

EURO vision

SONG CONTEST

UNITED KINGDOM

LIVERPOOL 2023



Liverpool City Council's Communications Goals

- **Build awareness and understanding** of the scale of the event and the opportunities it offers up
- **Encourage people to be** part of history in the making
- **Produce distinct content** showcasing Liverpool, our music, our culture and our links with Ukraine
- **Spotlight modern Ukraine** and celebrate its culture and people
- **Promote opportunities** for people to get involved
- **Provide advance warning of event impact** and amplifying key partners' messages
- **Maximise opportunities to secure positive PR** for Liverpool and the City Council
- **Manage stakeholders'** communications expectations/needs
- **Build excitement internally**, enlist Council staff as Eurovision ambassadors

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

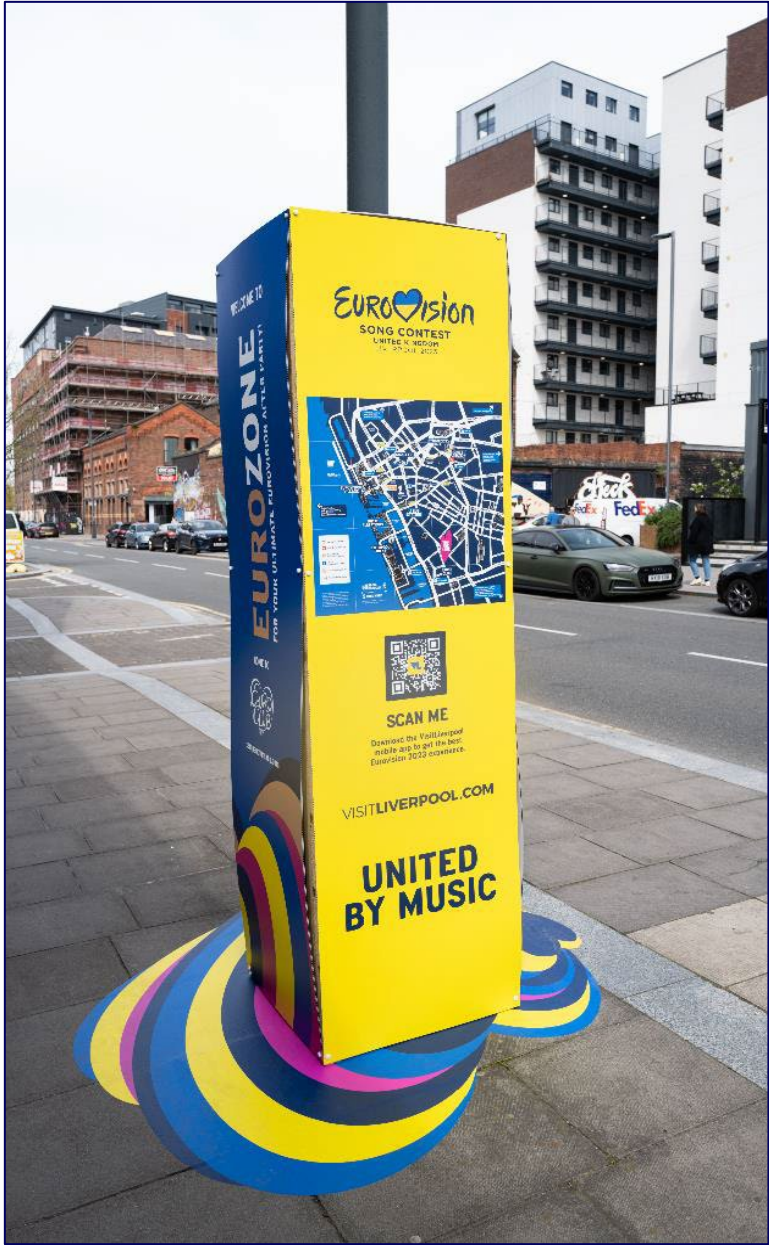
- 89 EuroLearn & Eurostreets Grants
- 257 City Region schools
- 367 Organisations
- 17,746 School students engaged
- 36,026 Participants



EUROVISION VILLAGE

- Programmed for ten, themed days
- Live music and performances from local talent and household names
- Welcomed 250,000 people
- Location of host city media centre
- 350 accredited members of the media and fan media







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



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.



The Washington Post

Ukrainian singer Jamala to perform new album for Eurovision



Ukrainian singer Jamala performs for the first time at the National Eurovision Song Contest on Friday, May 19, 2022, at the Liverpool Convention Centre in Liverpool, England. She is performing her new album "Quirin".

LONDON — Jamala and the orchestra were supposed to be onstage, but they were sheltering in a basement.

Warnings of shelling and missile attacks had them below ground at the Kyiv Opera House instead of getting ready to perform for an audience.

The Ukrainian singer was at the venue to debut a selection of songs from her new album "Quirin" — a collection of Crimean Tatar tracks that was years in the making.

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.)



NME

Liverpool and Kyiv simultaneously raved together for charity



Yesterday, May 7, both Liverpool and Kyiv raved simultaneously together as part of the charity event **RAVE Ukraine**.

Rave Ukraine took place at Liverpool's Hanger 34 and at Kyiv's HVLV. Each rave was live-streamed to one another making it possible for attendees in both cities to party alongside each other in a night of unity and solidarity with Ukraine. All donations and profits have gone to the **Musik Saves UA** charity.

RHEINISCHE POST

Ein ukrainischer ESC in Liverpool

In der britischen Hafenstadt ist der Einfluss des eigentliches Gastgeberes allgegenwärtig. Eindrücke einer besonderen Zusammenarbeit.

VON MARC LATSCH

LIVERPOOL Wie in Liverpool nach der Ukraine sucht, der findet nach. In diesem Jahr aussergewöhnlich nicht im letzten Siegerland statt. Das zweifelhafte Kandidatensystem springt ein und wölft die zersplitterte Helfenstadt Liverpool als Gastgeber des diesjährigen Eurovision Song Contest, der für uns alle ein "besonderes Jahr" ist, sagt Sky-Skylink. Auch wenn die Ukraine den Wettbewerb, natürlich, die Welt im Kinderschlaf aufbaut wurde. Zehn große Bildschirme ersetzen dort die Fenster eines Zuges, der in Fahrt von Tysmen im Osten der Ukraine ist ein politisches Genie zu fassen.

Oksana Skylinka kommt in Liverpool eine merkwürdige Rolle zu. Die Chefin der ukrainischen Delegation ist Gastgeber im fremden Land. Es war von Anfang an eine wunderbare Zusammenarbeit, sagt sie. Mehrfach wurde in der Vorbereitung nach Liverpool gefahren und

immer häufiger gutturalisch empfunden worden. Das überall in der Stadt nach der ukrainischen Kultur präsent wird, ist das Eingeborene monatelanger kreativer Diskussionen. „Liverpool war die bestmögliche Wahl als Gastgeber des diesjährigen Eurovision Song Contest, der für uns alle ein „besonderes Jahr“ ist, sagt Sky-Skylinka. Auch wenn die Ukraine den Wettbewerb, natürlich, die Welt im Kinderschlaf aufbaut wurde. Zehn große Bildschirme ersetzen dort die Fenster eines Zuges, der in Fahrt von Tysmen im Osten der Ukraine ist ein politisches Genie zu fassen.

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in ist von einem engen Austausch mit dem ukrainischen Fernsehen. Seine Tische werden gleichfalls als Sicherheitsgarantien. Dabei, so die EBU, könne der Musikwettbewerb nicht in der Ukraine stattfinden. Die Gastgeber waren damals völlig anderer Meinung. Erst zwei Tage zuvor hatte das ukrainische Fernsehen vom gemeinsamen Planung und möglichen Austragungsorten gesprochen.

Von diesem Konflikt ist kurz vor dem Finale ein Streitgespräch in Liverpool nichts mehr zu sehen. Nicht nur in der Stadt, auch in den Shows selbst ist die Ukraine allgegenwärtig. Im Logo des Wettbewerbs ist die Landeshälfte zu sehen, schon in der Halbfinale gibt es zahlreiche ukrainische Passanten, ukrainische und britische Moderatoren stehen gemeinsam auf der Bühne.

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Les Actualités

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

À quelques jours du Concours Eurovision de la Chanson, les préparatifs dans la ville hôte remplacent de Liverpool vont bon train.

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

Eurovision aura lieu dans Liverpool après que le Royaume-Uni ait été choisi pour accueillir la compétition au nom de la victoire par la guerre Ukraine qui remporte le dernier concours.

Quelque 24 institutions, dont 19 d'artistes ukrainiens, sont en place pour célébrer le lien. Parmi eux se trouvent les artistes ukrainiens Sotkewski, une collaboration entre des artistes basés au Royaume-Uni, en Ukraine et en Australie.

Stemur Chua, du groupe artistique Amigos & Amigos, fait partie du collectif. Elle a déclaré : "Il est important pour nous de parler de ce qui se passe là-bas, mais aussi d'apporter des histoires positives sur l'Ukraine."

Ukrainian refugee's train journey film on display



Ukrainian artist Katya Buchatska said the exhibition reflected on how quickly life can change. An art installation featuring film of a train journey taken by refugees as they fled Ukraine following the Russian invasion has gone on display. The film, which is being shown in Liverpool, tells the story of the journey as it passed through the changing Ukrainian landscape. Filmed in real-time by Ukrainian artist, Katya Buchatska said the installation gave the sense of how quickly life can change. "It is about the loss of certainties," she said. "A lot of people took this train for escape with no idea if they could return. It was a one-way trip."

Ukrainian Eurovision winner 'likely to collaborate with opera stars'



The boss of English National Opera has said "the odds are likely" that EuroFestival in Liverpool will see a collaboration between a Ukrainian Eurovision Song Contest winner and the organisation's classical singers.

'Scouse/Ukrainian mashup' festival celebrates spirit of Eurovision

Commissions for 'pre-party to end all pre-parties' include monument covered in sandbags, mass kite-fly and 'queer fantasia'



Twelve nightingale sculptures will be sited across Liverpool for the 'Slovelike Songbird' project. A 200-year-old bronze statue commemorating Nelson's victory at the Battle of Trafalgar is to be surrounded by thousands of sandbags to echo the plight of monuments in Ukraine.



Images courtesy of artist/producer / Slovelike Songbirds

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

It's been billed as 'the preparty to end all preparties'. Boy does Liverpool have big plans for Eurovision. Not only can we expect a splashy and extravagant and no doubt very rowdy series of live shows in the run-up to the grand finale on Saturday May 13, but it turns out there's a whole host of other colourful events and art installations planned too.

'Russia can never erase Ukrainian culture': inside Liverpool's Eurovision resistance effort

As Putin does his best to obliterate Ukraine's musicians and artists, the Eurovision host city is helping them fight back – in style



If you thought the Eurovision Song Contest was just a glamorous, televised talent show or an excuse to drink cocktails on a Saturday night, think again. Host city Liverpool, which is holding May's competition on behalf of www.eurovision.tv, has announced a dazzling two-week programme of cultural events in the run-up to this year's final. The city's mission is to show the world the Ukrainian culture that Vladimir Putin's invasion is so desperately trying to erase.



Images courtesy of artist/producer / Slovelike Songbirds

A drag homage to Eurovision, a post-apocalyptic opera and a former winner will be part of a cultural festival staged by UK and Ukrainian artists in Liverpool for this year's song contest.

The full line-up of performances, exhibitions and art trails for the EuroFestival in May has been unveiled.

It features 24 events, 19 of which involve collaborations between artists from the two countries.

The city is hosting the song contest on behalf of Ukraine, who won last year.

The winners normally stage the following year's show, but it was deemed too dangerous to hold the annual televised extravaganza in Ukraine this year following the Russian invasion.

When and how to celebrate the coronation and Eurovision in May

Two weeks, two epic events. As the UK prepares for 'coro-vision', Sarah Turner offers her tips for Liverpool, London and beyond

Sequins or priceless sparklers? Scouse or scones? Next month Britain will bask in the world's attention. In a blaze of pageantry King Charles III is crowned in Westminster Abbey on May 6. From May 1-14 EuroFestival brings a trail of camp inclusiveness to Liverpool's streets, museums and the Mersey. Whether you're a royalist or a Eurovision superfan, or somewhere in the middle, it's a perfect opportunity to celebrate.

Uniting the city's Fab Four and Ukraine – last year's Eurovision winners – is The Blue and Yellow Submarine Parade, an underwater-themed disco that will wind its way through the city – complete with vast glitterball jellyfish. The Ukrainian artist Katya Buchatska's installation in Liverpool Cathedral depicts the journey of asylum-seekers heading to Poland. The English National Opera Does Eurovision will combine two very different singing traditions with an outdoor performance.





THE GUIDE
LIVERPOOL



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Thank You