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	**Welcome** with Fergus Sheil
14:15	**Meet and Greet – What are the audience's perceived barriers to opera?**
14:45	**Keynote – The changing media landscape** with Elaine Burke, Tech podcaster
15:15	Coffee break
15:45	**Contemporary work: When the product challenges the audience – introducing _MARS_,** with a discussion led by Curro Ramos (Teatro Real)
16:30	**Creating _MARS_ –** discussion with Tom Creed and Jennifer Walshe (Co-directors) and Mark O'Connell (Librettist)
17:30	**end**
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	**Keynote – repackaging linear TV to fit audiences with _The Traitors_ Ireland** with Joseph Hoban, RTE
10:30	Coffee break
11:00	**Repackaging classic repertoire for new audiences: fresh touchpoints, relaxed performances, and AI tools** with examples from Susanne Reuszner (Stockholm), Anna Ermann (Nürnberg), György Jávorszky (Budapest) led by Sophie Gavriloff (Paris)
12:30	Lunch
13:45	**AI Literacy and Empowerment Workshop** led by Brooke Gallagher (AI Literacy and Training Consultant)
15:15	Coffee break
15:45	**AI Literacy and Empowerment Workshop (part2)**
17:15	_end_
19.30	Dinner

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

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