

**Programme Reconnecting with Audiences  
24-25 September 2020, online**

Thursday 24 September

**Session 1** **MCFE****DAVDM**

- 14:30 Welcome from Opera Europa Team
- 14:40 **Keynote on opportunities of renewal** : Jörg Rieker (Graz)
- 15:00 **Roundtable debate**, moderated by Nicholas Payne  
Monica Fracassetti (Venezia), Christiane Hein (Hannover), Lauri Pokkinen (Finnish National Opera & Ballet), Ema Proso Šepec (Zagreb), Joan Matabosch (Madrid)
- 15:45 **World Opera Day**, by Celia Grau
- 16:00 Break

**MC** Marketing & Communications  
**AVDM** Audio-Visual & Digital Media  
**FF** Fundraising & Friends  
**ED** Education & Outreach

**Session 2** **FFMC**

- 16:15 **Retaining loyalty of stakeholders & subscribers**  
Matthias Schloderer and Karla Hirsch (Munich)
- 16:45 **Roundtable debate**, moderated by Matthias Schloderer  
Corinne Baroni (Novara), Florian Brunner (Linz), Camille Claverie (Paris), Andrea Compagnucci/ Floriana Tessitore (Bergamo)
- 17:20 **FEDORA's transnational giving platform**, by Edilia Gänz
- 17:30 End of afternoon sessions

Friday 25 September

**Session 3** **EDMCF****FF**

- 10.30 **Connecting with young audiences**  
Jorge Codicimo (Buenos Aires), Jane Davidson & Nicola Smith (Glasgow)
- 11.00 Interactive debate, moderated by Audrey Jungers  
Frédérique Moullet (Aix), Joséphine Schreibers (Vlaanderen)
- 11.30 Break

**Session 4** **AVDMMC**

- 12.00 **Creative digital content to motivate audience engagement**  
Natalia Lipińska and Maja Kluczyńska (Warsaw), Chris Shipman (London ROH), Luke O'Shaughnessy and Roger Flores (OperaVision)
- 13.30 End of sessions

All sessions available to registered Opera Europa members on Zoom  
 Registration fee 40€ per company  
 Please register by sending an email to [celia@opera-europa.org](mailto:celia@opera-europa.org)