

MARKETING & COMMUNICATION FORUM

Storytelling & Engagement

24-26 April 2025, Teatro Real, Madrid

Please enter via the side of the theatre on Calle Felipe V

Thursday 24 April

14:00	Welcome with Ignacio García-Belenguer Laita (General Director, Madrid)
14:15	Meet and Greet – led by Liisa Riekkilä (Helsinki)
15:00	Keynote – The power of Storytelling by Maxime Froissant (Author, Copywriter and Consultant, Paris)
15:30	Coffee break
16:00	Working with Influencers – the importance of differentiating between social trends and simple hype – Tomás Navarro (Publicis Group Spain), Juliette Tissot-Vidal (Opéra Comique) and Federica Forte (Montpellier) moderated by Audrey Brahimi (Montpellier) Discussion panel followed by Q & A
17:30	<i>end</i>
20:00	Dinner at Opera Victoria (C/de los Caños del Peral, 2, 28013 Madrid)
22:00	Lucía Campillo Flamenco (ends at 23:00)

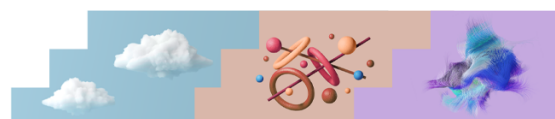
Friday 25 April

09:00	Optional visit of the new summer rooftop
09:30	Examples of “non-conventional” content – successes and failures. Trends, best practices, to sell “difficult” and contemporary opera productions. “Show and tell” With Audrey Brahimi, Miina Malkki (Helsinki) and Maja Kluczyńska (Warsaw)
11:00	Coffee break
11:30	The potential of GenAI across the customer lifecycle (challenges and responsibility) – with Borja Lizárraga (Accenture Song) moderated by Curro Ramos-Zaldívar (Madrid) Followed by an AI workshop with Accenture colleagues
12:45	Lunch in canteen
14:00	Follow on group discussions on issues raised from previous session
15:15	Coffee break
15:45	Measuring and analyzing the engagement of produced content in order to know what to communicate and to whom, through which channels? Led by Sophie Gavriloff (Paris) and Laurine Gandubert (Paris)
17:00	<i>end</i>
17:15	Guided tour of the Teatro Real (1h)
19:30	Dinner at Restaurant Public (C/Desengaño 11, 28004 Madrid)

Saturday 26 April

9:30	Engagement within the company Access all areas – how to create trust and access backstage to create authentic content Discussion between Justin Way (Director of Production, Madrid) and Curro Ramos-Zaldívar (Madrid)
11:00	Coffee break
11:30	How does your department structure evolve with challenging communication requirements? What my department looks like (3 examples – Teatro Real, Finnish National Opera and Opéra de Wallonie) Moderated by Ing-Marie Persmo (Gothenburg)
12:30	Conclusion and next meetings
13.00	Lunch in Salón Falla
14:30	Optional visit of the main auditorium
19:00	pre-rehearsal of <i>El Cuento del Zar Saltán</i>

If you have any questions while in Madrid, please contact Aline – aline@opera-europa.org or by phone/Whatsapp: +32 486 69 03 79



NEXT STAGE initiative in collaboration with FEDORA