

Find your group. Specialist forum sessions are indicated in the programme as:

GD General & Artistic Directors
AA Artistic Administration

BF Business & Finance
ED Education

MC Marketing & Communication
FF Fundraising & Friends

Wednesday 11 October 2017

Fedora General Assembly with Fundraising forum in the afternoon

Thursday 12 October 2017 – Teatro Regio di Parma, Strada Garibaldi 16A

	Ridotto	Sala di Scenografia
09.30	Registration opens (in the foyer)	
10.00		FF How to engage the entire Opera House in Fundraising Jérôme Brunetière (Aix), Heidi Lehmkumpu (Helsinki), Lanfranco Li Cauli (Milano Scala), moderated by Susan Fisher (London ROH)
11.15		Coffee break in Sala di Scenografia
11.30		FF Trends in corporate and individual giving Marie Fenaux (Brussels), Ide Mens (Amsterdam), Nicole Newman (London), Marisa Vázquez-Shelly (Madrid), moderated by Delphine Geldof (Torino)
13.00		FF Lunch in Ridotto
14.00		FFMC Data-mining: getting to know your clients and donors to increase their commitment to your company Tim Baker (cultural consultant) and Lucy Sinclair (London ROH), moderated by Myriam Coplo (Paris ONP)
15.00		Coffee break in Sala di Scenografia
15.15		FFMC Shared vision of customer path to increase audience engagement
15.30	Main conference registration opens (in the foyer)	Agustí Filomeno and Helena Roca (Barcelona); Nicola Creed and Johnny Langridge (Garsington), moderated by Ing-Marie Persmo (Göteborg)
16.30	Welcome by Anna Maria Meo (Parma) and Federico Pizzarotti, Mayor of Parma	
17.00	Opera Vision: presentation of the new Opera online destination	
18.00	Reception in foyers	
	Teatro Regio di Parma	
19.30	Jérusalem Conducted by Daniele Callegari and directed by Hugo de Ana With Ramon Vargas, Annick Massis, Michele Pertusi and Vittorio Vitelli	

Friday 13 October 2017 – Auditorium Paganini, Via Toscana 5A

	Sala Plenaria	Sala Stiffelio	Sala Jérusalem	Sala Falstaff
09.00	Registration opens			
09.30	<p>GDAAMCFF Creating, funding and promoting the customer journey to the chosen destination</p> <p>Cristiano Chiarot (Firenze/Venezia), Anna Maria Meo (Parma), Andrew Higgins (Glyndebourne), Nicole Newman (fundraising consultant), moderated by Sandra Eikelenboom (Amsterdam)</p>			
11.00	Coffee break in Area Bar			
11.30		<p>GDA Co-productions marketplace</p> <p>Led by Sebastian Schwarz (Glyndebourne) with Gérald Philippe (Opera Europa)</p> <p>Opera Europa members only</p>	<p>GDA Small budget production exchanges</p> <p>Led by Stefano Pace (Trieste)</p> <p>Opera Europa members only</p>	<p>MCED Reaching new audiences online</p> <p>Nicolas Schaettel (culture.digital) and Chris Shipman (London ROH), moderated by Audrey Jungers</p>
13.00	Lunch in Area Bar			
14.15		<p>GDBFMCFF Self-financing: devising new income streams</p> <p>Aurélien Artaud (Tech'4'team), Carlo Fuortes (Roma), Jean-Philippe Thiellay (Paris ONP), moderated by Christina Scheppelmann (Barcelona)</p>	<p>Opera Vision partners' meeting</p> <p>Led by Luke O'Shaughnessy and Clio Montrey (Opera Europa)</p> <p>Opera Vision partners only</p>	<p>Sala Prove GDAEDMC Young audience projects: why, how, for whom?</p> <p>With performances from <i>Briciole turandot</i> from Como and <i>Piccolo principe</i> from Parma</p> <p>Sophie Briard (Brussels), Emmanuela Spedaliere (Napoli) and Viatcheslav Starodubtsev (Novosibirsk), moderated by Peter Spuhler (Karlsruhe)</p>
15.45	Coffee break in Area Bar			
16.15		<p>GDAED Verdi for today's audiences</p> <p>Andrea Bernard, Nicola Sani, Jacopo Spirei and Graham Vick, moderated by Hannah Griffiths (Göteborg)</p>	<p>GDBFMC Commissioning benchmarking tools</p> <p>Led by Emilie Tack (Opera Europa)</p>	
17.45			MC Next meetings (30')	Opera Europa Board meeting – part 1
20.30	Teatro Farnese			
	<p>Stiffelio (promenade performance)</p> <p>Conducted by Guillermo Garcia Calvo and directed by Graham Vick</p> <p>With Luciano Ganci, Maria Katzareva and Francesco Landolfi</p>			

Saturday 14 October 2017 – Auditorium Paganini, Via Toscana 5A

	Sala Stiffelio	Sala Falstaff	Sala Jérusalem
09.00	Registration opens		
09.30	GDAED Training of young artists Bernard Focroulle (Aix), Daniele Borniquez (Milano Accademia), David Cuesta (Valencia) and Kathleen Tynan (RIAM Dublin), moderated by Birgitta Svendén (Stockholm)	MC Creating online promotional content and Promoting Opera Vision Led by Audrey Jungers, Aline Chif and Elisabeth Lasky (Opera Europa)	
11.00	Coffee break Foyer Pizzetti		
11.30	GDAAMC Multi-venue programming Aviel Cahn (Antwerp/Ghent), John Fulljames (Copenhagen), Barbara Minghetti (Como/Parma), Axel Renner (Bregenz), moderated by Richard Mantle (Leeds)	Open meeting for Parma inhabitants and Italian-speaking delegates about the value of Festivals in Europe Andrea Compagnucci (Bergamo/Macerata), Anna Maria Meo (Parma), Karen Stone (Magdeburg), Walter Vergnano (Torino) and Nicholas Payne (Opera Europa)	ED Creating online educational tools Jérôme Brunetière (Aix), Kim Waldock (London ROH)
13.00	Conference conclusions		
13.30	Lunch on your own		Opera Europa Board meeting – part 2
15.00	Bus departure from Teatro Regio to Busseto		
16.00	Visits on your own in the centre of Busseto – Museo Casa Barezzi (on Busseto's main square); Museo Nazionale Giuseppe Verdi (Villa Pallavicino, Via Ferdinando Provesi 35); Museo Renata Tebaldi (Via Ferdinando Provesi 41)		
16.30	Bus departure from Teatro Regio to Busseto		
	Teatro Giuseppe Verdi di Busseto		
18.30	La traviata Conducted by Sebastiano Rolli and directed by Andrea Bernard, winner of the European Opera-directing Prize With singers from the 54° Concorso Internazionale Voci Verdiane 'Città di Busseto'		
21.00	Post-performance reception at Villa Pallavicino		
22.30	Bus back to Parma		

Sunday 15 October 2017

	Teatro Regio di Parma
15.30	Falstaff Conducted by Riccardo Frizza and directed by Jacopo Spirei With Misha Kiria, Amarilli Nizza, Laura Giordano, Sonia Prina, Juan Francisco Gatell and Giorgio Caoduro