

**Programme Reconnecting with Audiences
24-25 September 2020, online**

Thursday 24 September

Session 1 **MCF****FED****AVDM**

- 14:30 Welcome from Opera Europa Team
- 14:40 **Keynote on opportunities of renewal** : Jörg Rieker (Graz)
- 15:00 **Roundtable debate**, moderated by Nicholas Payne
Monica Fracassetti (Venezia), Christiane Hein (Hannover), Mirjana Plath (Volksoper Wien), *Ema Proso Šepec (Zagreb)*
- 15:45 **World Opera Day**, by Celia Grau
- 16:00 Break

MC Marketing & Communications
AVDM Audio-Visual & Digital Media
FF Fundraising & Friends
ED Education & Outreach

Session 2 **FFMC**

- 16:15 **Retaining loyalty of stakeholders & subscribers**
Matthias Schloderer and Karla Hirsch (Munich)
- 16:45 **Roundtable debate**, moderated by Matthias Schloderer
Corinne Baroni (Novara), Florian Brunner (Linz), Camille Claverie (Paris), Andrea Compagnucci/ Floriana Tessitore (Bergamo)
- 17:20 **FEDORA's transnational giving platform**, by Edilia Gänz
- 17:30 End of afternoon sessions

Friday 25 September

Session 3 **EDM****CFF**

- 10.30 **Connecting with young audiences**
Jorge Codicimo (Buenos Aires), Jane Davidson & Nicola Smith (Glasgow)
- 11.00 Interactive debate, moderated by Audrey Jungers
Frédérique Moullet (Aix), Joséphine Schreibers (Vlaanderen)
- 11.30 Break

Session 4 **AVD****MMC**

- 12.00 **Creative digital content to motivate audience engagement**
Laura de By and Frederik Furnee (Amsterdam), Natalia Lipińska and Maja Kluczyńska (Warsaw), Chris Shipman (London ROH), Luke O'Shaughnessy and Roger Flores (OperaVision)
- 13.30 End of sessions

All sessions available to registered Opera Europa members on Zoom
 Registration fee 40€ per company
 Please register by sending an email to celia@opera-europa.org