



Introduction to Arts Management
Final Assessment (FA): Proposal

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Acknowledgement

I, Abdul, would like to express my heartfelt gratitude to Mr Teo Kian Giap and Miss Lena Lok for giving me the opportunity to work on this proposal. It has been an educationally-enriching and fulfilling experience and I am eternally grateful for the chance to showcase my skills and creativity to complete the proposal.

Without their guidance, support and encouragement throughout the project along with their expertise, feedback and insights, I would not have been able to shape my ideas and refine my approach. They not only answered my curious questions with patience and generosity, but also gave me inspiration to complete this proposal the best I can.

I am truly fortunate to have had the privilege of studying under them. As I progress to the next phase(s) of my career and learning experience, I will carry the lessons and insights gained here with me wherever I go.

Once again, thank you to Mr Teo Kian Giap and Miss Lena Lok for this valuable opportunity.

Executive Summary

Overview

As the Arts Manager at the Arts House Singapore, I have been tasked with designing a family-friendly arts event that not only celebrates and champions the vibrant local arts scene, but to also foster inclusivity by bringing together individuals from diverse backgrounds and nationalities to participate and co-create art together.

This event will also mark the special occasion of The Arts House's 21st Anniversary. With the upcoming June holidays presenting a timely opportunity, I plan to launch an exciting arts initiative titled, **"The Sounds Woven From Stories of The Past"** running from **Wednesday, 10 June 2026 to Sunday, 14 June 2026** at the **Stamford Arts Centre**.

Through meticulous planning and thoughtful consideration, I have also developed a comprehensive proposal that outlines the full details of the event including a project plan whilst keeping in mind strategies to ensure the event's success.

The key points are segmented into 3 different parts:

- **Programme Proposal**

Encompasses the general information of the proposed event, including its concept and inspiration, venue selection, a targeted audience analysis and how the event aligns with the mission and vision of The Arts House Singapore.

- **Project Management**

Involves a detailed project plan and timeline of the proposed event with reference to the PMBOK guide: Initiation, Planning, Execution, Monitoring, and Closing; along with visuals and illustrations for better visualisation.

- **Grants**

Selection of a suitable grant to offset expenses incurred with relevant justification on how the grant aligns with the goals and needs of the proposed event.

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Introduction

As the June holidays approach, there is a growing interest amongst teenagers, children and families for experiences that are both visually engaging and conducive to meaningful family bonding.

Activities such as museum visits, visiting immersive art installations and local explorations around vibrant streets in Singapore have become popular avenues for relaxation and cultural enrichment during this break from school and work routines.

In alignment with ongoing initiatives by the National Arts Council (NAC) and various art museums and institutions which traditionally launch aesthetically-driven events during this season, The Arts House Singapore is also well positioned to introduce a fresh and captivating art event / installation.

This would not only contribute to Singapore's dynamic arts landscape but also reinforces values of inclusivity and intergenerational engagement through art.

As Singapore embraces a new era where technology and art converge, immersive and accessible art forms are gaining prominence. Highlighted events such as Chingay, the Spectra Light and Water Show @ Marina Bay Sands and the ArtScience Museum's Future World exhibition have demonstrated the public's appetite for multisensory, interactive experiences.

This evidently shows that there is a rising demand, especially amongst youth and families for art that is not only engaging but also resonates with them emotionally, evoking nostalgia and reflecting unique Singaporean identities.

About Us

General Information

The Arts House Limited (Singapore) (AHL) is a non-profit organisation in Singapore



dedicated to enhancing lives through the transformative impact of the arts. It is known for organising two prominent cultural events: the Singapore International Festival of Arts and the Singapore Writers Festival.

AHL supports artistic development at all levels by providing vibrant spaces for creation, performance and collaboration. Its initiatives empower artists from various backgrounds to express themselves, engage in dialogue, and connect with diverse audiences. Through its festivals and public programs, AHL not only showcases local creative talent but also promotes meaningful audience engagement and fosters shared cultural experiences across communities.

The 6 Arts Spaces Managed

They also oversee six key arts venues:

1. The Arts House at the Old Parliament
2. Victoria Theatre & Concert Hall
3. Drama Centre
4. Goodman Arts Centre
5. Aliwal Arts Centre
6. Stamford Arts Centre

Mission, Vision & Values

Mission	Bridging the arts and audiences by transforming ideas into reality through our distinctive spaces and programmes.
Vision	A leader in nurturing, inspiring and enriching communities through the arts in Singapore.
Values	1. Excellence We embrace change and champion innovation in our pursuit of creative explorations and meaningful arts experiences. We perform at the highest standards, striving to be the best that we can be. 2. Respect We treat others how we would like to be treated. We value each person's worth and contribution and celebrate authenticity and diversity. We remain grounded and humbled in our interactions. 3. Integrity We conduct ourselves with the highest ethical standards and are transparent and accountable for all our actions. 4. People-oriented We believe in our people and recognise that we can only achieve our goals by working and collaborating so that we can lean on and learn from each other. We also put others before ourselves in our service to the arts.

Programme Proposal

Event Title & Concept

“The Sounds Woven From Stories of The Past”

Synopsis: As part of The Arts House’s 21st Anniversary celebration, and in collaboration with Sri Warisan Performing Arts, Singapore Chinese Orchestra, Bhaskar’s Arts Academy and the Singapore Symphony Orchestra, The Arts House proudly presents “The Sounds Woven From Stories of The Past”, featuring a five-day festival-workshop from Wednesday, 10 June 2026 to Sunday, 14 June 2026, celebrating culture, music, memory and community.

This interactive mid-day-night workshop-festival primarily invites Gen Zs and teenagers aged 15 to 24, alongside seniors and families, from diverse backgrounds to come together through storytelling, music improvisation and craft, while reflecting on and celebrating the rich tapestry of Singapore’s cultural heritage. Blending traditional music, nostalgic memories and the Kampong Spirit, participants will co-create collaborative performances that honour both the past and present.

Each day will highlight a unique cultural theme, ranging from the nostalgic sounds of the Malay Archipelago to the rich harmonies of South Asia, as well as modern Singaporean remixes that blend familiar pop tunes. Participants will be divided into small groups of five, where they will explore and learn to play traditional instruments from various cultures based on the day’s theme. These may include instruments such as the Sitar and Tabla from India, or the Guzheng, Pipa, and Erhu from China. Each of these demo sessions will be led by 2 to 3 facilitators either from the Sri Warisan Performing Arts, Singapore Chinese Orchestra, Bhaskar’s Arts Academy and the Singapore Symphony Orchestra depending on the cultural theme of the day.

By the end of each day, each group will craft a short performance: one member will share a personal or cultural memory through a story or song in their native language, while the rest of the group enhances the narrative with rhythm, melody, and movement using traditional instruments like the tabla, erhu, or gendang during an open-mic session.

In addition, surprise guest artists will make special appearances each day, offering guidance and creative inspiration to participants, and infusing the festival with a spirit of collaboration and spontaneity. On the final day of the workshop, all guest artists will unite for a grand performance, celebrating the vibrant energy and unifying power of music. Among these featured artists include Benjamin Kheng, Josh Makazo, Shazza, Lullaboy, and other talented local musicians who embody the nation's musical spirit and creativity.

The public is warmly invited to take part in these daily open-mic showcases, not just as audience members, but as co-creators, singing along, contributing rhythm and joining the music-making in a celebration of shared national cultural heritage, multiracial music styles and interests.

To complement the immersive experience, a nostalgic photo booth created in partnership with Solace Studios will recreate iconic old-school Singaporean scenes such as MRT cabins and mama shops to old schools, offering participants a heartfelt keepsake. The atmosphere will also be further enriched during the open-mic sessions to the public with themed snacks and drinks, evoking tastes and smells of yesteryear to complete this multi-sensory celebration.

Together, let us journey together through memory, identity and connection where everyone becomes part of this story.

Venue Selection

Chosen Venue	Stamford Arts Centre
Benefits / Perks	● Flexible Indoor & Outdoor Spaces - Offers large, flexible indoor studios and open-air spaces e.g courtyard and lawn for music jamming and learning and get-together open mic sessions respectively. ● Workshops & Performance Ready - Being a centre that specialises in music and performing arts, the facility already has studios and equipment needed for music jamming sessions as well as a black box theatre for dry-runs and rehearsals if needed. ● Versatile and Caters to the Needs of the Workshop - As the workshop features music jam sessions, storytelling activities, an outdoor open-mic performance area, nostalgic performances, and a themed photo booth, the venue's built-in facilities are well-suited to support this setup. - This enables informal mingling, spontaneous performances and a welcoming "wander-in" atmosphere that encourages open participation. ● In-house Collaboration Opportunities - Ability to collaborate with in-house artists for the workshop, instrument demos and installations. ● Wheelchair-friendly & Large Capacity - The facility accommodates wheelchair-bound participants and is able to hold a large number of

	participants. ● Accessible Location & Parking Facilities - Conveniently located within walking distance of Mountbatten MRT, with on-site vehicle parking available for added accessibility. ● Nearby Cafes & Rest Areas - The presence of ample rest areas and nearby cafés further enhances visitor comfort, offering convenient spaces to relax, recharge, and socialise between sessions. ● High Amount of Positive Reviews - 4.3 out of 5 star rating on Google Reviews with many complimenting on large, open spaces and convenience of access. ● Casual and Welcoming Atmosphere - While venues like the Arts House and Victoria Theatre provide prestige and is reserved for formal and professional performances, this venue's layout and cultural positioning offers a far more flexible and grassroots-appropriate environment that better aligns with the workshop's interactive and community-building goals - Ideal as a space for co-creating music and stories together. - Ideal for visitors to listen, wander, participate or just observe, encouraging low pressure engagement that is ideal for creative experimentation.
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Event Schedule

“The Sounds Woven From Stories of The Past” Music Crafting and Storytelling Workshop @ Goodman Arts Centre Wednesday, 10 June 2026 - Sunday, 14 June 2026	
WORKSHOP PROGRAMME OVERVIEW Wednesday, 10 June 2026 - Sunday, 14 June 2026	
TIME	ACTIVITY
1:00pm (30 MINS)	Welcome & Cultural Warm-up <i>(Introduction of Theme, Workshop Overview, Grouping & Icebreakers)</i>
1.30pm (1H)	Instrument Exploration and Basics <i>(Instrument Demos by Facilitators & Guest Artist)</i> *Seniors/younger kids can participate through clapping, singing, or percussion if they prefer low-barrier engagement
2:30pm (1H 30 MINS)	Task Introduction & Co-Creation of Task <i>(Practicing Instruments, Singing, Storytelling)</i> *If none of the participants can play an instrument, a staff member proficient in playing will be assigned to the group.
4.00pm (30 MINS)	Break Time <i>(Refreshments will be provided)</i>
4.30pm (45 MINS)	Performance Dry Run and Co-Creation Rehearsals (Preview) <i>(Open-Mic Rehearsals and Practices Resume)</i> *Guest artist will walk around and consult with each group on their progress and give their input if necessary.
5.15pm (45 MINS)	Opening of Photo Booth & Audience Gathering <i>(Public Audiences Arrival, Sound Checks, Ambient Music to warm up the space)</i> *Photo booth will be open until the end of the day & nostalgic refreshments to be served
6:00pm (1H)	Open-Mic Showcase <i>(Group Performances & Communal Singing Along)</i>
7:00pm (30 MINS)	Special Guest Performance <i>(Pop Song Covers, Singapore Songs & Sing Along)</i>
7.30pm (30 MINS)	Merchandise Sales & Artist Meet-and-Greet <i>(Play Games with Artist, Q&As)</i>
8:00pm	END
END OF WORKSHOP DAY	
7.00pm - 9:00pm (2H)	*EXCLUSIVE FOR LAST DAY OF WORKSHOP ONLY* Get-Together of All Special Guest Artists & Performance <i>(Exclusive Sing-Along of Popular Songs / Old Songs, Merchandise Sales)</i>

*The schedule is identical throughout the whole duration of the workshop days unless otherwise stated.

Target Audience Analysis

Targeted Audience	Singaporean Gen Zs & Youths aged 15 to 24, seeking for musical experiences to relieve them of their stress.
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Demographic Analysis

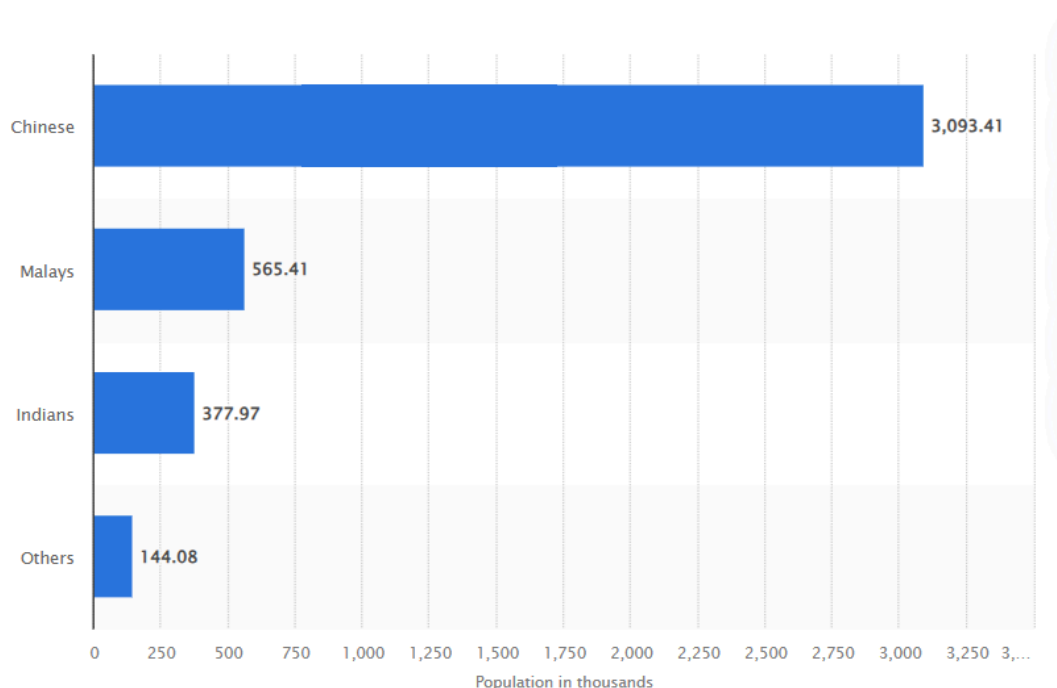
- **Age Group:** 15 to 24 years old.
- **Gender Population:** As of September 2024, Singapore has a general population of 6.04 million with a higher number of males to females shown in *Fig 1.1*.

Fig 1.1: Singapore Population by Age Group (2025)

Age group	Male	Female	Total		M per 100 F
			Persons	Share (%)	
15-19	160,625	143,781	304,406	5.19	111.715
20-24	280,045	232,399	512,443	8.73	120.502

- **Ethnicity & Races:** Singapore comprises different races: the Chinese, Malays, Indians, and others inclusive of Eurasians, with the majority of the population consisting of the Chinese as shown in *Fig 1.2*.

Fig 1.2: Resident population in Singapore as of June 2024, by ethnic group.



- **Education Level:** Students aged 15 to 24 are typically enrolled in secondary schools, the Institute of Technical Education (ITE), or polytechnics. Many of them may also be nearing the completion of their educational programmes. By this stage, they would have generally attained qualifications such as the GCE 'N' or 'O' Level certificates, NITEC, Higher NITEC, or a Diploma, or a combination of these.
- **Occupation:** For these students, a small percentage of them (8.3% as of 2023) usually are unemployed due to their busy school schedules. (Fig 1.3) However, around 40% of the remaining students engage in temporary or informal employment, such as working as food delivery riders or in Food & Beverage (F&B) establishments, to help offset daily expenses related to schooling and living costs, including meals, groceries, and utility bills alongside getting work experience according to [The Straits Times](#).
- **Income Level and Social Class Perceptions:** An average of 69% of the whole Singapore population perceive themselves as those belonging in the middle social class with 19% being the upper and 12% being the lowest as shown in Fig 1.4.

Fig 1.3: Unemployment rate for individuals aged 15 to 24 years in Singapore from 2014 to 2023.

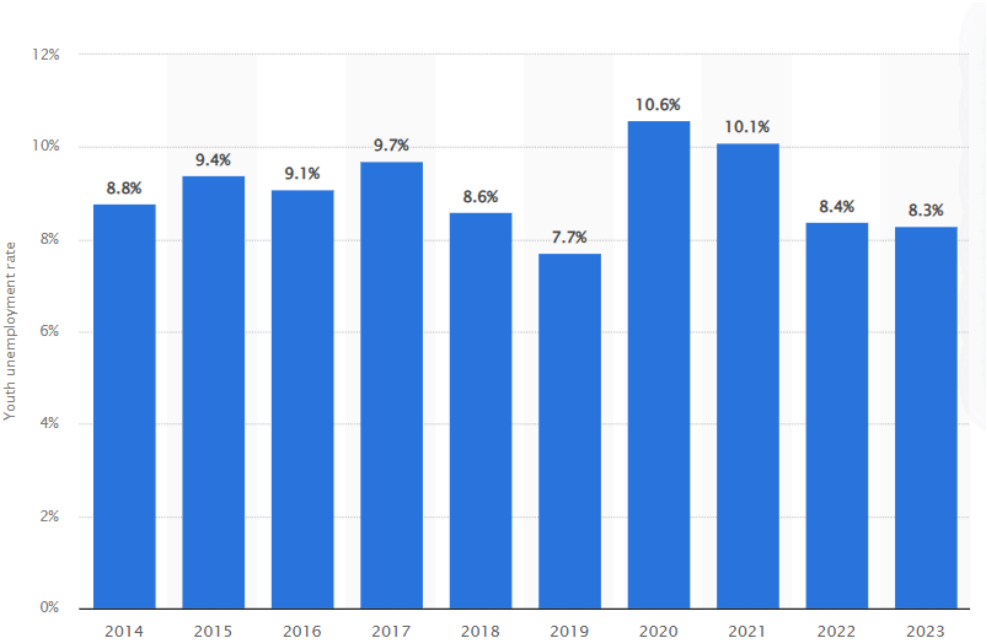
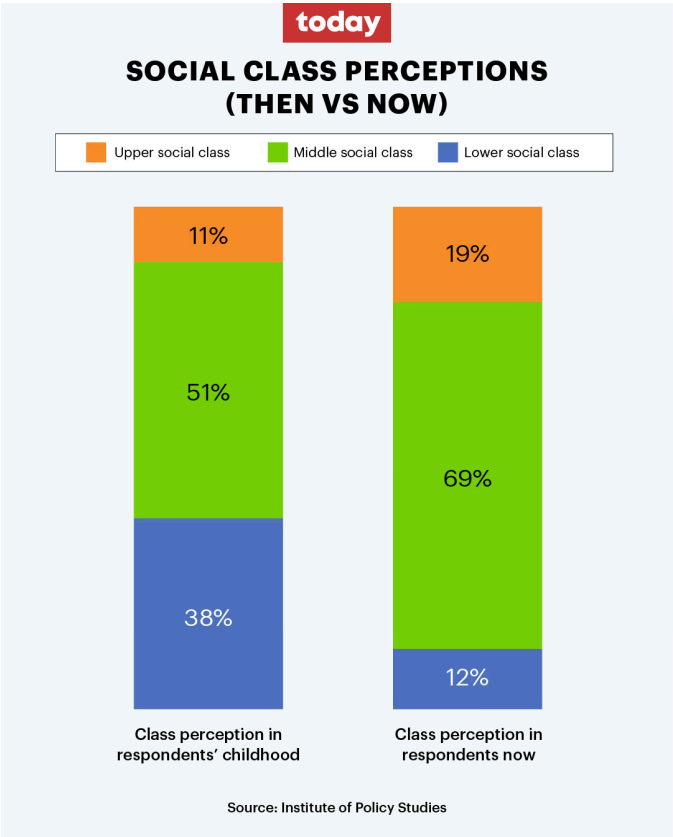


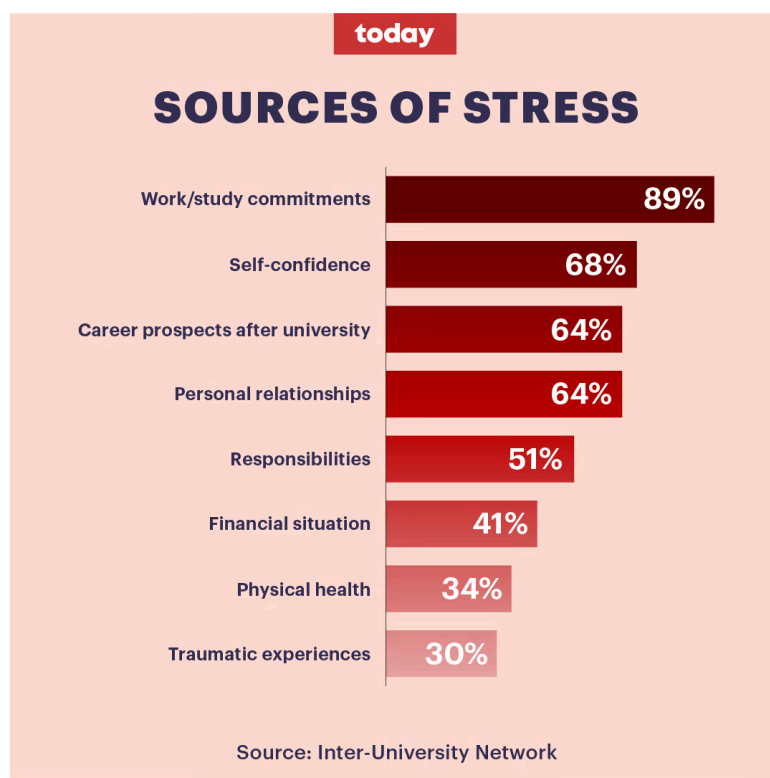
Fig 1.4: Singapore’s Social Class Perceptions (Then vs. Now)



Psychographic Analysis

- **Personality Traits:** They tend to be more extroverted and enthusiastic about exploring new experiences, showing a strong sense of open-mindedness. Being increasingly individualistic, they place greater emphasis on personal growth, well-being and relaxation to thrive as a person. Due to their consistently busy schedules and academic pressures, they are drawn to activities that allow them to relax and momentarily escape from stress (*Fig 1.5*). They also demonstrate a high level of cultural awareness and are actively engaged with global issues and international affairs.

Fig 1.5: Singapore Population Stress Contributors



- **Values:** They place heavy emphasis on the importance of mental health, self care, and work-life balance. They tend to embrace cultural diversity and seek connection through shared experiences and meaningful interactions. They often believe in the ability to express themselves freely through “free will” via social media through interactions and posts. They also demonstrate a strong sense of supportiveness towards others and are open to try and discover new things (self-discovery).

- **Interests:** They frequently turn to recreational, leisure, and artistic activities (*typically music or museum-related*) as a means of relieving stress such as attending concerts, participating in painting or music workshops and engaging in experiences that nurture their creative expression. They also show strong support for small businesses and enjoy discovering and recommending “underrated” events or attractions to friends and family, often with the intention of sharing those moments with loved ones. While they place high value on spending quality time with their social circle, their overall preference leans toward activities that promote rest, enjoyment, and emotional rejuvenation.
- **Financial Habits:** With reference from *Fig 1.6*, in addition to the majority (57%) who prioritise spending on clothing and footwear, often as a means of expressing personal style and identity, 44% allocate their spending towards entertainment, as a form of escapism and social engagement to relieve stress. Meanwhile, another 32% invest in leisure, sports, and hobby-related items, reflecting a growing desire among youths to balance their routines with activities that promote personal enjoyment, relaxation, and self-development.

Fig 1.6: Gen Z's & Their Spending Habits



How The Event Suits Their Needs & Interests

Based on the needs and interests of the target audience as mentioned in the Psychographic Analysis which included:

- 1. Exploring new experiences and trying out new things for self-discovery,**
- 2. An event that offers a calm and relaxed atmosphere, allowing them to unwind while engaging their creative side at a comfortable, unhurried pace,**
- 3. An activity that allows them to unwind and relieve them from their stress,**
- 4. Embracing cultural diversity and seeking connection through shared experiences and meaningful interactions,**
- 5. Being able to express themselves freely through creative means,**
- 6. An event that can be attended with family and friends.**

As such, the event effectively aligns with the needs and interests of my target audience including other potential target groups e.g seniors and families, by intentionally designing activities that leans to both emotional resonance and social engagement.

To be even more specific, this event encourages participants to explore new experiences and engage in self-discovery through storytelling, instrument learning and cultural improvisation, many for the first time. This relaxed and unhurried structure of the programme, combined with nostalgic elements such as old-school photo booths and local refreshments, creates a soothing and welcoming atmosphere that invites participants to unwind comfortably and engrave it as a delightful memory, given my target audience who especially values photos and keepsakes.

This event also celebrates cultural diversity while promoting stress relief and emotional expression by creating a safe and inclusive space where participants can share personal memories and stories with people from different cultural backgrounds, express themselves in their own native languages and co-create art in a non-judgemental space. This open and collaborative environment fosters

meaningful interactions which encourages intergenerational and multicultural bonding, highlighting the richness of Singapore's multicultural identity.

Additionally, the event's format including family-friendly activities, public showcases and sing-along / karaoke and game sessions also promotes togetherness through art, co-creation and unity, making it ideal for families and friends to enjoy this experience together. Overall, allowing the event to align well with my target audience's needs and interests.



Event Alignment with The Arts House Singapore

This event directly supports The Arts House's mission of "bridging the arts and audiences" by offering an accessible and interactive platform where people of all ages, cultures and backgrounds can come together to co-create and experience music and the arts in a deeply personal and collective way.

By transforming individual stories, traditional music and cultural memories into collaborative open mic performances, the event translates these ideas into reality through a programme that is not only artistically engaging but also emotionally resonant. The use of distinct, flexible spaces like the Goodman Arts Centre enables the event to come alive through open-mic performances, jam sessions, and immersive photobooths, turning everyday spaces into vibrant participatory artistic environments.

Also aligning with The Art House's vision which is to "inspire and enrich communities", the event nurtures and instils creative confidence, bonding and cultural appreciation. It not only invites Gen Z's and my primary target audience but also seniors, teenagers and families to step into the role of both the artist and the audience, empowering them to find connection and expression through storytelling, music and a shared heritage.

This event adds value by:

- Reaching underrepresented audiences e.g seniors, minority races, multilingual communities.
- Encouraging community-led expression and cross-cultural exchange through music and art.
- Creating a multi-sensory and interactive festival that celebrates and champions the notion of inclusivity and collaboration that The Arts House holds tight to.
- Aiming to enrich participants by highlighting the true essence of the arts: Collaboration & Co-creation.
- Reinforcing the idea that art is universal and can be created by anyone from any background.
- Reflecting the rich diversity of individual identities and cultural heritage.

Project Management

Initiation

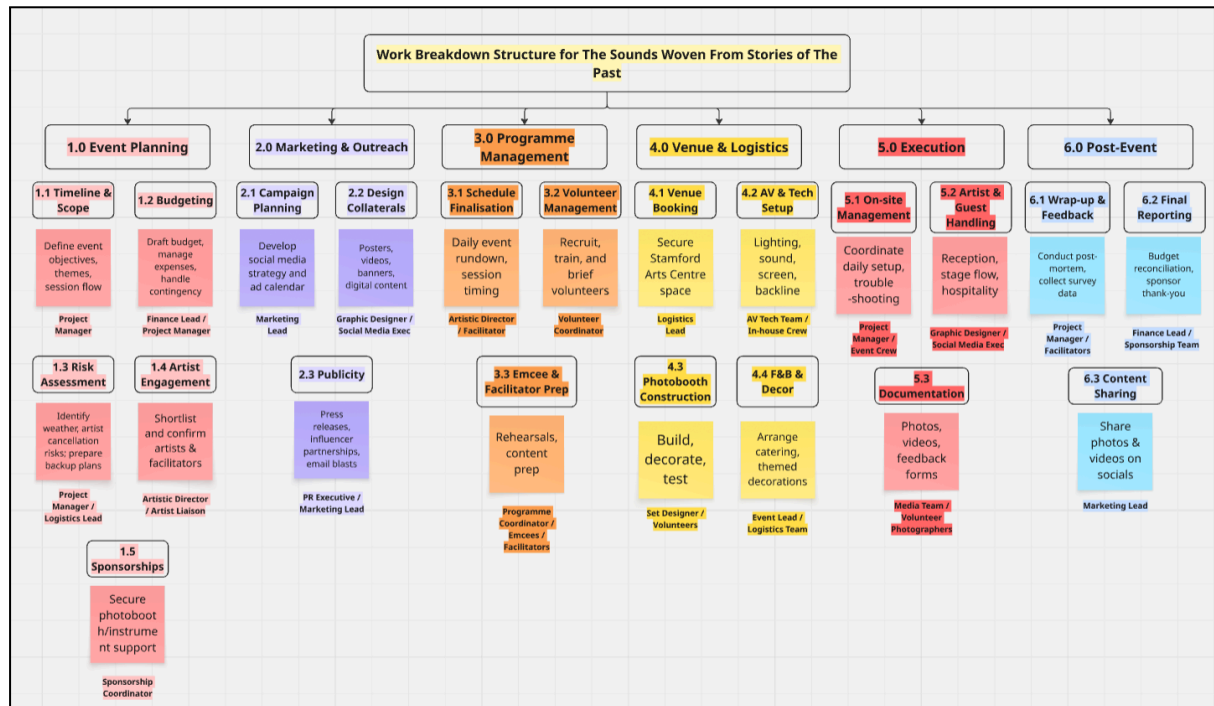
Project Charter	
Project Title	“The Sounds Woven From Stories of The Past”
Main Project Duration	Wednesday, 10 June 2026 - Sunday, 14 June 2026 (5 days)
Purpose	● To celebrate The Arts House 21st Anniversary by primarily engaging Gen Zs and potentially other age groups through collaborative storytelling, music-making and singing rooted in Singapore’s multicultural heritage.
Project Scope	● A 5-day cultural workshop-festival featuring open-mic jam sessions, cultural storytelling, traditional instrument performances, and interactive installations like nostalgic photo booths and themed food. ● Each day explores a distinct cultural music theme through community collaboration, facilitator-led sessions, and artist-led sing-alongs enhanced by the presence of popular local personalities, adding a layer of prestige and public appeal.
Objectives	● To foster intergenerational and intercultural bonding by bridging generational and cultural gaps through collaborative music-making and storytelling. ● To create opportunities for people to express creatively and share memories through music and singing and inspire young talents. ● Provide an inclusive, low-pressure artistic experience

	that encourages collaboration and originality across generations, using culture and traditional instruments to foster cultural appreciation and creative co-creation especially among Gen Z and participants of all ages. ● Reinforce music as a cornerstone of Singaporean identity through nostalgic and inclusive arts experiences.
Key Stakeholders	Organising Body - The Arts House Partners <i>(Facilitating Demos, Sharing & Instrument Provision)</i> - Singapore Symphony Orchestra (SSO) - Singapore Chinese Orchestra (SCO) - Sri Warisan Performing Arts - Bhaskar Arts Academy - Solace Studios <i>(Photobooth Provider)</i> Venue Partner - Stamford Arts Centre Guest Artists - Munah Bagharib & Hirzi Zulkiflie (Emcees) - Shazza - Lullaboy - Benjamin Kheng - Nathan Hartono & Andrew Chen - Josh Makazo Audience - Gen Z's - Families

	- Seniors - Teenagers - General Public
Project Manager	<u>Abdul</u> Rahman Bin Hairudin
General Proposed Timeline <i>(Tentative)</i>	Planning Period (After Approval) - Monday, 6 October 2025 – Friday, 5 June 2026 <i>(8 months of lead time for ideation, partnerships, and logistics)</i> Venue Booking Deadline - Friday, 28 November 2025 <i>(Approximately 7 months before the event, ensuring availability and alignment with production needs)</i> Artist Confirmation Deadline - Friday, 16 January 2026 <i>(5 months before the event starts to lock in guests, plan rehearsals, and promo material)</i> Marketing Efforts - Monday, 2 March 2026 <i>(3 months before the event starts to build steady interest and visibility)</i> Event Launch Date - Wednesday, 10 June 2026 - Sunday, 14 June 2026 <i>(5 days)</i>

Planning & Execution

1. Task Designation / Work Breakdown Structure (WBS)



*As splitting the image would make information presented slightly messier, please adjust zoom percentage accordingly or refer to the attached document titled **“Work Breakdown Structure (WBS)”**.

2. Resource Needs

Resource Category	Description
Human Resource	• Project Manager / Event Coordinator • Facilitators / Session Leaders • Guest Artists / Performers • Emcees • Photobooth Attendants • Technical Production Crew (Lighting, Sound etc) • Catering Staff • Volunteer Coordinator • Volunteers • Social Media Marketing Team • On-grounds Supervisor • Front-of-house (FOH) Staff • Instrument Facilitators
Equipment & Technical Resources	• Audio Equipment (Microphones, Mixers, Speakers, Equalisers, Media Player) • Lighting Equipment (Stage lights, spotlights) • Instruments (based on cultural theme of the day) • Photobooth Setup (Cameras, Printers, Backdrops, Props) • Laptops (for AV Control & Admin use) • Projectors / LED Screens • Cable Interconnects, Stands, Adaptors etc.
Venue & Setup Resources	• Tables, Chairs, Benches • Tentage & Canopies (for outdoor open-mic performance and sing-alongs) • Themed Decorations • Signage / Directional Boards • Merchandise and Registration Booth Materials e.g Clipboards, Pens, Queue Stands.

Logistics and Hospitality	• Themed Food and Beverages (Catering) • Artist / Performer Tentage / Dressing Room • Water Dispensers
Administrative & Marketing Resources	• Printed Materials (Flyers, posters, signages) • Canva Design Software & Printing Services • Social Media Marketing Tools (Scheduling platforms, content creation tools) • Budgeting & Key Performance Indicator (KPI) Tools • First-aid kits (if venue does not provide)
Financial Resources	• Contingency Funds (\$3,000 at least) • Sponsorship / Grant Support • Petty cash for on-site expenses (if necessary)

3. Budgeting

Event Budget		
Expenses		
Item	Quantity	Price
Emcee Fees	2 people - 5 days	2 x \$2,500 = \$5,000
Artist Fees (Hiring, Collaboration, Practices etc.)	6 people - 2 days each	6 x \$2,000 = \$12,000
Venue Rental Fees	5 days	5 x \$385 = \$1,925
Audio-visual (AV) Equipment & Logistics	5 days	5 x \$700 = \$3,500
Themed Food & Beverages (Catering)	5 days	5 x \$450 = \$2,250
Social Media Promotions (Ads/Boost)	NA	\$1,500 (est.)
Themed Decorations	NA	\$800
Facilitator Fees	5 days	5 x \$150 = \$750
Contingency (Emergency Funds)	NA	\$5,000
Instrument Rental Provision	5 days	5 x \$250 = \$1,250
Photobooth Setup Fees	NA	\$1,200
Employee Wages and Volunteer Training	NA	\$3000 (est.)
Merchandising Fees	NA	\$1,000
In-house Technical/Lighting Production Crew	5 days	5 x \$1,200 = \$6,000
Miscellaneous / Admin Costs	NA	\$400
Total Expenses Incurred (Estimated)		\$45,575
Sponsorships		
Item	Quantity	Price / Status
Photobooth Construction Materials	NA	SPONSORED (SOLACE)
Basic Instruments (Guitar, Piano, Drums)	NA	SPONSORED (STAMFORD)

**Some prices indicated are rough estimates and are tentative.*

**Sponsorship sources and amounts are also subject to changes.*

4. Marketing Strategy

Element	Details
Objective	Drive awareness, interest, and attendance among diverse audiences across age and cultural groups.
Target Audience	(Primary) - Singaporean Gen Zs & Youths aged 15 to 24, seeking for musical experiences to relieve them of their stress. <i>(Secondary) - Teenagers, Families, Seniors.</i>
Marketing Channels Used	- Instagram and TikTok - The target audience is primarily active on these platforms.
Key Messages to Highlight	- Celebrating Singapore's rich culture through the sounds of music. - Join a relaxed, hands-on, artistic, music festival. - Chill with us through open-mic fun, nostalgia whilst celebrating multicultural traditions. - Featuring free-flow food, drinks, surprise popular guests and themed photobooths, all for that nostalgic vibe.
Unique Selling Points	- Cultural Inclusivity & Intergenerationalism. - Featuring popular local artists and personalities. - Chance to perform and co-create in a judgement-free space, especially in front of popular celebrities.

Tracking of Key Performance Indicators (KPIs)	
Metric	Target
Event Signups / RSVPs	35 Open-Mic Signups & 300 - 500 Audience Members per day.
Social Media Reach	At least 20,000+
Engagement Rate	5 - 10%
Onsite Participation	200+ daily
Hashtag Usage	300+ posts tagged

Additional Marketing Strategies	
Type of Marketing	Details
User-Generated Content (UGC)	Nostalgia Challenge: Share a short video of yourself highlighting your favourite moments or what you loved most about the event. Post it on social media with our official event hashtags to stand a chance to win exclusive door gifts, including signed merchandise and more!

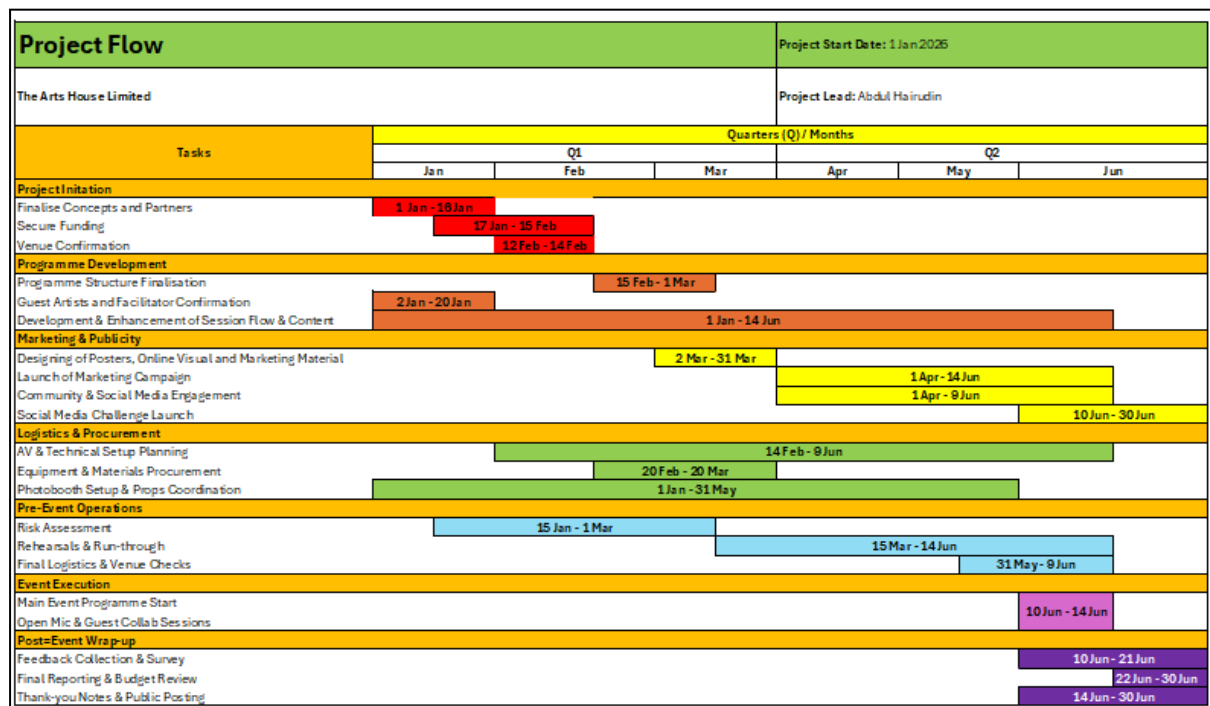
Marketing Timeline			
Channel	Tactics	Timeline	Role Responsible
Marketing Preparations	Branding, key visuals, teaser copy, calendar planning	2 Mar – 31 Mar 2026	Marketing Lead, Designer
Social Media	Teasers, BTS, artist reveals, reels, countdowns, paid ads (IG, TikTok)	1 Apr – 9 Jun 2026	Social Media Team
Influencer Outreach	Confirm talents (e.g. Munah, Hirzi), schedule collabs, preview content	15 Apr – Event Day	Talent/PR Coordinator
Community Engagement	Outreach to CCs, schools, senior homes, arts clubs	10 Apr – 1 Jun 2026	Outreach Officer
Posters & Flyers	To be advertised at libraries, MRTs, community hubs, schools	1 May – 1 Jun 2026	Marketing Team
Email Blasts	Monthly: Apr, May, Jun editions – to Arts House lists, parent/kid activity groups	5 Apr – 7 Jun 2026	Communications Team
Media Coverage	Pitch to CNA Lifestyle, Berita Harian, The Straits Times, arts bloggers	10 May – 7 Jun 2026	PR Manager
Onsite Branding	Hashtag walls, photobooth signage, QR-coded surveys, social prompts	9 Jun – 14 Jun 2026	Marketing / PR Team

5. Risk Assessment

Risk Assessment Table				
Risk Type	Description	Likelihood	Impact	Mitigation Strategy
Weather (Outdoor)	Lightning, rain or heat may affect outdoor photobooth areas or audience comfort	Medium	Medium	Have sheltered backup areas; rent tents if needed; plan majority of
Artist Cancellation	Artists may fall sick or cancel last minute	Low	High	Have backup performers or facilitators on standby; use contract clauses
Technical Failures	AV equipment or lighting malfunctions	Medium	High	Conduct tech rehearsals, hire experienced crew, keep spare equipment
Volunteer No-Shows	Volunteers may not turn up or be underprepared	Medium	Medium	Hold mandatory briefing/training, have on-call volunteers
Low Audience Turnout	Insufficient attendance despite marketing efforts	Medium	High	Use strong pre-event marketing, partner with schools/communities,
Injury or Health Incident	Participant or team member gets injured or falls ill during event	Low	High	First-aid kits on-site, trained staff present, emergency contact protocol in place
Catering Issues	Food may run out or not meet dietary needs	Low	Medium	Include halal/vegetarian options
Power Outage	Power disruption affecting equipment and lighting	Low	High	Check venue backup systems; have a power recovery plan; ensure voltage is properly matched and not exceeded and check for wears and tears
Budget Overruns	Overspending or unexpected costs during execution	Medium	Medium	Monitor budget weekly, use contingency fund wisely, prioritize essential expenses
Cultural Sensitivity Issues	Misinterpretation or offense in representation of certain cultures	Low	High	Brief artists on inclusivity and respect to other cultures
Overcrowding	Too many walk-in participants may exceed venue capacity	Low	High	Monitor RSVPs; use sign-up systems; employ ushers to control flow

Equipment Theft or Loss	Instruments, AV equipment, or personal items could be stolen or misplaced	Low	Medium	Secure storage; check-in/out protocol; assign logistics coordinator
Uncooperative Participants	Attendees may be disruptive or refuse to follow guidelines	Low	Medium	Establish code of conduct; staff trained in de-escalation and mediation
Supplier Delay	Vendor fails to deliver on time or cancels last minute	Medium	Medium	Confirm timelines in contract; have backup vendors on standby
Lack of Participant Engagement	Some attendees may feel left out or not involved	Medium	Medium	Ice-breakers; facilitators trained in inclusivity and engaging all participants
Language Barriers	Participants may not understand facilitators or fellow participants	Medium	Medium	Multilingual guides; visual aids; simple clear communication strategies

6. Overall Project Flow (Gantt)



*As the chart is too wide, please refer to the attached document titled "**Project Flow (Gantt)**".

Monitoring & Controlling

Monitoring Area	What to Monitor	Tool / Method	Notes / Corrective Actions (if off-track)
Schedule	Task Progress VS. Planned Timeline. - Verify if the tasks are progressing according to the scheduled timeline. (Gantt Chart)	Gantt Chart (Excel Sheet) (Progress & Productivity to be updated weekly)	- Adjust task deadlines accordingly and reasonably. - Allocate additional manpower if needed.
Budget	Actual VS Forecasted Expenses. - Review and compare forecasted expenses against actual expenditure to identify any budget overruns or excessive spending.	Budget Tracking Spreadsheet (Excel Sheet) (Actual expenses incurred to be updated in the sheet each time a financial transaction is made)	- Reallocate funds and reduce non-critical costs. - Ensure that transactions are made only when necessary and in accordance with the approved budget sheet. - Limit spending to essential items explicitly listed in the budget.
Quality	Performance quality of photobooth installations, food and overall materials. - Ensure all materials are in excellent condition, free from defects, and meet high-quality standards.	- Site visits - Supplier consultation - Consistent checks of materials	- Requests revisions through suppliers. - Inform suppliers of faulty equipment and report it to the Artistic Director / Project Manager.

		supplied.	
Marketing Effectiveness	Reach and impressions, engagement, visibility numbers and sign-ups. - Ensure that actual marketing reach, visibility, and audience sign-ups are high and align with the planned marketing timeline, strategy, and objectives..	- Social Media analytics e.g Instagram Business Tracking Tools. - Surveys - Audience engagement with marketing posts.	- Revise content to keep up with current consumer and digital trends. - Boost posts through paid promotions. - Enhance marketing appeal by featuring local celebrities and influencers to attract wider audience engagement.
Artist Engagement & Satisfaction	Availability, satisfactions, overall responsiveness. - Ensure that all artists are fairly compensated, well-supported, clearly briefed, and have a positive, enjoyable experience throughout the event.	- Send timely updates via WhatsApp/Tel egram groups to check in on artist well-being pre-event and during.	- Hold meetings and briefings to clear out any doubts. - Follow up with the artists pre-event or during the event in the group to gather their feedback on the event and address any issues they may have encountered.
Risk Tracking	New risks or issues arising. - Review and identify any unforeseen or unanticipated risks that	Risk Assessment Spreadsheet (<i>Excel Sheet</i>)	- Apply control measures and mitigation plans promptly upon identifying a new

	emerged before, during, or after the event, including during teardown.	<i>(Update any new on-the-spot risks in the risk assessment sheet promptly, including the control measures implemented. Seek approval for these updates afterward)</i>	unforeseen risk in the spreadsheet. - For high-risk issues that arise on-the-spot unexpectedly and require immediate action, promptly escalate them to the appropriate department for resolution.
Stakeholder Satisfaction	Feedback form from attendees and partners and audience feedback on social media (Nostalgia Challenge - UGC) - Identify that actual engagement levels and posts meet the projected marketing aims in the marketing plan and reviews are mostly positive.	- Surveys - Nostalgia Challenge - Social Media engagement levels	- Improve future events with audience feedback - Maintain good relations with artists and maintain customer loyalty - Gather and evaluate public feedback each day to refine programming and improve the experience for the following sessions for the subsequent days.

**Key Performance Indicators (KPIs) that were mentioned in the marketing strategy should also be taken into account when monitoring overall event progress.*

Closing

Key Activities (To be done):

1. Post Mortem Meeting
2. Event Evaluation
3. Finalisation of Payments & Accounts Closure
4. Archiving & Handing Over
5. Project Closure Report & Checklist

1. Post Mortem Meeting

- To reflect on team performance, outcomes and experience.
- To be scheduled between **22 to 30 Jun 2026** as scheduled in Project Flow.

Topics to be discussed:

- What went well
- What could be improved
- Delays or problems
- Team morale and communication
- Team, volunteer, artist feedback
- Wrap-ups and Thank-yous

2. Event Evaluation

- To be scheduled between **22 to 30 Jun 2026** as scheduled in Project Flow.

Event Evaluation Matrix		
Metric	Description	Source
Event Sign-ups & Attendance	Total number of sign-ups and show rate across each and all days	Entry Count Registration Forms Google Forms
Media Coverage	Number of articles/news and social media features	Media Tracking
Audience & Artist	Ratings, survey	Google Forms

Feedback	responses and feedback	Nostalgia Challenge
Social Media Impressions & Overall Marketing Effectiveness	Engagement, reach, shares	Platform Insights

3. Finalisation of Payments & Accounts Closure

(Est. 22 to 30 Jun 2026)

- Ensure that all artists, crew, vendors, suppliers, and sponsors are compensated according to the agreed rates and that all sponsorship benefits and deliverables are fully fulfilled.
- Review forecasted expenses against actual spending and reconcile any discrepancies in the budget accordingly.
- Review any unused contingency funds and document, reallocate, or return them to the appropriate sources as necessary.
- Process any final reimbursements and ensure the finance sheet is updated with all relevant payment dates, transaction records, receipts, and supporting details.

4. Archiving & Handing Over

- Organise and archive all collected photos, videos, recordings, and feedback for documentation and future reference.
- Archive and organise all marketing assets, finalised Gantt chart, Work Breakdown Structure (WBS), and approved budget documents.
- Back up key communications, permits, approvals, and other relevant files, and store them in a shared drive or folder and ensure all materials are clearly labelled and easily accessible for future reference, reporting, or replication.

5. Project Closure Report & Checklist

1. Objectives vs. Outcomes

- Compare the intended goals of the event with the actual results achieved, highlighting successes and gaps.

2. Key Metrics & Statistics

- Include data such as attendance numbers, audience feedback, budget utilisation, marketing reach vs. targets, and team productivity.

3. Key Observations & Insights

- Summarise important takeaways and patterns noticed during the planning, execution, and event period.

4. Lessons Learned & Tips

- Document what worked well and what could be improved, with practical insights for future planning.

5. Recommendations for Future Events

- Suggest actionable strategies to enhance effectiveness, audience engagement, and operational efficiency in future editions.

6. Supporting Documents

- Attach relevant proposals, notes, reports, feedback forms, or materials that could support future grant or funding applications e.g National Arts Council (NAC).

Grants

Grant Selection & Justification

Grant Selected	Production Grant under the Developing Connections Through Art.
Criteria Fulfillment	• Used for signature, large-scale events and festivals. • To increase accessibility to the arts.

Grant Suitability

As this grant offers financial support to a range of applicants including non-profit organisations such as the Arts House, it offers up to 50% of the budget, making it financially-appropriate for a large-scale event such as this.

Alignment with The Arts House Anniversary Event Objectives

The 21st Anniversary of The Arts House marks a major milestone, commemorating decades of artistic innovation, cultural exchange, and community engagement. The proposed programme, a large-scale festival showcasing musical performances that champion cultural inclusivity and heritage, alongside interactive art experiences, highlights The Arts House's enduring role as a cornerstone of Singapore's cultural landscape.

In the Project Management section of this report, specifically within the project charter, several key objectives of the event were outlined:

- To foster intergenerational and intercultural bonding by bridging generational and cultural gaps through collaborative music-making and storytelling.
- To create opportunities for people to express creatively and share memories through music and singing and inspire young talents.
- Provide an inclusive, low-pressure artistic experience that encourages collaboration and originality across generations, using culture and traditional

instruments to foster cultural appreciation and creative co-creation especially among Gen Z and participants of all ages.

- Reinforce music as a cornerstone of Singaporean identity through nostalgic and inclusive arts experiences.

With reference to these objectives, the grant aligns with the event's objectives through:

- **Supporting Intergenerational and Intercultural Bonding**

This event will feature collaborative music-making and storytelling experiences that bring together people of different ages, backgrounds, and cultures. These creative interactions promote mutual understanding and emotional connection, bridging generational and cultural gaps, a goal directly supported by the grant's emphasis on projects that build meaningful audience engagement and social cohesion through the arts.

- **Inspiring Creative Expression and Showcasing Young Talent**

A key focus of this event is to create a safe and supportive space where participants, especially young, emerging Singaporean talents and members of the public can express themselves through music and art, aligning well with the Production Grant's mission to fund projects that provide developmental and exposure opportunities for local and upcoming artists.

The event offers rising performers, musicians, and creatives a national platform to gain exposure and grow professionally, while also encouraging community members to contribute creatively by sharing personal stories and memories through song and performance.

- **Promoting Inclusivity and Cultural Appreciation**

This event encourages collaboration across generations and cultures by using traditional instruments, multicultural music styles, and familiar cultural references, resonating well with the Production Grant's objective to make the arts more accessible, while also enriching audiences' appreciation of

Singapore's cultural diversity and heritage. By engaging youth (particularly Gen Zs) alongside seniors and other groups, the programme facilitates meaningful co-creation and dialogue through the arts.

- **Reinforcing Music as a Core Element of National Identity**

Through a blend of nostalgic themes and innovative presentation, the programme seeks to reinforce music as a shared cultural touchstone, connecting Singaporeans across time and identity. From familiar cultural tunes to contemporary local compositions, the performances and participatory experiences underscore music's enduring role in shaping national memory and unity aligning well with the Production Grant's encouragement of projects that celebrate local identity and artistic heritage.

Conclusion

The 21st Anniversary of The Arts House represents a significant cultural milestone, one that honours its legacy as a cornerstone of Singapore's arts landscape while nurturing future expressions of creativity. Through strategic project planning and alignment with national cultural objectives, the event not only commemorates the institution's impact but also champions intergenerational and intercultural connection through collaborative music-making and storytelling.

In seeking support from the NAC's Production Grant, the project aims to responsibly offset essential costs related to venue, technical production, artist fees, marketing, hospitality, and content creation. This financial support is critical in ensuring the event maintains a high standard of quality while remaining inclusive and accessible to diverse audiences. The grant also enables the team to focus on meaningful artistic outcomes without compromising creative integrity due to funding constraints.

Ultimately, this celebration goes beyond mere commemoration. It provides a platform for local and upcoming artists to thrive, communities to come together, and Singapore's rich musical heritage to be shared across generations. By doing so, it reaffirms music and the arts as powerful instruments of identity, unity, and inspiration for the nation's cultural future.

AI Usage Declaration

Name of AI tool used	ChatGPT
Section of the proposal where AI was used	Introduction, Programme Proposal
Input Prompt into AI tool	Rephrase [Sentences typed out by myself] to sound grammatically correct.
How the generated response was used	It was then later refined and edited to make it sound more smooth and natural.

Name of AI tool used	ChatGPT
Section of the proposal where AI was used	References
Input Prompt into AI tool	Rephrase [Link Given] to APA format.
How the generated response was used	Neater formatting of links under References in APA format.

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END OF PROPOSAL