



CIRCUS IN MOTION

Introduction



circusinmotion

**Location: Singapore, Malaysia,
Thailand, Indonesia,
Cambodia**

Industry: Entertainment

Image Credit to Circus in Motion

Circus in Motion is a contemporary circus arts company that offers social circus workshop and visually captivating circus performances. We specialize in inventive live performances and the creative use of geometrical shapes to perform our circus acts. Jay Che (Founder) noticed that the Singapore education system focused only on verbal and mathematical intelligence, hence Jay founded Circus In Motion to help children and youths express themselves through alternative means.

We performed in a series of events such as the Esplanade's Flipside Festival 2012, 2014 & 2015. The firm also has a constant stream of workshops in schools to work with youth at risk and students of special needs. We constantly collaborate with companies to help them work on their corporate social responsibility.

Our main social component consists of working with people from different settings such as residential homes, special needs schools, Normal(Technical) Stream students from mainstream schools and underprivileged communities overseas in Thailand, Malaysia, Indonesia and Cambodia.

Highlights

- 83% of our staff have been a beneficiary of the programme and has taken over the role of instructor to pass it forward to the future generations.
- We have impacted over 7000 beneficiaries between 2014 and 2016.
- We performed together with beneficiaries in True Hearts Comchest 2011as well as Child Aid 2014



Social Problem

The social problem we identified is what motivated the founding of our company – to bridge the gap and reach out to students who are not academic inclined. In line with MOE's programmes to solve problems such as high absenteeism rates, low self-confidence, discipline issues, and mental wellness, we work with schools through programs to improve student behaviour and attendance.

Social Intervention and Impact Created

We empower students (aged 10-18) through building their self-confidence and self-esteem, in this way pointing them to more opportunities and possibilities in life. Through our activities, we impart the growth mindset to them – that things are possible if they try. We also provide students with discipline issues alternative channels to focus their energy on, instead of disruptive behaviour in attempts to get the recognition of their teachers and friends.

Students we have worked with also show improved signs of mental wellness – they become more willing to speak up to their peers and instructors as the program teaches them more about teamwork and self-expression. Our instructions are all well-versed with non-verbal expression, to ensure they fully understand the students and can help them improve their self-expression methods.

The final part of our program is also known as the leap of faith. This is not in the program curriculum. Students are openly invited to join our training out of school and if they can attain a certain skill level, they can work for us. This can help participants with financial difficulties to improve their financial situation, and potentially even make a career out of it!

We also have the corporate arm, which does team building workshops for clients. This is where we use circus as a medium to improve team bonding within a company.

Business Model

We currently provide workshops and lessons of various lengths (5 sessions – year long project). Most workshop end on a high, where participants will perform for their school and love ones.

Corporate events contribute to a significant portion of our revenue, while public performances are mainly for brand awareness.

Our main marketing strategy is the Blue Ocean strategy. We have constantly make changes so that this strategy can assist us in our marketing to improve the acceptance rate of the project.

Current Marketing Efforts

- Facebook
- Telemarketing: conducted bi-annually to pitch our projects to schools



Challenges Faced and Project Scope

1. Improve outreach and uptake rate of workshops: Identify effective and efficient marketing channels for outreach to public sectors (i.e. schools, homes, etc.)
2. Improve retention rate of projects so students can consider this in their career choices.
3. Reduction in pricing of workshops through obtaining funding for our operations to reduce costs.

One of the problems we face in Singapore is red tape, where we are limited in our outreach efforts. In terms of school workshops and workshops in the public sector, when the project is put on Gebiz, there is the chance that we lose the project due to a lower quote by another company. Even with the Blue Ocean Strategy, some firms do not want to pay for the slightly higher costs of our workshops.

There was a significant increase in uptake rate of our workshops when we obtained the Sports Education Programme (SEP) funding for one year, but we failed to get renewal of this fund the following year. The Singapore Sports Council (SSC) does not consider circus performance as a sport 1 and the National Arts Council (NAC) does not regard this as an art 2.

Lastly, marketing channels for outreach to the public sector is limited, we need to find correct the channels and point of contact to provide us with information, which can be time consuming and inefficient.

We hope that your team can help us formulate a more efficient marketing plan and identify relevant marketing channels to improve the demand of our workshops.

Useful Links and Resources

Company Website: <http://circusinmotion.net/pressandevents/>

Facebook: www.facebook.com/circusinmotion/