

Marketing of Young Artists 演藝新進：營銷策略

03. 10. 2018 (Wed 星期三) 7:30 p.m.

Lecture Hall, Hong Kong Space Museum

香港太空館演講廳

SPEAKERS 講者

Prof. Tseng Sun-man 鄭新文教授

Planning and promoting your music career

規劃和推動你的音樂事業



Prof. Tseng Sun-man has held a number of senior arts management positions, including Executive Director of the Hong Kong Arts Festival Society and Secretary-General of the Hong Kong Arts Development Council. Since 2002 he focuses on arts management training and consultancy in Hong Kong and Mainland China. He was Chair and Professor of the Arts Administration Department of the Shanghai Conservatory of Music from 2006 to 2008. Prof. Tseng has been Adjunct Professor of the Education University of Hong Kong since 2012 and a board member of the Association of Arts Administration Educators (USA) since 2014. His book “Principles of Arts Management” (in Chinese) has sold more than 10,000 copies.

鄭新文曾擔任多個香港藝術機構的主管，包括香港藝術節首位華人行政總監、香港藝術發展局秘書長等。2002 年後主要從事顧問和教學工作，2005-08 年任上海音樂學院藝術管理系系主任和教授。2012 年加入香港教育學院為兼任教授，現時是美國的藝術管理教育學會 AAAE 董事。

其著作《藝術管理概論：香港地區經驗、國內外案例》銷量超過一萬本。

Dennis Wu 胡銘堯

Marketing for young musicians: Why and how

年輕音樂家的市場學

Being the Associate Marketing Director of the Hong Kong Arts Festival, Dennis Wu takes a leadership role in digital marketing initiatives for the Festival. He has been a business analyst for a number of years before taking up this role, and has been a mentor of Hong Kong Science and Technology Parks mentorship programme to one of the incubating technology companies. Besides being a technical expert, Wu runs a parallel career as a classical music specialist, having graduated with a master's degree in composition from the music department of the Chinese University of Hong Kong. He has been an active public speaker for classical music appreciation talks and actively curating outreach programmes for classical music.



胡銘堯現為香港藝術節副市場總監，負責策劃香港藝術節之數碼營銷。在此之前，他有豐富商業分程經驗，為香港藝團提供相關之顧問服務。他亦曾是香港科學園培育計劃之顧問，成為其中一間初創公司之顧問。除了專注於數碼營銷外，胡銘堯亦同時是一位音樂的專業人員，以音樂碩士學位畢業於香港中文大學音樂系。他亦是活躍於公開講座的講者，經常主持音樂推廣之講座，並積極籌備古典音樂的外展節目。

MODERATOR 主持



Dr. Chan Kai-young 陳啟揚博士

Among his influences from various Asian traditions, Kai-Young Chan is particularly drawn to assimilating the musicality of ancient Chinese literature in his works, which are performed internationally by the Pittsburgh Symphony Orchestra, Albany Symphony, Hong Kong Philharmonic Orchestra, PRISM Quartet, Mivos Quartet, among other prominent performers. Presented on international venues such as ISCM World Music Days and International Rostrum of Composers, his works are also released on Ablaze, Navona, and Innova Records, and published by Editions Peters (London). After earning a Ph.D. in Music Composition from the University of Pennsylvania, he joined the Chinese University of Hong Kong as composition faculty.

<http://www.chankaiyoung.com>

陳啟揚於美國賓夕法尼亞大學完成作曲博士學位，獲富蘭克林學人獎學金全額資助，現為香港中文大學音樂系講師。作品常受亞洲題材及粵語音調啟發，曾獲美國匹茲堡交響樂團、奧爾巴尼交響樂團、米費斯四重奏、香港管弦樂團等團體演奏，並先後入選歐亞、北美洲、中美洲各地多個國際音樂節，包括國際現代音樂節(ISCM)、國際作曲家交流會議(IRC)、古巴夏灣拿音樂節、德國達姆施塔特現代音樂節等，並由 Edition Peters 出版社以及美國唱片公司 Innova、PARMA、Ablaze 出版。

<http://www.chankaiyoung.com>

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香港作曲家聯會
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