

AUDIENCE ENGAGEMENT IN THE POST COVID WORLD: A VIEW FROM THE PROFESSION

**Christel Hon
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The Esplanade Co Ltd**

About Esplanade



Concert Hall



Theatre



Recital Studio



Theatre Studio



Annexe Studio



In 2019/2020:

3,915 perf

1.92 million audience

Performances

Community Engagement

Youth Engagement

Training

Digital Performing Arts

Centre

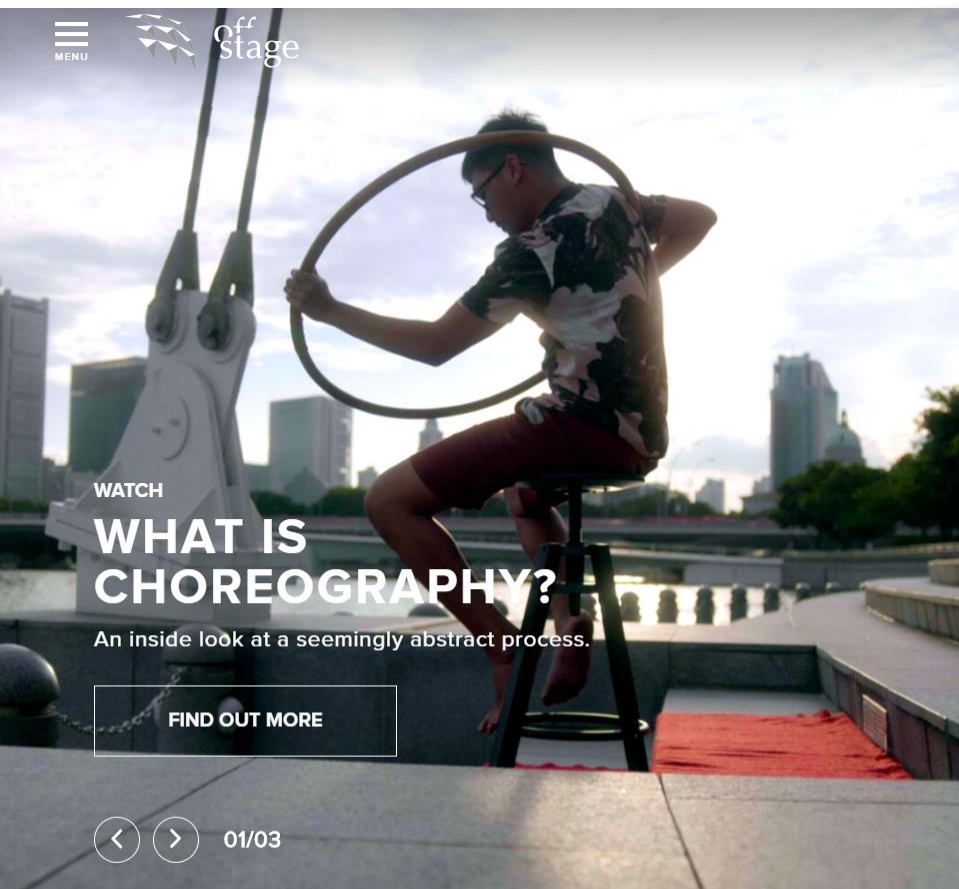




Esplanade & Covid -19

Serving the Present

Esplanade *Offstage*



[EXPLORE THE ARTS](#)

[KNOW THE ARTISTS](#)



[ALL](#)

[LIVE](#)

[DANCE](#)

[FAMILY](#)

[MUSIC](#)

[THEATRE](#)

[LITERARY /](#)



WATCH

MUSIC | THEATRE
**RICHARD WAGNER'S
DIE WALKÜRE**
Performed by Orchestra of the
Music Makers (OMM)



WATCH

THEATRE
LIGHTS UP!
A bold new spin on musical
revues.



Esplanade's Broadcast Calendar

Content Pillars

Leading in artistic excellence/ innovation

- Theatre & Dance: filming of new content
- New ways of experiencing a festival
- Curating quality archival works showing a festival's depth over the years

Connecting with special audience segments

- Seniors' programming
- Programming for children/ students

Inspire/ send a message, for a cause

- Specific shows to galvanise the industry/ public
- Partnerships across the sector

Baseline: Regularity of Programming to build audiences

e.g. for Singapore music

Apr- Sep 2020

Leading in artistic excellence / innovation

Apr
A Tapestry of Sacred Music – Past Highlights

May
SG ‘blockbusters’ from our cultural festivals

Jun
Jeremy Monteiro’s birthday livestream

July
Tan Dun Martial Arts Trilogy

Aug
Baybeats Online

Sep

The Studios Online

Connecting with special audience segments

May
Mother’s Day concerts

Jun
Malay arts weekend

F.Y.I. (Samsui Women /Bt Ho Swee, Gamelan Social)

PLAYtime! Karung Guni Boy

Inspire/ send a message, for a national cause

Lights Up! for arts freelancers (+NAC)

SSO National Day concert livestream

Audience-building for SG music

Jazz In July daily livestreams

Red Dot August livestreams + talks + readings

Crossing Borders livestreams

Beautiful Sunday (3 episodes, SG music groups in Concert Hall)

The Show Goes Online (music concert highlights every Fri)

In summary

Made use of Offstage (Esplanade platform), youtube, SISTIC Live (ticketing platform), Facebook, Instagram

What we made available:

Archival

Education content

Interviews

Collaborated with other arts groups

Livestreamed performances almost everyday

Talks, Workshops

Produced documentary / performances

What we have learnt (so far)

1 | New "Venues"

Leveraging platform opportunities

Platform opportunities

Developing new partnerships and distribution channels

Require exploring new advertising opportunities

2 | New Patrons' Insights

Learning from audience consumption and purchasing behavior

Audience consumption patterns

Reaching out to new audience and new audience segments

Purchasing Behaviour Insights



Creating the Future....

Together