



**World Opera Day takes place every year on 25 October with the aim of underlining the positive value of opera for society.**

This year's theme **OPERA REBOOT** alludes to restarted activity for opera around the world and

- **EQUAL OPPORTUNITIES**
- **JOBS FOR THE NEXT GENERATION OF TALENT**
- **GREEN OPERA**

**Your audiences are your community and your stakeholders.** World Opera Day is the day to communicate to them about your awareness for current societal challenges and your will to be part of the conversation. **World Opera Day is about acting locally, together, for a global impact!**

*What are you doing for sustainability? What is your contribution to creating equal opportunities in the sector of opera? Are you nurturing the next generation of talent, on and off the stage?*

World Opera Day is an opportunity to showcase your efforts in these areas: present your young artists or staff in short videos on social media, partner with local media to highlight your commitment to recycling sets or implementing a waste management programme, to fostering inclusion in your outreach programmes or your staff... All ideas are welcome!

## **INITIATIVES AND ACTIVITIES**

Opera Europa is supporting these strands at its own level: special young artist programme on OperaVision, Opera Management Course announcement, launch of Next Stage, and charter for freedom and support for Afghanistan. You will find the draft press release (to be distributed to Opera Europa's mailing list on 21 October) in our shared toolbox.

**We are curious to know about your initiatives and activities.** With what aspect of Opera Reboot do you feel your opera company has engaged? What commitment deserves to be highlighted?

**You are invited to join the following coordinated efforts:**

**Happy World Opera Day! on TikTok:** share a message by a young artist in your team on your institutional TikTok channel, or encourage them to post from their own channel. The more the merrier! OperaVision will be piloting this initiative with its 24.500 followers. Join the celebration with #WorldOperaDay in your description!

**Opera Europa and ECHO charter for Freedom and Support for Afghanistan:** [co-sign the charter](#) by 7 October for publication and press distribution on 21 October.

**Stream a Rooftop concert:** a small scale concert underlining one or more of this year's themes, on a rooftop or in an unusual, informal place, possibly with an audience and (live)streamed on your social media on 25 October. You can simply film it with a smartphone! The ideal length is 1 to 20 minutes. Post to your institutional Facebook or Instagram account with #WorldOperaDay

## COMMUNICATIONS

To be part of the World Opera Day celebrations and integrate the coordinated communication plan, **please use our tools which you can find in this shared drive:**

<https://drive.google.com/drive/folders/1sFPrgKbtSBZm9jUOGfZ1OXGjDPHHCXYj?usp=sharing>

- the World Opera Day logo in your communications
- the World Opera Day banner
- the World Opera Day video animation
- In all social media, please **use #WorldOperaDay as our unifying hashtag**
- Send **celia@opera-europa.org a copy of your press release** about your contribution to World Opera Day (or an email explaining your plans), so that we may integrate their promotion into our communication plan

### **Opera Europa's coordination work includes:**

- Maintaining a Facebook event page to promote in the coming weeks the activities of our members. Please follow the event page : <https://fb.me/e/2tHpFT8cY>
- Sending out a press release on 21 October, featuring its various initiatives for World Opera Day, to its 800 press and media contacts
- Coordinating projects and communications with partner organisations, including OPERA America, Opera Latinoamérica, Réunion des Opéras de France, Opera XXI, Opera UK, OperaNorge, ATIT, Deutsche Bühnenverein, FEDORA, reseo, ECHO, AEC, ITI and others
- Maintaining [www.worldoperaday.com](http://www.worldoperaday.com)

The opera sector can seize the opportunity to come together to show the world that opera is alive and an actor for positive change. Share your story on World Opera Day. Join us on 25 October!

Please contact [celia@opera-europa.org](mailto:celia@opera-europa.org) for any World Opera Day matter.

[www.worldoperaday.com](http://www.worldoperaday.com)

[instagram.com/worldoperaday](https://www.instagram.com/worldoperaday)