

## MARKETING AND COMMUNICATION FORUM

### Customer Journey

### Finnish National Opera, 20-22 April

#### Thursday 20 April

Big Rehearsal Room, 6th Floor, entrance Töölönlahti side (opposite to Mannerheimintie)

11.00	<b>Hello &amp; welcome!</b> By Ing-Marie Persmo, Marketing and Sales Director (Göteborgs Operan) and Liisa Riekki, Communications Director (Finnish National Opera)
11.15	<b>Customer path case I - Mapping customer journey</b> Case FNOB with benchmarks by Senior consultant Sami Lanu and team FNOB - Communications manager Johanna Järventaus, Marketing manager Joonas Holtari ja and Social responsibility manager Lauri Pokkinen
12.15	<b>Customer path case II - Mapping the journey of Opera Stuttgart guests</b> with Thomas Koch, Director of Communication (Oper Stuttgart)
13.00	<b>Welcome</b> by Päivi Kärkkäinen, General Director (Finnish National Opera)
13.30	Lunch in staff canteen
14.30	<b>Customer path case III – Malmö Opera’s “out of the box” solution to catch new and younger audience</b> with Thomas Wickell
14:45	Nicholas Payne, Director of Opera Europa
15.15	Coffee
15.45	<b>Kick off and setting the following day’s workshop</b> facilitated by Sami Lanu
16.30	<b>Meet and Greet</b> (end 17.30)
19.15	<b>Guided tour at the Rock Church</b> (Temppeliaukion church by architects, Timo and Tuomo Suomalainen, in 1961) <a href="http://www.helsinginkirkot.fi/en/churches/rock-church-temppeliaukio">http://www.helsinginkirkot.fi/en/churches/rock-church-temppeliaukio</a> <i>Address: Lutherinkatu 3, around 1,5 km from the Opera house, very close to the restaurant</i>
20.00	<b>Dinner</b> at Restaurant Ateljé Finne <i>Address: Arkadiankatu 14</i>

#### Friday 21 April

Big Rehearsal Room, 6th Floor, entrance Töölönlahti side (opposite to Mannerheimintie)

9.30	<b>Instructions for the day’s workshop on Customer Path</b> by Sami Lanu <b>Workshop session I:</b> working on one of three target groups <ul style="list-style-type: none"> <li>• young adults, 18-25 years</li> <li>• heavy users (season card holders &amp; frequent visitors)</li> <li>• tourists</li> </ul>
11.15	Coffee
11.45	<b>Workshop session II:</b> working on one of three target groups <ul style="list-style-type: none"> <li>• young adults, 18-25 years</li> <li>• heavy users (season card holders &amp; frequent visitors)</li> <li>• tourists</li> </ul>

13.15	Lunch at Carelia Brasserie <i>Address: Mannerheimintie 56 (across the street)</i>
14.15	<b>Workshop session II:</b> working on one of three target groups <ul style="list-style-type: none"> <li>• young adults, 18-25 years</li> <li>• heavy users (season card holders &amp; frequent visitors)</li> <li>• tourists</li> </ul>
15.30	Coffee
16.00	<b>Results, conclusions etc.</b> by Sami Lanu and FNOB`s working group leaders (ends at 17.15)
19.00	Performance of <i>Jevgeni Onegin</i>

### Saturday 22 April

Main Foyer /Big Rehearsal Room – location & entrance tbc

9.45	<b>Future Trends</b> with Matthias Schloderer, Head of Marketing (Bayerische Staatsoper)
11.00	Coffee
11.30	<b>“What do I have to do to get you to come to the opera?”</b> 6-8 students, age 18-20 years, in a focus group Q&A
12.45	Lunch in staff canteen
13.30	<b>Conclusion and next meetings</b>

**Hotel Crowne Plaza** – located very close to the Finnish National Opera and Ballet

Mannerheimintie 50, 00260 Helsinki

Reservations: tel. +358 20 055 055 / [my.reservation@restel.fi](mailto:my.reservation@restel.fi)

**104 EUR / single room 119 EUR / double room**

Rates include Breakfast buffet during normal opening hours, guest sauna, swimming pool and gym and VAT. The rooms are available from 3 p.m. on the day of arrival until 12 noon on the day of departure.

Method of payment: cash or credit card.

Please quote the allotment code **Marketing and Communications forum** when booking. Automatic release of the allotment on 1.3.2017.

**Sokos Hotel Tornii** – centrally located hotel

Yrjönkatu 26, 00100 Helsinki

Reservations: tel. +358 20 1234 600 / [sokos.hotels@sok.fi](mailto:sokos.hotels@sok.fi)

**105 EUR / single room 120 EUR / double room**

Rates include Breakfast buffet during normal opening hours, wireless internet access (Wi-Fi), guest sauna and VAT. The rooms are available from 3 p.m. on the day of arrival until 12 noon on the day of departure.

Method of payment: cash or credit card.

Please quote the allotment code **Marketing and Communications forum** when booking. Automatic release of the allotment on 9.3.2017.

## Registration form

Please register for your participation in the forum meeting and specify if you will be joining in meals and if you would like tickets for *Jevgeni Onegin*.

### Participation fee

**Opera Europa members:** 200€ includes all sessions, meals\* and one ticket to *Jevgeni Onegin*.

**Non-members:** 340€ includes all sessions, meals\* and one ticket to *Jevgeni Onegin*.

(\*Please note that drinks at restaurants are not included and will have to be paid individually)

<b>COMPANY:</b>		
Participant's name:	Participant's name:	Participant's name:
Job title:	Job title:	Job title:
E-mail address:	E-mail address:	E-mail address:
<b>Thursday 20 April</b>	<b>Thursday 20 April</b>	<b>Thursday 20 April</b>
13.30 – Lunch <input type="checkbox"/>	13.30 – Lunch <input type="checkbox"/>	13.30 – Lunch <input type="checkbox"/>
19.15 – Visit of Rock Church <input type="checkbox"/>	19.15 – Visit of Rock Church <input type="checkbox"/>	19.15 – Visit of Rock Church <input type="checkbox"/>
20.00 – <i>Dinner at Ateljé Finne</i> <input type="checkbox"/>	20.00 – <i>Dinner at Ateljé Finne</i> <input type="checkbox"/>	20.00 – <i>Dinner at Ateljé Finne</i> <input type="checkbox"/>
<b>Friday 21 April</b>	<b>Friday 21 April</b>	<b>Friday 21 April</b>
19.00 – <i>Jevgeni Onegin</i> <input type="checkbox"/>	19.00 – <i>Jevgeni Onegin</i> <input type="checkbox"/>	19.00 – <i>Jevgeni Onegin</i> <input type="checkbox"/>
<b>Saturday 22 April</b>	<b>Saturday 22 April</b>	<b>Saturday 22 April</b>
12.45 – Lunch <input type="checkbox"/>	12.45 – Lunch <input type="checkbox"/>	12.45 – Lunch <input type="checkbox"/>

Please return by e-mail to [aline@opera-europa.org](mailto:aline@opera-europa.org)