

Event Name 活动	October 十月				Time 时间	Location 地点
	28	29	30	31		
NAMM CMIA Industry Forum NAMM CMIA 行业论坛	✓				14:00 – 16:00	Room E1-M16 会议室
NAMM University 经销商培训课程						
- How to sessions (I) “如何操作” 培训课程(I)		✓			13:00 – 16:30	Room E1-M15 会议室
- How to sessions (II) “如何操作” 培训课程(II)			✓		13:00 – 17:00	Room E1-M15 会议室
Music China New Product Global Launch Music China 全球业界新品首发活动						
- First Launch of New Products and On-site Release Ceremony 2020 Music China 全球业界新品首发式	✓				09:30 – 10:50	Booth W3D20 展位
- Media Interviews 入选新品企业专访	✓	✓			Full day 全天	Booth W3D20 展位
- New Product Display “最佳新品” 现场展示	✓	✓	✓	✓	Full day 全天	Booth W3D20 展位
China Music Retail Development Summit 中国琴行发展峰会			✓		10:00 – 12:30	Room E1-M15 会议室
Music Lab 音乐实验室	✓	✓	✓	✓	Full day 全天	Booth W5A32 展位
Violin-Making Master Workshop 提琴制作大师工坊	✓	✓	✓	✓	Full day 全天	Booth E4B52 展位
Guitar Theme Zone 吉他文化主题区	✓	✓	✓	✓	Full day 全天	Booth W3A32 展位
Shanghai International MIDI Forum & 2020 International Electronic Music Competition 国际 MIDI 技术发展和应用论坛暨 2020 国际电子音乐大赛颁奖典礼						
- Shanghai International MIDI Forum 国际 MIDI 技术发展和应用论坛			✓		Afternoon 下午	Booth W3D20 展位
- IEMC Awards Ceremony 2020 国际电子音乐大赛颁奖典礼						
Training course for Senior Piano Technicians 钢琴高级调律师培训讲座			✓		Full day 全天	Room E2-M17 会议室
Music China Educational Program Music China 音乐教育活动						
- Music Trial Classes 音乐课堂	✓	✓	✓		Full day 全天	Room E3-M24 会议室
- music+Talks™ (Paid Registration) music+Talks™ 音乐教育教师会 (付费报名参会)	✓	✓	✓	✓	Full day 全天	Room E3-M22 会议室
Master Classes 名家讲坛	✓	✓	✓		Full day 全天	Room E2-M19 会议室
Music Warms Our Heart – Care for Autism Charity Project “音乐开启心灵” – 关爱自闭症公益系列活动	✓	✓	✓	✓	Full day 全天	Booth E4F12 展位
National Music Education Conference (Paid Registration) 国民音乐教育大会 (付费报名参会)		✓	✓		Full day 全天	SNIEC Meeting Room 展馆会议室
Never-ending Music - Live shows 音乐缤纷季—现场演奏会	✓	✓	✓	✓	Full day 全天	Stages 室外舞台 S1 / S2

Please refer to the full schedule
详情请参阅日程

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NAMM CMIA Industry Forum

NAMM CMIA 行业论坛

Date 日期: 28/10

Time 时间: 14:00 – 16:00

Venue 地点: Meeting Room E1-M16 会议室

Keynote Speech 主题发言:

Speaker 嘉宾	Title 单位/职务
Mr. Wang Shicheng 王世成 先生	President of China Musical Instrument Association 中国乐器协会理事长
Mr. Joe Lamond (Video) 拉蒙德 先生 (视频演讲)	CEO and President of NAMM 美国国际音乐制品协会总裁兼首席执行官

Panel Discussion 圆桌论坛:

Moderator 主持人	Title 单位/职务	Topic 题目
Mr. Zeng Zemin 曾泽民 先生	Director of National Standardization Committee of Music Instruments 全国乐器标准化委员会主任	The Solutions to Stimulate the Industry amid the Pandemic 抗击疫情 提振市场

Speaker 嘉宾	Title 单位/职务
Mr. Wu Bin 吴斌 先生	Former President and Secretary of Party Committee of People's Music Publishing House 人民音乐出版社前社长、党委书记
Mr. Terence Ng 吴天延先生	President of Parsons Music Corporation 柏斯音乐集团总裁
Mr. Gu Bingfeng 顾冰峰 先生	General Manager of Medeli Musical Instrument (Zhuhai) Co Ltd 得理乐器(珠海)有限公司 总经理
Mr. Liu Weiming 刘为明 先生	Chairman of TianMu Music 浙江天目琴行有限公司 董事长
Mr. Chen Liang 陈亮 先生	Head of Musical Instruments Channel of Pinduoduo 拼多多网络科技有限公司 乐器类目负责人

NAMM University

经销商培训课程

How to sessions (I)

“如何操作”培训课程 (I)

Date 日期: 29/10

Time 时间: 13:00 – 16:30

Venue 地点: Meeting Room E1-M15 会议室

Time 时间	Speaker 演讲嘉宾	Topic 题目
13:00 – 14:00	Ms. Zhu Wenyu Founder and President of Shanghai Best Friend Music Culture Co Ltd 朱文玉 女士 上海知音音乐文化股份有限公司创始人、董事长	How Can Companies Develop their Competencies and Inspire Employees to Create Value Amid the Pandemic? 疫情下企业如何修炼内功, 激发员工创造价值
14:15 – 15:15	Mr. Yan Cunwu General Manager of Henan Xingyue Music Retailer 晏存伍 先生 河南南阳星月琴行总经理	How to Make a Breakthrough Amid the Pandemic – Advice for Small to Medium Sized Music Retailers 中小微琴行如何战“疫”, 实现逆势突破
	Mr. He Longtian President of Yunnan Zhujiang Dehua Music Retailer 何龙天 先生 云南玉溪珠江德华琴行董事长	

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15:30 – 16:30	Ms. Zhou Zhou Founder of Musictalks 周洲 女士 Musictalks 音乐教育平台 发起人	Course Design of Music Education for Different Age Groups 分龄音乐教育的课程设计
	Ms. Zhang Le Doctor of Music Education, Pennsylvania State University 张乐 女士 美国宾州州立大学音乐教育专业博士	

How to sessions (II)

“如何操作”培训课程 (II)

Date 日期: 30/10

Time 时间: 13:00 – 17:00

Venue 地点: Meeting Room E1-M15 会议室

Time 时间	Speaker 演讲嘉宾	Topic 题目
13:00 – 14:00	Mr. Qin Chuan Chairman of Hebei Qinchuan Musical Instruments 秦川先生 河北秦川教育集团董事长	New Opportunity and Strategy for the Industry under the Epidemic 疫情常态化之下的行业新机会与应对策略
14:00 – 15:00	Mr. Yang Zhigang General Manager of Guangdong Runsheng Culture Development Co Ltd 杨志钢先生 广东惠州润声文化有限公司董事长	Bringing Pianists into the Classroom: a New Model to Drive Class Enrolments 如何以“钢琴家进课堂”辅助教学为抓手创建业务新模式，快速带动招生销售
15:00 – 16:00	Mr. Zhai Lianhe General Manager of Zhengzhou Xingyi Music Retailer 翟联合先生 郑州星艺琴行总经理	How to Adhere to the Essence of the Industry and Create New Operational Patterns After the Pandemic 后疫情时代，琴行如何坚守行业本质，灵活创新经营模式
16:00 – 17:00	Ms. Yin Baoxia Founder of Shanxi Yiyuan Art and Cultural 尹宝霞女士 山西临汾艺苑艺术文化艺术中心创始人	How to Develop Online and Offline Music Education in a Coordinated Way and Turn Challenges into Opportunities 音乐教育机构如何协同发展线上线下能力，成功转危为机

Music China New Product Global Launch

Music China 全球业界新品首发活动

I) First Launch of New products and On-site Release Ceremony

2020 Music China 全球业界新品首发式

Date 日期: 28/10

Time 时间: 09:30 – 10:50

Venue 地点: Booth W3D20 展位

II) Media Interviews

入选新品企业专访

Date 日期: 28/10 – 29/10

Venue 地点: Booth W3D20 展位

III) New Product Display

“最佳新品”现场展示

Date 日期: 28/10 – 31/10

Venue 地点: Booth W3D20 展位

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China Music Retail Development Summit

中国琴行发展峰会

Date 日期: 30/10

Time 时间: 10:00 – 12:30

Venue 地点: Meeting Room E1-M15 会议室

Topic 主题: New Situation, New Pattern and New Development

新形势、新业态、新发展

Host 主办: Sub-committee for Music Retailers of CMIA, Music Education Committee of CMIA, Music China Organizing Committee

中国乐器协会琴行分会、中国乐器协会音乐教育专业委员会、中国（上海）国际乐器展览会组委会

Panel Discussion 圆桌论坛:

Speaker 嘉宾	Title 单位/职务	Topic 题目
Mr. Yang Zhigang (Moderator) 杨志钢 先生 (主持人)	General Manager of Guangdong Runsheng Culture Development Co Ltd 广东惠州润声文化有限公司董事长	The Future of Front-line Teachers and Small to Medium Sized Music Institutions 一线老师和中小培训机构的前途问题
Mr. Zhai Lianhe 翟联合 先生	General Manager of Xingyi New Musical Instruments Co Ltd 郑州星艺琴行总经理	Why Is It Harder for Music Retailers to Survive and Develop Nowadays? 当今琴行业的生存发展为何一年比一年难
Ms. Liu Hong 刘宏 女士	Chairman of Jiangxi Hongsheng Culture Development Co Ltd 江西省宏声文化艺术发展有限公司 (宏声琴行) 董事长	The Management of Music Retailers and Art schools in the Post-pandemic Period 后疫情时期的琴行/艺校经营管理
Mr. Zhou Ming 周明 先生	Director of China Region, Piano Buyer Magazine 美国 Piano Buyer 杂志中国区总监	How to Save Music Retailers When the Pandemic Situation Becomes a New Normal 疫情常态化的琴行业如何自救
Mr. Liu Cheng 刘骋 先生	General Manager of Tianmu Musical Instruments Co Ltd 浙江天目琴行总经理	How to Create Good Corporate Culture in the Post-pandemic Period 后疫情时期如何打造好企业文化, 逆境之下顺势而为

Keynote Speech 主题演讲:

Speaker 嘉宾	Title 单位/职务	Topic 题目
Ms. Tian Jiabin 田佳鑫 女士	Steinway Artist, Messenger of Peace of Beijing Municipal UNESCO Clubs Association 施坦威艺术家、联合国北京教科文组织协会“和平大使”	A Practical Report on the Project of "Pianist Entering the Classroom" “钢琴家进课堂”项目之实践报告

Topic Sharing 专题分享:

Speaker 嘉宾	Title 单位/职务	Topic 题目
Mr. Yang Ming (Moderator) 杨明 先生 (主持人)	CEO of Julia (Beijing) Business Management Co Ltd 茱莉亚(北京)商业管理有限公司执行总裁	An Analysis of the Profit-making of Music Institutions 音乐机构“赢利”路径分析
Ms. Zhong Xinxing 钟新星 女士	General Manager of Jiangxi Hongyue Company 江西宏乐艺校公司总经理	How to Turn Crisis into Opportunity for Music Schools in the Post-pandemic Period 疫情后时期培训学校如何转危为机
Mr. Zhou Ming 周明 先生	Director of China Region, Piano Buyer Magazine 美国 Piano Buyer 杂志中国区总监	Changes to Sales Channels in the Musical Instruments Industry 乐器行业销售渠道的内循环裂变
Mr. Guo Xingcheng 郭星成 先生	Vice General Manager of Shenzhen Rongma Xuanyin Media Co Ltd 深圳市戎马炫音传媒有限公司副总经理	How to Use Online Media to Help Musical Instrument Retailers 乐器零售机构如何利用网络媒体流量弯道超车
Mr. Yang Zhiwei 杨志伟 先生	Chairman of Kunmign Gufeng Musical Instruments Co Ltd 昆明谷峰乐器有限公司董事长	What is the New Retailing Model for Musical Instruments? 乐器新零售是什么?

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Violin-Making Master Workshop

提琴制作大师工坊

Date 日期: 28/10 – 31/10

Venue 地点: Booth E4B52 展位

Time 时间	Speaker 演讲嘉宾	Topic 题目
28/10 10:30 – 12:30	Mr. Yang Jinlong Violin Maker 杨金龙 先生 知名制琴师	Peg Assembly of Violin Setup 安装小提琴的木钉组件
28/10 13:30 – 16:30	Mr. Shi Yin Member of the Standing Committee of the Shanghai Conservatory of Music, Head of the United Front Work Department and Curator of the Oriental Musical Instruments Museum 史寅 先生 上海音乐学院党委常委、统战部部长、东方乐器博物馆馆长 Mr. Hua Tianreng Former Vice Dean, Professor of Shanghai Conservatory of Music 华天初 先生 上海音乐学院前副院长、教授 Mr. Tan Guozhang National Class One Violinist (son of Tan Shuzhen) 谭国璋 先生 国家一级小提琴演奏员（谭抒真之子） Ms. Xing Yuan Shanghai Conservatory of Music, phd, Assistant Research Fellow of Oriental Musical Instruments Museum 邢媛 女士 上海音乐学院 博士（在读）东方乐器博物馆助理研究员 Mr. Liao Chaojie Retired teacher, Overseas Chinese Experimental High School, Nanning, Guangxi 廖超杰 先生 广西南宁市华侨实验高中退休教师	The Violin Donation Ceremony of Shanghai Conservatory of Music 上海音乐学院提琴捐赠仪式
29/10 10:00 – 12:00	Mr. Gao Tongtong Vice Director of the Department of Violin Making of Central Conservatory of Music, Member of EILA-International Association of Violin and Bow Makers 高彤彤 先生 中央音乐学院提琴制作研究中心副主任、国际提琴与琴弓制作大师协会 EILA 会员	Scroll Carving 小提琴琴头雕刻
29/10 13:00 – 14:30	Mr. Chen Xiangwei Violin Maker 陈祥伟 先生 知名制琴师	Scroll Carving 小提琴琴头雕刻
29/10 15:00 – 16:30	Mr. Xu Yongcheng Violin Maker 徐永成 先生 知名制琴师	Top Arching 小提琴面板制作
30/10 9:30 – 13:00	Mr. Ni Da Graduate of the Acadmia Cremonensis 倪达 先生 Acadmia Cremonensis 毕业学员	Violin Back Radian Making 完善提琴弧度和翻遍处理

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30/10 11:00-11:30	Mr. Ma Xuekai General Manager of Yamuse (Beijing) Culture and Arts Co Ltd 马学凯 先生 亚缪斯（北京）文化艺术有限公司总经理	Appreciation of Masters' Instruments from Cremona: 1. Luca Salvadori 2. Alessandro Tossani Cremona 制琴大师作品品鉴: 1. Luca Salvadori 2. Alessandro Tossani
30/10 14:00 – 17:30	Mr. Fenglin Luan Graduate of the Acadmia Cremonensis 栾泮麟 先生 Acadmia Cremonensis 毕业学员	The Preparation of the Violin Ribs and the Making of Corner Block 提琴侧板的准备与角木制作
30/10 15:00 – 15:30	Mr. Ma Xuekai General Manager of Yamuse (Beijing) Culture and Arts Co Ltd 马学凯 先生 亚缪斯（北京）文化艺术有限公司总经理	Appreciation of Masters' Instruments from Cremona: 3. Roberto Collini 4. Nicola Lazzari 5. Angelo Sperzaga Cremona 制琴大师作品品鉴: 3.Roberto Collini 4. Nicola Lazzari 5. Angelo Sperzaga

Training course for Senior Piano Technicians

钢琴高级调律师培训讲座

Date 日期: 30/10

Venue 地点: Meeting Room E2-M17 会议室

Time 时间	Speaker 演讲嘉宾	Topic 题目
10:30 – 12:00	Mr. Chen Deran Assistant of General Manager of Guangzhou Pearl River Piano Group Co Ltd 陈德然 先生 广州珠江钢琴集团股份有限公司总经理助理	Tuning Techniques for Concert Pianos 演奏会用琴触感调整的技巧
15:30 – 17:00	Mr. Hu Haipeng General Manager of Neugebauer Piano Shanghai 胡海鹏 先生 诺一乐器（上海）有限公司总经理	Tuning and Toning for Concert Pianos 浅析音乐会钢琴调律与整音技术

Guitar Theme Zone

吉他文化主题区

Date 日期: 28/10 – 31/10

Venue 地点: Booth W3A32 展位

Music Lab

音乐实验室

Date 日期: 28/10 – 31/10

Venue 地点: Booth W5A32 展位

Content 内容: Celebrity Interviews, Player Sharing, Product Road shows, etc.
大咖访谈、玩家分享、产品路演等

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Shanghai International MIDI Forum & 2020 International Electronic Music Competition

国际 MIDI 技术发展和应用论坛暨 2020 国际电子音乐大赛颁奖典礼

I) Shanghai International MIDI Forum 国际 MIDI 技术发展和应用论坛

Date 日期: 30/10

Time 时间: 13:00 – 15:00

Venue 地点: Booth W3D20 展位

Topic 主题: Entering into a New Era for the Music and Music Instruments – the Future of MIDI2.0 Technology
走进乐器、音乐新时代 – MIDI2.0 技术应用展望

Keynote Speech 主题演讲:

Speaker 嘉宾	Title 单位/职务	Topic 题目
Mr. Craig Anderton (Video) Craig Anderton 先生 (视频主讲)	Chairman of MIDI Manufacturers Association MIDI 制造商协会主席	The Standardized Application of MIDI 2.0 Technology MIDI 2.0 技术规范介绍
Mr. Athan Billias, etc (Video) Athan Billias 先生等 (视频主讲)	Board Members of MIDI Manufacturers Association MIDI 制造商协会执行委员	
Mr. Mike Ken (Video) Mike Kent 先生 (视频主讲)	TSB Member of MIDI Manufacturers Association MIDI 制造商协会技术委员	
Mr. Zhang Guangzhong 张光中 先生	Technology Director of Medeli Electronics (Shanghai) Co Ltd 得理电子 (上海) 有限公司技术总监	
Mr. Zhao Yitian 赵易天 先生	Founder and CEO of CME PTE. LTD CME 公司创始人首席执行官	Future Application of Bluetooth MIDI in the Electronic Music Instruments 蓝牙 MIDI 未来应用前景
Ms. Li Zijin (Video) 李子晋 女士 (视频主讲)	Associate Professor of China Conservatory of Music 中国音乐学院副教授	Designing a New Music Instrument: Innovation and Interaction 新乐器设计: 创新与交互
Mr. Shen Lin 申林 先生	Executive Vice-president of Shanghai Computer Music Association 上海计算机音乐协会常务副会长	A Review on the Professional Evaluation of the Electronic Music Producer 论“电子音乐制作师”职业评鉴体系的构建

MIDI Technology Roundtable Forum

MIDI 技术圆桌论坛:

Moderator 主持人	Title 单位/职务	Topic 题目
Mr. Ge Xinghua, 葛兴华 先生	General Manager of Medeli Electronics (Shanghai) Co Ltd 得理电子 (上海) 有限公司总经理	The Integration of the Music and Music Instruments – the Future of MIDI2.0 Technology 乐器和音乐融合, MIDI2.0 技术应用展望

Speaker 嘉宾	Title 单位/职务
Mr. Zhao Ping 赵平 先生	Chairman of Ringway Tech (Jiangsu) Co Ltd 吟飞科技 (江苏) 有限公司董事长
Mr. Zhao Yitian 赵易天 先生	Founder and CEO of CME PTE. LTD CME 公司创始人 CEO
Mr. Han Baoqiang 韩宝强 先生	Professor and Ph.D. Supervisor of China Conservatory of Music 中国音乐学院教授、博士生导师

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Mr. Chen Qiangbin 陈强斌 先生	President of Shanghai Computer Music Association 上海计算机音乐协会会长
Mr. Shen Lin 申林 先生	Executive Vice-president of Shanghai Computer Music Association 上海计算机音乐协会常务副会长

II) IEMC Awards Ceremony
2020 国际电子音乐大赛颁奖典礼

Date 日期: 30/10

Time 时间: 15:00 – 17:00

Venue 地点: Booth W3D20 展位

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

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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
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

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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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Master Classes

名家讲坛

Date 日期: 28/10 – 30/10

Venue 地点: Meeting Room E2-M19 会议室

Date 日期 / Time 时间	Speaker 演讲嘉宾	Topic 题目
28/10 14:30 – 16:30	Ms. Song Fei Erhu Artist, Vice Dean of National Academy of Chinese Theatre Arts 宋飞女士 二胡演奏家、中国戏曲学院副院长	Summit on Reviewing Chinese Traditional Music History 国乐春秋：回望华乐百年高端论坛
	Ms. Li Lingling Dulcimer Artist, Professor at China Conservatory of Music 李玲玲女士 扬琴演奏家、中国音乐学院教授	
	Mr. Zhan Yongming Bamboo Flute Artist, Professor at Shanghai Conservatory of Music 詹永明先生 笛子演奏家、上海音乐学院教授	
	Ms. Dai Xiaolian Guqin Artist, Professor at Shanghai Conservatory of Music 戴晓莲女士 古琴演奏家、上海音乐学院教授	
	Ms. Wu Qiang Liuqin and Ruan Artist, Professor at Shanghai Conservatory of Music 吴强女士 柳琴/中阮演奏家、上海音乐学院教授	
	Ms. Guo Shuhui Musicologist, Professor at Shanghai Conservatory of Music 郭树荟女士 音乐学家、上海音乐学院教授	
	Ms. Liu Lijuan Deputy Director and Deputy Editor-in-Chief of Shanghai Music Publishing House 刘丽娟女士 上海音乐出版社副社长、副总编辑	
29/10 10:30 – 12:00	Mr. Zhang Liang Conductor, Pianist, Deputy Director of Shanghai Philharmonic Orchestra 张亮先生 指挥家、钢琴家、上海爱乐乐团副团长	Different Ways to Explore the World of Beethoven's Music 他用不同的方式探索贝多芬的音乐世界
	Ms. Zhou Jie Senior Host of SMG Radio Classical Fm94.7 周婕女士 经典 947 (FM94.7) 资深主持人、对外合作节目主管	

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29/10 14:00 – 15:30	Mr. Li Pei Violinist, Concertmaster of Shanghai Symphony Orchestra 李沛先生 小提琴演奏家、上海交响乐团首席	Echoes of the Four Seasons through 200 Years: Vivaldi vs Piazzolla 200年的四季回响 – 维瓦尔第与皮亚佐拉
29/10 15:45 – 17:00	Ms. Su Chang Zither Artist, Associated Professor at Central Conservatory of Music 苏畅女士 青年古筝演奏家、中央音乐学院副教授	Chang's Talk and Performance of Modern Zither Music 畅谈畅弹 – 现代筝曲演奏经验分享
30/10 10:30 – 12:00	Ms. Wu Yuxia National First-Class Performer, Ph.D. Supervisor, President of Chinese National Orchestra Association and Pipa Professional Committee 吴玉霞女士 国家一级演奏员、博导、中国民族管弦乐学会会长暨琵琶专业委员会会长	Musical Language of Pipa 琵琶的文言武语
30/10 14:00 – 15:30	Ms. Yiwen Lu Erhu Artist, Erhu Lecturer of Shanghai Conservatory of Music 陆轶文女士 青年二胡演奏家、上海音乐学院二胡教师	Diligence Set Me On the Path to Becoming an Erhu Artist 梅花来自苦寒, 悦音源于勤奋 – 我的艺术成长之路
	Ms. Zhou Jie Senior Host of SMG Radio Classical Fm94.7 周婕女士 经典947 (FM94.7) 资深主持人、对外合作节目主管	
30/10 15:45 – 17:00	Ms. Luo Jing Zither Artist, Professor at Shanghai Conservatory of Music 罗晶女士 筝演奏家、上海音乐学院民乐系教授	Introduction and Appreciation of Zhejiang Zither School 浙派筝艺的介绍与鉴赏

Music Warms Our Heart – Care for Autism Charity Project “音乐开启心灵” – 关爱自闭症公益系列活动

Date 日期: 28/10 – 31/10

Venue 地点: Booth E4F12 展位

Contents 内容: Exhibition of Paintings, Flash mob Show, DIY Workshop, etc.
爱心画展、快闪演出、手工坊-爱心DIY等

National Music Education Conference (Paid Registration)

国民音乐教育大会 (付费报名参会)

Date 日期: 29/10 – 30/10

Venue 地点: SNIEC Meeting Rooms 展馆会议室

Theme 主题: Communities Embrace Music, Musical Instruments Integrate into Each Family
音乐走进社区、乐器融入家庭

Format 形式: Keynote Speech, Roundtable Forum, On-site Educational Activities, etc.
主题发言、圆桌论坛、现场活动教学等

Date 日期	Time 时间	Contents 内容
29/10	Morning 上午	Opening Forum 开幕论坛
29/10	Afternoon 下午	Sessions of Piano, School Band, Ocarina, Bamboo Flute, Hulusi, Early Childhood Music Enlightenments, Music Education and more 钢琴、校园乐队、陶笛、竹笛葫芦丝、幼儿音乐启蒙、音乐教育等专场活动
30/10	Full day 全天	

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Never-ending Music – Live Shows

音乐缤纷季 – 现场演奏会

Date 日期: 28/10 – 31/10

Venue 地点: Outdoor Stage S1/S2 室外舞台

Outdoor Stage S1 室外舞台 (close to W2 hall 靠近 W2 馆)				
Date 日期 Time 时间	28/10	29/10	30/10	31/10
11:00 – 11:30	Parkwood Voice of Forest PARKWOOD 森林之声	Orientation Jazz One Man Band 东方爵士 一人乐团	Fusion Jazz 融合爵士	Headline 标题
12:00 – 12:30	Yao Gun Shao Nian Teaching System Achievements Display 摇滚少年教学体系 成果展示	Rock 摇滚乐	Headline 标题	Violin and Accordion Duet 小提琴和手风琴二重奏
14:30 – 15:00	Everything Taboo 减压音乐串烧	Guitar Performance 金手指吉他教学体系 成果演示	Woodwind and Saxophone Solo 木管与萨克斯演奏	
15:30 – 16:00	Guzheng and Pipa Solo 古筝和琵琶演奏	Harmonica Duet 口琴二重奏	Harmonica Solo 口琴演奏	

Outdoor Stage S2 室外舞台 (close to W4/W5 hall 靠近 W4/W5 馆)				
Date 日期 Time 时间	28/10	29/10	30/10	31/10
10:30 – 11:00		Yao Gun Shao Nian Teaching System Achievements Display 摇滚少年教学体系 成果展示	Yao Gun Shao Nian Teaching System Achievements Display 摇滚少年教学体系 成果展示	TOTORO – Tiny Grass Super Star 豆豆龍乐团 – 小草音乐未来之星
11:30 – 12:00	2020 Music China New Product Global Launch 2020Music China 全球业界新品首发活动	Gioco Live Show Gioco 现场演示	Electric Guitar and Keyboard Solo 电吉他和键盘演奏	SHANG HIGH VOLTAGE 乐队演出
12:15 – 12:45				
13:00 – 13:30	Beat It, Mashup Mix, Made in China 魂斗罗, 灌篮高手	Live Show 乐队演出	Live Show 乐队演奏	
14:00 – 14:30	Duo Impromptu Performance 双人即兴演奏	Guitar Shredding 尼龙弦吉他速弹	Drum Solo 架子鼓演奏	
15:00 – 15:30	Guitar Solo 吉他弹奏	Beat It, Mashup Mix, Made in China 魂斗罗, 灌篮高手	Gioco Live Show Gioco 现场演示	

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