



Results through KM
知識管理 成功之道

知識管理發展中心有限公司
Knowledge Management Development Centre Limited

Knowledge Management & the Creative Industry

Content: In recent Policy Addresses (2005 to 2009), the Hong Kong SAR Government has highlighted Creative Industry as a key industry of its future. By definition, the Creative Industry includes advertising, architecture, art and antiques, comics, design, designer fashion, film, television, game software, music, performing arts, publishing, and software & IT services.

Creativity and innovative power are keys to excel in the Creative Industry. Do management practices such as Knowledge Management crush the creativity of staff? Can Knowledge Management help to turn creativity into innovative power?

Using case studies from Canada, mainland China and Hong Kong, the speaker will share his project engagement experience on some of current practices and future potential of KM in the Creative Industry.

Speaker: **Mr. Simon C. Yip**
MSc(Multimedia & Entertainment), PgD(IT), BAsc Eng(UToronto), MBCS, CASH

Simon has over 10 years of experience in Management and Technology Consulting in USA, Canada, and Greater China, with focuses in Knowledge Management, Multimedia Entertainment, e-Learning and e-Commerce. He is a seasoned professional with a good blend of creative, design, technical, business and management skills.

With his current capacity at Hong Kong Productivity Council's IT Industry Development division, Simon provides management and technology consultancy services to MNCs, SMEs, universities, and government agencies through delivery of Knowledge Management process & technology design, Multimedia Entertainment content & technology development, and e-Learning content creation & instructional design.

Simon holds a Master of Science degree in Multimedia and Entertainment Technology from the School of Design of the Hong Kong Polytechnic University, a Bachelor of Applied Science and Engineering degree from the University of Toronto Canada, a post-graduate Diploma in Applied Information Technology from ITI Toronto Canada, and a Diploma in NLP from the International NLP Trainers Association, UK.

Language: Cantonese supplementary with English Terms

Date/Time: 25th February, 2009 (Wed) 7:15pm – 8:30 pm

Venue: Room 1026, Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, KOWLOON

Registration Fee:	KMDC Corporate Member:	Free
	KMDC Member:	HK\$120.00
	Any person comes with the Member (Limit to one per KMDC member)	HK\$120.00
	Non KMDC Member:	HK\$160.00

If register as a member at the same time, event fee will be waived

****Light refreshment will be served****

Certification of Attendance will be issued after the seminar. This may serve to satisfy part of your Continuing Professional Training / Development requirement.