

MAASTRICHT  
DEBATE  
2024



Watch Party

Toolkit



## INTRODUCTION

Thanks for hosting a watch party for the 2024 Maastricht debate!

In this toolkit, you'll find everything you need leading up and during the event, from social media guides to livestreams of the debate.

For any questions, send us an email to [maastrichtdebate24@studioeuropamaastricht.nl](mailto:maastrichtdebate24@studioeuropamaastricht.nl).

May your debate night be memorable!

## YOUR TOOLKIT INCLUDES:

- About the Maastricht Debate
- Agenda for the event
- Host Checklist
- Social Media Guide
- Bingo
- DM Templates – Recruitment & Thank you follow-up
- Resources

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## ABOUT THE MAASTRICHT DEBATE?

**Have your say on Europe's future!** The 2024 Maastricht Debate is the political moment of the spring for voters. We put the candidates in line to lead Europe onstage to answer your questions – **so you can decide how you want to cast your ballot.**

Each contender for the office of chief policymaker of the European Union - that is, President of the European Commission (we'll unpack the jargon as we go along, we promise) - will represent their own political party on the podium.

**Your voice matters!** Candidates will answer questions from our expert moderators on the themes chosen by European youth. In-person and online attendees will have the chance to pose their own questions in advance of the debate.

Join us, Studio Europa Maastricht and POLITICO, in Maastricht on April 29 at 7:00 p.m. CET.

Be a part of the conversation. Shape the Europe of tomorrow – at the Maastricht Debate.

## AGENDA FOR THE EVENT

<b>5:30 PM</b>	Final AV test, room setup
<b>6:15 PM</b>	Welcome guests
<b>6:40 PM</b>	Post your photos of Twitter (X) <a href="#">#MaastrichtDebate</a>
<b>6:45 PM</b>	<b>Live stream starts</b>
<b>6:46 PM</b>	Presenter welcomes
<b>6:55 PM</b>	Live connection from Room to square & Sneak peek of candidates getting ready
<b>7:00 PM</b>	Start of the debate
<b>7:10 PM</b>	Post your photos of Twitter (X) <a href="#">#MaastrichtDebate</a>
<b>8:30 PM</b>	Event closing

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## HOST CHECKLIST

### BEFORE THE DEBATE

- Make sure the space is ready to go.
- Make sure your event location is accessible.
- If there's food that you are providing that you can make ahead of time, go for it.
- Test out your music playlist and speakers.
- Check-in with your guests to see if they have any questions or need anything.
- Post and promote on social media! Don't forget to use the hashtag [#MaastrichtDebate](#)
- Share the graphics with your guests so they can post too.
- Make sure you have the technology ready to watch the debate.
- Print off a few copies of the bingo game.

### THE DAY OF THE DEBATE:

- Test out your technology one more time for watching the debate.
- Finish up any food or drink preparation you are doing.
- Rearrange the furniture so people have a place to mingle and sit.
- Greet your guests and distribute the bingo cards.
- Post at least a couple of pictures on Twitter (X) ahead and during the debate, with hashtag #MaastrichtDebate. Your post will be displayed live on screen during the event in Maastricht!

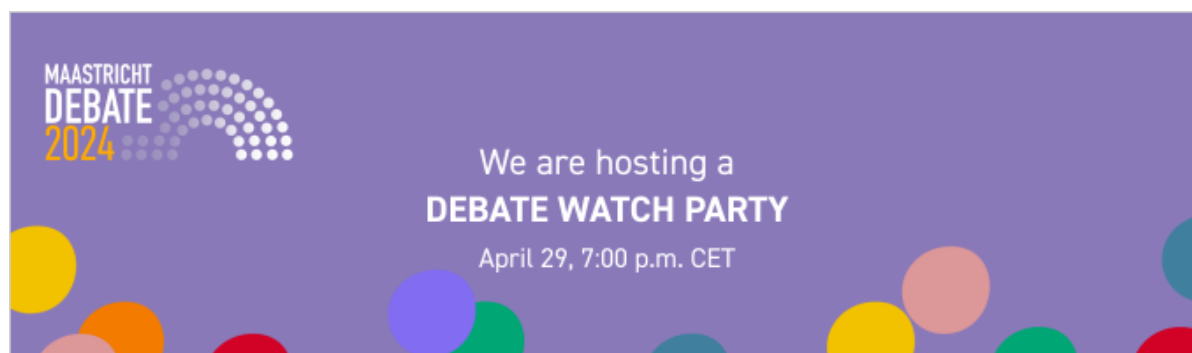
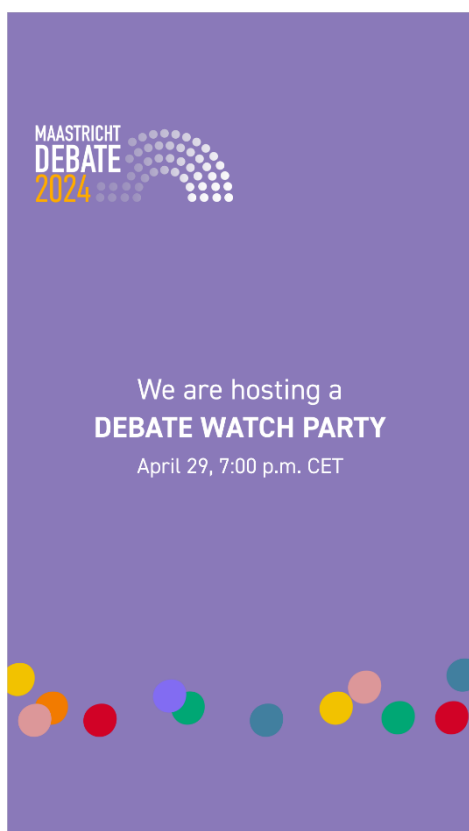
### AFTER THE DEBATE:

- Email us at [maastrichtdebate24@studioeuropamaastricht.nl](mailto:maastrichtdebate24@studioeuropamaastricht.nl) to let us know how many people attended your watch party event.
- Send a personal thank you email or text to guests.

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## SOCIAL MEDIA GUIDE

Here are some graphics you can use to promote your event ([click to download](#)):



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**HASHTAG:**

**#MaastrichtDebate**

**HOW TO PROMOTE YOUR EVENT ON SOCIAL MEDIA:**

Here are some examples of what you can say to promote your watch party:

**X (TWITTER) / THREADS:**

When people come out in numbers, democracy works better! Join my #MaastrichtDebate watch party and discuss the topics shaping the future of Europe with fellow European citizens like myself. Join *[add location details]*

Let's watch the #MaastrichtDebate together! I'm organizing a watch party of fellow European citizens to watch tomorrow's European leaders debate the issues shaping our future. Want to tag along? Join *[add location details]*

**LINKEDIN:**

*Dear network,*

*When people come out in numbers, democracy works better! At the #MaastrichtDebate this year, I'll be hosting a watch party. Join it today and discuss the topics shaping the future of Europe with fellow European citizens like myself.*

*Want an invite to the party? Join *[add location details]**

*Dear network,*

*Let's watch the #MaastrichtDebate together! I'm organizing a watch party of fellow European citizens to watch tomorrow's European leaders debate the issues shaping our future.*

*Want to join in on the fun? *[add location details]**

Remember to use this hashtag (and encourage all of your watch party guests to use it!) so that we can reshare all of your pictures:

**#MaastrichtDebate**

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## BINGO

Have some fun at your debate watch party by playing a Bingo game – see how many you get during the event!

[Click here](#) to download the bingo cards. We suggest printing them in A4 format, selecting “Fit” page sizing.



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## DM TEMPLATES Recruitment & Thank You follow-up

Below is a sample message you can use for recruiting your audience to attend your event and for following up with all of your event attendees to thank them afterward. Be sure to customize all the parts you see highlighted here to match your event's details.

*Hi there,*

*Exciting news! ORANIZATION NAME is hosting a watch party for the 2024 Maastricht Debate, and we'd be thrilled if you could join. Sign up here.*

*Have your say on Europe's future as candidates take the stage to answer your questions. Each contender for President of the European Commission will represent their party on the podium.*

*Your voice matters! Candidates will tackle questions chosen by European youth, and you can pose your own in advance.*

*Join us at LOCATION on DATE and TIME. Any questions? Let me know, but otherwise, see you there!*

*Cheers,  
SIGNATURE*

You can use this copy for following up after the event to thank the audience attending your party:

*Hello,*

*A huge you for attending the 2024 Maastricht Debate watch party. Your presence was appreciated, and we hope you found the event insightful.*

*If you have any thoughts or feedback, we'd be interested to hear them. Stay tuned for more updates and events.*

*Best,  
SIGNATURE*

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## RESOURCES

**DEBATE LIVESTREAM:** we'll send you an email including the link to the Debate livestream a week ahead of the event.

### SPOTIFY PLAYLIST:

Eurovision Song Contest 2023 <https://open.spotify.com/playlist/37i9dQZF1DWVCKO3xAIT1Q>

Eurovision Essentials <https://open.spotify.com/playlist/5ygRRIJDWMDfDfwCTOfwVL>

Eurovision Song Contest Profile <https://open.spotify.com/user/eurovision14>

### OUR SOCIAL PAGES

#### POLITICO

YouTube <https://www.youtube.com/channel/UCWMhIrcnmb14IkQBfISXktA>

Twitter (X), POLITICO Europe, <https://twitter.com/POLITICOEurope>

Twitter (X), POLITICOLive, <https://twitter.com/LivePOLITICO>

Instagram <https://www.instagram.com/politicoeurope/>

Facebook <https://www.facebook.com/POLITICOeu>

LinkedIn <https://www.linkedin.com/company/politico-europe>

#### Studio Europa Maastricht

Instagram <https://www.facebook.com/StudioEuropaMaastricht>

LinkedIn <https://www.linkedin.com/company/studioeuropamaastricht/>

Instagram <https://www.instagram.com/studioeuropamaastricht/>

Twitter (X) [https://twitter.com/\\_StudioEuropa](https://twitter.com/_StudioEuropa)

YouTube [https://www.youtube.com/channel/UCf8e5heT8WV\\_N-cZYrEgh2Q](https://www.youtube.com/channel/UCf8e5heT8WV_N-cZYrEgh2Q)

The Maastricht Debate is brought to you by Maastricht University and POLITICO, and supported by the Province of Limburg, City of Maastricht and the European Parliament. Sign up on the [together.eu](https://together.eu) platform to receive a reminder to vote at the European elections.

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