

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), Lauri Pokkinen (Finnish National Opera & Ballet), Ema Proso Šepec (Zagreb), Joan Matabosch (Madrid)

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 **AVDM****MC**

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