Opera Europa Autumn Conference

**OPERA PILGRIMAGE**

*From 12 to 15 October 2017*

*Teatro Regio di Parma*

The theme of Opera Pilgrimage may be inspired by the special ambiance of a festival devoted to a great composer, but it resonates for any theatre that aspires to make itself a destination which demands to be visited.
QUEEN ELISABETH COMPETITION

VOICE

01/05 → 12/05
2018

FLAGEY & BOZAR

CANDIDATES APPLICATION DEADLINE:
6 December 2017 – 12 noon GMT

CANDIDATES must be born after
31 December 1985 & before 1 January 2000

www.qeimc.be – @qeimcbelgium
Team changes

Members attending the forthcoming conference in Parma will encounter some new faces in the Opera Europa team and will have the opportunity to say thank you, goodbye and good luck to an old friend.

Gérald Philippe, who has been a principal point of contact for many of you as Membership Coordinator, will be leaving us after the conference, in order to take up the challenge of managing operatic projects for Cappella Mediterranea, the inspirational ensemble led by Leonardo García Alarcón, and the Chœur de Chambre de Namur. He will be much missed by his colleagues as well as by members for his unfailingly patient and helpful contribution, including his heroic dedication to collating precise details of nearly 900 productions for the Future New Productions book, but we accept that he deserves a career change after almost eight years of loyal service. Please join us in wishing him the very best for the future at the end of the conference.

Our new Membership Coordinator, Emilie Tack, has already begun work. She brings experience from Bozar in Brussels and the European Commission and a strong commitment to the lyric arts, business practices and European affairs. She will work on our new benchmarking initiative. If you are enrolling for the Parma conference, she may well be in contact with you soon, and I hope that many of you will meet her in Parma and welcome her to our association.

The other new recruits belong to the small group who will be managing the new digital platform which will be launched to replace and develop The Opera Platform in October.

Clio Montrey is a creative administrator and composer from Canada, but with several years’ working experience in Vienna. She will be the new Platform Manager, and is already engaged with the preparation of its content. She will feature in Friday afternoon’s partners’ meeting at the conference, alongside Project Manager Luke O’Shaughnessy, whom you should already know from his work on The Opera Platform during the past three years.

Our communications team, led by Aline Chif since 2013, is being joined by the platform’s dedicated Communications Officer, Elisabeth Lasky, who comes from the Europe Direct Contact Centre in Brussels and adds valuable consultancy experience in communicating events. Both will contribute to the conference session on creating online promotional content on Saturday morning.

This team of five is managed from our Brussels office by Audrey Jungers, my constant colleague at Opera Europa of 14 years, who like me welcomes this autumn’s influx of fresh ideas within our growing association.

Nicholas Payne
Programme

Festival Verdi in Parma has established itself as a favoured destination for those who wish to explore the richness of Italy’s premier composer in the region where he was born and made his home. It offers a choice of four new productions in three beautiful and historic theatres, plus a curated programme of day-time events, concerts and imaginative content to welcome young audiences.

Parma offers an ideal and hospitable location in which to meet and debate current issues about attracting and educating audiences and devising plans which drive them towards your chosen destination. For, though Verdi and Parma are site-specific, our Pilgrimage theme is equally applicable to your programme and your location.

The conference also coincides with the launch of Opera Europa’s reimagined and redeveloped digital opera platform, which will double its partnership and expand its reach to create an Online Destination for Opera.

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<thead>
<tr>
<th>GD</th>
<th>General &amp; Artistic Directors</th>
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<tbody>
<tr>
<td>AA</td>
<td>Artistic Administrators</td>
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<tr>
<td>BF</td>
<td>Business &amp; Finance</td>
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<td>ED</td>
<td>Education</td>
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<td>FF</td>
<td>Fundraising &amp; Friends</td>
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<td>MC</td>
<td>Marketing &amp; Communications</td>
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This programme is accurate at time of publication; a final version will be given out upon registration.

Wednesday 11 October 2017

**Fedora General Assembly with Fundraising forum in the afternoon**

Thursday 12 October 2017

**TEATRO REGIO DI PARMA, STRADA GARIBALDI 16A**

10.00 **FF** How to engage the entire Opera House in Fundraising
Jérôme Brunetière (Aix), Heidi Lehmskumpu (Helsinki), Lanfranco Li Cauli (Milano Scala) moderated by Susan Fisher (London ROH)

11.15 Coffee break in Sala di Scenografia

11.30 **FF** Trends in corporate and individual giving
Marie Fenaux (Brussels), Ide Mens (Amsterdam), Nicole Newman (London), Marisa Vázquez-Shelly (Madrid) moderated by Delphine Geldof (Torino)

13.00 Lunch in ridotto

14.00 **FFMC** Shared vision of customer path to increase audience engagement
Agustí Filomeno and Helena Roca (Barcelona); Nicola Creed and Johnny Langridge (Garsington)

15.00 Coffee break in Sala di Scenografia

15.15 **FFMC** Data-mining: getting to know your clients and donors to increase their commitment to your company
Tim Baker (cultural consultant) and Lucy Sinclair (London ROH)

15.30 Main conference registration opens (in the foyer)

16.30 **Welcome** by Anna Maria Meo (Parma) and Federico Pizzarotti, Mayor of Parma

17.00 Opera Vision: presentation of the new Opera online destination

18.00 Reception in Ridotto

19.30 **Jérusalem** at Teatro Regio di Parma
Conducted by Daniele Callegari, directed by Hugo de Ana
With Ramon Vargas, Annick Massis, Michele Pertusi and Vittorio Vitelli
### Friday 13 October 2017

**AUDITORIUM PAGANINI, VIA TOSCANA 5A**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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| 09.00   | Sala Plenaria | **Creating, funding and promoting the customer journey to the chosen destination**  
Cristiano Chiarot (Firenze/Venezia), Anna Maria Meo (Parma), Andrew Higgins (Glyndebourne), Nicole Newman (fundraising consultant) moderated by Sandra Eikelenboom (Amsterdam) |
| 09.30   | Sala Stiffelio | **Co-productions marketplace** led by Sebastian Schwarz (Glyndebourne) with Gérald Philippe (Opera Europa) (Opera Europa members only) |
| 11.00   | Sala Jérusalem | **Small budget production exchanges** led by Stefano Pace (Trieste) (Opera Europa members only)  
**Opera Vision partners’ meeting** led by Luke O’Shaughnessy and Clio Montrey (Opera Europa) (Opera Vision partners only) |
| 13.00   | Sala Falstaff | **Reaching new audiences online**  
Nicolas Schaettel (culture.digital) and Chris Shipman (London ROH) |
| 14.15   | Sala Stiffelio | **Self-financing: devising new income streams**  
Aurélien Artaud (Tech‘4’team), Carlo Fuortes (Roma), Julia Neugebauer (Paris TCE) moderated by Christina Scheppelmann (Barcelona) |
| 15.45   | Sala Jérusalem | **Verdi for today’s audiences**  
Andrea Bernard, Jacopo Spirei and Graham Vick moderated by Hannah Griffiths (Göteborg) |
| 16.15   | Sala Falstaff | **Commissioning benchmarking tools** led by Emilie Tack (Opera Europa) |
| 20.30   | Teatro Farnese | **Stiffelio**  
Conducted by Guillermo Garcia Calvo, directed by Graham Vick  
With Luciano Ganci, Maria Katzareva and Francesco Landolfi |

*Teatro Farnese*
**Saturday 14 October 2017**

**AUDITORIUM PAGANINI, VIA TOSCANA 5A**

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<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>09.00</td>
<td></td>
<td>Registration opens</td>
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<tr>
<td>09.30</td>
<td>Sala Stiffelio</td>
<td><strong>Training of young artists</strong> Bernhard Focroulle (Aix), David Cuesta (Valencia) and Luisa Vinci (Milano Accademia) moderated by Birgitta Svendén (Stockholm)</td>
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<tr>
<td>11.00</td>
<td></td>
<td>Coffee break Foyer Pizzetti</td>
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<tr>
<td>11.30</td>
<td>Sala Stiffelio</td>
<td><strong>Multi-venue programming and management</strong> Aviel Cahn (Antwerp/Ghent), Barbara Minghetti (Como/Parma), Axel Renner (Bregenz), Jean-Philippe Thiellay (Paris ONP) moderated by Richard Mantle (Leeds)</td>
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<tr>
<td></td>
<td>Sala Falstaff</td>
<td><strong>Creating online promotional content and Promoting OperaVision</strong> led by Audrey Jungers, Aline Chif and Elisabeth Lasky (Opera Europa)</td>
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<tr>
<td>13.00</td>
<td></td>
<td>Conference conclusions</td>
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<tr>
<td>13.30</td>
<td></td>
<td>Lunch on your own</td>
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<td>15.00</td>
<td></td>
<td>Bus departure from Teatro Regio to Busseto</td>
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<tr>
<td>16.00</td>
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<td><strong>Visits on your own in the centre of Busseto</strong> – Museo Casa Barezzi (on Busseto's main square); Museo Nazionale Giuseppe Verdi (Villa Pallavicino, Via Ferdinando Provesi 35); Museo Renata Tebaldi (Via Ferdinando Provesi 41)</td>
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<tr>
<td>16.30</td>
<td></td>
<td>Bus departure from Teatro Regio to Busseto</td>
</tr>
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<td>18.30</td>
<td>Teatro Giuseppe Verdi di Busseto</td>
<td><strong>La traviata</strong> Conducted by Sebastiano Rolli and directed by Andrea Bernard, winner of the European Opera-directing Prize, with singers from the 54° Concorso Internazionale Voci Verdiane ‘Città di Busseto’</td>
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<tr>
<td>21.00</td>
<td>Villa Pallavicino Via Ferdinando Provesi, 35</td>
<td>Post-performance reception</td>
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<td>22.30</td>
<td></td>
<td>Bus back to Parma</td>
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**Sunday 15 October 2017**

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<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>15.30</td>
<td><strong>Falstaff</strong> at Teatro Regio di Parma Conducted by Riccardo Frizza, directed by Jacopo Spirei With Misha Kiria, Amarilli Nizza, Laura Giordano, Sonia Prina, Juan Francisco Gatell and Giorgio Caoduro</td>
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Practical information

**Teatro Regio di Parma**  
Via Giuseppe Garibaldi, 16A, 43121 Parma PR, Italy

**Auditorium Paganini**  
Via Toscana 5A, 43121 Parma PR, Italy

**Registration**

Conference registration includes participation at all sessions and social events, as well as two tickets to performances of your choice from the four that are proposed. There is limited availability for purchasing additional seats at 100€ each.

**Rates**

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<tr>
<th></th>
<th>before 15/09</th>
<th>after 15/09</th>
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<tbody>
<tr>
<td><strong>Members</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>first participant</td>
<td>300€</td>
<td>350€</td>
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<tr>
<td>additional participants</td>
<td>250€</td>
<td>300€</td>
</tr>
<tr>
<td><strong>Non-members</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>first participant</td>
<td>600€</td>
<td>650€</td>
</tr>
<tr>
<td>additional participants</td>
<td>450€</td>
<td>500€</td>
</tr>
<tr>
<td>Youth (under 30)</td>
<td>250€</td>
<td>280€</td>
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**Hotels**

There are many small hotels in Parma that will accomodate us. An online booking system is available; you can access it from our website which provides the necessary information. Please visit our Conference page on www.opera-europa.org. Rooms will be limited so please book quickly!

**Getting there**

**Via Airport Giuseppe Marconi di Bologna**

by bus: 34 mins from Bologna airport to Stazione Centrale di Bologna, then by train: 50 mins to Parma Stazione.

**Via Airport Amerigo Vespucci di Firenze**

by bus: 15 min from Firenze airport to Stazione Santa Maria Novella, then by train: 2 hours to Stazione Centrale di Parma.

**Via Airport Milano Malpensa**

by bus: 50 min from Malpensa airport to Stazione Milano Centrale, then by train: 1h10 to Parma Station.

**Via Airport Milano Linate**

by bus: 25 min from Linate Airport to Stazione Milano Centrale, then by train: 1h10 to Parma Station.

**Trains in Italy**

Tickets can be purchased directly at the train station or on www.trenitalia.org.

- Regionali Veloci: fixed price, slow trains. Tickets can be bought on the same day.
- Intercity: faster trains. Only a few per day. Tickets have to be bought in advance.
- Frecciarossa, Bianche, Argento: fastest trains. Price depends on availability, tickets have to be bought in advance.

Save the dates

**28-29 September 2017**

**Opera in the 21st century**

IMZ Academy for Opera in the Digital Age  
as part of the ITF Golden Prague  
Full programme available from luke@opera.europa.org or from https://www.imz.at/imz-academy/

**12-15 October 2017**

**OPERA PILGRIMAGE**

Opera Europa autumn conference in Parma  
REGISTER NOW !!

**9-11 November 2017**

**Human Resources forum meeting at**

La Monnaie/De Munt Brussels  
Programme from emilie@opera-europa.org

**22-24 March 2018**

**International Joint Forum meeting at Sofia National Opera**

Bringing together Business & Finance, Human Resources, Marketing & Communications and Technical & Production to explore common issues and solutions, including benchmarking tools to support audience and income growth, productivity and working together.  
Programme to be announced in December

**12-15 April 2018**

**World Opera Forum at Teatro Real, Madrid**

Convention with representatives of Opera America, Opera Latin America and from Africa, Asia and Australasia.  
Programme to be announced in December

**22-24 May 2018**

**Event for smaller companies as part of Operadagen Rotterdam**

**28-30 June 2018**

**MEASURING THE ARTS**

Opera Europa summer conference at Opernhaus Zürich  
Programme to be announced in March 2018

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This edition is sponsored by Badisches Staatstheater Karlsruhe

Cover photos clockwise from top right: Piazza Garibaldi, Teatro Farnese, Duomo Parma crypt, Teatro Regio Parma, Verdi Piano Casa Baretti, Auditorium Paganini, Teatro Verdi Busseto, Teatro Regio Parma, Teatro Verdi Busseto.

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assistant editor and designer: Aline Chif  aline.chif@opera-europa.org

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www.opera-europa.org
GÖTTERDÄMMERUNG
Wagner | Brown | Kratzer 15.10.17

DIE LUSTIGEN NIBELUNGEN
Straus | Limburg | Pölzgutter 15.12.17

SIMON BOCCANEGRA
Verdi | Willig | Hermann 20.1.18
Coproduction with Opera Ballet Vlaanderen, Les Théâtres de la Ville de Luxembourg & Opéra Orchestre National Montpellier

GOLD! (+) Evers | Kühnhold 27.1.18

ROMÉO ET JULIETTE Concert Performance
Gounod | Squeo 11.2.18

ALCINA Händel | Spering | Darrah 16.2.18

ANNA BOLENA Donizetti | Squeo | Brown 3.6.18

LUCIO SILLA Mozart | Willig | Kratzer 8.7.18
Coproduction with the Théâtre Royal de la Monnaie & the Theatre St. Gallen

WWW.STAATSTHEATER.KARLSRUHE.DE