

DG Theatre Transnational Training

Two days of hands-on training designed for historic theatre professionals across the Perspectiv network. Six modules covering the key competences theatres need to strengthen their digital presence, reach new audiences and build a shared European identity.

DGTheatre aims to equip historic theatre professionals across Europe with the digital skills and tools they need to promote their venues, engage wider audiences and strengthen their visibility through a shared digital platform.

A training that combines expert-led sessions and practical demonstrations with hands-on exercises, real-case simulations and open group discussions.

Zaragoza (SPAIN)

23–24 November 2026

TRAINING OBJECTIVES

- Strengthen the theatre's daily operations
- Reach new audiences and deepen engagement
- Master practical digital tools for everyday use
- Build a strategic and coherent digital presence
- Reach new generations through storytelling
- Enrich the visitor experience



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



**Co-funded by
the European Union**

Event AGENDA

23 Mon

09.00 - 10.00

MODULE 1

*Emanuela Pia
Viglione
Gabriele Perni*

Introduction & discussion

Operational challenges,
resource management &
audience development

10.00 - 10.30

Coffee Break

10.30 - 13.30

MODULE 2

*Emanuela Pia
Viglione*

Hands-on workshop

Practical digital toolkits
for daily use

13.30 - 15.00

Complimentary light lunch

15.00 - 18.30

MODULE 3

*Milagros
Barrios*

Hands-on workshop & discussion

Accessible innovation &
the virtual experience

24 Tue

09.00 - 10.30

MODULE 4 - Part 1

Gabriele Perni

Hands-on workshop

Strategic communication &
multi-language marketing

10.30 - 11.00

Coffee Break

11.00 - 13.00

MODULE 4 - Part 2

Gabriele Perni

Hands-on workshop

13.30 - 14.30

Complimentary light lunch

14.30 - 17.30

MODULE 5

Gabriele Perni

Hands-on workshop & discussion

Storytelling & tone of
voice for new generations

15.00 - 18.00

Visit to the 'Teatro Principal'

To be confirmed

Milagros Barrios: Communication Manager

Emanuela Pia Viglione: Head of Culture and Territorial Development

Gabriele Perni: Communication and Multimedia Manager

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