

**SPRING CONFERENCE**  
**Venice, Teatro La Fenice**  
**22-25 May 2014**



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

**GD** General & Artistic Directors

**AA** Artistic Administrators

**FF** Fundraising & Friends

**TP** Technical & Production forum

**MC** Marketing & Communication forum

**Thursday 22 May 2014**

**WIFI CODE: fenice2013**

**hashtag: #operaeuropa**

	<b>La Fenice – Sala Teatrale (+1)</b>	<b>Sala Ammannati (+3)</b>	<b>Sala Loggione (+4)</b>
14.00	Registration opens		
15.00	<b>Welcome to Venezia</b> by <b>Cristiano Chiarot</b> , Sovrintendente and <b>Fortunato Ortombina</b> , Artistic Director, Teatro La Fenice, and <b>Giorgio Orsoni</b> , Mayor of Venice		
16.00	<b>Conference introduction by Opera Europa Board</b> led by Eva Kleinitz, Kasper Holten, Barbara Minghetti and David Pountney		
16.30	<b>Keynote address: The renewal and relaunch of the Fondazioni Lirico-Sinfoniche</b> by <b>Pier Francesco Pinelli</b> , Commissario del Governo per le Fondazioni Lirico-Sinfoniche		
17.00		<b>Welcome to new Opera Europa members</b> Jérôme Brunetière (Aix-en-Provence), Christopher Millard (London ROH), Susanne Plaehn (Bologna), Aline Chif and Gérald Philippe (Opera Europa)	
17.15 Until 17.45			<b>Meeting of the Board of directors in a meeting room, until 20.00</b>
20.30	<b>Conference party at Casinò di Venezia</b> – Calle Vendramin 2040 – business attire required Sponsored by Dubai Opera and Emaar Properties		



	Sala Apollinea (+3)	Sala Ammannati (+3)	Sala Sinopoli (+3)	Sala Loggione (+4)
09.30	<b>Global Opera Project: facts and figures from Italy and beyond</b> Presentation by Paola Dubini and Alberto Monti (Bocconi University Milan) with responses from Philippe Agid and Marc Scorca (Opera America)	<b>MC Balancing short-term and long-term marketing strategies</b> Round table led by Caroline Bailey (London ROH) and Prisca Olbrich (Volksooper Wien) moderated by Aline Chif (Opera Europa)		
10.30	<b>Prospects for Italian Lyric Theatre Today</b> Carlo Fontana, President of AGIS (Associazione Generale Italiano dello Spettacolo)			
11.00	<b>Coffee break in the first floor foyer</b>			
11.30	<b>GDFMC From subscriptions to Revenue management</b> Presentation by Tim Baker and Valentina De Sabata (Baker-Richards), with Myriam Daudet (Paris ONP), Andrew Gambrell (London ENO) and Thomas Wickel (Malmö), moderated by Jan Strandholm (Savonlinna)	<b>GDA The future of Italian production</b> With Francesco Micheli (Macerata), Gianfranco Mariotti (Pesaro) and Serena Sinigaglia, moderated by Henning Ruhe (Munich)		<b>TP Technical guided tour</b> Led by Massimo Checchetto, Technical Director of La Fenice – Meeting Point in the Foyer
13.00	<b>Lunch in the first floor foyer</b>			
14.15	<b>GDAATP Reforming opera models</b> Led by Walter Vergnano, President of ANFOLS (Associazione Nazionale delle Fondazioni Liriche e Sinfoniche), with responses from Francesco Bianchi and Alberto Triola (Firenze), Serge Dorny (Lyon), Giuseppe Gherpelli, President of ATIT (Associazione Teatri Italiani di Tradizione), Rosanna Purchia (Napoli) and Viktor Schoner (Munich)	<b>FFMC Individual giving: from ticket buyer to donor</b> Led by Jérôme Brunetière (Aix-en-Provence), Richard Mantle (Opera North) and Jane Gullong (Opera America), moderated by Perryn Leech (Houston)		
15.45	<b>Coffee break in the first floor foyer</b>			
16.15 Until 17.30	<b>GDA Opera beyond Europe</b> With William Graziosi (Astana), Asako Ishida (Showa University of Music Japan), Christina Scheppelmann (Muscat) and David Staples (Dubai), moderated by Birgit Meyer (Köln)	<b>GDTP Workshop on reform models - Tools for a workplace community</b> Led by Hanna Fontana (Helsinki) and moderated by Thomas Lauriot dit Prévost (Brussels)	<b>FF Workshop on fundraising models</b> Led by Jean-Yves Kaced (Paris ONP) and John Ward (Cardiff WNO)	<b>MC Discussion on future meetings and initiatives</b>
19.00	Giacomo Puccini's <b>Tosca</b> – Conducted by Daniele Callegari and directed by Serena Sinigaglia Interval drinks in Sala Apollinea offered by La Fenice			

**Saturday 24 May – Collaboration**

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	<b>Sala Apollinea (+3)</b>	<b>Sala Ammannati (+3)</b>	<b>Sala Sinopoli (+3)</b>
9.30	<b>GDTP Production models: how can repertoire and stagione theatres collaborate?</b> Joint panel debate with Bob Brandsen (Amsterdam), Roland Geyer (Theater an der Wien), Fortunato Ortombina (Venezia) and Nicola Sani (Bologna), moderated by Kasper Holten (London ROH)	<b>MC Online Marketing Strategies</b> Rob Greig (London ROH) and Wim Van Bree (Antwerp/Ghent), moderated by Ing-Marie Persmo	<b>FF Innovative fundraising strategies</b> with Francesca Colombo (MITO Settembre Musica), Pavel Smutný (Prague Bohemian Heritage Fund) and Marisa Vázquez-Shelly (Madrid Teatro Real), moderated by Daniel Biaggi (Palm Beach)
11.00	<b>Coffee break in the first floor foyer</b>		
11.30	<b>GDMC Social media: what to share and how to share it</b> Led by Marcus Romer (Pilot Theatre York), with Barbara Minghetti (Como) and Mandy Romme (Amsterdam), moderated by Susanne Moser (Berlin Komische Oper)	<b>GDAATP Co-productions marketplace</b> focusing on co-productions involving Italian theatres, led by Joan Matabosch (Madrid Teatro Real)	<b>FF Corporate Social Responsibility and Legacy fundraising</b> Presentations by Rena DeSisto (Bank of America) and Susanne Plaehn (Bologna), moderated by Karen Stone (Magdeburg)
13.00	<b>Lunch in the first floor foyer</b>		
14.30	<b>GDFF Supporting opera companies</b> Frayda Lindemann, Board Vice-President and sponsor of the Lindemann Young Artists Programme at New York Metropolitan, interviewed by Marc Scorca, President/CEO Opera America; <b>Presentation of Fedora</b> Jérôme-François Zieseniss with Jean-Yves Kaced and Edilia Gänz	<b>MC Social media workshop: in-house guidelines</b> With Mandy Romme (Amsterdam), moderated by Eva Kleinitz (Stuttgart)	<b>TP Discussion on future meetings and initiatives</b>
15.30 Until 16.00	<b>Conference conclusions</b> Eva Kleinitz, President of Opera Europa		
17.00	Puccini's <i>Madama Butterfly</i> – Conducted by Giampaolo Bisanti and directed by Àlex Rigola		
20.00	Post-performance reception at Palazzo Balbi Mocenigo – Fondamenta San Sebastiano 2580 – hosted by Jérôme-François Zieseniss, President of Fedora – cocktail dress required		

**Sunday 25 May**

11.00	Visit to Palazzetto Bru-Zane – San Polo 2368
15.30	Puccini's <i>La bohème</i> – Conducted by Jader Bignamini and directed by Francesco Micheli
18.00	End of the performance

**Please contact Audrey Jungers on +32 475 515 746 and [audrey@opera-europa.org](mailto:audrey@opera-europa.org)  
or Gérald Philippe on +32 478 321 970 or Aline Chif on +32 486 690 379 and [aline@opera-europa.org](mailto:aline@opera-europa.org) if you have any questions.**



**Different locations for the events**

- 1** For all sessions and performances  
Teatro la Fenice  
Campo San Fantin, 1965
- 2** Conference dinner party  
Casinò di Venezia  
Calle Vendramin, 2040
- 3** Post-performance reception  
Palazzo Balbi Mocenigo  
2580 Fondamenta San Sebastiano

- 4** Local tour  
Palazetto Bru Zane  
San Polo, 2368