

Music China Educational Program
Music China 音乐教育活动

I) Music Trial Classes
音乐课堂

Date 日期: 28/10 – 30/10

Venue 地点: Meeting Room E3-M24 会议室

Date 日期 / Time 时间	Speaker 演讲嘉宾	Topic 题目
28/10 13:30 – 15:00	Mr. Zhao Yishan Music Education Expert, Deputy Editor-in-Chief of People's Music Publishing House 赵易山 先生 音乐教育专家、人民音乐出版社副总编辑	Teach Music with Music – Welcome to Join the Family of Emerging Music Education “用音乐教音乐” – 欢迎加入新兴音乐素养教育大家庭
28/10 15:30 – 16:15	Mr. Jin Geping Piano Educator, Professor at Xianda College of Economics and Humanities, Shanghai International Studies University 金鹤平 先生 钢琴教育家、上海外国语大学贤达学院艺术系教授	What is the Core Competence of Piano Teaching 钢琴教学的核心竞争力是什么?
29/10 10:30 – 11:15	Mr. Liang Yongbo Deputy Director of Music Education Workers Sub-Committee, Chinese Musicians Association, Deputy Director of Music Education Sub-Committee, Chinese Musical Instrument Association 梁永波 先生 中国音协新兴音乐教育工作委员会副主任、中国乐器协会音乐教育专业委员会副主任	Survival and Development of Music Education Institutions after the Pandemic 疫情后音乐艺术培训机构的生存与发展
29/10 11:30 – 12:15	Mr. Wang Qiu Dean of Dan Zhaoyi Piano Research Institute 王迺 先生 但昭义钢琴研究院院长、教授	How to Keep China's Basic Piano Education up with Education on Artistic Quality 中国钢琴基础教育如何实现与艺术素质教育接轨 – 论钢琴基础教材的选用
29/10 13:30 – 14:15	Mr. Huang Jianyi Jazz Pianist, Educator, Principal of JZ School 黄健怡 先生 爵士钢琴演奏家/教育家、JZ School 校长	How to Teach Jazz Music 爵士乐如何教
29/10 14:30 – 15:15	Mr. Shen Yongsheng Founder of Budong Music 沈永生 先生 布咚音乐创始人	The Secret to Standing Out among Small to Medium sized Music Dealers 乘风破浪, 中小琴行弯道超车的秘诀

Schedule is subject to change without further notice; please refer to onsite notice board.

活动内容如有更改, 恕不另行通知, 以现场公布为准并请参阅现场公告栏。

29/10 15:30 – 16:15	Mr. Gong Xusheng Founder of Lesi Education Group, KOL of Digital Music Education Industry in China 宫旭生 先生 乐斯教育集团创始人、 中国数字音乐教育行业 KOL	How to Build a Competitive Music Education Institution 跨越 2020，如何打造具有市场竞争力的音乐教育 机构
30/10 10:30 – 11:15	Mr. Qu Wen Vice Dean of Chinese Art Committee of China Society for the Promotion of Cultural and Art Development 曲文 先生 中国文化艺术发展促进会国学艺术专业委员 会副主任	Opening of a Quality Music Course for Children, Student Recruitment and Teacher Training 少儿音乐素养课程的开班教学、招生与师资培训
30/10 11:30 – 12:15	Mr. Sha Jianjun Founder of Fine Music 沙建军 先生 凡音健康科技创始人	How to Tap into the Enormous Market of Music & Health 如何挖掘音乐+健康的万亿蓝海市场?
30/10 13:30 – 14:15	Mr. Huang Xiaoming Head of Business Development of Youzan, Former Head of International Accountant Program of Golden Education 黄晓鸣 先生 有赞教育商业化负责人、前高顿教育国际会 计项目负责人	How to Increase Online Traffic and Business Growth for Music Education Institutions 教育机构如何搭建私域流量 重塑经营增长

II) music+Talks™ (Paid Registration)
music+Talks™ 音乐教育教师会 (付费报名参会)

Date 日期: 28/10 – 31/10

Venue 地点: Meeting Room E3-M22 会议室

Date 日期 / Time 时间	Content 内容
28/10 10:00 – 11:30	Keynote: Music Education Course Design for Different Age Groups 主题讲座: 分龄音乐教育
28/10 13:00 – 15:00	Poster Presentation and Communication for Music Education and Theme Talk 音乐教育海报展呈现及导读+主题演讲
28/10 15:30 – 16:30	Panel Talk: Course Design for Different Age Groups – Revolution and Challenge for Social Music Education 圆桌会议: 分龄音乐教育的课程设计 – 社会音乐教育的变革与挑战
29/10 10:00 – 11:30	Media Briefing: music+Talks™ – Professional Development Planning for Music Teachers in 2021 新闻发布会: music+Talks™ 音乐教育教师会 – 2021 年度教师职业发展规划
29/10 13:00 – 15:00	Workshop: The Presentation and Analysis of the Course Design and Results 专题讨论会: 课程设计与实践成果展现与分析
30/10 10:00 – 11:30	Poster Presentation and Communication for Music Education 音乐教育海报展呈现及导读
30/10 13:00 – 15:00	Theme Talk + Teachers' Declaration (Closing Ceremony) Topic: The Course Design and the Application Scheme of Entry-level Music Education in terms of General Education 音乐教师主题演讲+教师宣言 (闭幕) 主题: 通识教育在初级音乐教育的课程设计与实施方案
31/10 10:00 – 12:00	music+Talks™ Membership Session Topic: The Effects of Personal Competence and Systems of Evaluation on the Professional Development of Music Teachers music+Talks™ 核心会员专场 主题: 音乐教师个人能力及教学评测系统对未来职业发展规划的影响

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