

Christmas Vocal Jam

Ring in the Christmas season with this fun and interactive programme from The A Cappella Society. In two shows, one for children, one for youth and young-at-heart, A Cappella groups will bring the season's music closer to you. Expect to hear all your favourite carols and tunes in an intimate and informal setting. But be prepared to be active yourself and to sing along! Following the success of the first installment of Christmas Vocal Jam with nanu, this year's concert will present The A Cappella Society's Pop Choir and guest singers and groups who will all add to the merry-making and yuletide cheer by bringing to you much loved Christmas favourites sung in traditional and pop a cappella style.

In this concert, the audience is the star of the show. From singing to toe tapping, finger-pointing and boogying the afternoon or night away, everyone is promised an enjoyable and memorable time.

PROGRAM

3.30pm Children's show

8pm Evening show

DETAILS

27 November 10

3.30pm & 8pm

Esplanade Recital Studio

TICKETS

\$20 (afternoon), \$25 (evening)

available from The A Cappella Society, www.a-cappella.org.sg

INFOS

The A Cappella Society

www.a-cappella.org.sg

KEY OBJECTIVES

- The event will be split into 2 separate and different concerts for primary and secondary schools and kids and youths in the general public to enable TAS to cater to the needs of the different audience age groups, to better tailor the contents of the show.
- A special event to celebrate youth in a cappella and to showcase leading professionals and local groups to our young audience.
- Reaching out not only to the secondary schools and tertiary institutions but also to primary schools, who the afternoon show has been created for.
- Showcasing TAS' brand groups alongside local groups and providing a platform for performances and group publicity
- Inspiring young singers and enthusing future supporters with a showcase of the greatness of the human voice through a presentation of soundscapes, beat box & tap dancing, dramatised scenes and good old ensemble singing all done without the use of musical instruments.
- Creating special follow-up workshops as an option for groups who attend the concert.

KEY ARTS PERSONNEL & CAPACITY OF INVOLVEMENT

1. Artistic Director – Angelina Choo
2. Event Manager – The A Cappella Society Ltd
3. Production Assistant – The A Cappella Society Ltd

4. Writer – Script / Storyline
5. Composer – Soundscape Score that will tie the whole show together
6. Sound Engineer - XJavprod

COMPETITIVE EDGE

- We are the only Society that works to benefit local singers and the local a cappella community.
- We have been promoting a cappella music to the schools since 2000 and will continue to reach out to as wide an audience as possible.
- This is the only such dedicated programme for a cappella music each year, in a celebration presentation of multiple groups in one showcase.

TARGET AUDIENCE & PUBLIC BENEFIT / IMPACT ON ARTS DEVELOPMENT

- Primary School Students aged 9 thru 13
- Secondary school students
- Families with children
- Each year the concerts for students targets to present a multitude of ideas for using the human voice in song, dance, drama, soundscape and many other ingenious ideas. This serves as inspiration for young singers and supporters to be continually surprised and inspired to learn more all the time.
- The shows will bring in a different perspective of a cappella music, interpretation and presentation to the local community and serve to provide new insights to a cappella elsewhere & the actualisation about the positive and continuous development of our local scene.
- By separating the concerts, we are targeting to create a more conducive environment for our audience to really enjoy the afternoon or evening without disruptions and irritations and thus building on a stronger foundation of goodwill, association and support.
- By reaching out to the young, we intend to keep training and populating the local scene with more leaders who will pursue to form their own groups continually throughout their lives. The festival concerts serve to be that first inspirational point of contact.

PROPOSED MARKETING PLANS & STRATEGIES

- Direct mailer & letters to school choirs and bands
- Personal emails to all TAS members
- Personal calls and emails to all schools working closely with TAS
- Emails to schools who have booked an AEP programme with TAS in the last 3 years
- Website Listing & Write up
- Listings in youth-related magazines, papers, radio
- Flyers distributed at locations catered to youth
- PAssion Card promotion
- Keppel Nights ticket subsidy scheme

SPONSORSHIP OPPORTUNITIES

- Event Sponsor
- Event Supporter
- Show Sponsor
- Show Supporter
- In-kind support (props, costumes, make-up&styling, F&B)