

Marketing & Communication forum

**THE AUDIENCE WE HAVEN'T MET YET**

28-30 May 2026, Irish National Opera, Dublin

**Thursday 28 May - Wood Quay Venue (Dublin City Council, Civic Offices, Wood Quay, Dublin 8)**

14:00	<b>Welcome</b> with Fergus Sheil
14:15	<b>Meet and Greet – What are the audience’s perceived barriers to opera?</b>
14:45	<b>Keynote – The changing media landscape</b> with Elaine Burke, Tech podcaster
15:15	Coffee break
15:45	<b>Contemporary work: When the product challenges the audience – introducing <i>MARS</i></b> , with a discussion led by Curro Ramos (Teatro Real)
16:30	<b>Creating <i>MARS</i></b> – discussion with Tom Creed and Jennifer Walshe (Co-directors) and Mark O’Connell (Librettist)
17:30	<b>end</b>
19:30	Dinner
19:30	Concert with Rolando Villazón and Paula Murrihy in The Gaiety Theatre

**Friday 29 May - Wood Quay Venue (Dublin City Council, Civic Offices, Wood Quay, Dublin 8)**

09:30	<b>Keynote – repackaging linear TV to fit audiences with <i>The Traitors Ireland</i></b> with <i>Joseph Hoban, RTE</i>
10:30	Coffee break
11:00	<b>Repackaging classic repertoire for new audiences: fresh touchpoints, relaxed performances, and AI tools</b> with examples from Susanne Reuszner (Stockholm), Anna Ermann (Nürnberg), György Jávorszky (Budapest) led by Sophie Gavriloff (Paris)
12:30	Lunch
13:45	<b><i>The Repackaging Workshop</i></b> – Collaborative session: barriers, opportunities, and fresh approaches
15:15	Coffee break
15:45	<b><i>The Repackaging Workshop</i></b> – Groups share proposals from the workshop
17:00	<i>end</i>
17:15	
19.30	Dinner

**Saturday 30 May - Long Room Hub (Trinity College Dublin, College Green, Dublin 2, D02 VR66)**

09:15	<b>Welcome</b> by Dr Evangelia Rigaki, FTCD (Associate Professor, Department of Music, Trinity College)
09:30	<b>Integrating AI into our Marketing &amp; Communications workflows and internal AI guidelines</b> with Daria Moudrolioubova (Insula Orchestra) and Sarah Halpin (Dublin)
11:00	Coffee break
11:30	<b>How are department structures evolving with challenging communication requirements? What my department looks like</b> (3 examples – Teatro Real, Opéra national de Paris and Irish National Opera) Moderated by Ing-Marie Persmo (Gothenburg)
12:30	<b>Closing reflections and future meetings</b>
13.00	
19:30	<b><i>Norma</i></b> at the Gaiety Theatre Conducted by Maurizio Benini with Salome Jicia and Mario Chang



**Trinity Long Room Hub**  
Arts & Humanities Research Institute



**NEXT STAGE** initiative in collaboration with FEDORA



**Trinity College Dublin**  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

**School of Creative Arts**  
Scoil na nEalaíon Cruthaitheach