



Opera Europa joint forum meeting
Audience departments: frenemies?
 Marketing & Communications, Fundraising, Education, Audio-Visual & Digital Media
 Zagreb, 26-28 March 2020



MC Marketing & Communications

AVDM Audio-Visual & Digital Media

FF Fundraising

ED Education

Thursday 26 March

	Foyer +1	Foyer +2
13.30	Registration opens	
14.00	Welcome by Dubravka Vrgoč, General Director of Croatian National Theatre	
14.30	Keynote address: The New Loyals: Achieving Sustainable Audience Growth by Chris Denby, Founder and CEO, and Pilar Cárdenas, Senior Executive Europe, The Advisory Board for the Arts (Washington, DC – Madrid)	
15.45	Opening ice-breaker André Kraft (Berlin Komische)	
17.00	Coffee break	
17.30	MCAVDM Audiences and perceptions of value of opera as experienced in a theatre, in a cinema and via streaming Yacine Ouazzani (Université de Lorraine Nancy)	FFED Working together to maximise revenue: what are the priorities? Jane Davidson and Nicola Smith (Glasgow)
18.30		
19.30	Puccini's <i>Madama Butterfly</i>	
	Post-performance reception for OE delegates	

Friday 27 March

	Foyer +1	Foyer +2	
9.30	<p>MCFF Strategic Communication & Asset Management Balancing your brand value and assets with your sponsors Tim Beernaert (Brussels), moderated by Francesca Di Nuzzo (Baker Richards)</p>	<p>AVDMEDMC Are we talking the same language as our audience? Mia Mandineau (YouTuber), Paola Giunti (Torino), Koen Brakenhoff (Vlaanderen), moderated by Tanita Leclercq (OperaVision)</p>	
10.45	Coffee		
11.15	<p>MCFF Marketing vs. Development, Ticketing vs. Sponsoring: Trade-off or synergies? Round table open discussion led by Karla Hirsch and Matthias Schloderer (Munich)</p>	<p>AVDMED Digital education material Round table open discussion led by Veronka Köver and Kim Waldock (OperaVision)</p>	
12.30	<p>World Opera Day: save the date and plan ahead! Célia Grau (Opera Europa)</p>		
13.00	Lunch in the Arts and Crafts Museum		
14.00	<p>MCAVDM Cost-effective tailoring your content to different channels Chris Shipman (London ROH) and Roger Flores (OperaVision)</p>	<p>FFED The challenges of delivering projects with external funds Anna Maria Meo (Parma), Alisa Spirina (Moscow Stanislavsky), Johnny Langridge (Garsington)</p>	
15.15	Coffee break		
15.45	<p>MCFF Crowdfunding: marketing or fundraising tool? Camille Claverie-Rospide (Paris Comique), Susanne Reuszner (Stockholm Folkoperan), moderated by Susanna Werger (Opera Europa)</p>	<p>AVDM State of the Union Open discussion on your current issues Led by Mikko Hannuksela (Helsinki)</p>	<p>ED State of the Union in Red Salon, Mezzanine Open discussion on your current issues Led by Jacqui Cameron (Leeds)</p>
16.45	<p>Launch of a transnational giving platform Presentation by Edilia Gänz (FEDORA)</p>		
17.00	<p>MC State of the Union Open discussion on your current issues Led by Ing-Marie Persmo (Göteborg) and André Kraft (Berlin)</p>	<p>FF State of the Union Open discussion on your current issues Led by Anna Maria Meo (Parma)</p>	
18.00			
19.30	<p>Pride and Prejudice Ballet premiere, followed by reception</p>		

Saturday 28 March

	Foyer +1	Arts and Crafts Museum
9.15	Opera Europa's new website, resources and tools Audrey Jungers, Aline Chif and Susanna Werger	
9.45	Workshop: Working together on a project	
11.30	Group presentations	
12.00	OperaVision: present and future Led by Nicholas Payne and Luke O'Shaughnessy	
12.45	Conclusions	
13.00	End of meeting	OperaVision Partners' meeting and lunch Nicholas Payne and Luke O'Shaughnessy
18.00	Donizetti's <i>Lucia di Lammermoor</i> (optional)	