



I LOVE EU

San Miniato 6/11 March 2019

Erasmus+ project KA1 n. 2018-3-IT03-KA105-015373

PERFORMANCE CONTEST

GUIDELINES

The final goal of the I LOVE EU project is to disseminate the European message and give your contribution to convince other young people to vote to the European election. In order to best achieve this goal, you'll have time enough to design and produce multimedia products that can be disseminated in social networks and in this way reach the greatest number of young voters.

The **PERFORMANCE CONTEST** is the heart of the disseminating project and each group is called to contribute with proposals, ideas, personal skills.

During your stay in San Miniato you'll have time enough to work in team to "create" your performance, free to use all the techniques you prefer (acting, singing, dancing, talking, photos..) : what is important is that the final product that will be posted on social media, has the format of an "**advertising spot**", that is to say : short and immediate.

During the contest on Monday the 11th, each group will have not only to show its spot but also to explain how it was born. Please remember that you'll have about 10/15 minutes for your performance.

In order to help you in your work, we're giving you these simple guidelines:

present your advertising campaign as if you were a professional agency and

- 1- explain the need of the client (FTS coordinator of the I LOVE EU project asked you to convince young people to vote)
- 2- explain the public to which the campaign is aimed (young first voters)
- 3- explain your communication strategy (we think the best way to spread the message among young people is...)
- 4- explain your advertising idea and how it was born
- 5- show your spot

The last date to deliver your spot is on Friday the 9th within dinner time.

At the end you'll vote for the best one using the "I LOVE EU voting paper" you have received at your arrival.

Hoping we've been useful to your job.

FTS staff