



2024

# **Eurovision 2024: Tips on how to create a viewing party**

# How to create a viewing party

Collaborate with local [Eurovision fan clubs](#) if you haven't already. Maybe they can help you find a local Eurovision star to invite?

Use the templates for invitation cards as well as posters to market your event. You should of course also use the social media material for marketing!

We will offer the logo for decor to print on balloons, pins, tote bags and more. The message is "Sweden loves Eurovision". Remember that all materials are to be produced locally by you!

Use the speech by Björn Ulvaeus of ABBA or the video greetings from other Swedish Eurovision stars to set off the event. You could also use our talking points for a welcoming speech by the ambassador.

Music is of course a must. Consider live music but toolkit funding does not cover musician fees etc. Ensure rights clearance for using our Eurovision playlists from Spotify for the event.

Add fun elements like our ABBA cut-out or a photo booth with our GIF stickers and AR filters for memorable video and images. You can find it in the AR function on the 'Swedense' and ABBA Instagram profiles and we will provide printable QR-codes to able visitors to use them.

A 'glam table' with glitter, party hats or similar can also enhance photos and the event's atmosphere. See instructions below.

We will have new images up on Image Bank Sweden to run a slide show on the screens before you start the broadcast. There's nothing more upsetting than a black screen.

Posters will be available but no exhibition. You can combine the event with our Swedish Music Moments exhibition but kindly apply asap.

During the viewing party you could have a quiz and and/or a Eurovision bingo contest. The quiz available have the same questions as for social media but the bingo is a different matter. Who will be the first to spot a flute in a song, hear someone say "Thank you Europe!" and experience a man with bleached hair? BINGO!

We will offer for you to have printable bingo cards for above guaranteed successful contest! Read more about Eurovision Bingo in appendix 2.

Appendix 1:

# Here's a simple guide to setting up your glam station

## Materials needed

1. A table or small desk
2. A large mirror (you can prop up a mirror or use a freestanding one)
3. Glitter in various colors
4. Party hats, feather boas, sequined accessories, or any other glam items you like
5. Bowls or containers to hold the glitter brushes or applicators for applying the glitter
6. A sign: "Add a sprinkle of Eurovision magic!" or something similar

## Setup Steps

1. Place the table or desk in a visible area of your party space.
2. Position the mirror on the table so that guests can see themselves as they glam up.
3. Arrange the glitter and other accessories neatly on the table.
4. Provide brushes or applicators for guests to use when applying glitter.
5. Place the sign on the table, inviting guests to participate in the glam station.
6. Optionally, you can add some Eurovision-themed decorations around the glam station to enhance the atmosphere.

## **Tips**

1. Consider providing some wipes or makeup remover for guests to easily clean up after using the glitter.
2. Make sure there's good lighting around the glam station so guests can see themselves clearly as they apply the glitter.
3. Encourage guests to take photos at the glam station to capture their Eurovision-inspired looks.
4. Have fun with it and encourage guests to get creative with their glam designs!

With these steps, you'll have a fabulous glam station ready to add some Eurovision sparkle to your party!

Appendix 2:

# How to play Eurovision bingo

The pack of bingo cards include all those things that we have come to love about Eurovision: from wardrobe malfunctions to lasers, from wind machines to dramatic key changes. Keep your eyes and ears peeled to win the game!

Instead of numbers, our Eurovision bingo cards contain sayings, events and clichés, most of which will probably happen throughout the night. Who will be the first to spot a flute in a song, hear someone say “Thank you Europe!” or experience a man with bleached hair? BINGO!

For those who need a refresher how bingo works... you simply mark off the items when you see them on your screen. If you manage to mark off every box, yell out “Bingo!” A recommendation can be to offer prizes for one completed line, two completed lines, and the triumphant full house.

You may need to agree on an adjudicator who will make those tough calls on the night, e.g. “Is that feathers? Or just a fluffy dress?” . This position holds great responsibility, so pick wisely.

Print out the bingo cards, hand out to guests. Good luck!

**Good luck with your Eurovision  
event!**