

Essential Guide to Effective Arts Management 藝術管理指南

藝文領航員：法律、預算、營銷及活動安全

Navigating the Arts:

Essential Skills and Advanced Insights in Law,
Budgeting, Marketing, and Industry Safety



2 MAY - 20 JUNE 2024

Venue : AC1, Hong Kong Cultural Centre

地點 : 香港文化中心，會議室AC1

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

藝文領航員：法律、預算、營銷及活動安全
Navigating the Arts:
Essential Skills and Advanced Insights in Law,
Budgeting, Marketing, and Industry Safety

All-rounded Training in Arts Administration
全面的藝術行政培訓

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

Tailor-made Content to Fit the Industry's Actual Needs
量身訂做內容以貼合業界實際需求

Fundamentals of Arts Management 藝術行政基本功

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- MAY -
THU

19:30-22:00

The Fundamentals of Financial Management: Budget & Control 運籌帷幄：財務預算與控制

- Explore the purpose and importance of budgeting in financial management.
探討財務管理中預算的目的和重要性。
- Discover the essential components of budgeting and best practices for budget allocation and prioritisation.
尋找預算分配與排序的要訣與實踐方式。

Mr. Stephen Chan | President, The Association of Hong Kong Accountants
陳世雄先生 | 香港會計師專業協會會長

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- MAY -
THU

19:30-22:00

Legal Frameworks in Art Management: Navigating Contract Laws and Regulations 藝管有約：藝法領域知多少

- Understand the fundamentals of Contract Law in the arts field.
了解藝術領域中合同法的基礎知識。
- Extend knowledge by exploring the application of Contract Law, such as in the cases of artists' agreements and intellectual property ownership.
借助藝術家合約和知識財產權實例，加深對合同法應用的認知。

Prof. Alex Fan, MH | Honorary Legal Counsel, Hong Kong Arts Administrators Association
范凱傑教授，MH | 香港藝術行政人員協會義務法律顧問

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THU

19:30-22:00

Event Venue Management 101: Licensing & Safety – Case Study of West Kowloon Cultural District Shows 一台好戲：牌照安全你要知

- Gain a comprehensive understanding of event management from a production perspective.
從製作角度全面掌握活動策劃。
- Explore the licenses necessary for event organisation, the application process, and the safety regulations involved.
了解活動策劃所需的許可證，包括申請流程和相關安全規定。
- Familiarise yourself with the technical terms commonly used in event venues.
熟悉活動場地常用技術用語。

Mr. Frank Yeung | Head of Theatre Planning (Performing Arts), West Kowloon Cultural District Authority
楊福全先生 | 西九文化區管理局劇場策劃主管 (表演藝術)

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THU

19:30-22:00

Digital Marketing Wonderland: Exploring the Toolbox to Conquer the Online Landscape 數碼當道：市場推廣工具箱

- Utilise various digital marketing platforms and their unique functionalities for effective marketing.
認識如何充分利用各種數碼推廣平台及其獨特功能。
- Learn practical tips for creating content and scheduling marketing campaigns that resonate with the target audience.
了解內容創作和推廣策略的實用技巧以迎合目標受眾。

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

Advanced Arts Management 藝術行政精武門

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- MAY -
THU

19:30-22:00

Finance Management: Storytelling Financial Data 數說故事：財務術語大拆解

- Gain a deeper understanding of commonly used financial terminologies.
深入了解各種常用會計及財務術語。
- Develop skills to clarify financial data and concepts to ensure effective communication between arts managers and auditors.
釐清財務數據及概念，確保藝術行政人員與核數師間之有效溝通。

Dr. David Tsui | Deputy Director, Museum Operations, M+ Museum
崔德輝博士 | M+博物館副總監 (博物館營運)

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THU

19:30-22:00

Mastering Events Crisis Management: From Chaos to Calm 消災解Art：危機管理互助會

- Cultivate awareness of the pivotal role crisis management plays in event planning.
理解危機管理於活動策劃中的逼切性。
- Learn effective communication protocols and decision-making during crises.
學習如何在危機情況下作出有效溝通與決策。

Mr. Julian Law | Founder and Managing Partner, Jervois One (HK) Limited
羅永聰先生 | 蘇杭街一號創辦人

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THU

19:30-22:00

Safety Management: Application in Theatres 防患未然：劇場安全管理學

- Insights into the safety regulations in theatre perspectives and its latest development.
了解舞台安全法規及最新發展。
- Developing a theatre safety management system.
制訂舞台安全管理制度。
- Implementation: communication and training in ensuring safety compliance.
安全管理制度的執行：溝通與培訓以確保符合相關安全規例。

Mr. Frank Yeung | Head of Theatre Planning (Performing Arts), West Kowloon Cultural District Authority
楊福全先生 | 西九文化區管理局劇場策劃主管 (表演藝術)

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THU

19:30-22:00

Maximising Customer Engagement: Leveraging Omnichannel Marketing Strategies in the Digital Age 馳騁網絡：整合營銷全方位

- Introduction on integrated marketing and how to plan for an effective omni-channel campaigns.
簡介整合營銷，並學習如何規劃高效的全方位營銷策略。
- Case sharing for best practice in digital campaigns for art industry (by choice of channel, targeting, creative, tracking and more).
藝壇網絡營銷個案分享 (渠道選擇、受眾定位、創意思維、結果追蹤等)。

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亞太網絡資訊有限公司

Essential Guide PLUS: The Greater Bay Area Cultural Exchange Tour 加料考察活動：大灣區文化交流團

Featured Guest 客席嘉賓

Dr. CHEN Jun 陳俊博士
Chairman,
Guangdong, Hong Kong, and Macao Cultural
and Artistic Talent Exchange Association
粵港澳文化藝術人才交流協會主席

Ms CHUNG Ching, Enid 鍾晶女士
Director,
Hong Kong Contemporary Youth Dancers
香港當代青年舞蹈團總監

Ms YIU Yun Man, Mandy 姚潤敏女士
Executive Director,
Actors' Family
演戲家旅行行政總監

Ms YU Kit Yee, Flora 余潔儀女士
Executive Director,
Hong Kong Arts Festival
香港藝術節行政總監

*Further details of the Essential Guide PLUS are to be announced.
加料考察活動詳情有待公佈。

All workshops will be conducted in Cantonese. 所有工作坊將以廣東話進行。
For more details, please visit HKAAA website. 有關更多詳情，請瀏覽本會網站。

	Eligible for 適用於	Original Price 原價	Discount Price 優惠價*
Fundamentals Bundle Pass 基本功通行證	All four workshops of 'Fundamentals of Arts Management' 「藝術行政基本功」全四課	\$3000	\$1800
Advanced Class Pass 精武門單日證	Single workshop of 'Advanced Arts Management' 「藝術行政精武門」單課	\$820	\$490

All Passes are now available at art-mate.
所有門票現已於art-mate網上售票平台公开发售。

Online Booking
網上購票



Course Details
課程資訊



Member Discount 會員優惠

HKAAA Members can enjoy a **40% discount**.
本會會員可享有六折優惠。

- Participants who have completed the Fundamentals course with 75% attendance or above will receive a certificate of attendance. Additionally, certificates will be issued to those who have completed the Advanced Class.
「藝術行政基本功」之學員若出席率達七成五或以上；或「藝術行政精武門」之學員完成單日課堂後，將獲頒發出席證書。
- Visit the HKAAA website and register as a member to enjoy the member discount.
立即到HKAAA官網申請成為會員以享會員優惠。

Group Booking Discount 團體購票優惠

Enjoy a **40% discount** for each purchase of 5 or more passes of any type within a **single transaction**.
凡同時購買任何5張或以上門票即可享有六折優惠。