EUROVISION
SONG CONTEST
MALMÖ 2024
UNITED
BY
MUSIC
Tue, May 7
Thu, May 9
Sat, May 11
2024
MALMÖ
55° 36′ 21.13″ N
13° 00′ 2.63″ E
svt

BIG META PHORS

Are helpful because

01

BRIDGE GAPS IN XP

02

SAFER EXPLORATION

03

UNLEASH CREATIVITY

04

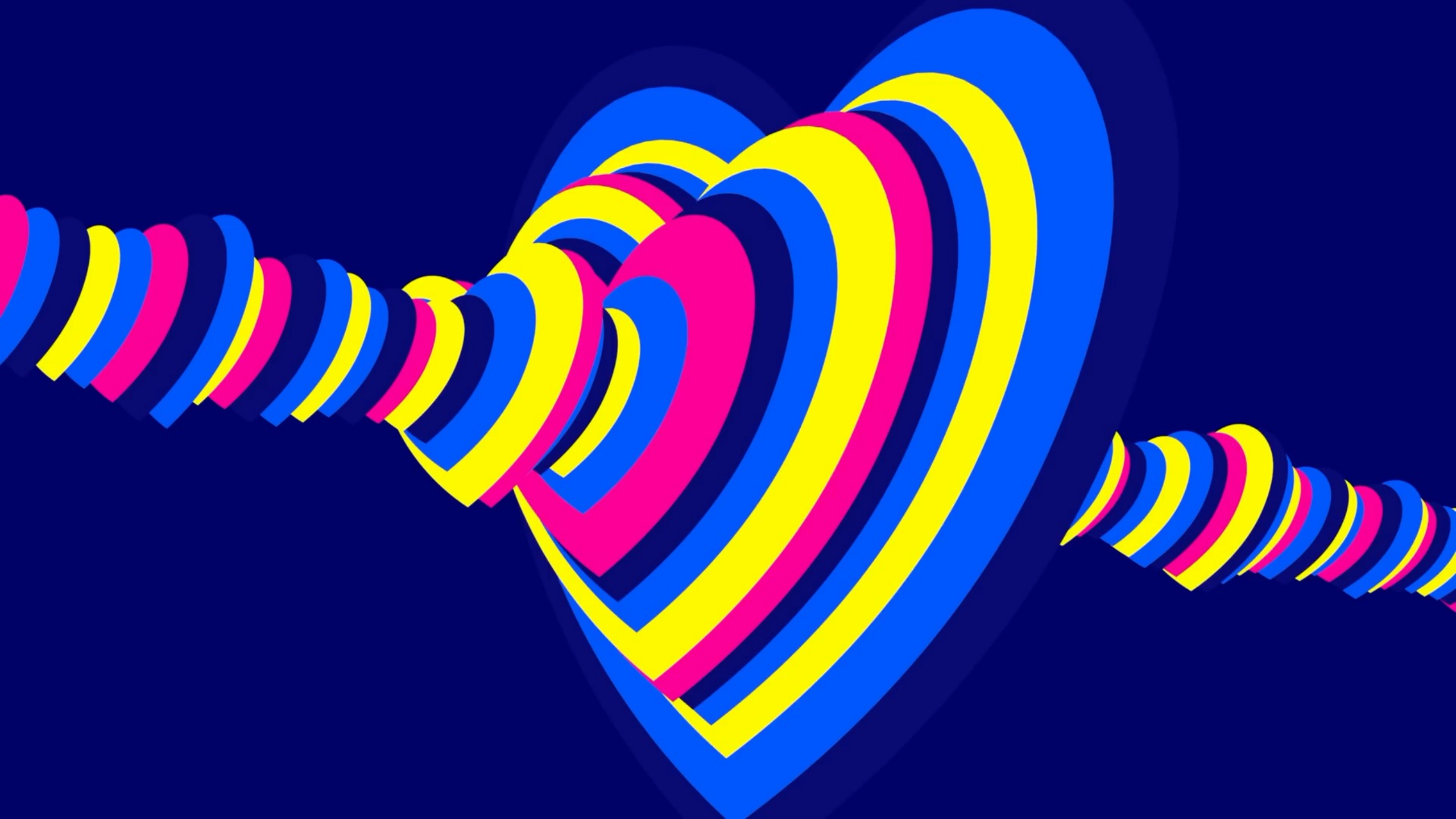
ENHANCE COMMUNICATION

05

EMOTIONAL COMMITMENT

37 OF 37 NATIONAL JURIES VOTED

01	SWEDEN	340	14	SWITZERLAND	61
02	ISRAEL	177	15	UKRAINE	54
03	ITALY	176	16	FRANCE	54
04	FINLAND	150	17	NORWAY	52
05	ESTONIA	146	18	PORTUGAL	43
06	AUSTRALIA	130	19	SLOVENIA	33
07	BELGIUM	127	20	MOLDOVA	20
08	AUSTRIA	104	21	ALBANIA	17
09	SPAIN	95	22	UNITED KINGDOM	15
10	CZECHIA	94	23	SERBIA	14
11	LITHUANIA	81	24	POLAND	12
12	ARMENIA	69	25	CROATIA	11
13	CYPRUS	68	26	GERMANY	3



TATTOO V CHA CHA CHA

- People’s champion
- Televoting winner
- Fan favourite
- Amaterish
- Divisive
- Innovative
- Defies expectations
- Passion

- Least unpopular
- Jury winner
- Bookies favourite
- Professional
- Consensus
- Perfectly honed
- Meets expectations
- Respect

WHAT'S OUR BALANCE

- What can students see or feel that is Tattoo? Cha Cha Cha?
- Think about services, activities, campaigns and comms
- Should the balance change? How?

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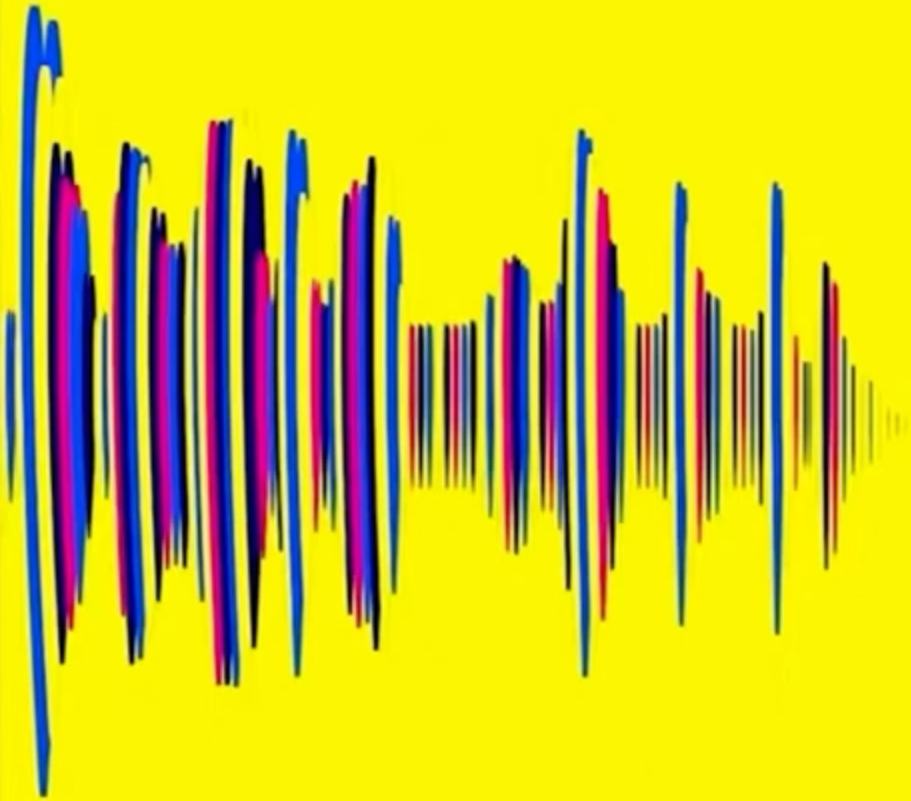

LIVERPOOL

2023

UNITED BY MUSIC

LIVERPOOL 2023

- Deep and concerted effort to “give the week” to the people, community orgs and businesses of Liverpool to put on a great show
- Guidelines issued but orgs remixed the big themes
- Hundreds of events, exhibitions, performances
- Effectively a week long festival and worth visiting even for those without event tickets

WELCOME WEEK

- What if that was how we ran welcome?
- What level of control would we seek to exert?
- What would still be centrally organized and controlled?
- What support and infrastructure would need to be in place to make it happen?

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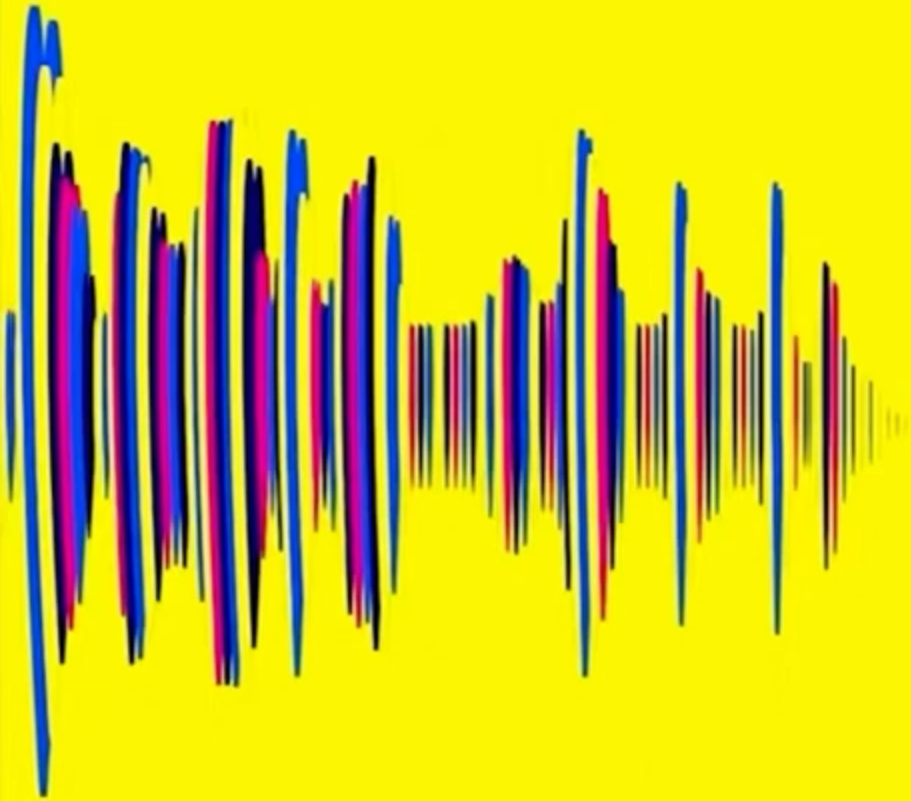

THE ROLE OF NATIONS

2023

UNITED BY MUSIC

THE ROLE OF NATIONS

- Europe divided into countries with national identities
- Each chooses own song and own way of choosing that song
- People then both get behind their own song and become interested over time in others' songs
- National identity cliches are often played to and remixed by countries
- Casual viewers don't need to get behind a song
- Provides filtering and ready made content
- Level playing field (or is it) for nations in Europe

THE ROLE OF NATIONS

- How might you deploy these principles in your elections?
- How might you deploy these principles in your wider democratic structures?
- What would be the downsides? What would be the upsides?
- What would need to be in place to make it all work?

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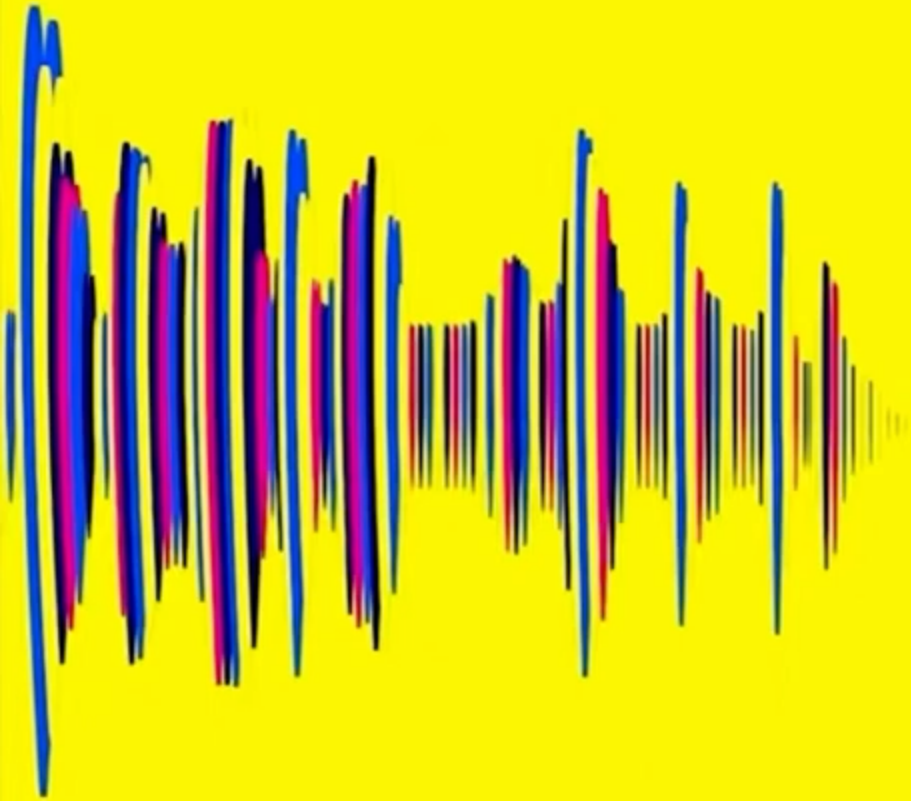

THE FANDOM

2023

UNITED BY MUSIC

THE ROLE OF FANS

- Passionate group of people who are heavily involved all year
- Actively promote contest and acts on social media, create content, and generate discussions. Free publicity enhances visibility and reach.
- Fan communities foster camaraderie among fans but also serve as platforms for extensive information exchange, debate, and content creation.
- Fans often provide feedback, both positive and negative, about the contest's organization, rules, and performances.

POLITICAL FANDOM

- High levels of engagement on social media
- Give people things to talk about
- Opinions rather than actions
- Clipping themselves “repping” people
- Creating in-group identities
- Core message repetitiveness
- Give fans things to remix and reproduce

THE ROLE OF FANS

- How might we use these principles to develop fans of student leaders?
- What should they do?
- What support will they need?
- What might be the sources of content?
- How does this differ from the way we support officers now?

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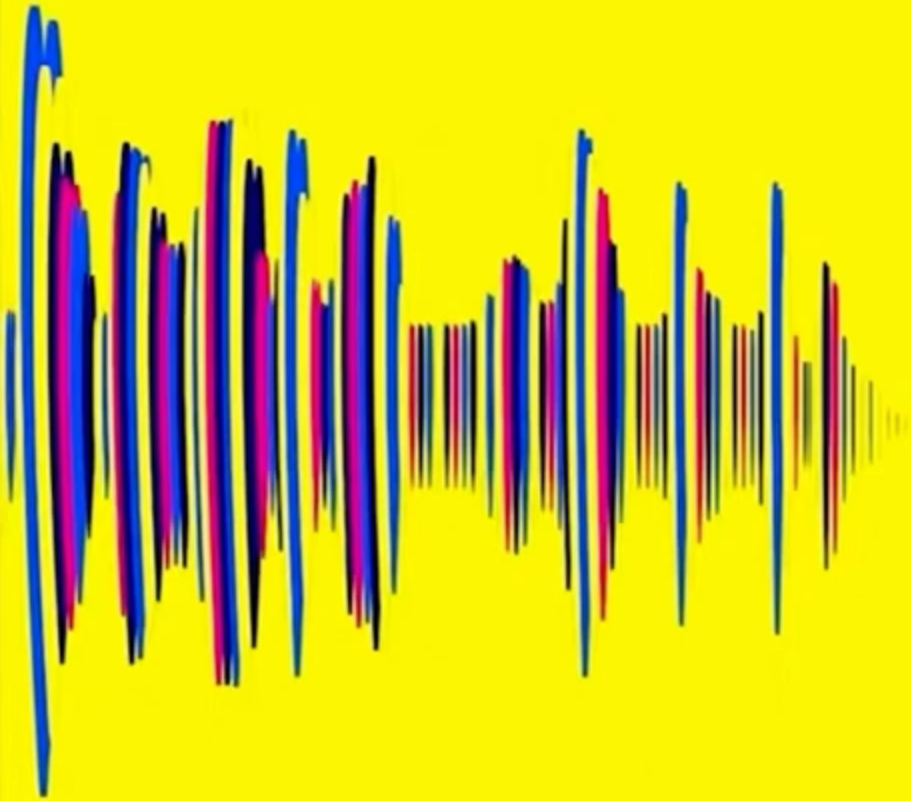

THE BRAND

2023

UNITED BY MUSIC

THE ROLE OF BRAND

- Core and annual brand that is developed each year
- Chosen to emphasise something about the host country, something relating to the contest's purpose and contemporary concerns
- Major launch each year as a symbol of what the organisers want to achieve via their hosting in the year ahead
- Allows the messaging to evolve over time and gets remixed by the fans

THE ROLE OF BRAND

- Knowing what you know about this year's officer priorities, what might their brand encompass?
- What would their slogan be?
- If you had to really "launch" your officer team and their brand and priorities this year to the uni and students, what would you do?
- How would you enable folk to use and remix it throughout the year?

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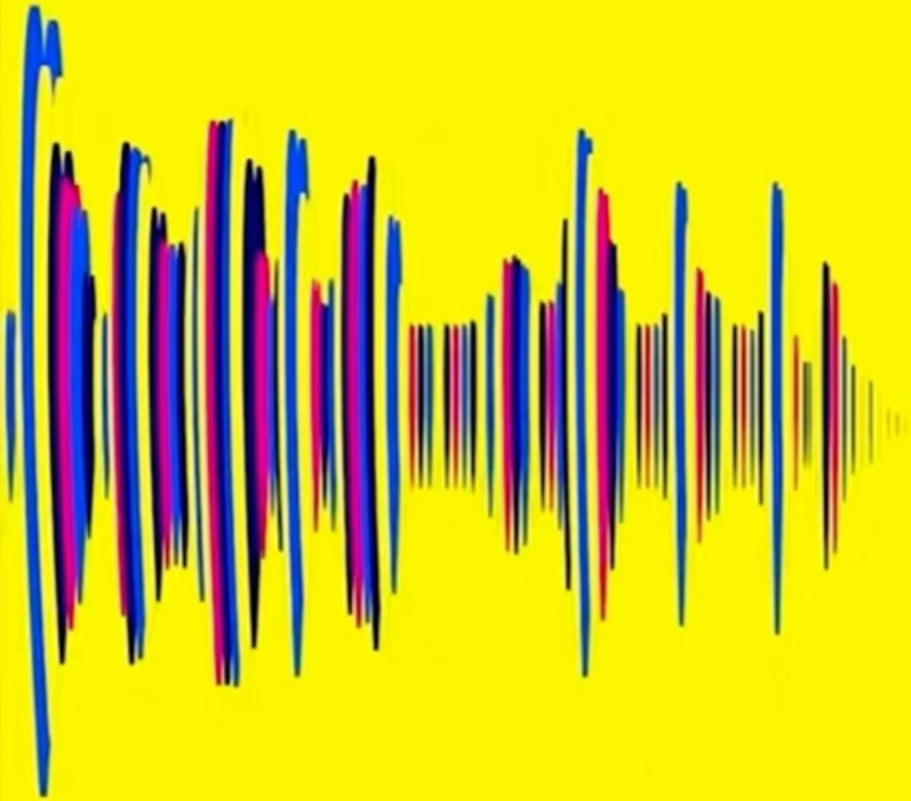

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THE VOTING

THE VOTING

- Core system of points from countries to other countries
- Tweaks to both system and presentation of it
- Entire sub-fandom attached to voting and voting sequences
- Lots of discussion, pride and fun in the spokespeople
- Amended in recent years to heighten drama and tension (balancing with competitor wellbeing)

THE ROLE OF VOTING

- What would elections look like if we adopted some/all of the Eurovision voting principles?
- What are the ways in which SUs could make more of the results and the reveal of them?

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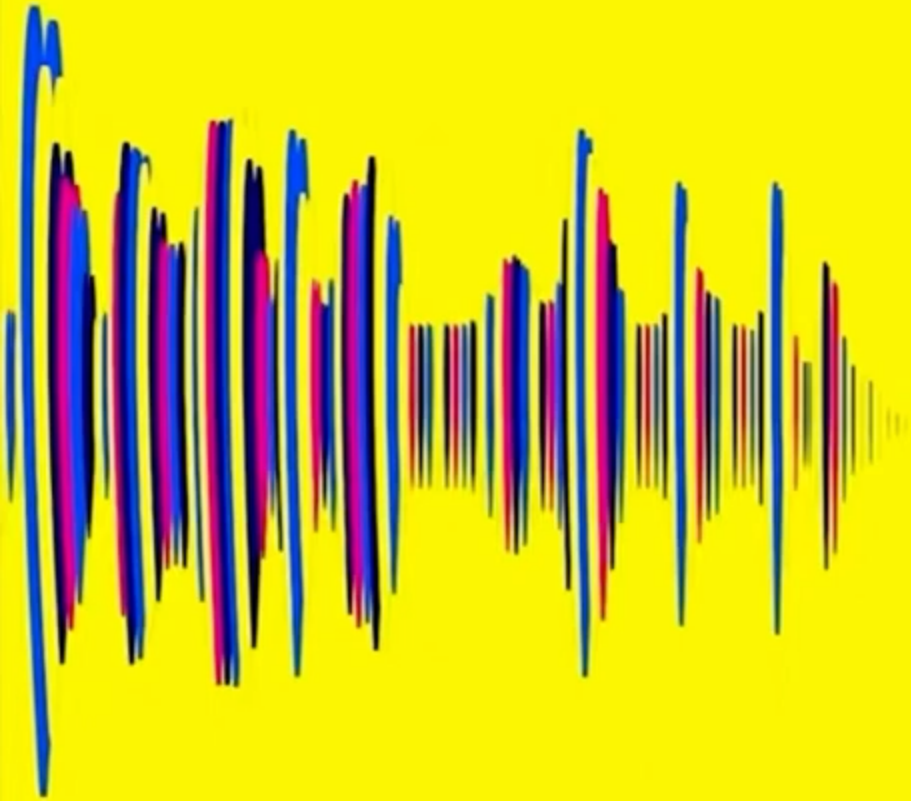

THE POLITICS

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- Investment by the host broadcaster and demonstrating value
- Generational conflicts (Wogan)
- East v West and “values”
- Censorship over content of songs and “tactical inconsistency"
- The “civilizing role” of the contest on parts of Europe

THE ROLE OF POLITICS

- What are the broader politics that surround your SU?
- To what extent does the SU act as a “civilizing force” and could the FSA hinder that?
- How much proacative and reactive work is put into handling ”the politics”? What’s the role of staff in the process?

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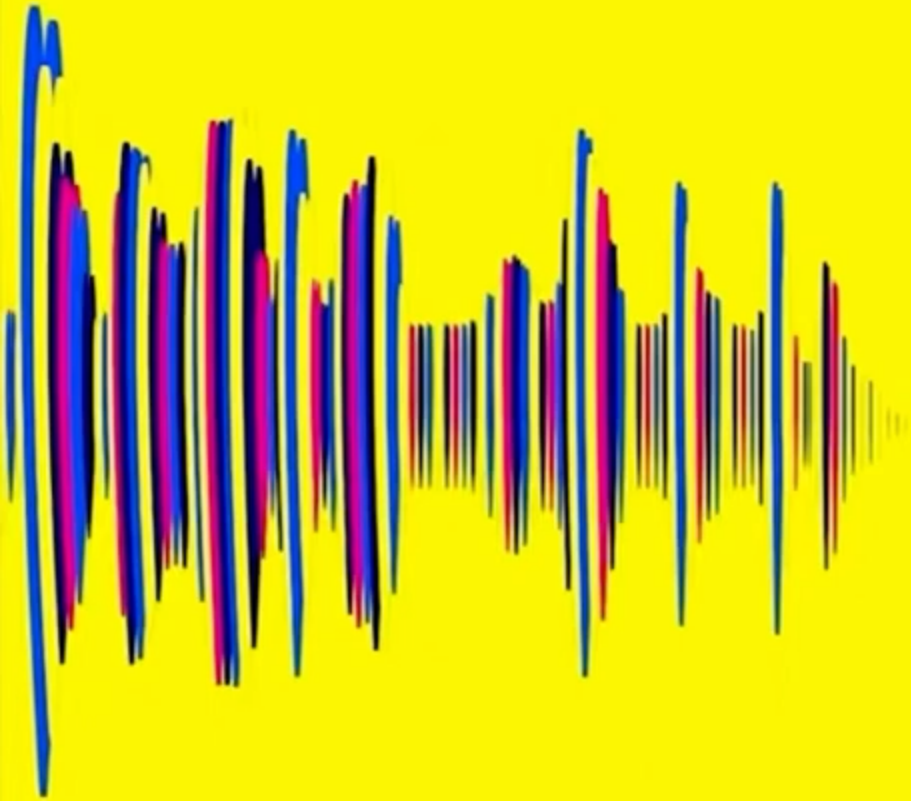

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THE TALENT

THE ROLE OF TALENT

- Imagine you had to develop a talent strategy that both nurtured and showcased the talents your students have. (not just from SU POV)
- What interventions would you stage? What events would you put on? How would you support people?

THE TALENT

- Many countries select from their top talent
- Some have very big selection processes – eg Melodifestivalen
- Better than ever at starting careers, across entrants
- Showcase of songwriting and performance talent
- Also BTS showcase of set design and technical ability

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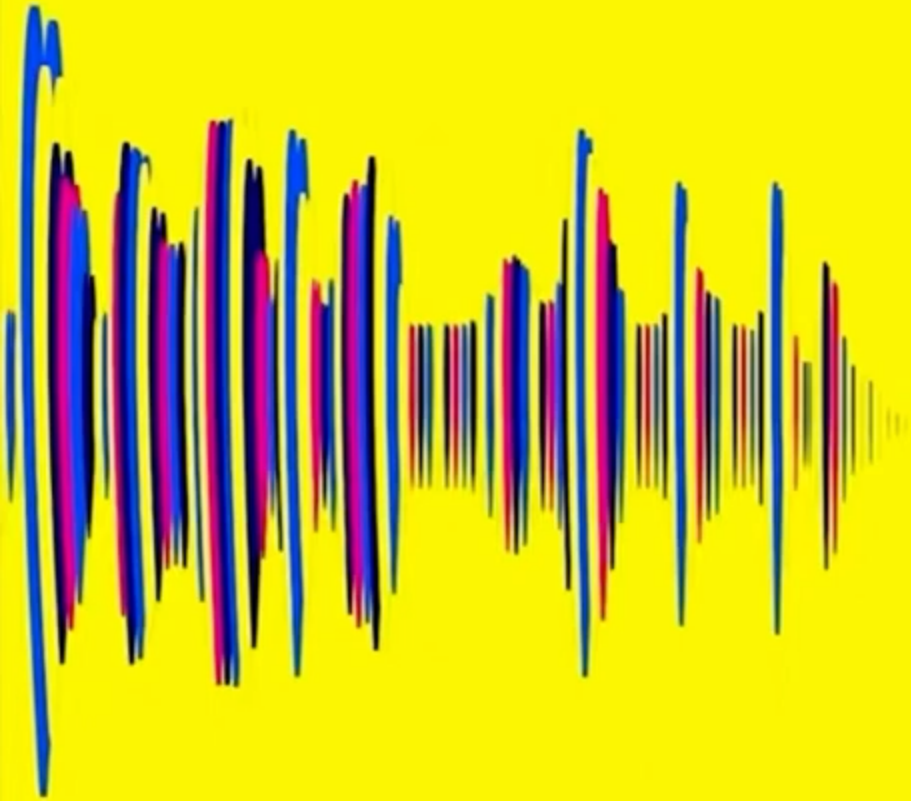

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