

## MARKETING & COMMUNICATION FORUM

### Storytelling & Engagement

24-26 April 2025, Teatro Real, Madrid

#### Thursday 24 April

14:00	<b>Welcome</b> with Ignacio García-Belenguer Laita (General Director, Madrid)
14:15	<b>Meet and Greet</b> – led by Liisa Rieki (Helsinki)
15:00	<b>Keynote – The importance of Storytelling (film, advertising, twitch ...)</b> Maxime Froissant (My little Paris – Consultant, Paris)
15:30	Coffee break
16:00	<b>Working with Influencers</b> – Juliette Tissot-Vidal (Opéra Comique), Francisco Mendoza and Tomás Navarro (Publicis Group Spain) and a Madrid-based influencer Discussion panel followed by Q & A
17:30	<i>end</i>
20:00	Dinner at Opera Victoria (C/de los Caños del Peral,2, 28013 Madrid)

#### Friday 25 April

09:30	<b>Examples of “non-conventional” content – successes and failures. Trends, best practices, to sell “difficult” and contemporary opera productions.</b> “Show and tell” With Audrey Brahimi and Miina Malkki (Helsinki)
11:00	Coffee break
11:30	<b>AI and its role in content creation</b> – with Borja Lizárraga (Accenture Song) and Zsombor Czeglédi (Budapest) moderated by György Jávorszky (Budapest) Followed by tools, pros and cons, ethics, ...
13:00	Lunch in Salón Falla
14:00	Follow on group discussions on issues raised from previous session
15:15	Coffee break
15:45	<b>Measuring and analyzing the engagement of produced content in order to know what to communicate and to whom, through which channels?</b> Led by Sophie Gavriloff (Paris)
17:00	<i>end</i>
19.30	Dinner at Restaurant Public (C/Desengaño 11, 28004 Madrid)



NEXT STAGE initiative in collaboration with FEDORA

## Saturday 26 April

9:30	<b>Engagement within the company</b> <b>Access all areas – how to create trust and access backstage to create authentic content while keeping 'the secret'</b> With Justin Way (Director of Production, Madrid)
11:00	Coffee break
11:30	<b>How does your department structure evolve with challenging communication requirements?</b> <b>What my department looks like (3 examples)</b> (followed by an open discussion) Moderated by Ing-Marie Persmo (Gothenburg)
12:30	<b>Conclusion and next meetings</b>
13.00	Lunch in Salón Falla

### Registration fee

Opera Europa members: 180€

Non-members: 300€

The fee includes all sessions and meals on the programme