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# Leader Eurovision

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Finding and communicating results  
and especially impacts is difficult.  
Do something anyways.

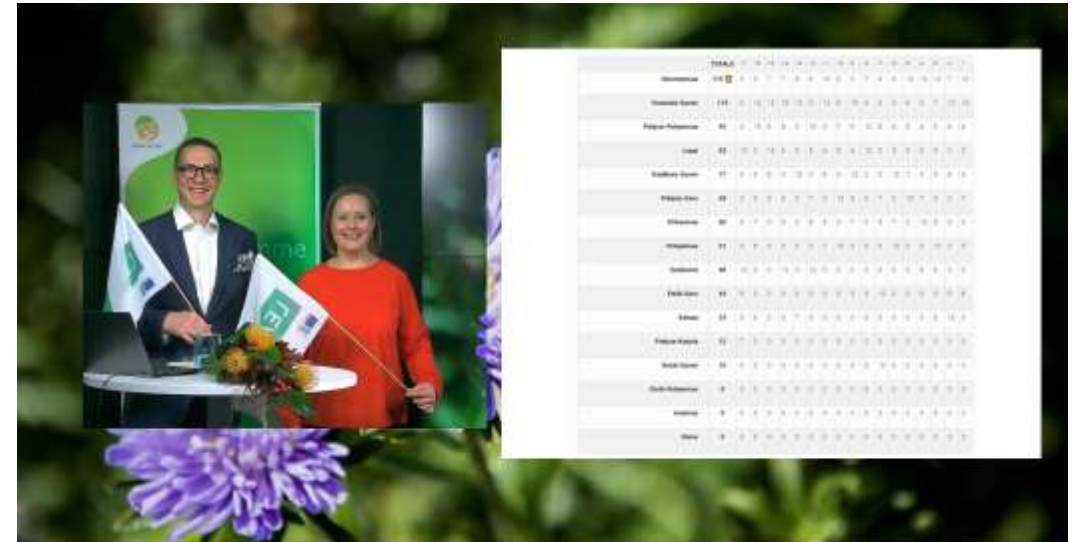
# Leader Eurovision

➤ LAG's were asked to join regionally and choose "the Leader pearl of the programming period": impressive project, new way of doing things, new cooperation model etc.

➤ Videos from all regions (max 2 min.)

➤ Videos were sent to LAG's which joined again regionally and gave points (5,6,7,8,10 and 12) to their favourites.

➤ Leader Eurovision: live stream from the studio. Regions spokespersons announced how they voted. Results were shown real-time.



# Communicating results and impacts



Don't just tell what was done in the project. Tell more about WHY the project was needed and what did it mean to the local people, society etc. What was the positive impact?



Find “real-life witnesses” and let them tell their story.



Numbers are important but don't often tell so much. Is 5000 a lot or not? Visualise!



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Jotta voisimme hyvin.

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