

European Opera Days



About the European Opera Days

- 2013 – Opera: Playground – 107 companies in 24 countries
 - 2012 – Passion – 86 companies in 23 countries
 - 2011 – Young ears – 103 companies in 23 countries
 - 2010 – Crossing bridges – 97 companies in 21 countries
 - 2009 – Creativity and Innovation – 67 companies in 20 countries
 - 2008 – Intercultural dialogue – 86 companies in 20 countries
 - 2007 – the first edition – 107 companies in 22 countries
-

Why European Opera Days?

- Major PR exercise for Opera
 - Gaining media attention on a local, regional, national and international level
 - Through each company's press department, on a national level through national coordinator, on a European level through social media
 - Gaining support in your community
 - Beyond ticket sales
-

Great examples from past editions

- Vlaamse Opera's clean city flashmob



- Royal Opera House sleep-over
- Icelandic Opera's flashmob
- La Monnaie's cluedo



7 myths about the EOD

- I have to be a member of RESEO or Opera Europa
 - It has to be big (http://www.youtube.com/watch?v=5_cbnBak8RI&feature=youtu.be)
 - It has to be created from scratch
 - It has to be in the theatre (<http://barihunks.blogspot.be/>)
 - I have to do it all by myself
 - I need an extra budget for it
(<http://www.youtube.com/watch?v=ziBLHL4vL04&feature=youtu.be>)
 - I won't get anything back from it
-

What is an event?

- Artistic projects
 - Education and outreach projects
 - Marketing initiatives

 - With or without a performance
 - In or out of the theatre
 - In real life or virtual
-

In-house coordination

- Planning
 - Organising
 - Communicating
 - Reporting
-
- Nominating an official EOD coordinator within your company
-

National coordination

- Role:
 - Curation of events
 - Communication coordination (national press release, national communication campaign)
 - Relay to Opera Europa
 - Already contact points in Baltics & Russia, Benelux, Denmark, France, Germany, Italy, Norway, Spain, UK
-

Journey to opera

- Round-table discussions
 - In the theatre
 - In the town
 - Online
-