



NATIONAL ARTS COUNCIL  
SINGAPORE

## ANNEX B: PROFILES FOR INTERVIEWS

Profile	Quote
<b>Mia Chee</b> Company Director and Co- Founder, Nine Years Theatre <a href="mailto:mia@nineyearstheatre.com">mia@nineyearstheatre.com</a>	“The Playbook gives us greater insights as we refine our approach to audience engagement. We have learnt that doing more isn’t always the way to go. It is about understanding what matters to our audiences in terms of their lifestyles and connecting with them in a meaningful way. With such a resource, we can now apply an actionable roadmap to delve even deeper – from marketing choices to programming decisions.”
<b>Kamini Ramachandran</b> Creative Producer, StoryFest Singapore <a href="mailto:kamini@moonshadowstories.com">kamini@moonshadowstories.com</a>	“The Audience Development Playbook workshops have provided a very hands-on, practical framework for understanding StoryFest's success through a more strategic lens. This year, our site-specific outdoor roving trail <i>Story Walk</i> will bring participants to the Central Business District through a new collaboration with The Everyday Museum. We are excited to see the reception of this year’s programmes as we integrate storytelling with contemporary art practices and heritage, and expand to reach more audiences from adjacent interests.”
<b>Dr Samuel Wong</b> Creative Director and Co- Founder, The TENG Company <a href="mailto:samuel@thetengcompany.com">samuel@thetengcompany.com</a>	“The Audience Development Playbook provides clear, data-driven insights into how audiences in Singapore engage with the arts. These learnings have meaningfully shaped our ticketing strategies, content planning, and outreach efforts. More importantly, the Playbook has helped us focus our audience development work in a way that is both strategic and sustainable for The TENG Company.”