



# **ENTRY GUIDELINES**

**Sunday 28th April 2019 7.15pm**



## Adelphi Theatre, Strand, London WC2R 0NS

PLEASE COMPLETE AND RETURN BY 28<sup>th</sup> FEBRUARY 2019 TO

[d.pearson@madtrust.org.uk](mailto:d.pearson@madtrust.org.uk)

OR POST TO:

David Pearson  
Executive Producer & General Manager  
The Make A Difference Trust  
Unit 7, City Business Centre  
Lower Road  
LONDON  
SE16 2XB

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## 1. The Eurovision Song Contest

The Eurovision Song Contest is one of the longest running television shows in the world.

The first show was 24th May 1956, and after 62 shows the contest is one of the most popular European traditions. The United Kingdom first won Eurovision in 1967 with Sandie Shaw's *Puppet On A String* and then again two years later with Lulu's *Boom Bang-a-Bang*. Other UK winners include Brotherhood of Man in 1976 and Bucks Fizz – complete with detachable skirts – with *Making Your Mind Up* in 1981. Katrina and the Waves were our last winners in 1997 with *Love Shine A Light*, so here's hoping 2019 will see the UK winners once again!

This year's Eurovision Song Contest takes place in Tel Aviv.

[www.eurovision.tv](http://www.eurovision.tv)

## 2. West End Eurovision

Established in 2008, West End Eurovision is one of the core fundraising events produced by TheatreMAD and sees West End Shows/Theatres competing against each other singing an original Eurovision Song Contest song to win the votes of the audience, a panel of celebrity judges & judges from each competing entry, to be crowned West End Eurovision Champions. The last West End Eurovision was held in April 2014.

West End Eurovision 2019 will take place at the Adelphi Theatre, London on 28th April 2019.

Each year, trophies are awarded to: Champions, Best Ident & Best Creative.

YEAR	CHAMPIONS	BEST IDENT	BEST CREATIVE
2008	Wicked		
2009	Mamma Mia!	The Phantom of the Opera	Mamma Mia!
2010	Dirty Dancing	We Will Rock You	Billy Elliot
2011	Legally Blonde	Legally Blonde	Wicked
2012	Sweeney Todd	Les Misérables	Sweeney Todd
2013	Once	The Phantom of the Opera	Once
2014	Mamma Mia! & Les Misérables	The Book of Mormon	Mamma Mia!
2018	The Phantom of the Opera	Hamilton	The Phantom of the Opera

Previous celebrity judges have included: Graham Norton, Cheryl Baker (Bucks Fizz), Sally Ann Triplett (Bardo), Katrina Leskanich (Katrina & The Waves), Arlene Phillips, Frances Ruffelle, Sheridan Smith, Kerry Ellis, Tony Blackburn, Stefanie Powers, Justin Lee Collins, Heart 106.2's Toby Anstis, Producer, David Ian, Jodie Prenger, Lisa Riley, Rylan Clarke, Russell Grant, John Partridge and Tom Allen.

The show also features a special guest appearance by a past original Eurovision Song Contest entrant. Previous performances have included: Scooch, Nicki French, Bardo, Javine Hylton, The Original Bucks Fizz, Sonia and Katrina Leskanich (Katrina and the Waves), SuRie and Lucie Jones.



### 3. The Make A Difference Trust

Building on a legacy of over 25 years of fundraising by the theatre industry, The Make A Difference Trust raises funds for HIV and AIDS projects that build awareness and provide care, support and education in the United Kingdom and Sub-Saharan Africa.

The Trust works with established partners to ensure projects have maximum impact and are sustainable.

The Trust has distributed £1.8 million in grants to support individuals experiencing hardship across the UK as well as over £2 million to support projects with their UK and International partners, to relieve poverty, provide a safe environment and education for children and orphans affected by HIV and AIDS, and to secure the needs of the individual and the greater community as a whole.

MAD Trust has launched their Peer to Peer support initiative aimed at helping those in the theatre newly diagnosed with, or those living with HIV. We are continuing to expand Are You Positive? our education through theatre programme in to drama schools.

MAD Trust’s philosophy is all about community making a difference: namely the theatre community working together, using their skills and talents, to help both their own and other communities living with, or affected by HIV and AIDS

[www.madtrust.org.uk](http://www.madtrust.org.uk)

### 4. This Year’s Event

**Date:** Sunday 28<sup>th</sup> April 2019  
**Time:** 7.15pm  
**Venue:** Adelphi Theatre, Strand, London, WC2R 0NS

#### 4.1 *The West End Eurovision Team*

Producer	TheatreMAD for The Make A Difference Trust
Executive Producer & General Manager	David Pearson
Show Director & Production SM	Gareth Hulance
Musical Director	Matheson Bayley
Choreographer	Will Peaco
Show Host	Richard Gauntlet
Production Manager	John Rowland
Associate Production Manager	Graham Hookham
Show Liaison Officer	Michelle Weeks
Stage Manager	Sarah Seymour
Show Caller	Maddie Cupples
Lighting	Tim Deiling
Sound Designer	Tom Clachers
Sound Mixer	Barry Berry
Head of Video	TBC
Video Content Designers	Sam Jeffs & Bruno Collins
Social Media Co-Ordinator	Richard Yardley
Photography Co-Ordinator	Gaz Sherwood at PBG Studios



#### **4.2 Show Liaison Officer**

WEE has a dedicated Show Liaison Officer to answer any direct questions about entry information, rehearsals, technical specifications, PR etc.

The Show Liaison Officer is your first point of contact on all occasions and will either find out the answer, or pass you to the relevant member of technical staff. All participants are asked not to approach individual members of the WEE technical team unless referred as this may lead to miscommunication and could be detrimental to the entry.

**The Show Liaison Officer for 2019 is: Michelle Weeks ([m.weeks@madtrust.org.uk](mailto:m.weeks@madtrust.org.uk))**



## 5. Your Entry

Each entry should consist of three elements:

- 1 x Performance of a past original Eurovision Song Contest song
- 1 x Company video Ident
- 2 x Judges from your production/theatre

### 5.1 YOUR PERFORMANCE

- All songs must be performed live.
- Be as creative as you dare, but please stay true to the 'spirit of Eurovision'
- Involve as many colleagues as possible creatively – singers, dancers, choreographers, wigs, wardrobe, make-up etc.
- Number of Performers: 14 performing artists max, in each entry (incl. vocalists, dancers, onstage musicians etc.)
- Maximum of 6 hand held mics
- Each participating show must provide one cast member (can be someone from your entry) who will feature during the Flag Parade section at the beginning of the show. This sequence will be set on the rehearsal day on Friday 26<sup>th</sup> April 2019

#### 5.1.1 HOW TO CHOOSE YOUR SONG AND USEFUL WEBSITES

- All Eurovision Song Contest songs since 1956 are eligible with the exception of those listed below.
- Songs can be chosen from any Eurovision Song Contest country.
- West End Eurovision 2019 will include a maximum of 8 West End show entries. Participation will be awarded on a first come, first served basis and on receipt of a completed entry form – so get your entry form and song choice in ASAP! Please ensure that entry forms are returned no later than **6pm on Friday 28<sup>th</sup> February 2019.**
- There is only ONE song per production/theatre. Compilations will NOT be permitted.
- Your performance should be between 3 and 4 minutes long. Your performance should not exceed 4 minutes.
- The following numbers were featured in WEE 2018 and are therefore not to be used by participating companies:
  - Boom Bang a Bang (UK 1969)
  - Drama Queen (Denmark 2007)
  - Making Your Mind Up (UK, 1981)
  - Cliché Love Song (Denmark, 2014)
  - Warrior (Georgia, 2015)
  - Undo (Sweden, 2014)
  - Rise Like A Phoenix (Austria, 2014)
  - Take Me To Your Heaven (Sweden, 1999)





Useful Websites:

The following websites may be helpful in researching your song choices:

- [www.eurovision.tv](http://www.eurovision.tv) (official site)
- [www.eurovisionhouse.nl](http://www.eurovisionhouse.nl)
- [www.eurovisioncovers.co.uk](http://www.eurovisioncovers.co.uk)
- [www.eurovisionsongs.net](http://www.eurovisionsongs.net)
- [www.diggiloo.net](http://www.diggiloo.net) (provides English translations for every song)
- [www.youtube.com](http://www.youtube.com)

On iTunes & Amazon, you can listen to sample tracks from some of the compilation albums or yearly round-up albums.

Please check availability and confirm your choice with David Pearson ([d.pearson@madtrust.org.uk](mailto:d.pearson@madtrust.org.uk)) before you start rehearsing! Get your entry form in early to avoid disappointment – remember, songs are confirmed on a first come, first served basis.

#### **5.1.7 SHOW AND TELL**

On the week commencing **15<sup>TH</sup> April 2019** all shows will be required to schedule a mutually agreeable time for a rehearsal of their entry that will be filmed by us. The Show Liaison Officer will arrange a mutually convenient day and time. At this meeting we will require all creative members to attend so we can fully understand all aspects of your entry.

This information will be distributed to all WEE Heads of Departments and creative personnel to ensure we give you the best possible performance options on the night.

**PLEASE NOTE:** No element of the performance can be added or changed after the Show and Tell appointment.

Once your entry form has been received and the song choice is confirmed as one of the 8 performances we will distribute an Additional Information Pack which will contain all the technical specifications and information in it.

#### **5.1.8 PARTICIPATING SHOW REHEARSAL DAY**

We will be holding rehearsals and band calls on **Monday 22<sup>nd</sup>, Tuesday 23rd April 2019 & Friday 26<sup>th</sup> April 2019**. Exact times and venues will be provided nearer the time, but please note that as many of the performing cast members will be required to attend these rehearsals.

#### **5.2 DEADLINES & ESSENTIAL PAPERWORK**

Please ensure that the following are either emailed to our Show Liaison Officer or delivered to The Make A Difference Trust Office no later than 6pm on:

1. Entry Form - 28<sup>th</sup> February 2019
2. Company Video Ident Monday - 18<sup>th</sup> March 2019
3. Additional Technical Information Form - Monday 25<sup>th</sup> March 2019
4. Band Parts & Click Tracks - Tuesday 9<sup>th</sup> April
4. Show & Tell rehearsal & Release & Authorisation Waivers - 15<sup>TH</sup> April 2019
5. No changes made after 15<sup>TH</sup> April 2019



## 6. Your Company Video Ident

In true Eurovision style, each entry will be introduced with a short Company Video Ident highlighting your theatre/show (instead of a country) and the artists involved.

The winners of the Company Video Ident Award will be determined by text votes cast by Theatre/Eurovision fans online in the 4 week period prior to the night of West End Eurovision. Online voting will close at 6pm on Sunday 28th April 2019.

As with last year, to further boost your votes and our fundraising capacity, West End & Eurovision fans will be able view your video online and vote by text for their favourite prior to the event. Please encourage fans and friends to vote.

There will be a late night 'Premier Screening Night' – All Company Video Idents will be screened for the first time at an exclusive late night screening – more details to follow. This event will be open to all cast members, as well as wardrobe, make-up, wig departments and theatre staff.

The order of performances will be decided at this event – with entry's being pulled out of a hat!

Idents will all be displayed by the Charity in one online location for 4 weeks prior to the event, and details of how fans can vote, and shows can boost network support via Social Media will be distributed to each Show Entrant contact prior to their broadcast.

**NB.** Be as creative as you dare; stay true to the 'spirit of Eurovision', but please remember that this is for public broadcast. **ALL** idents must be approved by your respective Company Manager, on behalf of your Show's Producers.

### 6.1 IDENT VIDEO LENGTH

Video Idents should be a maximum length of 75 secs. PLEASE NOTE: Entries exceeding the maximum Ident. time will be cut off at 75 secs. Do not overrun!

### 6.2 IDENT FORMAT AND RESOLUTION

- All Idents need to be shot in Wide Screen 16:9 ratio. Please note this is usually a setting on your camera BEFORE you start filming, so please check before you begin filming your Ident (If your Ident is not filmed in 16:9 ratio this will affect how the image looks on the screen, making it look lower quality).
- The projector has a maximum resolution of 1080i.
- The video resolution should be no less than 720 x 576.
- The video format should be uncompressed AVI or MOV. If you use compressed formats such as MP4 or MPEG, you will see a noticeable loss of quality.
- Please submit your Ident on a USB memory stick (returnable) or a data CD/DVD (Nonreturnable) by 6pm Monday 18<sup>th</sup> March 2019.
- Online Version – the online version of your Video Ident. will be converted by our Video Designer. They will convert each video to the correct resolution & add the Charity & Event branding & text voting information required.

If you have ANY queries, or are unsure of any of the above, please do not hesitate to speak to the Show Liaison Officer before, during or after you shoot or when exporting your video file.





#### USEFUL EXAMPLES OF PREVIOUS IDENTs:

- The Phantom of the Opera (2009) <http://www.youtube.com/watch?v=Sz-aEWckEXs>
- We Will Rock You (2009) <http://www.youtube.com/watch?v=GS5luolkBR8>
- Dirty Dancing (2010) <http://www.youtube.com/watch?v=fYFAblxJ4m8>
- Love Never Dies (2010) <http://www.youtube.com/watch?v=XBftBpzS3hl>
- Legally Blonde (2010) <http://www.youtube.com/watch?v=DUIGOTwm4n4>

**Please ensure that your Producer has authorised the release of any Video Ident prior to submission.**

## 7. SHOW JUDGING PANEL

The West End Eurovision Champions will be decided by a combination of:

1. Audience text vote
2. Participating Show Judging Panel (2 people)

### 7.1 AUDIENCE TEXT VOTE

Each participating company will be allocated a unique show code. Throughout the evening of West End Eurovision the audience will be encouraged to text the relevant show code to the dedicated voting line. These votes are then combined with the show judging panel votes to determine a winner. Text voting will close approx. 15-20 minutes prior to the final score announcement.

### 7.2 PARTICIPATING SHOW JUDGING PANEL

Each show needs to nominate a panel of 2 people to watch all the entries and award points in the traditional Eurovision style (12, 10, 8 ...'nil point' etc.) They will not be able to award points for their own Show's entry! There will be a full judge briefing pack outlining all the required information available to those nominated judges.

**PLEASE NOTE:** This panel cannot include people performing in your show's entry. Your panel can be comprised of performers, crew, creatives, producers, musicians, and theatre staff, whoever – as long as they are currently working on your show. Please provide their names on the application form.

## 8. YOUR SUPPORT & SOCIAL MEDIA

### 8.1 BUCKET COLLECTION AND CURTAIN ANNOUNCEMENTS

West End Eurovision is an incredibly costly event to stage, due to its one-night nature. All participating companies are asked to make curtain announcements in the week leading up to the event (week commencing 22nd April 2019). We will liaise with the hosting theatres to ask that bucket collections are also carried out after each performance with branded flags sold for a minimum donation. The curtain announcement should promote the bucket collection, and encourage Video Ident voting and ticket sales for the event itself. We will provide some sample speeches. Please ensure that your producer is aware of this and will support this important request before submitting your application.



## 8.2 SOCIAL MEDIA

Please note that all the information provided in this document is confidential and should not be leaked on any social media platform. We do not want our audience experience to be tainted by information being leaked online. The Producers of WEE 2019 will be running an active advertising campaign, so please ensure you read and abide by the social media rules featured in these guidelines.

West End Eurovision relies on a huge sense of hype and interest from the West End community and Eurovision fanatics. Promotion of the event on social media gets people talking about it and interested in what we are doing.

It would be great if everyone participating follows madtrust on our channels (we'll follow back if we're not already doing so) retweets/shares of our messaging as we promote the event are a quick and easy way to help spread the word

Our accounts:

Twitter: @MADTrust

Facebook: [madtrust.org.uk](https://www.facebook.com/madtrust.org.uk)

Instagram: madtrust

Event Hashtag: #WEEurovision

We will provide you with a range of show specific material for you and your company members to use on social media. We ask you to actively promote your involvement in West End Eurovision by regularly posting about how your entry is developing. Opportunities to post could include:

- Pics/video from rehearsals
- Instagram live story from rehearsals or day of performance
- Idents production - 'teaser from day of filming'
- Idents launch - post from the event, commenting on what has been shown - who do you think the main competition are?
- Idents performance updates - We will regularly update participating companies on which Idents are currently in the top three. This information can be used to drum up support and encourage people to vote for your Ident. This helps with overall buzz and increases revenue for the charity
- Countdown to event e.g. only 7 days to go!!
- Letting your hair down at the after show party

We ask that you encourage everyone who is coming to support you posts from the event - both what they're watching and the great time they're having.

## 9. THE AWARDS

### 1. The West End Eurovision Champions

This is decided by a combination of Audience text vote and the Participating Show Judging Panel vote. The Audience text vote is weighted so it is worth double the Show Judging Panel votes.

### 2. The West End Eurovision Video Ident Award

This award acknowledges the Best Company Video Ident and will be decided by an online and text vote. The voting lines for Best Ident close at 6pm on 28<sup>th</sup> April 2019.



### **3. The West End Eurovision Best Choreography & Direction Award**

This award recognises the skills and contribution of the direction and choreography. This award is decided upon by the West End Eurovision Celebrity Judges.

### **4. The West End Eurovision Best Costume Award**

This award recognises the skills and contribution of the Wardrobe, Hair & Make-Up Departments.

## **10. TICKETS AND HOW TO BOOK**

The Box Office will be opening very soon and early booking is advised as the show is very popular.

### **10.1 TICKET PRICES:**

Tickets: £50, £40, £30 & £25

Group Rates: £10 discount per ticket to groups of 10 or more on top 3 price bands only.

VIP Package: £110 (including pre show reception, a programme, a top price ticket & access to the After-Show Party)

### **HOW TO BOOK:**

- Phone: 020 7087 7755 (Booking & Transaction fees apply)
- Online: [www.madtrust.org.uk](http://www.madtrust.org.uk) (Booking & Transaction fees apply)
- In person: at the Adelphi Theatre Box Office (10am to 7.30pm Mon-Sat)

**Access Concessions:** Available only through the Theatre Box Office, in person or telephone 020 7087 7755 (10am to 7.30pm Mon-Sat).

### **10.2 PARTICIPATING COMPANY TICKETS**

Participating shows will be allocated 10 pairs of tickets per show on a “Buy one Get one Free” offer for the top 2 price bands (£50 and £40). These will be managed through the Show Liaison Officer and will be distributed on a first come first served basis and subject to availability.

Participating company tickets need to be booked and paid for via the Adelphi Box Office, by 6pm on Friday 12<sup>th</sup> April 2019 otherwise they will be re-released to the general public.

### **10.3 AFTER SHOW PARTY TICKETS**

If you are performing in the show you will automatically get access to the After-Show party. If you wish to invite a partner/friend access tickets can be bought for £10. There will be limited availability on these due to capacity so please book early to avoid disappointment. **PLEASE NOTE:** Only those persons directly involved in Your Entry and whose name is included on your Entry Form will be entitled to attend the After Show Party.



## 11. CHECK LIST

### HAVE YOU....?

Registered Your Interest To Take Part

- Contact the Office: 020 7231 9719 or [d.pearson@madtrust.org.uk](mailto:d.pearson@madtrust.org.uk)

Chosen & Confirmed Your Song

- Check with the office for availability of your song choice

Obtained Your Company Manager's **and** Producer's Signature for Your Participation and Ident

### Key Deadline Dates

Entry Form	Friday 28 <sup>th</sup> February 2019
Company Video Ident	Monday 18 <sup>th</sup> March 2019
Band Parts & Click Tracks	Tuesday 9 <sup>th</sup> April 2019
Performance Video Content	W/C 15 <sup>th</sup> April 2019
Show & Tell Rehearsal & Release & Authorization Waivers	W/C 15 <sup>th</sup> April 2019
Additional Creative Elements	W/C 15 <sup>th</sup> April 2019

**PLEASE NOTE: NO CHANGES MAY BE MADE TO ANY OF THE ACTS AFTER MONDAY 15<sup>th</sup> April 2019**

## 12. THE MAKE A DIFFERENCE TRUST – CONTACT US

For the majority of West End Eurovision questions and information please contact the Show Liaison Officer.

Below is the contact information for the TheatreMAD Charity and should only be used as a last resort.

Personnel: Chair/Trustee: Melanie Tranter  
Executiver Producer & General Manager: David Pearson  
Charity Administrator: Jeremy Ellis

Address: The Make A Difference Trust, Unit 7, City Business Centre, Lower Road, LONDON, SE16 2XB

Telephone: 020 7231 9719

Email: [eurovision@madtrust.org.uk](mailto:eurovision@madtrust.org.uk)

Website: [www.madtrust.org.uk](http://www.madtrust.org.uk)