



EURO♥VISION

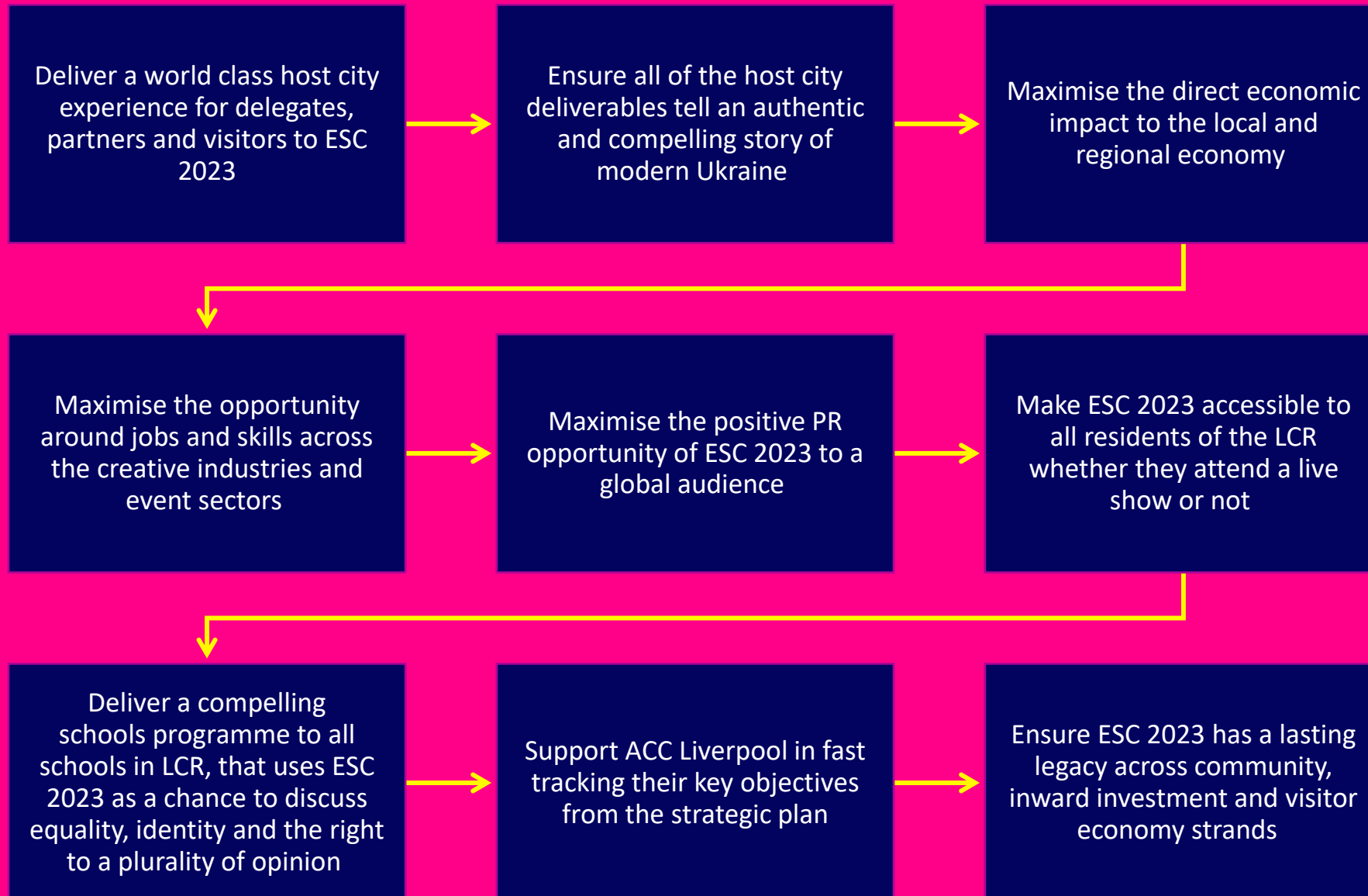
SONG CONTEST

UNITED KINGDOM

LIVERPOOL 2023



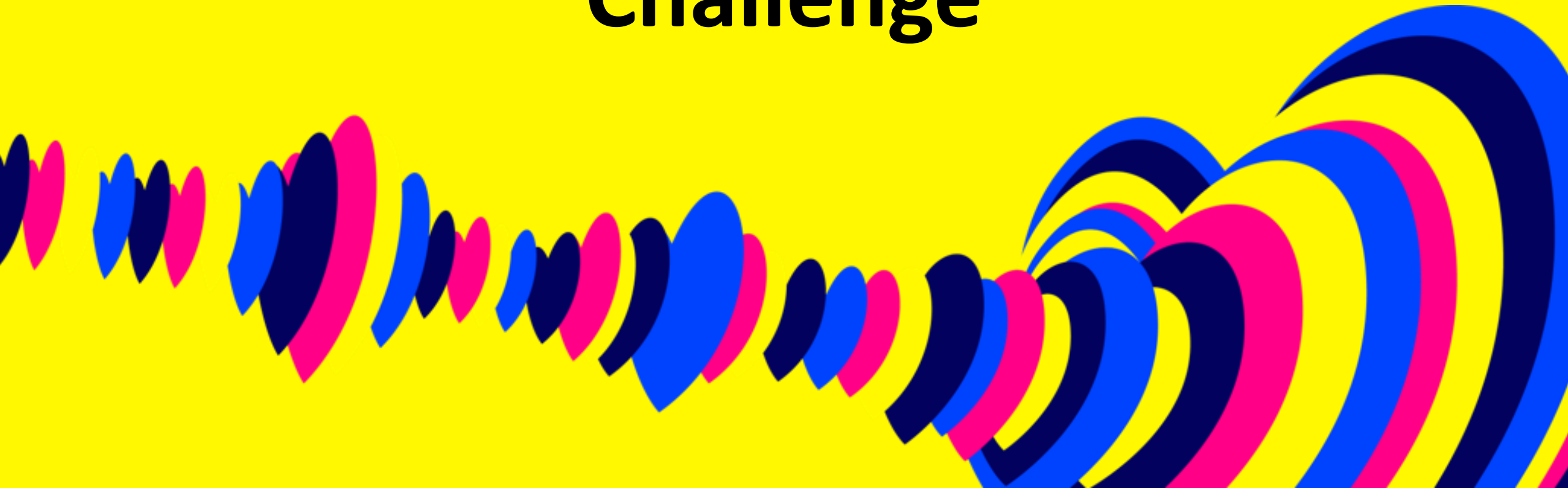
Eurovision host city KPIs



EUROVISION
2023



The Eurovision Challenge



Liverpool City Council's Communications Goals



Media coverage



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NEWS

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Culture

Eurovision 2023: Liverpool beats Glasgow to be song contest host city

7 October 2022 · Comments

Eurovision Song Contest

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Evening Standard.

Liverpool wins race to host next year's Eurovision Song Contest in place of Ukraine

Michael Howie
7 October 2022 · 3-min read

The Guardian

Newspaper of the year

Liverpool to host Eurovision song contest on behalf of Ukraine

City beat 19 others to host 67th contest after Volodymyr Zelenskiy agreed staging event in Mariupol was not possible

sky news 27 Mar 12° 6°

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Eurovision: Next year's song contest to be held in Liverpool, BBC announces

Liverpool ended up as the winning city, beating off Glasgow, Birmingham, Leeds, Manchester, Newcastle and Sheffield, and will host the huge globally-watched contest next spring.

By Chris Robertson, arts and entertainment reporter

Saturday 8 October 2022 04:43, UK

The New York Times

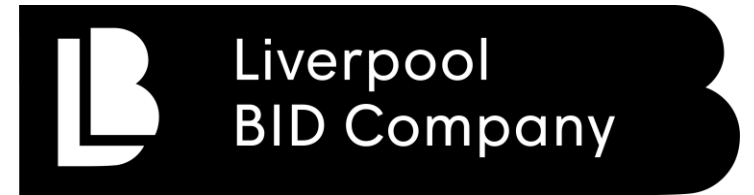
Liverpool Will Host 2023 Eurovision Song Contest

The popular competition would have been held in Ukraine, which won this year's event, but safety concerns sent it to Britain instead.

...a cultural programme on its historic waterfront in the run-up to the contest. ...ovelli/Alamy

...song contest will be hosted by Liverpool next year after it ...tes to stage the event on behalf of war-torn Ukraine.

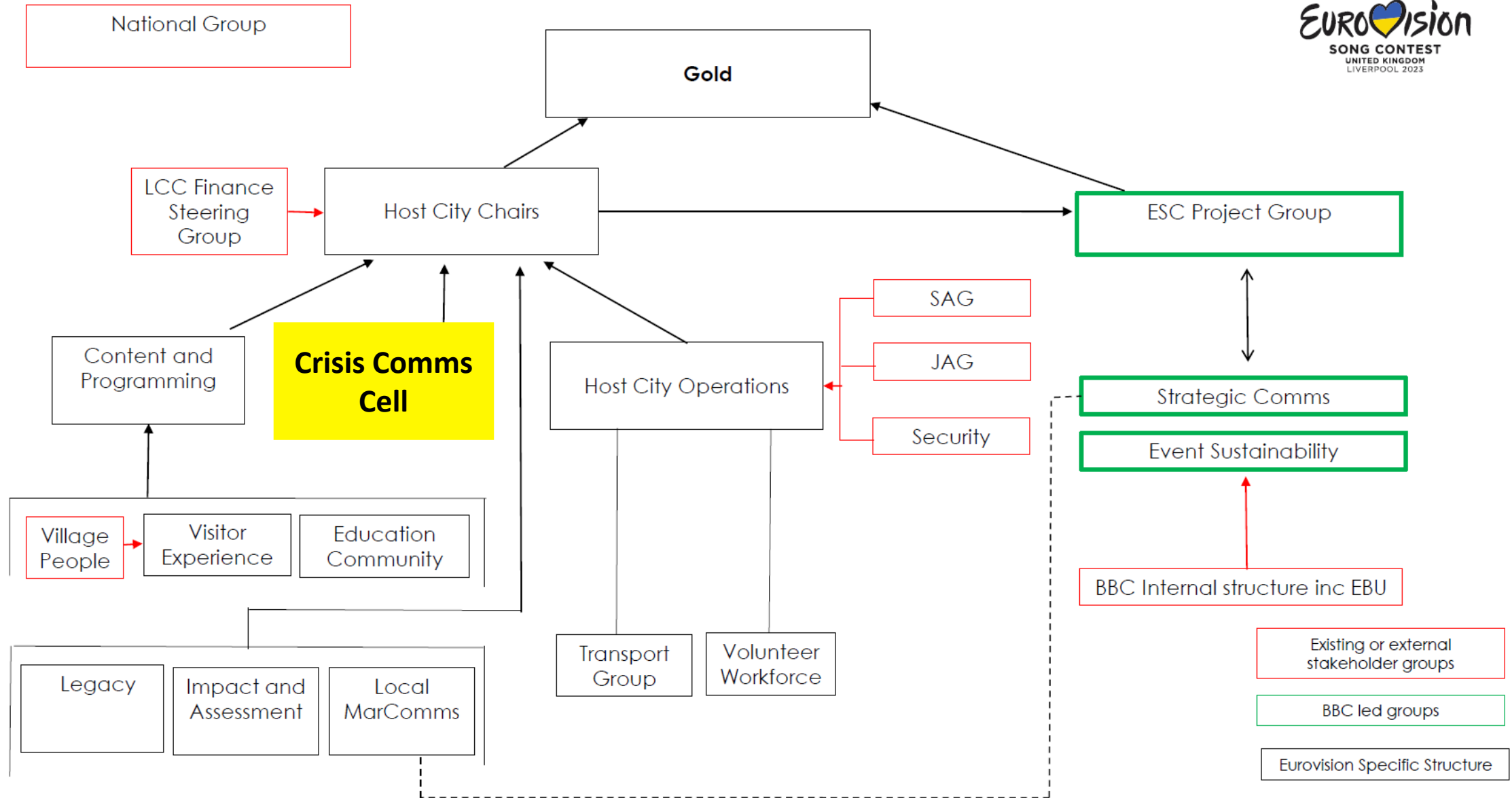
Partners



Department for Culture Media & Sport



Comms Cell





Supersizing Eurovision



Eurovision 2023



7 STRANDS

- EUROVISION
- EUROFESTIVAL
- EUROVISION VILLAGE
- EUROSTREET
- EUROLEARN
- EUROCLUB
- EUROCITY

EuroFestival

- 24 new artistic collaborations
- 19 collaborations with Ukrainian artists
- 557 artists
- 1,750 participants
- 71 venues
- 326,039 engagement



Education & Community

- 89 EuroLearn & Eurostreets grants
- 257 City Region schools
- 367 Organisations
- 17,746 school students engaged
- 36,026 participants



Comms Strategy

- Creative social media
- Press releases
- Videos
- Blogs
- Media briefings
- Photo opportunities
- Milestone moments marked
- Bespoke daily newsletter
- Manage press accreditation
- Facilitate interviews
- Respond to enquiries
- Staff / internal comms



Rota Sample

Category	Monday 1 (BH)	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Saturday 6 (King's Coronation)	Sunday 7
Gold Comms	-	-	Camilla	Camilla	Camilla (9am – 3pm) Niall (3pm - 11pm) Bridle Road	Camilla	Camilla (9am – 3pm) Paul (3pm – 11pm) Bridle Road
Gold CMT	-	-	Steve Moore	Steve Moore	Steve Moore	Steve Moore	Chris Lomas
Silver	-	-	Niall	Niall	Camilla (3pm – 11pm)	Niall	Niall
Bronze	-	-	Paul	Mike	Paul	Mike	Paul
Agenda	-	Louise	Paul	Mike	Kerry	-	-
On-call	Sarah	Mike	Paul	Mike	Louise	Louise	Louise
Daily Newsletter	-	-	Louise	Louise	Kerry	Louise	Kerry
Designer on shift	Esther	Esther	Esther	Mike A	Mike A	Mike A	Mike A
Priority event 1	-	KITE WORKSHOP Where: Mathew Arnold Primary School When: Required: Jack – filming	ELECTION COUNT RECCE Where: Wavertree Tennis Centre When: 1-3pm Required: Alison – set up Camilla – support	LOCAL ELECTIONS Where: various When: 10am-12pm Required: Kerry – polling station with Dan filming	LOCAL ELECTIONS COUNT Where: Wavertree Tennis Centre When: 9am - 6pm Required: Camilla – i/c Paul – press/socials Mike – press/socials Alison – support Anna – support Dan - filming	ROYALTY BALL AT VILLAGE (7.30pm) Where: Pier Head When: 4pm-9pm Required: Sarah – press Anna – socials	EUROVISION BIG NATIONAL LOTTERY WELCOME Where: Empire Theatre and St George's Hall When: 4pm-11pm Event – 8-10pm Required: Sarah – press Niall – socials Jack - filming

What we delivered...

- **36** press releases issued by Liverpool City Council
- **18** blogs written by the host city team and issued by the City Council
- **18** e-newsletters issued to key stakeholders with **844** recipients. With open rate of **51%** (the industry standard is 40%) and 1,142 links were clicked
- **325** media requests and **192** interviews facilitated from January – May



The New York Times

LIVE Updated 2 minutes ago

Eurovision Song Contest Final Voting Begins: Live Updates

After performances by 26 acts, the voting for the winner is open to viewers, including, for the first time, in the United States. Here's what you need to know about this year's glittery show in Liverpool.

The whole arena is singing "You'll Never Walk Alone." This is beautiful and the perfect way to show solidarity with Ukraine. (If completely obliquely.)



The Washington Post

Ukrainian singer Jamala to perform new album for Eurovision



LONDON — Jamala and the orchestra were supposed to onstage, but

Le Monde

INTERNATIONAL - EUROVISION 2023

For Eurovision 2023, the city of Liverpool has been transformed into a 'miniature Ukraine'

Due to the ongoing war in Ukraine, the United Kingdom offered to host the 2023 contest in its place, a first in the competition's history.

Rolling Stone

LIVE FROM LIVERPOOL

Eurovision 2023 Is Magic and Everything King Charles' Coronation Wasn't

The Washington Post

Democracy Dies in Darkness

Why is Eurovision a big deal? A guide for perplexed Americans.



The New York Times

At Eurovision, Ukrainians Find Community Far From Home

This year, the competition is hosted by Liverpool, England, on behalf of Ukraine. A discounted ticket plan means thousands of displaced Ukrainians can attend.

RHEINISCHE POST

Ein ukrainischer ESC in Liverpool

In der britischen Hafenstadt ist der Einfluss des ukrainischen Gesängers allgegenwärtig. Eindrücke einer besonderen Zusammenarbeit.

NME

Liverpool and Kyiv simultaneously raved together for charity



Les Actualités

Eurovision : Une ambiance typiquement ukrainienne à Liverpool alors que l'EuroFestival démarre | Nouvelles du Royaume-Uni

A quelques jours du Concours Eurovision de la Chanson, les préparatifs dans Liverpool vont bien train.

Le village de l'Eurovision est en construction et il y a une atmosphère typiquement ukrainienne à Pier Head.

Quelque 24 installations, dont 19 d'artistes ukrainiens, sont en place pour célébrer en live, parmi eux et beaucoup, les artistes ukrainiens, une collaboration entre des artistes basés au Royaume-Uni, en Ukraine et en Australie.

Si vous êtes un fan de musique, il est probable que vous ayez remarqué les drapeaux ukrainiens partout dans la ville.

BBC NEWS

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England | Local News | Regions | **Liverpool**

Eurovision: Liverpool event better than we imagined, businesses say

TimeOut

Liverpool has announced its Eurovision programme - and it's just as extra as you'd expect

Liverpool has announced its Eurovision programme - and it's just as extra as you'd expect



What we delivered...

- **733** members of the media accredited for the fan village across local, national, international and fan media
- Notable TV and radio in attendance – BBC, CNN, ITV News, Sky News, Channel 4 News, Denmark's Good Evening Europe, Radio Television Suisse, ABC Radio Australia and Gaydio
- Print and online: The Glove and Mail (Canada), NME, DNA Magazine (Australia)
- A 23-minute special on The Travel Show on BBC World (**audience of 90 million**)



City dressing



LIVERPOOL CALLING

AND THE RESULTS
ARE IN

EUROVISION HOST CITY 2023 IN NUMBERS



£54.8M

net economic boost to
Liverpool City Region



2M

2M people reached through
the education and
community programmes



328K

328,326 people engaged
with the 2-week EuroFestival



473K

Venues welcomed
473,000 attendees
for Eurovision events



162M

162M viewers globally over
three live BBC shows



475

475 volunteers
contributed to 12,000
hours of Eurovision
activities



99%

99% of the OGAE's -
the official Eurovision Fan Club -
loved the undeniable festival
atmosphere and city welcome



175K

175,000 city centre hotel
rooms were sold in May -
the best month on record
since 2018 (STEAM Data)



280K

>280,000 pieces of
global news coverage



87%

87% of people thought
the Eurovision Song
Contest promoted
positive feelings across
the countries involved



96%

96% of participants in
Eurovision nightlife would
recommend Liverpool
as a destination





Thank You!

