

Marketing & Communication forum

THE AUDIENCE WE HAVEN'T MET YET

28-30 May 2026, Irish National Opera, Dublin

Thursday 28 May - Trinity College Dublin, College Green, Dublin 2, D02 VR66

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 <i>MARS</i> , with a discussion led by Curro Ramos (Teatro Real)
16:30	Creating <i>MARS</i> – discussion with Tom Creed and Jennifer Walshe (Co-directors) and Mark O’Connell (Librettist)
17:30	end
19:30	Concert with Rolando Villazón and Paula Murrihy in The Gaiety Theatre

Friday 29 May - Trinity College Dublin, College Green, Dublin 2, D02 VR66

09:30	Keynote – repackaging linear TV to fit audiences with <i>The Traitors</i> 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	<i>end</i>
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)
10:45	Coffee break
11:00	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)
12:00	Closing reflections and future meetings
12:30	
19:30	<i>Norma</i> at the Gaiety Theatre Conducted by Maurizio Benini with Salome Jicia and Mario Chang

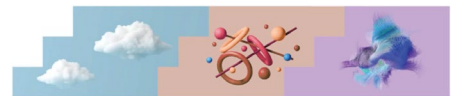


Trinity Long Room Hub
Arts & Humanities Research Institute



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

School of Creative Arts
Scoil na nEalaíon Cruithaitheach



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