





## Essential Guide PLUS: When in doubt, take a cultural walk!

**加料考察活動：  
懷疑人生就要文化探索！**

**Featured Guest 客席嘉賓：**

**Dr Sampson Wong 黃宇軒博士**

Hong Kong-based Urbanist, Artist, Independent Curator  
城市研究學者、獨立策展人

「藝術管理指南」以提升藝術行政實用知識及技能作為基礎，同時期望可提供業界交流的機會，讓藝術行政人員拓展人脈網絡。有見及此，今年的課程特設加料活動，讓參加者可透過考察進行互動及交流。

基於疫情嚴峻，加料活動的形式及日期將於工作坊開始後向參加者公佈。

Essential Guide offers a practical learning approach to enhance arts administrators' professional development, alongside networking opportunities for participants. This year, the PLUS activity will connect participants together by joining a cultural walk curated by Dr Sampson Wong.

In view of the dire epidemic situation, the activity format and date of the Essential Guide PLUS will be announced to participants after the workshop commences.



e-Learning Platform 網上學習平台  
**essentialguide.hkaaa.org.hk**

**1 Arts Management Essentials**

Reach Your Audience: SEO, Content Creation and More

**1 Arts Management Essentials**

Sponsorship in Arts - Practical Steps

**1 Arts Management Essentials**

Legal Issues in Digital Distribution of Artworks

**1 Arts Management Essentials**

Producer's Role in Team Management

**2 Be a Culturepreneur: Arts Governance**

Overview of Arts Leadership

**2 Be a Culturepreneur: Arts Governance**

Effective Corporate Governance Practice

**2 Be a Culturepreneur: Arts Governance**

A Legal Guide to Rules for Operating Arts Groups

**2 Be a Culturepreneur: Arts Governance**

Budget & Control

## How to Login? 如何登入?

**1** The login method, username and password will be sent to the registered email on 23 March 2022.  
登入方法、用戶名稱及密碼將於3月23日電郵至購票時所登記的電郵地址。

**2** Change the default password before logging in the first time.  
首次登入時須更改預設密碼。

**3** Browse the e-Learning Platform with a computer for better online experience.  
為了獲得更好的網上體驗，本會建議使用電腦瀏覽網上學習平台。

**4** If you have any difficulties during login, please contact HKAAA by email: info@hkaaa.org.hk  
如登入時遇到困難，請電郵 info@hkaaa.org.hk 與本會職員聯絡。

## Welcome

username

password

Login

\* The image and/or displayed herein (the "Content") is for reference only.  
此處包含和/或顯示的圖片和其他材料("內容")僅供參考。



# Features of the e-Learning Platform

## 網上學習平台重點功能



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此處包含和/或顯示的圖片和其他材料 ("內容") 僅供參考。

## Ms Paula Yang 楊小儀女士

Head of Growth, NDN Group (HK) Limited  
恩迪安（香港）有限公司集團 Head of Growth



Paula is a digital professional and all-rounded player, from company management, business development to executions through her managerial roles in Tech and Digital Conglomerate, leading local media and 4As agencies. With solid experiences and proven records in various aspects of digital marketing such as social media, performance marketing, innovation, and have across industries of banking and finance, insurance, public utilities, properties, consumer products. Her contributions are recognized as “Distinguished Alumni 2020, College of Business, City University of Hong Kong” and “Digital Marketer of the Year 2018” by Hong Kong Association of Interactive Marketing.

楊小儀女士為數碼媒體專家，涉獵不同領域，如公司管理、業務發展、數碼營銷及營運；曾參與企業再造及產品研發，亦領導過主流媒體及4As廣告公司。楊女士現為恩迪安（香港）有限公司集團之 Head of Growth，為客戶提供創新的營銷技術，包括數碼營銷、績效營銷和技術堆疊，其服務涵蓋政府與公共事業、銀行、金融、保險及零售等行業。曾獲香港互動市務商會“Digital Marketer of the Year 2018”獎項，以及「2020年城大商學院傑出校友獎」，獲表彰其卓越成就及貢獻。

## Ms Kary Hon 韓嘉怡女士

Director of Development, Hong Kong Philharmonic Orchestra  
香港管弦樂團發展總監



Having a strong interest in music and performing arts, Kary Hon currently serves as Director of Development of the Hong Kong Philharmonic Orchestra (HK Phil) to oversee matters on fundraising. Prior to the HK Phil, Kary worked as Marketing Manager, Sponsorship and Licensing at Ocean Park Hong Kong where she secured sponsorships and joint-promotion partnerships for the Park's seasonal events and permanent attractions. Kary also worked for global eye health charity Orbis International on organizational fundraising and advocacy, volunteer management and communications.

韓嘉怡女士對音樂及表演藝術擁有濃厚興趣，現於香港管弦樂團擔任發展總監，負責管理及監督募款。效力香港管弦樂團之前，韓氏於香港海洋公園擔任市務經理（贊助及授權），為公園的景點及季度活動尋找贊助，以至合作伙伴進行聯合宣傳。此外，韓氏亦曾任職於奧比斯，負責企業募款與倡議、義工服務管理及傳訊工作。





## **Mr Alex Fan** **范凱傑先生**

Honorary Legal Counsel,  
Hong Kong Arts Administrators Association  
香港藝術行政人員協會義務法律顧問

Alex Fan is a practising barrister and arbitrator, also a Fellow of the Chartered Institute of Arbitrators (FCIArb) as well as an accredited mediator. Alex has developed a broad civil and commercial practice, with strong expertise in among others company law and insolvency, securities law, asset preservation and recovery, contractual disputes, property litigation, trust and probate, commercial mediation, commercial arbitration and cross-border dispute resolution. Since 2020, Alex has been appointed by Hainan Provincial Government, PRC as instituting board member of Hainan International Arbitration Court (HIAC), being the only Hongkonger serving on the board. In the same year, Alex was installed as HIAC's first President, being the first ever Hongkonger serving as the head of an arbitration institution administered by a provincial-level government in PRC. Alex is a member (legal sector) of the 6th Session of the Election Committee of the Hong Kong SAR. Alex is part of the first batch of Hong Kong lawyers who have passed the Guangdong-Hong Kong-Macao Greater Bay Area Lawyers Qualification Exam held in 2021.

Alex has extensive experience in appearing in courts and tribunals. Outside the courtroom, Alex is frequently engaged in commercial arbitration and mediation practice. In 2019, Alex completed the Investment Law and Investor-State Mediator Training Course organized by International Centre for Settlement of Investment Disputes (ICSID) and Training Course for Arbitrator and Mediator organized by Financial Dispute Resolution Centre (FDRC). With his unique experience and background

in governance of education institutions, social welfare agencies and culture and art groups, Alex frequently advises and acts for organizations and individuals in legal and regulatory matters concerning the education, social welfare and cultural and art sectors.

Alex is appointed as member and adjudicator of more than a dozen of government boards and statutory bodies and tribunals. He is serving as member of Youth Development Commission, Travel Industry Authority, Social Workers Registration Board, Action Committee Against Narcotics, Long-term Prison Sentences Review Board, Consumer Legal Action Fund Management Committee, Appeal Boards Panel (Education), Committee on Certification for Principalship, Subsidised Housing Committee and Finance Committee of Hong Kong Housing Authority, the Hong Kong Institute of Certified Public Accountants Disciplinary Panel and observer of the Independent Police Complaints Council.

Alex is an amateur musician and a holder of DipABRSM (Piano Performance), DipABRSM (Organ Performance), AMusTCL as well as Master of Arts in Music (CUHK). He studied piano with Ms. Nancy Loo, and organ with Prof. David Titterington and Dr. Chiu Siu Ling. Alex serves as Honorary Legal Counsel / Advisor with Hong Kong Arts Administrators Association, Hong Kong Dance Alliance, Hong Kong Dance Federation and Actors' Family, as well as Founding Director of the Hong Kong Chapter of the American Guild of Organists.



范凱傑為香港執業大律師、仲裁員，亦是英國特許仲裁學會資深會員及認可綜合調解員。范大律師的執業範圍以民商事為主，尤其擅長於公司法與破產法、證券法、資產保全與收復、合約糾紛、房地產糾紛、信託與遺囑認證、商業仲裁、商業調解與跨境爭議解決。自2020年起，范大律師獲中國海南省政府委任為海南國際仲裁院首屆理事會成員，成為理事會唯一一名港籍成員。同年，范大律師出任海南國際仲裁院首任院長，成為首位在中國內地出任省級直轄仲裁機構首長的港籍人員。范大律師現為香港特別行政區第六屆選舉委員會委員（法律界）。范大律師亦為首批通過由國家司法部舉辦的「粵港澳大灣區律師執業考試」（2021）的香港律師。

范大律師具備廣泛的訟辯經驗，經常受委託在各級法院與審裁處出席不同類型的聆訊。法庭訟辯工作以外，范大律師經常受聘進行商事仲裁以及調解相關工作。范大律師完成了國際投資爭端解決中心（ICSID）舉辦的國際投資法及國際投資調解員、香港金融糾紛調解中心（FDRC）仲裁員與調解員的培訓課程及通過相關考核。

范大律師在教育機構、社會福利機構與文化藝術團體具有豐富的管治經驗。具備這些獨特經驗與背景的范大律師，經常接受委託代表機構與個人處理教育、社會福利或文化藝術業界相關的法律與規管事宜，或向他們提供法律意見。范大律師獲委任多項政府委員會、法定機構以及審裁處職務，現為青年發展委員會委員、旅遊業監管局成員、社會工作者註冊局委員、禁毒常務委員會委員、長期監禁刑罰覆核委員會委員、消費者訴訟基金管理委員會委員、上訴委員團（教育事宜）委員、校長資格認證委員會委員、香港房屋委員會資助房屋小組委員會委員與財務小組委員會委員、香港會計師公會紀律小組成員，以及獨立監察警方處理投訴委員會觀察員。

范大律師是一位業餘音樂人，持有英國皇家音樂學院鋼琴演奏文憑、管風琴演奏文憑以及倫敦聖三一音樂學院樂理文憑，亦取得香港中文大學音樂文學碩士，曾師從羅乃新女士學習鋼琴、隨 David Titterington 教授與趙小玲博士學習管風琴。范大律師於香港藝術行政人員協會、香港舞蹈聯盟、香港舞蹈總會與演戲家族擔任義務法律顧問，亦是美國管風琴家協會香港分會創會理事。

## Ms Gladys Wong 黃懿雯女士

Independent Producer  
獨立製作人

Gladys Wong graduated from the Department of Language and Business Studies of the Hong Kong Polytechnic University in 1999 with a degree of Bachelor of Arts, majoring in German. She later continued her study at the School of Drama of the Hong Kong Academy for Performing Arts and received a degree of Bachelor of Fine Arts (Honors) in 2005, majoring in acting. In 2018, she obtained a degree of Executive Master of Arts in Arts Management and Entrepreneurship from The Education University of Hong Kong.

Recent performances include *Seven Boxes Possessed of Kafka*, *Fear and Misery of the Third Reich*, *The Maids*, *1001 Nights of Pasolini* and *One Hundred Years of Solitude* of Alice Theatre Laboratory, *The Young Hunger Artist K of On & On* Theatre Workshop, *Deadline at 30* of Error Box, *Flower Story* of the Radiant Theatre, and won the Best Actress award of The 2nd Hong Kong Theatre Libre with *The Maids*.

Gladys has been the producer for performances of a variety of groups, including Pants Theatre Production, No Man's Land Theatre, Hong Kong Arts Festival, Tang Shu-wing Theatre Studio, 2 On Stage, Yakusha Theatre, the Radiant Theatre, Pleroma Theatre, Hong Kong Federation of Drama Societies, Hong Kong 3Arts Musical Institute, Drama Gallery, Stage 64 and Fantasy Puppet Theatre. She has also been the coordinator for a number of productions, including the Hong Kong Drama Awards Presentation Ceremony and the Chinese Theatre Festival. She is currently a freelance actress, an independent producer, internal secretary of the Hong Kong Federation of



Drama Societies, the founder and administration director of the Radiant Theatre.

1999年畢業於香港理工大學語文及商業學系，獲文學士學位，主修德文。2005年畢業於香港演藝學院戲劇學院，獲藝術學士（榮譽）學位，主修表演。2018年再考取香港教育大學藝術管理與文化企業行政人員文學碩士。

近年演出包括愛麗絲劇場實驗室《卡夫卡的七個箱子》、《第三帝國的恐懼和苦難》、《女侍 / 侍女》、《巴索尼里的一千零一個夜晚》、《百年孤寂》；顛覆盒子《30婚限定》等，並憑《侍女》獲第二屆香港小劇場獎「優秀女演員」。

黃氏曾為多個演出擔任監製，合作機構包括：一條褲製作、無人地帶、香港藝術節、鄧樹榮戲劇工作室、役者和戲、一路青空、Pleroma Theatre、六覺工房、新光中國戲曲文化、香港戲劇協會、六四舞台、香港音樂劇藝術學院、劇場工作室及奇想偶戲劇團等，並憑《5月35日》獲第二十九屆香港舞台劇獎「最佳製作」。

黃氏亦曾擔任多個製作的節目統籌，包括香港舞台劇獎頒獎禮、華文戲劇節及紀錄劇場節等。現為自由身演員、藝術行政人員、香港戲劇協會幹事、一路青空行政總監及藝術發展局審批員。



## Prof Tseng Sun Man 鄭新文教授

Professor of Practice in Music Management, CUHK  
香港中文大學音樂管理實務教授



Currently Professor of Practice in Music Management at the Chinese University of Hong Kong, Prof. Tseng Sun Man held a number of senior arts management positions in Hong Kong, including Executive Director of the Hong Kong Arts Festival Society, Secretary-General of the Hong Kong Arts Development Council and Head of Radio 4, RTHK. He served as Chair and Professor of the Arts Administration Department of the Shanghai Conservatory of Music from 2005 to 2008. He was the Co-programme Leader of the Executive Master of Arts in Arts Management and Entrepreneurship (EMA) of the Education University of Hong Kong from 2014 to 2017, which attracted senior cultural managers from seven Asian cities.

Prof. Tseng pursued music training in Hong Kong and New York (B.A and M.Mus), and later studied arts administration at the City University, London. He was a graduate of the Executive MBA programme of the Chinese University of Hong Kong. Prof. Tseng also received fellowships from the British Council and the Asian Cultural Council for further studies in Britain and the United States.

Prof. Tseng was a founding member of the Hong Kong Arts Administrators Association and its Chairman from 1991 to 1994. From 2012 to 2017, he served as a board member of the Association of Arts Administration Educators (AAAE) based in the USA. Currently he is a member of the Artistic Board of the Macau International Music Festival, an examiner of the Hong Kong Arts Development Council, Chairman of the Programme Advisory Committee, BA in Cultural & Creative Industries of the Hang Seng University of Hong Kong and Convener of the Steering Committee, Jockey Club Music Children Seed Programme, Music Children Foundation Limited. He also serves as a board member of Hong Kong Children's Choir, Hong Kong Dance Company, Hong Kong Gaudeamus Dunhuang Ensemble, Hong Kong Grand Opera, Tang Shu-wing Theatre Studio and the Wu Zhi Qiao (Bridge to China) Charitable Foundation.

His book "Principles of Arts Management" (in Chinese) has sold more than 10,000 copies and a revised edition was published in 2018.

鄭新文教授曾擔任多個藝術機構主管，包括香港藝術節行政總監、香港藝術發展局秘書長、香港電台第四台台長等。2005–2008年任上海音樂學院藝術管理系系主任及教授。2014–2017任香港教育大學藝術管理及文化企業行政人員文學碩士之課程聯合總監，吸引了七個城市有經驗的藝術管理人員修讀。現為香港中文大學音樂管理實務教授。

鄭氏分別於香港及紐約取得音樂學士及碩士。其後於倫敦城市大學修讀藝術行政，並於香港中文大學取得高級管理人員工商管理碩士(EMBA)。鄭氏亦曾獲英國文化協會及亞洲文化協會頒獎獎學金，赴英國及美國進修。

鄭氏曾擔任多個本地和國際藝術機構之委員董事或委員，包括香港藝術行政人員協會主席，美國的藝術管理教育學會AAAE董事等。現時出任澳門國際音樂節節目顧問團成員、香港藝術發展局審批員、香港恒生大學文化及創意產業文學士之課程管理顧問委員會主席、音樂兒童基金會「賽馬會音樂兒童啟樂計劃」督導委員會召集人。他亦是香港兒童合唱團、香港舞蹈團、香港天籟敦煌樂團、香港大歌劇院、鄧樹榮戲劇工作室及無止橋慈善基金的董事。

他的著作《藝術管理概論：香港地區與內地經驗及國內外案例》原版銷量超過一萬本，2018年出版修訂版。

## Mr Tang Yiu Ming 鄧耀銘先生

Seasoned Arts Administrator  
資深藝術行政人員



Tang Yiu Ming graduated from the Hong Kong Baptist University, with a degree of Bachelor of Arts in Chinese Language and Literature. He later obtained a degree of Executive Master of Arts in Arts Management and Entrepreneurship from The Education University of Hong Kong.

With about 20 years' experience in strategic planning, management and execution, to producing, administration and marketing, Tang has served various cultural organizations and arts groups, including the Hong Kong Chinese Orchestra, Wind Mill Grass Theatre, W Theatre, Theatre Ronin, The Nonsensmakers, We Draman Group, Prospects Theatre, Class 7A Drama Group, Take It Easy Theatre, Hong Kong Double Bass Society, R&T tap dance company, Celestial Pictures, Hong Kong Art School, Artransfer Culture Promotions Co. Ltd. and Arts Culture Society etc.

In 2009–2015, he has been the tour manager for overseas tours of local arts groups and performances of visiting arts groups, and coordinated more than 100 performances, including the "Music in the Summer Air" (MISA) of the Shanghai Symphony Orchestra, "Theatomic Bomb" of the Guangzhou Opera House, performances by the National Ballet of Lithuania, Ukulele Orchestra of Great Britain, Budapest Gypsy Symphony Orchestra and Paco Pena etc.



鄧耀銘先生畢業於香港浸會大學，獲中國語文及文學學士學位，及後於香港教育大學取得藝術管理及文化企業行政人員文學碩士學位。

由執行、管理、以至策劃，服務本地不同文化機構及藝團接近二十年，擔任製作人、行政及市務推廣等工作。合作機構包括：香港中樂團、風車草劇團、W創作社、浪人劇場、糊塗戲班、同流、新域劇團、7A班戲劇組、香港戲劇工作室、心靈客棧、香港低音大提琴協會、R&T踢踏舞團、天映娛樂、香港藝術學院、承藝文化、藝術文化協會等。2009–2015期間任巡演經紀人，統籌巡演或海外藝團訪港演出節目超過一百多場，包括：上海交響樂團夏季音樂節(MISA)、廣州大劇院「小戲園子蛋」系列、立陶宛國家芭蕾舞團、英國烏克蘭麗樂隊、布達佩斯吉卜賽交響樂團、帕科·佩納(Paco Pena)等藝團之國內巡演活動。

近年與幾位資深製作人合作籌劃「見習製作人訓練計劃」，整合實戰經驗、配合專業知識援引，為有意成為製作人的藝術家與行政人員提供工作坊、實習及製作策劃訓練。

## Ms Samantha Suen FCG HKFCG(PE)

### 孫佩儀女士 FCG HKFCG(PE)

Part-time Lecturer, Hong Kong Metropolitan University /  
Past President & former Chief Executive,  
The Hong Kong Chartered Governance Institute

香港都會大學兼職講師 / 香港特許秘書公會前會長及前任總裁



Samantha Suen was the Chief Executive of The Hong Kong Chartered Governance Institute (HKCGI) from 1 July 2013 to 2020. She has over 30 years of experience in corporate secretarial and governance services. Throughout her career life, she had worked at various international accounting firms, a law firm, and a multinational corporation. She was a Principal of KPMG between 1997 and 2003; and thereafter a Managing Director of KCS Limited until 2007 when she left to pursue her other interests.

Samantha is a Fellow of HKCGI and The Chartered Governance Institute, UK (CGI); and holds the Chartered Secretary and Chartered Governance Professional qualifications. In addition to being elected the President of HKCGI in 2003, she had been a Council member, Honorary Treasurer and member of various committees and panels of HKCGI.

Samantha was also the HKCGI representative on CGI's International Council in 2003. She was also a member of the Council of Corporate Secretaries International Association Limited.

Samantha is currently a Part-time Lecturer of Lee Shau Kee School of Business and Administration of Hong Kong Metropolitan University. She is also the Chairman of the Advisory Committee of the Bachelor of Business Administration (Honours) in Corporate Governance of The Hang Seng University of Hong Kong. She was a member of the Business Advisory Board of HKU SPACE, College of Business and Finance in 2018/2019.

Samantha holds a Master of Business Administration from Kellogg School of Management of Northwestern University, USA and School of Business and Management of Hong Kong University of Science and Technology.

孫佩儀女士於2013年7月1日至2020年擔任香港公司治理公會(HKCGI)總裁。她在公司秘書及公司管治服務方面擁有逾30年經驗。在她的職業生涯中，曾於多家國際會計師事務所、一家律師事務所及一家跨國公司工作。1997年至2003年期間，擔任畢馬威的主管，其後擔任KCS Limited的董事總經理，直到2007年離開去追求她的其他興趣。

孫女士目前為HKCGI和英國特許治理公會(CGI)的資深會員；並持有特許秘書和公司治理師專業資格。除了在2003年當選HKCGI的會長外，還曾擔任HKCGI的理事會成員、名譽司庫和多個委員會和小組的成員。2003年擔任CGI國際理事會的HKCGI代表。曾為公司秘書國際聯合會有限公司理事會理事。

孫女士現為香港都會大學李兆基商業管理學院兼職講師，教授企業管治課程。她亦擔任香港恒生大學企業管治（榮譽）工商管理學士顧問委員會主席，及於2018/2019年擔任香港大學附屬商業與金融學院商業顧問委員會成員。孫女士擁有美國西北大學凱洛格管理學院和香港科技大學工商管理學院的工商管理碩士學位。



## Mr Ricky Lam 林立基先生

Partner, DHR Global  
DHR Global 合夥人



Ricky Lam graduated as an accountant and he leverages his almost 30 years' experience in the management of business, BD, sales and marketing, and financial planning and analysis in China and throughout Asia Pacific.

Ricky began his career as a professional accountant with PwC before he joined the commercial world as financial analyst in DowElanco (a JV between Dow Chemical and Eli Lilly) and Nortel Networks. Later he took up various business and financial management roles in Dow and Lubrizol.

Ricky also has exposure in the entertainment and professional audio industries. He has worked in The Walt Disney Company Limited and Focusrite Audio Engineering in finance and product management roles.

Keen in education and professional development, since 2000, he has been lecturing with various higher institutions in Hong Kong in financial management, accounting, economics as well as taxation and business law.

Ricky has a BA in Economics from the University of Sydney, and an MBA from the Edinburgh Business School of the UK. He is a member of the CPA Australia and a songwriter member of CASH in Hong Kong.

林立基先生為商界及人事領袖，擁有近30年於中國及亞太地區提供營商、商務、銷售及營銷、財務諮詢及規劃之經驗。現為DHR Global 合夥人。

投身商界前，林立基先生曾於羅兵咸永道擔任專業會計師，以及於DowElanco和北電網路任職財務分析師。及後於陶氏化學及路博潤擔任商業開發、銷售及行銷等崗位。他的工作經驗亦涉獵娛樂及專業音響業，曾於華特迪士尼有限公司及Focusrite Audio Engineering擔任財務及產品管理職位。

他亦是經驗豐富的教育家，自2000年起，於本地不同專上院校擔任講師，教授財務、會計、經濟以至稅務及商業法律。

林立基先生畢業於澳洲悉尼大學，持有經濟學學士學位，以及英國愛丁堡商學院工商管理碩士學位。他亦是澳洲會計師公會成員，以及香港作曲家及作詞家協會(CASH)作曲會員。

## Dr Sampson Wong 黃宇軒博士

Hong Kong-based Urbanist, Artist, Independent Curator  
城市研究學者、獨立策展人



Sampson Wong is a Hong Kong artist, urbanist, independent curator and writer. After obtaining his PhD in Geography from the University of Manchester, he has been a lecturer of general education at The Hong Kong Academy for Performing Arts, and an assistant professor at UOW College Hong Kong. He is currently a lecturer of the General Education Foundation Programme at The Chinese University of Hong Kong.

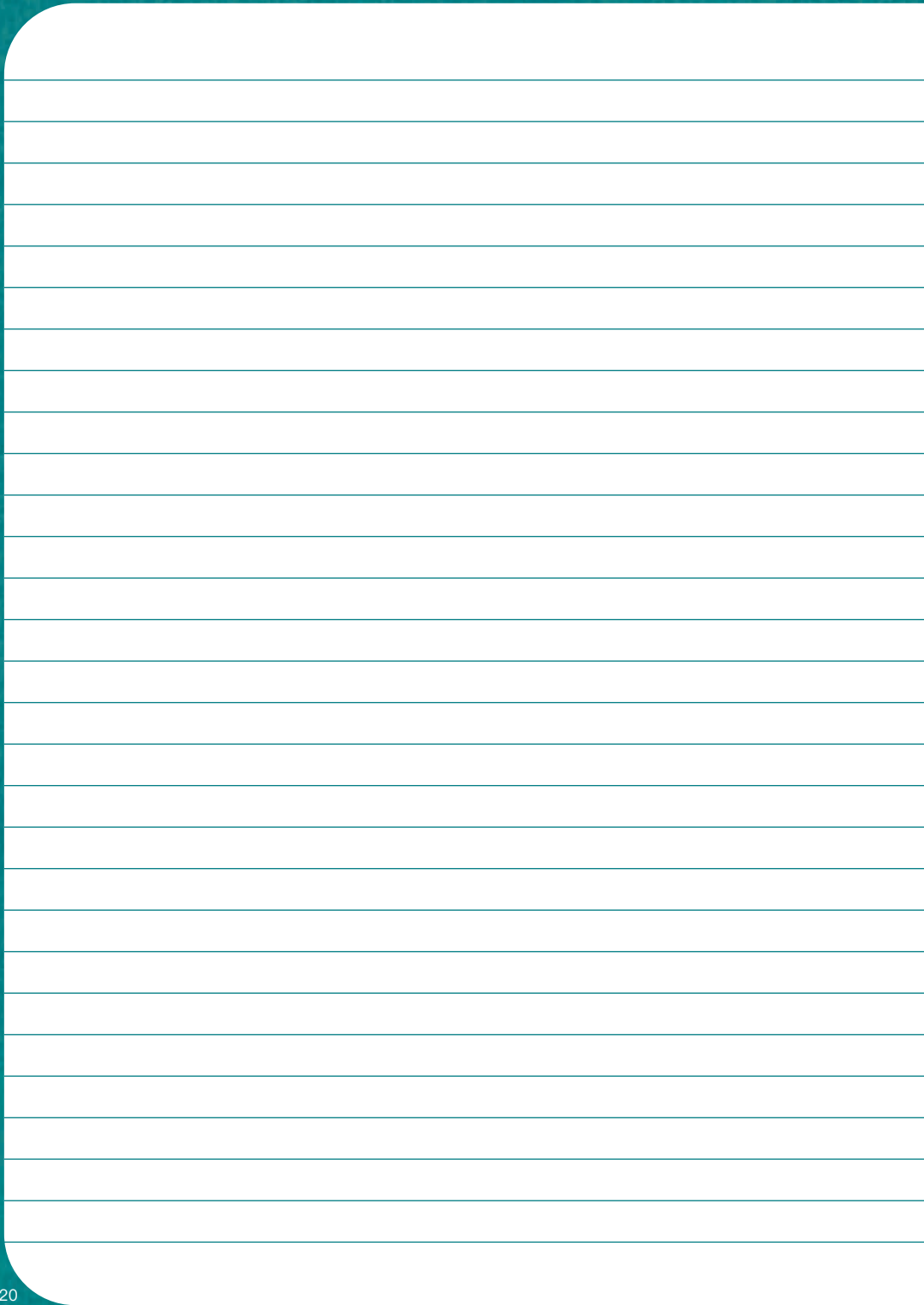
Sampson's trans-disciplinary research and creative interests include interventions in the public sphere, contemporary urbanism, arts and society, and cultural development.

In 2020, he co-created the YouTube channel "When in doubt, take a walk" as his latest attempt.

黃宇軒博士為香港藝術家、獨立策展人及寫作人，亦是一位城市研究學者，於英國曼徹斯特大學取得地理系博士。曾於香港演藝學院擔任通識教育講師，其後於香港伍倫貢學院社會科學院擔任助理教授。現為香港中文大學通識基礎課程講師，多年來同時以創作、策展、書寫、組織等形式介入各種跟城市空間、藝術與社會和文化發展相關的議題。

2020年，共同創立了YouTube頻道「懷疑人生就去散步」，作為最新近的嘗試。









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## Corporate Membership Scheme 企業會員計劃

The brand new Corporate Membership Scheme benefits arts organizations of different sizes by establishing a closer connection between members and providing the following benefits: 全新推出的「企業會員計劃」惠及不同規模的大小型藝團，為藝團建立更緊密的本地及海外交流，並提供以下優惠：

Cultural Leadership Summit complimentary pass 「文化領袖論壇」免費通行證

Complimentary job advertisement posting service 免費招聘廣告刊登

Membership registrations for designated representatives 提供會員名額給予藝團代表

HKAAA programme priority booking 本會活動優先報名

Special advertising rates 專屬廣告優惠

And more... 以及更多……

Become our corporate member with limited time offer starting from \$540 on or before 31 December 2022. Learn more and apply now 於2022年12月31日或之前，以限時優惠價 \$540 起成為我們的企業會員，立即了解更多及申請



# Become a Job Partner




## 成為招聘夥伴

HKAAA “Job Market” platform has been one of the most popular arts administration job searching channels in Hong Kong. Over 160 arts organizations\* have posted job advertisements on the platform, which attracted over 190,000 page views last year.

**Become one of our job partners and recruit the best candidates in town!**

HKAAA的「藝術職位空缺」平台一直廣受業界及求職者歡迎，  
超過160個藝文機構\*於本平台刊登招聘廣告，並在去年錄得瀏覽次數超過190,000。

**立即成為我們的招聘夥伴，招募合適你的藝術行政人才！**

	Rate 收費	Services included 服務包括
 <b>Corporate Members (All Tiers)</b> 企業會員(所有類別)	Complimentary 免費	Unlimited job postings 不限次數刊登招聘廣告
 <b>Standard Job Partner</b> 標準招聘夥伴	\$500	20 job postings 20 個職位招聘廣告刊登
 <b>One-off Job Advertisement</b> 單次招聘廣告	\$30	1 job posting 1 個職位招聘廣告刊登

Find out more and apply  
了解更多及申請



\* as of 截至 31/12/2021

CULTURAL  
LEADERSHIP  
SUMMIT  
文化領袖論壇  
2 0 2 2

Theme 主題

# International Cultural Exchange 國際文化交流

17 - 19 AUG 2022 WED - FRI  
**SAVE THE DATE**

*Sponsorship Enquiries*  
贊助查詢

Ms Wendy Lam 林翹姿女士

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*Partnership Enquiries*  
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☎ 3621 0514

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

HKAAA reserves the right of final decision of any changes in the content of the event.  
本會保留更改活動內容的一切最終決定權。

