

**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

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

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

	Sala Plenaria	Sala Stiffelio	Sala Jérusalem	Sala Falstaff
09.00	Registration opens			
09.30	<b>GDAA MCFF</b> <b>Creating, funding and promoting the customer journey to the chosen destination</b> Cristiano Chiarot (Firenze/Venezia), Anna Maria Meo (Parma), Andrew Higgins (Glyndebourne), Nicole Newman (fundraising consultant), moderated by Sandra Eikelenboom (Amsterdam)			
11.00	Coffee break in <b>Area Bar</b>			
11.30		<b>MCED</b> <b>Reaching new audiences online</b> Nicolas Schaettel (culture.digital) and Chris Shipman (London ROH), moderated by Audrey Jungers	<b>GDAA</b> <b>Small budget production exchanges</b> Led by Stefano Pace (Trieste) Opera Europa members only	<b>GDAA</b> <b>Co-productions marketplace</b> Led by Sebastian Schwarz (Glyndebourne) with Gérald Philippe (Opera Europa) Opera Europa members only
13.00	Lunch in <b>Area Bar</b>			
14.15		<b>GDBF MCFF</b> <b>Self-financing: devising new income streams</b> Aurélien Artaud (Tech'4'team), Paolo Petrocelli (Roma), Jean-Philippe Thiellay (Paris ONP), moderated by Christina Scheppelmann (Barcelona)	<b>Opera Vision partners' meeting</b> Led by Luke O'Shaughnessy and Clio Montrey (Opera Europa) Opera Vision partners only	<b>GDAAEDMC</b> <b>Young audience projects: why, how, for whom?</b> With performances from <i>Piccolo principe</i> from Parma <i>Briciole turandot</i> from Como Sophie Briard (Brussels), Emmanuela Spedalieri (Napoli) and Vyacheslav Starodubtsev (Novosibirsk), moderated by Peter Spuhler (Karlsruhe)
15.45	Coffee break in <b>Area Bar</b>			
16.15		<b>GDAAED</b> <b>Verdi for today's audiences</b> Andrea Bernard, Nicola Sani, Jacopo Spirei and Graham Vick, moderated by Hannah Griffiths (Göteborg)	<b>GDBFMC</b> <b>Commissioning benchmarking tools</b> Led by Emilie Tack (Opera Europa)	
17.45			<b>Opera Europa Board / 1</b>	<b>MC</b> <b>Next meetings (30')</b>
20.30	<b>Teatro Farnese</b>			
	<b>Stiffelio</b> (promenade performance) Conducted by Guillermo Garcia Calvo and directed by Graham Vick With Luciano Ganci, Maria Katzareva and Francesco Landolfi			
23.00	<b>DJ-Set Verdi off</b> (free entrance) at BDC, Borgo delle Colonne 28			

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

	<b>Sala Stiffelio</b>	<b>Sala Jérusalem</b>	<b>Sala Falstaff</b>
09.00	Registration opens		
09.30	<b>GDAED Training of young artists</b> Bernard Focroulle (Aix), Daniele Borniquez (Milano Accademia), David Cuesta (Valencia) and Kathleen Tynan (RIAM Dublin), moderated by Birgitta Svendén (Stockholm)		<b>MC Creating online promotional content and Promoting Opera Vision</b> Led by Audrey Jungers, Aline Chif and Elisabeth Lasky (Opera Europa)
11.00	Coffee break <b>Foyer Pizzetti</b>		
11.30	<b>GDAAMC Multi-venue programming</b> Aviel Cahn (Antwerp/Ghent), John Fulljames (Copenhagen), Barbara Minghetti (Como/Parma), Axel Renner (Bregenz), moderated by Richard Mantle (Leeds)	<b>ED Creating online educational tools</b> Jérôme Brunetière (Aix), Kim Waldock (London ROH)	<b>Open meeting for Parma inhabitants and Italian-speaking delegates about the value of Festivals in Europe</b> Andrea Compagnucci (Bergamo/Macerata), Anna Maria Meo (Parma), Karen Stone (Magdeburg), Walter Vergnano (Torino) and Nicholas Payne (Opera Europa)
13.00	<b>Conference conclusions</b>		
13.30	Lunch on your own	<b>Opera Europa Board / 2</b>	
15.00	Bus departure from Teatro Regio to Busseto – meet in front of 'Parcheggio Toschi' parking by the Parma river bed on Viale Toschi		
16.00	<b>Visits on your own in the centre of Busseto</b> – 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 – meet in front of 'Parcheggio Toschi' parking by the Parma river bed on Viale Toschi		
	<b>Teatro Giuseppe Verdi di Busseto</b>		
18.30	<b>La traviata</b> 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	<b>Post-performance reception at Villa Pallavicino</b>		
22.30	Bus back to Parma		

**Sunday 15 October 2017**

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