



operaamerica.org/OperaWeek
#OperaWeek

NATIONAL OPERA WEEK

About National Opera Week



ABOUT NATIONAL OPERA WEEK

PROGRAM OVERVIEW

What is National Opera Week?

National Opera Week (October 27 – November 5) is the premier opportunity for opera companies to connect with new and existing audiences through engaging activities and concentrated, field-wide messaging. Opera companies and individuals are encouraged to celebrate opera, showcase our diverse industry and share the joy of opera. During Opera Week, you can also raise your voice in support of our art form by participating in Opera Advocacy Day on Wednesday, November 1.

New for 2017! Hometown Voices: Local Opera Week Chairs

- Invite your city's celebrity opera fan to be your local chair.
- Create your own video welcome message and schedule media appearances to amplify the impact of National Opera Week!
- This is your chance to focus attention on your organization, your community and our art form!
- See [page 12](#) in guide.

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PROGRAM OVERVIEW

How many events were there in 2016?

- 240+ events! View them at operaamerica.org/OperaWeek.

Who can organize a local event?

- Anyone can organize a local event — individuals and organizations alike.
- You don't have to be a member of OPERA America or based in the U.S. to organize an Opera Week activity — you just need to love opera!
- Team up! Increase your audience and share the logistical work by partnering with an area venue or another organization.

When should my event occur?

- At any point during National Opera Week: Friday, October 28 to Sunday, November 5. And you don't have to limit yourself to just one event — the more the merrier!

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PROGRAM OVERVIEW

How will I know what type of event to host?

- Pick something that suits both your mission and your community, while celebrating the operatic art form. Do you live in a big sports town? Reach out to your local teams to see if your artists can perform the national anthem for games during Opera Week. Is there a popular bar with a stage that will create opera-themed cocktails to serve during a cabaret evening? What about an outdoor opera samples performance at your local park? The possibilities are endless!
- If you already have regular season activities taking place during National Opera Week, those make great additions to the event list.
- Participating in National Opera Week can also take the form of online activities, social media campaigns, special press announcements or Opera Advocacy Day efforts.

A successful National Opera Week event...

- ...leaves attendees wanting more! Be sure to provide information about your organization, upcoming performances or how to get involved.

ABOUT NATIONAL OPERA WEEK PROMOTION

Submit your event.

- Visit operaamerica.org/OperaWeek to add your event to the list. Be prepared: [We've created a worksheet](#) to help you gather the information.

Share your photos with us.

- We'd love to see photos and videos of your events before, during and after! Share online using #OperaWeek and e-mail your favorites to OperaWeek@operaamerica.org.

NATIONAL OPERA WEEK

Organizing Your Event



ORGANIZING YOUR EVENT

LOGISTICS

Venue

- Whether you're hosting an event in a new space or in a venue you use regularly, be sure that it is easy to get to and that there is ample parking available (or that it's within walking distance of mass transportation, depending on your market).

Accessibility

- Just like with your regular events, be sure to comply with local and national requirements for accessibility.

ORGANIZING YOUR EVENT

LOGISTICS

Food and Beverage

- Get creative! If your Opera Week event is part of your regularly planned season, consider adding a specialty food or beverage vendor at your theater — something special to get people in the door. If you're in a different venue, be sure to keep food and beverage in mind, especially if your event is long or during regular meal times. Planning something outdoors? See if there's a local food truck that can park by the event for the day, or maybe there's a new restaurant in town eager for some extra exposure.

Swag

- Create swag — to either give away or have available for purchase — so that you attendees can celebrate this week. OPERA America has provided logo templates should you wish to order stickers or buttons. (See [page 18](#) in this guide.)

ORGANIZING YOUR EVENT

ONLINE EVENTS

Does an in-person event not work for your schedule this year? No problem — you can participate online! We recommend a social media contest or creating extra social media content for Opera Week; check out the sample events section at the end of this guide for more.

ORGANIZING YOUR EVENT

ENGAGING YOUR LOCAL NATIONAL OPERA WEEK AUDIENCE

Engage a local chair and create a welcome video!

This doesn't have to be the most famous person in your city. Consider someone who is well-known, engaging and loves opera.

ORGANIZING YOUR EVENT

SELECTING A CHAIR

This is your chance to show your local community and the opera world how special your company is. Choose a chair who has an engaging or fun personality, loves opera, is known in your community or has an interesting story to tell.

Think about unusual or unexpected candidates who will draw attention, such a local sportscaster, celebrity chef, mayor or prominent business owner. OPERA America can provide National Opera Week talking points and other guidance.

Contact Patricia K. Johnson at PKJohnson@operaamerica.org for further information and to let us know who you have selected! For tips on creating your video, see [page 20](#).

ORGANIZING YOUR EVENT

REGISTRATION

Treat your Opera Week event just like a performance — make sure you have a way for attendees to register. (We love Eventbrite if you want to keep this separate from your box office.) Not only will this help to build buzz, but you'll have captured your leads and be able to remind your attendees that the event is coming up to combat potential attrition.

ORGANIZING YOUR EVENT

SUPPORT FROM OPERA AMERICA

OPERA America cannot provide fiscal support for your event or chair video, but we can help with ideas for getting your event and marketing off the ground.

Plus: Use the #OperaWeek hashtag and we'll do our best to share your content when we see it come through!

ORGANIZING YOUR EVENT

OPERA ADVOCACY DAY

Mark your calendars to participate in Opera Advocacy Day on Wednesday, November 1. OPERA America will provide data and talking points to help you advocate for the art form you love.

More information will be available at operaamerica.org/OperaWeek.

NATIONAL OPERA WEEK

Promoting Your Event



PROMOTING YOUR EVENT

LOGOS

Starting this year, we've created a customizable National Opera Week logo. Download the template for Canva, [Photoshop](#) or [InDesign](#).

Canva Links:

- Color
 - [Square](#)
 - [Rectangle](#)
- B&W
 - [Square](#)
 - [Rectangle](#)



PROMOTING YOUR EVENT

MARKETING CHANNELS

Register on the OPERA America website.

- Visit operaamerica.org/OperaWeek to register your event and put it on the map, literally! In 2016, there were over 240 events across the United States and Canada, and this year we hope to have at least 260.
- Although online events don't show up on the map, we still ask that you register them to help us track these great activities!

Social Media

- Share your upcoming events and your events-in-progress on social media with #OperaWeek.

PROMOTING YOUR EVENT

VIDEO

We'd love to see your Opera Week videos! Ask your chair to give a brief, on-camera PSA about opera and why Opera Week matters.

Here are some helpful tips:

- Check out OPERA America's [previous national chair videos](#) to get some ideas.
- Shorter is better: We suggest keeping videos to 60 seconds or less.
- You're not limited to just one video! In addition to a statement, you might wish to film a Q&A segment, tour of your facility, etc.
- Don't wait until Opera Week is here to film your video. Start now and you'll be all set to take full advantage of the Opera Week opportunity.

PROMOTING YOUR EVENT

VIDEO

Need some help getting started with your video? We've drafted some copy to get your wheels turning!

Hello! I'm [Name, Affiliation, etc.], and I'm the [City/Town, State] local chair for Opera Week 2017, taking place from October 27 to November 5.

Opera Week is an annual celebration of opera nationwide. Opera companies, schools, opera lovers and more are opening their doors so that everyone has the opportunity to experience opera. From backstage tours to family operas and performances in the park, you can experience opera in your own backyard and share it with your friends and family.

[INSERT WHAT'S HAPPENING AT YOUR LOCAL OPERA COMPANY]

[INSERT ANECDOTES HERE! See below for sample questions.]

We hope you join us this year for National Opera Week! It begins on October 27 and runs through November 5.

For more information and to see what events are going on around the United States, Canada and the web, visit operaamerica.org/OperaWeek.

PROMOTING YOUR EVENT

VIDEO

Need some help getting started with your video? We've drafted some copy to get your wheels turning!

Sample Q&A

- Who brought you to your first opera?
- What was the first opera you ever saw?
- What do you love about opera?
- What is your favorite opera?
- What was the first opera you saw at [YOUR COMPANY]?

PROMOTING YOUR EVENT

OTHER COLLATERAL

Remember: Opera Week is your chance to grow your audience through free events, so you should optimize your marketing efforts. Flyers, Facebook ads and word of mouth are likely to provide you with the greatest ROI. You can also reach out to your chamber of commerce or a local public events board. *Plus: Consider a discount offer for your Opera Week attendees to get them back into your opera house.*

PROMOTING YOUR EVENT

PR

Include Opera Week as part of your press release cycle. Your press release is another area where you'll want to include your chairman; leverage their clout in your community. Will he/she attend your event? Even better! Be sure to let your local press know.

Partner with a local opera/classical arts blogger, opera lover, opera singer or group of college-level music students to write about your event.

PROMOTING YOUR EVENT

PROMOTING YOUR EVENT - BEFORE

- Create your public RSVP page (if necessary) and/or an event page on Facebook.
- Put up flyers around your community and on local events boards.
- Use your customized version of the National Opera Week logo on all materials.

PROMOTING YOUR EVENT

PROMOTING YOUR EVENT - DURING

- Share photos, quotes, videos and more to social media using #OperaWeek.
Plus: repost #OperaWeek posts from your community members.
- Create a post-event recap with highlights and next steps.

PROMOTING YOUR EVENT

PROMOTING YOUR EVENT - AFTER

- Participate with your local bloggers and press on any write-ups of your event.
- Follow up with your attendees via e-mail, thanking them for their attendance and possibly offering a discount to your next mainstage performance.
- Send a thank-you note to the team members who helped you produce your event.
- Send us an e-mail at OperaWeek@operaamerica.org and let us know all about your event. Who knows — it may make it into the next issue of *Opera America* magazine or be shared on our social media.

NATIONAL OPERA WEEK

Resources



RESOURCES

HELPFUL LINKS

- operaamerica.org/OperaWeek
- [OA logos](#)
- [NOW logos](#)

Questions?

Email OperaWeek@operaamerica.org

Have fun!