**MARKETING & COMMUNICATIONS FORUM**

**25-27 October 2018, Auditorio de Tenerife**

**Thursday 25 October**

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| 14.30 | **Welcome to Auditorio de Tenerife**  Alejandro Abrante, Indentant, Daniel Cerezo, Manager, and Ing-Marie Persmo (Göteborg) |
| 15.00 | **Introduction to the conference and Storytelling** Enric Jove, CEO of McCann Spain, introduced by Agusti Filomeno |
| 16.00 | Coffee break |
| 16.30 | **Examples of Storytelling**  Elodie Cans (Paris ONP), Nitchka Wefers Bettink (Amsterdam), moderated by Sue-Janne Alsaker (Bergen) |
| 17.30 | **Meet and Greet** (end 18.45) Animated by André Kraft (Berlin Komische Oper) |
| 19.00 | **Bus departure for La Laguna from Auditorio de Tenerife** |
| 20.00 | Dinner in La Laguna |
| 22.30 | Bus return from La Laguna (arrival in Santa Cruz around 23.30) |

**Friday 26 October**

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| 10.00 | **Coffee welcome** |
| 10.30 | **Things Opera Marketers Are Discussing in North America** Margaret Genovese (Genovese & Vanderhoof) |
| 11.15 | **Workshop on resonating issues**  animated by Margaret Genovese |
| 13.00 | Lunch |
| 14.15 | **Examples of best practices for Storytelling and branding**Ing-Marie Persmö & Lena Jaksch (Göteborg), Josep Molina (Molina Visuals/Mahler Chamber Orchestra), Katja Jokinen (Helsinki) moderated by Sandra Eikelenboom (Amsterdam) |
| 16.00 | Coffee break |
| 16.30 | **Guided tour** |
| 19.30 | Performance of Rossini’s ***L’Italiana in Algeri*** by the Opera (e)Studio Academy  Drink at intermission Post-performance party with live music and DJ |

**Saturday 27 October**

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| 10.00 | **Discussion on the meeting and future initiatives** |
| 11.00 | Coffee break |
| 11.30 | **‘What do I have to do to get you to come to the opera?’**  6-8 students, age 18-24 years, in a focus group Q&A, moderated by André Kraft |
| 12.45 | **Conclusion and next meetings** |
| 13.30 | **Lunch** |
| 14.30 | **Visit to El Teide** (Chipeque lookout, El Portillo, The Garcia Rocks ; return in Santa Cruz around 19.00) |

**List of participants**

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| **Country** | **Town** | **Company** | **Name** | **Title** |
| Belgium | Brussels | Opera Europa | Roger Flores | Communications Coordinator |
| Canada | Toronto | Genovese, Vanderhoof & Associates | Margaret Genovese | Senior Partner |
| Finland | Helsinki | Finnish National Opera & Ballet | Katja Jokinen | Communications Manager |
| Finland | Helsinki | Finnish National Opera & Ballet | Liisa Riekki | Communications Director |
| France | Lyon | Opéra de Lyon | Anne Fory | Déléguée Générale à la Communication |
| France | Montpellier | Opéra Orchestre de Montpellier | Audrey Brahimi | Digital Projects & Communications |
| France | Paris | Opéra national de Paris | Elodie Cans | Social Media Manager |
| France | Paris | Opéra national de Paris | Sophie Meicler | Digital Project Manager |
| France | Strasbourg | Opéra national du Rhin | Mélanie Aron | Communications Director |
| Germany | Berlin | Komische Oper Berlin | André Kraft | Head of Communication & Marketing |
| Germany | Berlin | Komische Oper Berlin | Andrea Röber | Press Officer |
| Germany | Bonn | Theater Bonn | Jan Søren Simons | Online Editor |
| Germany | Leipzig | Oper Leipzig | Uwe Möller | Director Marketing and Sales |
| Ireland | Dublin | Irish National Opera | Sarah Halpin | Digital Communications Manager |
| Netherlands | Amsterdam | Dutch National Opera & Ballet | Nitchka Wefers Bettink | Dept. Marketing, Communications & Sales |
| Netherlands | Amsterdam | Dutch National Opera & Ballet | Sandra Eikelenboom | Head of Marketing, Communications & Sales |
| Norway | Bergen | Bergen National Opera | Sue Janne Alsaker | Marketing & Communications Director |
| Spain | Barcelona | Opera Sarrià | Agustí Filomeno | Marketing & Fundraising Consultant |
| Spain | Santa Cruz | Auditorio de Tenerife | Araceli Vera | Coordinadora de Producción Artística |
| Spain | Santa Cruz | Auditorio de Tenerife | Beatriz Pérez |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Dácil González |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Héctor Hernández | Marca y Patrocinios |
| Spain | Santa Cruz | Auditorio de Tenerife | Javier Oliver |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Nayra Martín |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Raquel Mora |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Sandra Kouwenberg |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Verónica Galán |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Alejandro Abrante | Intendant |
| Spain | Santa Cruz | Auditorio de Tenerife | Blanca Campos |  |
| Spain | Santa Cruz | Auditorio de Tenerife | Daniel Cerezo | Manager |
| Spain | Vallmoll | Molina Visuals | Josep Molina | Creative Director and Founder |
| Sweden | Göteborg | GöteborgsOperan | Ing-Marie Persmo | Marketing & Sales Director |
| Sweden | Göteborg | GöteborgsOperan | Lena Jaksch | Communication Manager |
| UK | Cardiff | Welsh National Opera | Matt Carwardine-Palmer | Director of Marketing & Sales |