

Recreation day for HÅK Graniitti Oy 13.5.2016

Ada Kainulainen & Amanda Numminen



Author(s) Ada Kainulainen, Amanda Numminen	
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<p>This product type thesis is about the phases of organizing a recreation day for HÅK Graniitti Oy. The recreation day was executed in May 2016 in Perniö by two tourism students, specialized in event management. The event was done by the request of the commissioner, HÅK Graniitti Oy. The target group was the workers of HÅK Graniitti Oy and its supplementary firm, Perniön Hius. The short-term goal event was to boost the beginning of a new working period by having a fun and relaxed day. The long-term goal was to improve the overall well-being of the workers by educating them about healthy lifestyle through lectures and workshops.</p> <p>The recreation day was a whole day event. There were three health professionals teaching about healthy lifestyle. Hanna Saario gave a lecture about healthy diet, Milla Sipilä gave a physical exercise lesson and Jenni Wirtanen held a body maintenance workshop. There were also laid-back games in the event. The day included three meals; breakfast, lunch and evening snacks. In the evening programme there was a band performing.</p> <p>The recreation day was a success as all the goals were reached. The content of the day was very successful. All the lectures and workshops were faithful to the theme and supported each other. It was also seen useful by the workers. The relaxed atmosphere carried throughout the day. The event stayed on schedule the whole day. According to the feedback the participants were very pleased with the day. The participants got information how to maintain and improve healthy lifestyle at work and at home. Overall the event was successful yet in case similar event is organized in the future, the food could be more loyal to the theme.</p>	
Keywords Recreation day, healthy lifestyle, occupational well-being, healthy diet, physical activity, events	

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1 Introduction

Nowadays, the well-being of employees is taken more into account. The responsibility lies in the shoulders of both individual employee and employer. Employers are taking their workers' health issues more and more seriously, as exhaustion and sickness affects the work motivation and work results. Three key factors to improve well-being of any individual are physical activity, body maintenance and healthy diet. For that reason the healthy lifestyle topic was chosen to be the theme of the recreation day. (Fogelholm etc. 2007, 10-13.)

The product of the thesis was an event organized to the workers of HÅK Graniitti Oy in a form of a recreation day. The event was held in Perniö, on May 2016, which was a convenient location, because the head office of the firm is there and most of the workers live in that area. The commissioner was HÅK Graniitti Oy. The owner of the company, Mauri Kainulainen, requested recreation day to gain information about healthy work life to his employees. Also, this type of event was never held before in the firm. Both of the authors have been studying event management at Haaga-Helia and have previous background of working with events. This is why the product of the thesis was naturally an event.

For the event there were two goals. The short-term goal was to boost the beginning of a new working period by having a fun and relaxed evening for the workers. The long-term goal was to improve the well-being of the workers by educating them about healthy lifestyle. For the authors the goals were to learn about events and how to create them from scratch as well as gain information about healthy lifestyle.

There are eight chapters in this thesis. The second chapter introduces the commissioner and the employees of the company. The third chapter is about occupational well-being and it includes also information about occupational health care. The fourth chapter goes into the healthy lifestyle. That chapter contains information about physical activity and healthy diet, including the recommendations. That chapter also presents a food diary observation and its results made for the workers of HÅK Graniitti Oy. The fifth chapter is theory about organizing a recreation day. The sixth chapter introduces the planning process of this particular event. The event is presented in chapter seven. That chapter includes the feedback gotten from the event. The eighth chapter is the last one and it goes through the discussion and improvement suggestions.

2 Commissioner presentation

The recreation day was organized for the employees of HÅK Graniitti Oy and Perniön Hius. It was requested by the owner, Mauri Kainulainen. It was organized as HÅK Graniitti Oy was about to start a four day working week with 10 hour days, instead of the five day working week with 8 hour days as before. For that reason a reminder for healthy lifestyle was in place. The day was also supposed to be fun and that way boost the beginning of the new working period yet also give information about healthier lifestyle in order to cope better at work. In this chapter is presented the company and its employees.

2.1 HÅK Graniitti Oy

HÅK Graniitti Oy is a stone industry company. It was founded in 1988 by three men Hakkarainen, Ålander and Kainulainen. After some struggles in the 1990's two of the three left from the company which left Mauri Kainulainen alone in the business. The company is now owned and managed by him. The company is based in Perniö, where Mauri lives.

HÅK Graniitti Oy installs, prepares, supplies as well as sells stones. The company has been working around southern Finland but the past years the focus has been mainly in Turku. Some of the most significant worksites HÅK Graniitti Oy has done are the surroundings of Turku Cathedral (1990, 2001, 2010, 2012) and the yard for one of the official residences of the President, Mäntyniemi (1993).

The company is more or less a family business. It has 10 to 12 workers each year from which most of them are family members or relatives of Mauri. The working period is usually from April to November, depending on the weather.

Throughout the years HÅK Graniitti Oy has made supplementary firm names; Finlandia Graniitti, Kivitaide Mauritz, Old Hogs Garage and Perniön Hius yet they are not all active all the time. All of them are also managed by the owner, Mauri, except Perniön Hius. Perniön Hius is a barber shop and it is managed by Mauri's wife Eeva-Liisa Kainulainen, and there is also another person working in that company. In this thesis, as well as in the recreation day, the focus is on the construction workers yet Eeva-Liisa and her co-worker will join the event.

The company has organized parties for its workers but never a recreational day with advice to healthier life style. The company has a try-out this year for a four day working week. That would mean 10 hour days instead of the usual 8 hour day. Especially for that

reason it is crucial that workers eat properly at work to be productive throughout the working day as well as takes care of themselves at home after long days. (Kainulainen 23.3.2016.)

2.2 Employees

The participants of the recreation day are the employees of HÅK Graniitti Oy and Perniön Hius. In HÅK Graniitti Oy the employees are not the same each year yet all of them have worked with HÅK Graniitti Oy previously as well. The employees of Perniön Hius have been the same for more than 10 years. The employees' lifestyles vary quite a lot. Some of them obey a very healthy diet and exercise regularly, some have rather unhealthy eating habits and moves too little after work and some are something in between. All of them still value their health. (Kainulainen 23.3.2016.)

3 Occupational well-being

Occupational well-being means that the employee is physically and mentally shape for the job that he or she is doing. Both the employee and the employer are responsible for the well-being of the employee. Employer is also liable for organizing occupational health care. This chapter will introduce the responsibilities of the employer and employee. (THL 2015.)

3.1 Occupational well-being

Occupational well-being is important for the employees as well as to the employer. For the employee it helps them to cope and perform better at work. That is good for the employer as well since that way the employees are less likely to get sick and be away from work. There are many things that affect to the well-being such as bad nutrition, stress and mental dissatisfaction. All of them affect negatively to coping at work. (Fogelholm etc. 2007, 10-11.)

The employer and the employee are both responsible for the occupational well-being. Both mental and physical aspects needs to be taken into account. Things that affect to the occupational well-being that the employer should consider are job stability, salary, the content of the work, working hours, employee's skills and fairness. The employer can also enable activity that enhances health such as weight control courses and physical activity lectures. The employer is also responsible by law to offer occupational health care. The employee has still a big responsibility improving own health. That is done by exercising at free time and taking care of the right kind of nutrition. Those are introduced in the next chapter. (Fogelholm etc. 2007, 12-13.)

Later in this thesis is introduced the word body maintenance, which is in Finnish kehonhuolto. It does not have a proper English translation but it can be translated to words such as body maintenance and body upkeep. In this thesis the translation body maintenance is used. Body maintenance can improve occupation well-being. The point of body maintenance is to recover one's body from the work one is doing. That can be done by stretching and doing exercises that strengthen the muscles one needs at work. Even small stretches can make a big difference. Those can be done also during the work day. Also, resting is a part of body maintenance in order for the body to fully recover. (Wirtanen 13.5.2016.)

3.2 Occupational health care

The main purpose of occupational health care is to monitor how well the health conditions for the employee and the requirements of the job encounter. It is by law the responsibility of the employer to organize an occupational health care for the employees. The employer can also buy additional wide-range health care services to the employees. For entrepreneurs the occupational health care service is optional. (THL 2015.)

The occupational health care, in co-operation with the employer, can affect to the company's operations. It can help to lengthen the careers of the workers, cope/manage better at work, maintaining performance and working ability as well as make the reintegration to work faster. (THL 2015.)

4 Healthy lifestyle to improve work potency

The most important goal of the recreation day was to teach new techniques to employees of how to maintain healthy lifestyle in the work environment. From previous experiences, we have understood that the positive effects of healthy diet, exercising and stretching are very often underestimated at work life. This chapter will briefly go through these health aspects and the benefits of applying them in work life. In the end of this chapter are also the results of the small research about the eating habits of HÅK Graniitti Oy employees at work environment.

4.1 Physical activity

The main goal of the recreation day was to improve the performance at work and one of the ways was through physical activity. For a construction worker it is extremely important to stay physically active as it keeps them more alert and even more importantly as it keeps muscles, bones, joints and central nervous system (CNS) in shape which helps to avoid accidents at the work place. (Vuori 2003, 21-25; WHO 2016.)

4.1.1 The importance of physical activity

Physical activity is bodily movement which is produced by skeletal muscles that requires energy consumption. It is necessary for all humans. That is needed in order for our muscles, bones, as well as joints to stay strong. Physical activity enhances health and wellbeing as it helps in weight control and energy balance. (Vuori 2003, 15-21; WHO 2016.)

The lack of physical activity causes the whole performance to become weaker. Physical activity also affects to the CNS which controls the actions of muscles and thus affects for example to the balance. Not only does the lack of physical activity affect to the overall performance of the body, it adds the risk to get a serious noncommunicable diseases such as type II diabetes, cancer and coronary heart disease. It is also one of the leading risk factors for death worldwide. (Vuori 2003, 21-25; WHO 2016.) Physical activity has its effect on the mental wellbeing as well. The ones exercising regularly has described it being relaxing and calming as well as it gives more energy and joy. (Vuori 2003, 30.)

In order to keep the body functioning as well as avoid getting diseases one should exercise enough. Physical activity can be divided in to different categories; work exercise, hobby exercising, and functional training. The work exercise is physical activity that the job requires, for example lifting heavy stones and standing up all day. Hobby exercising is physical activity that includes in one's hobbies, such as hunting. Functional training means

that the exercising is included in daily tasks one is doing, such as walking to work or cleaning. If one does not get enough physical activity from work then it is important to get the needed amount from other categories. (Vuori 2003, 14-15.) It is still important to remember that work exercise should not replace exercising at free time as it is often unilateral. Exercising at free time also helps to cope better even at heavy work and it reduces the chances of injuring oneself during the heavy work. (Fogelholm etc. 2007, 27.)

4.1.2 Recommendations

UKK Institute is a private research and an expert center. Their goal is to improve the health and performance of Finns. They have made recommendations for how much a person aged 18-65 should exercise in order to stay healthy and fit. The UKK institute has created a pie chart (Figure 1) to illustrate the recommendations. The pie chart is done in 2004 and updated in 2009. (UKK-instituutti 2015.)

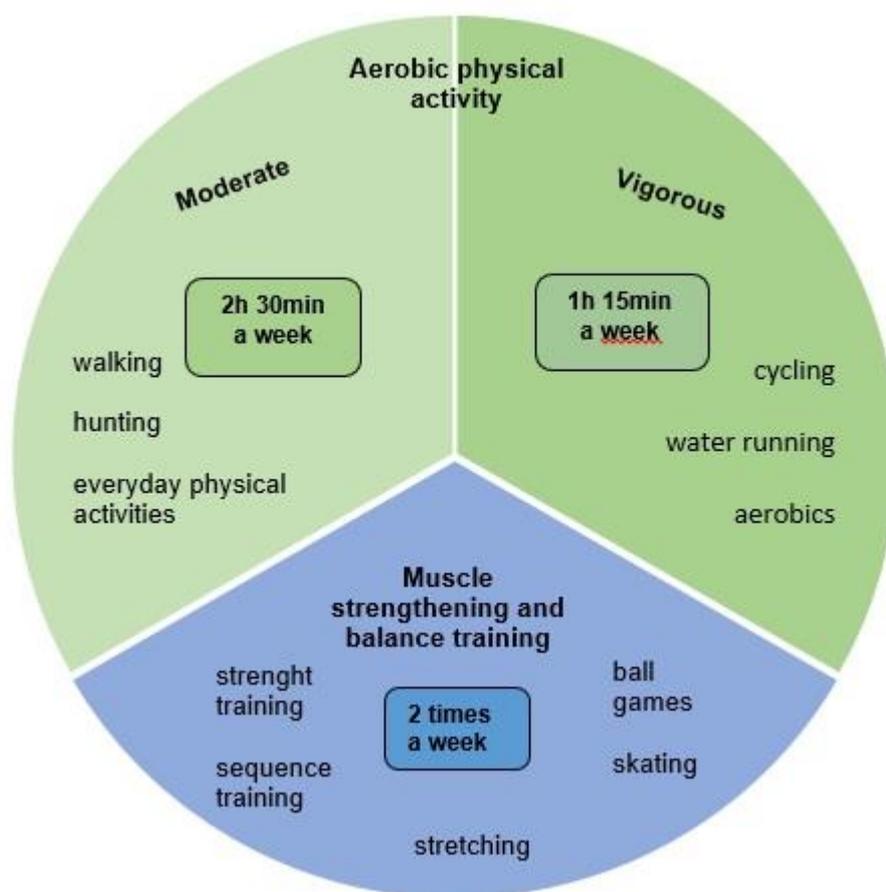


Figure 1. Physical exercise pie. (UKK-instituutti 2016, modified by thesis authors.)

It is recommended that to improve aerobic physical activity one should exercise moderately at least two and a half hours per week or vigorously one hour and 15 minutes. For example walking, hunting, heavy house and yard work and everyday physical activities are good ways to exercise moderately while cycling, water running, aerobic and running

ball games are suitable for vigorous exercise. If one has not exercised much previously it is better to start by doing it moderately. If the person is already physically active they should exercise more vigorously. On top of that one should train muscle strength and balance at least twice a week. To improve muscle strength one can strength training or sequence training. Dance, ice skating and ball games are great for balance training It is also recommended to stretch regularly in order to maintain motility. There is proof that if one exercises longer or more vigorously than the minimum recommendation than there will be more health benefits. (UKK-instituutti 2016.)

4.2 Healthy diet

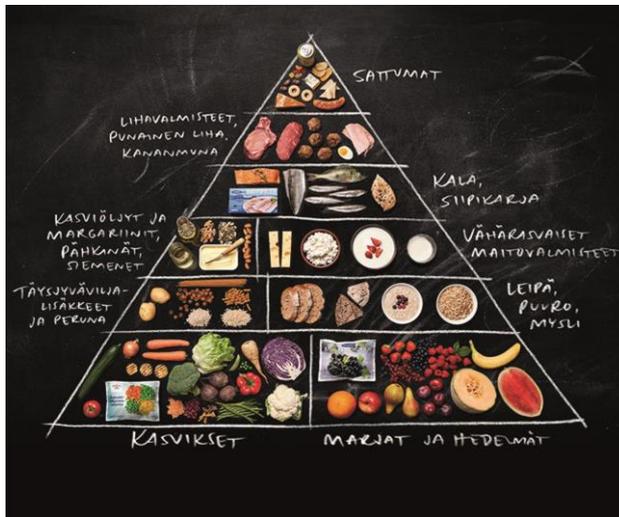
A healthy diet is an essential part of overall well-being, even if there is no intentions to lose weight. Healthy way of eating and drinking helps to maintain or improve overall health and it provides the body with necessary nutrition. A healthy diet also supports energy needs, controls energy level and provides nutrition without exposure to toxicity or weight gain from eating big amounts of food.

There are various regulations concerning healthy diet, and also many researches about the subject take place yearly. The World Health Organization (WHO) gives four practical advices to maintain healthy diet:

- “•Fruits and vegetables; eating at least 400 g, or 5 portions, of fruits and vegetables per day reduces the risk of NCDs (2), and helps ensure an adequate daily intake of dietary fiber.
- Fats; reducing the amount of total fat intake to less than 30% of total energy intake helps prevent unhealthy weight gain in the adult population. Also, the risk of developing NCDs is lowered by reducing saturated fats to less than 10% of total energy intake, and trans fats to less than 1% of total energy intake, and replacing both with unsaturated fats.
- Salt, sodium and potassium; most people consume too much sodium through salt (corresponding to an average of 9–12 g of salt per day) and not enough potassium. High salt consumption and insufficient potassium intake (less than 3.5 g) contribute to high blood pressure, which in turn increases the risk of heart disease and stroke
- Sugars; the intake of free sugars should be reduced throughout the life course. Evidence indicates that in both adults and children, the intake of free sugars should be reduced to less than 10% of total energy intake, and that a reduction to less than 5% of total energy intake provides additional health benefits. Free sugars are all sugars added to foods or drinks by the manufacturer, cook or consumer, as well as sugars naturally present in honey, syrups, fruit juices and fruit juice concentrates.” (WHO 2015.)

In Finland, Finnish nutritional recommendations are based on the Finnish health and national food culture. The figures presented in Finnish nutrition recommendations represent the most important nutrients such as recommended intake of fats, proteins, vitamins and minerals. The recommended figures are calculated so that they characterize an average healthy Finnish person, who also exercises fairly often. Nutrient recommendations represent the recommended intake of a lengthy period, for example during the month. A good

diet and nutrients are illustrated by a food triangle and example food plate. They are suitable for different uses and complement each other in counselling and teaching. (Ravitsemusneuvottelukunta.) Without a healthy diet and right amount of nutritious, any person will be in a risk of various diseases, such as obesity, heart disease, type II diabetes, hypertension and cancer. (WHO 2015.)



Picture 1. Food triangle. (Ravitsemusneuvottelukunta.)



Picture 2. Example food plate. (Ravitsemusneuvottelukunta.)

4.2.1 The positive impact of healthy diet at construction work

For construction workers, it is crucial to have healthy diet and right amount of nutrients while working, as the work is very physical and demanding to the body. In daily work life, construction workers burn a lot of calories and use muscle power in order to get good and fast work results. Exhaustion is a symptom that is known to slow the work speed and power down. With right diet and following the global nutrient regulations, food can help any man in any work to overcome exhaustion. (Saario 13.5.2016.)

Besides exhaustion, healthy diet also improves sleeping quality, mood, exercise performances, wellness of skin and brain function. So not only it effects on the physical, also mental side is studied to be improved with healthy diet and right nutrition. (Keventäjät 2016.)

4.2.2 Food diary observation for the workers

The method of observation is used to closely observing something or someone. This happens without interfering. The collected data from observation can be either qualitative information or quantitative information.

Qualitative data (information about qualities) can be collected with interviews, free discussions, observation, written material such as documents, reports, diaries, pictures, videos, internet websites etc. This method of collecting data is flexible and detailed. The data in qualitative research depends on human experience and this is more compelling and powerful than data from quantitative research. Qualitative data is usually gathered from few individuals or cases, therefore the findings and outcomes cannot be spread to larger populations.

Quantitative data (information that can be measured and written down with numbers) can be collected with surveys. A "survey" can be anything from a short paper-and-pencil feedback form to an intensive one-on-one interview. The good thing about collecting quantitative data is, that the analysis is easy and quick and this method is beneficial for studying large numbers of people. Most of the time this method is also cheaper and carefully designed to answer the specific questions. As written above, this method can be measured with numbers and statistics only, which might make the knowledge abstract and general. (Nummenmaa, Holopainen & Pulkkinen 2014, 16.)

With the leading of the healthy lifestyle topic, we observed the workers of HÅK Graniitti Oy by having them write a food diary during their work hours for four days, meaning, that the workers wrote down their daily eating and drinking habits and the time when the eating occurred. They had time to fill the food diary from 25.4.2016 till 13.5.2016. Their working time during the summer was from Monday to Thursday, 10 hours per day. They had four brakes during the day; 9am, 11am, 1pm and 3pm. The food diaries were given to the workers two weeks before the event.

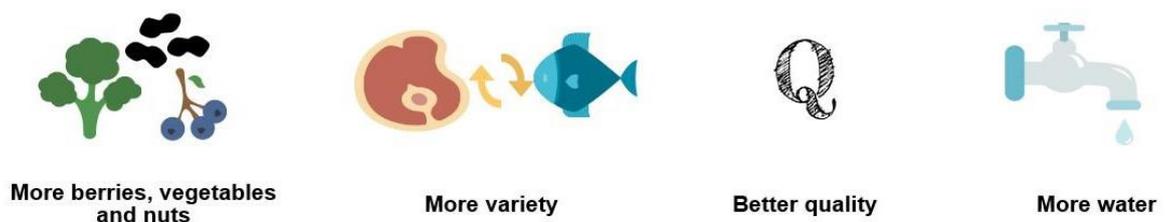
As mentioned before, there is a supplementary firm attached in HÅK Granitti Oy. This firm is a barber shop that has two workers, who also filled the food diary for four days with the

same idea, but different dining times. The total number of workers that were writing the diary was 9.

4.2.3 Food diary observation results

The analysing of the food diary material started by comparing the answers with each other, taking notes of the flaws and comparing them with the theoretical information we had gained about healthy diet. Going through the food diary notes, we noticed positive as well as negative matters in the diets, and we came up with a few suggestions. Approximately 75% of the workers ate meals regularly (in every 2-3 hours) and had good amount of food to eat, while the other 25% didn't eat enough nor regularly and didn't have needed nutrition in the diet. Only 25% of the workers drank enough of water during the day, and quite often water was replaced with unhealthier options for example sodas, juices and coffee. Even though most of the workers (75%) had a good diet, the amount vegetables and fruits should be increased in the diets. Also the variety of food could be better, but this might not show in such a small time observation. As shown in the picture above (Picture 1.), berries should be eaten in a healthy diet, none of the food diaries had any berries during the four days of observation.

We have made the following suggestion based on the knowledge we have gained from the healthy diet lecture in the recreation day as well as from the studied material. The suggestions can be seen from the picture (Picture 3.) below.



Picture 3. Food improvement suggestions for the workers. (Created by thesis authors in Piktochart.)

The workers should include more berries, nuts and fruits to their diet. There should be more variety in the meals, for example cold cuts could be replaced with fish at times, or bread with pasta, potato, rice etc. Workers could also start focusing on the quality of the food, the freshness and pureness, for example quark is better for the diet than yogurt. Everyone should drink more water during the day.

These suggestions have been sent forward to the manager and owner of the company, to inform the workers. The food diary observation was partly used as a foundation of the planning process for the event. It helped us to understand the current situation of the employees and take some issues into account in the event day.

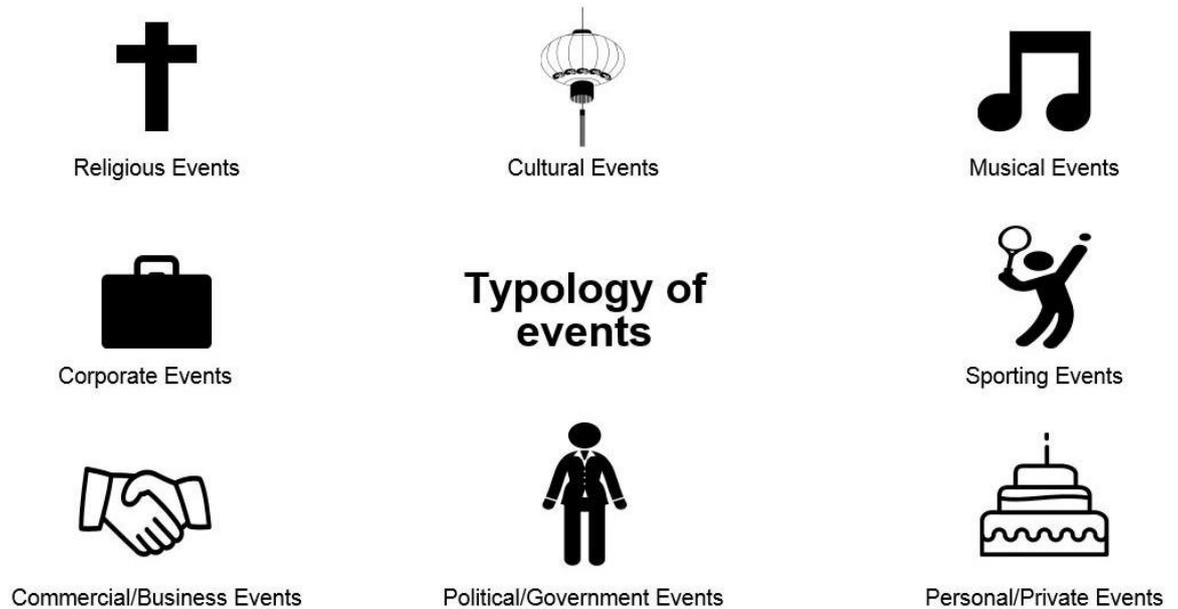
5 Organizing recreation day

Events are occasions with goals and purpose. The determination of the purpose is one of the most important phases in event planning, and usually it is done firmly. The purpose of the event can vary, it can be financial advantage, to gain profit out of the event, or it can be appealing to feelings and thoughts of the participants. An event is a type of communication tool and a very powerful one. Participants of the events may not remember all that was said and done in the event, however, they do remember how the event made them feel. (Raj, Walters & Rashid 2013, 5.)

Events are phenomena, which always have beginnings and endings. In planned events, there is well-planned and specific timetable for the event, and it has been announced in a good time before the time of the event. The venue is usually specific in the planned events, and it is chosen with great care. It doesn't matter, whether the event is held regularly every year in the same place, the participants, expectations and experience are always new, which makes every event special. (Getz 2007, 18-19.)

Organizing an event is a project. Projects can be defined from different points of view, but all the projects also share common features. A project always has a defined goal, and it is to be achieved as a result of project work. After the goal has been defined, project plan is done to mark down all the phases of the project. The project is carried out temporarily assembled group of people, each having their own roles and responsibilities, still maintaining the cooperation with each other. A timetable and quotation are made for the project, which will be monitored throughout the process. Different project types include the development, delivery, research, implementation, construction and development projects. An event belong to implementation projects. (Kettunen 2009, 15-17, 24.)

Raj, Walters and Rashid are dividing events into eight typologies; personal/private events, sport events, religious events, cultural events, business/commercial events, corporate events, musical events and political/government events. (Raj, Walters & Rashid 2009, 3.)



Picture 4. Event typologies according to Raj, Walters and Rashid. (Modified by thesis authors.)

This particular event, recreation day, is considered to be a mixture of corporate event and personal event, because all the participants are familiar with each other and the event is private, invitation only. Also, the size of the company is small, so there are not that many participants involved. If the company would be bigger, recreation day may also be part of cultural event typology, but this thesis will clarify the concept of personal events and corporate events.

Corporate events involve just one single business, firm, corporation or organization. These types of events may include annual conferences, staff motivation events or award ceremonies. The purpose of corporate events may be to give employees the chance to be outside of workplace and create changes within the organization. Personal event is a celebration of special occasion. This type of event could be seen as a subsection of cultural event, although then it would be cross cultural. Most regular and widely practiced personal events are weddings and funerals. Personal events also include celebrations of age or achievement, such as birthdays, graduation and homecoming. The purpose of having personal event is usually gathering together with friends and family, in form of a party of some sort. (Raj etc. 2009, 15-16.)

5.1 What is a recreation day

Recreation day is offering employees the opportunity to know each other better and spend time together in relaxing and equal atmosphere. Successful recreational day gives pleasant memories, elevates the spirit and improves the working environment. Increased well-

being helps the organization to succeed, because healthy staff equals workplace efficiency. Recreation days is often accompanied by a sporty perspective and sports can be customized according to customer requirements from playful light sports up a sweaty exercise. (Voltti Tapahtumatuotanto 2015.)

5.2 Concept

The organizing of the event should begin by creating a concept for the event. When creating the concept, number of different elements need to be taken into account, such as the purpose and objectives of the event, theme, location, target audience, and audience members, the time, the resource availability, as well as the working group's own capability. The most important element, however, is the purpose of the event, as it should be kept in mind at all stages of the design. Also, the theme of the event should be strongly linked with the purpose of the event. Potential themes are endless, and the theme, for example, may be history, health or related to sports. (Van der Wagen 2007, 19-21.)

As mentioned above, event planning should always keep in mind as well that the idea of the event as well as the event theme. In this context the idea is the same as the purpose of the event, the entire transaction is built around the concept. In some cases, the idea of the event can bring forth the concept. (Vallo & Häyrinen 2012, 101-106.)

According to Vallo and Häyrinen, the idea for the event is formed from three strategic questions; why is the event organized, who is it organized for and what will be organized? The event subscriber and the operator should have the answers to the above mentioned strategic issues before planning commences. When the idea is formed using these questions, the event can be built around it.

With the question why is the event organized, the event will get a purpose, and also a goal and message what it is trying to achieve. The goal of the event is very important, and should be kept in mind throughout the process. The question who is it organized for gives a target group for the event. When the target group exist, it important to visualize how well you know the target group, and their interests, how to get in touch with them and how to reach the goals of the event to this target group. The third question, what, will give an answers about what will be organized, where and when. (Vallo & Häyrinen 2012, 101-103.)

Vallo and Häyrinen have also created a triangle for operative questions that form the theme of the event. The theme of the event should be visible for the target group in all situations, from the invitation to the follow-up market. The planning of the theme is part of

implementation, and the people responsible of it are the project manager and the project group.

Operative questions are how, what kind and who. The question how will solve the process of the event; planning, execution and phases after the event. It tells how the event can be organized so that the goal of the event is reached and how the idea and theme are maintained throughout the event. Question who also defines whether to do all the work for the event self, or outsource some of the steps.

The question 'what kind' tells the contents and the program of the event, for example performers and music. The organizers responsibility is to take the target group under consideration when planning the program and content. By answering question who, the organizers, responsible persons and hosts will be found. The role of the host is very important, because host can influence the succession of the event remarkably. (Vallo & Häyrynen 2012, 103-105.)

5.3 Organization

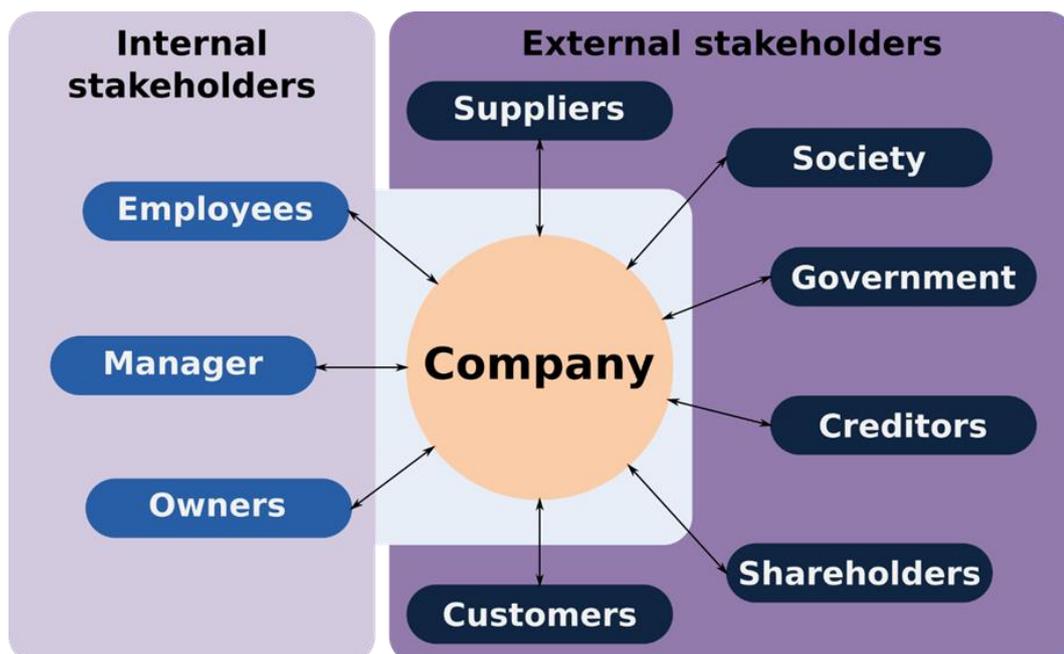
Organization is responsible of the event organizing. Event organization is formed from the project manager, working group as well as different partners, who take part of the event itself or the funding of the event. (Tapahtumatoimisto 2012, 5.) In addition to the project manager and project group is always the owner who will pay the cost of the project and on the other hand defines the objectives of the project. The owner can be internal or external to the enterprise. External owner is usually the customer or client. Apart from the above project organization includes a number of stakeholders, actors invited to all the parties that are involved with the project somehow. The stakeholders may include, for example, instructors, sponsors and partners, suppliers, site rental, the audience, as well as public authorities. (Getz 2007, 270.)

At the early planning stages, it is useful to do an organizational chart from the organization. An organizational chart is a diagram that shows the structure of an organization and the relationships and relative ranks of its parts and positions/jobs. This chart contains the names of the members of the organization, their duties and territory of responsibilities. In addition, it shows the location of each employee in the organization, and how location affects the chart above and below. This is particularly important, so that everyone knows their jobs, as well as other people who act as the responsible person. Employees can thus check the chart, to whom they should report issues. In addition, the chart facilitates finding the right human organization when questions arise other than their own area of responsibility issues. (Supovitz 2005, 125–126.)

Project manager has one of the most important roles concerning the organizing and implementing the event. Project manager is the leader of the event and takes part of all the steps of the event from planning to implementing and after event sessions. The tasks of the project manager also include leading, reporting, decision making, recruitment, planning of the meetings and timetables, making sure everything will go as planned and ensuring the decisions time after time. A good project manager has a skill of delegation, which is crucial skill when organizing an event.

In most cases, the project manager has a project group under the auspice. The members of the project group can be from the company's own organization or from the partners. In bigger project responsibilities are divided into smaller parts and responsible persons are determined for each part. This prevents a massive work load falling in the shoulders of only one person. (Vallo & Häyrynen 2012, 224–229.)

A stakeholder is defined as any group or individual who can affect or is affected by the achievement of the organizations objectives. Also this group or individual has a legitimate interest in the organization. Events have internal and external stakeholder groups. The relationship between these groups need to be managed in order to effectively and systematically implement the event and meet their expectations. Stakeholders are those persons or groups who can influence the planning and executing of an event, or who the event impacts upon. (Shiffer, L 15.11.2015.) The picture 5 presents an example of stakeholders. A similar picture was made for the recreation day project to indicate the stakeholders. It can be found in chapter 6.5.



Picture 5. Stakeholders. (Wikimedia.)

Volunteers are also part of the organization. In the industry of events, this is clearly visible because in many events the staff consists almost exclusively of volunteers. When the job descriptions and tasks of the desired characteristics have been defined, recruiting volunteers can start. Shall be selected from those properties that best suit volunteers, after which the volunteers are trained in tasks. They are told general information about the event and the venue as well as instructed in their duties. (Van Der Wagen 2007, 240, 245–250.)

In very small events, sometimes all employees are volunteers. In these events the volunteers might be the event organizer's friends, relatives or other people with close relations. Although volunteering means a job without getting paid, it is still important that every worker is entitled to work something out, whether it's the experience or the feeling of success. (Supovitz 2005, 130–131.)

Before organizing an event one must have a clear target group. Target group may be for example company's customers, potential customers, employees, owners, partners or stakeholders. The target group needs to be well analyzed in order to create an event that is the right type and size for that specific group of people. When analyzing the target group one should consider the group's sex, age, values, interests and lifestyles. Analyzing the target group well gives better chances to make a successful event as different target audiences might be keen on very different types of events. After analyzing the target group one has to keep in mind that the event is for that particular group and consider what their needs and interests for the event are. (Vallo & Häyriinen 2012, 119-122.)

5.4 Planning

The planning of the event is one of the most important phases of the project. In the planning phase the costs and required resources are defined, as well as deepening of the goals set for the project. Thorough planning creates a good base for success, reduces uncertainty, clarifies goals, and increased efficiency, communication and understanding. Creating a project plan is recommended, because with the plan all members of the project organization and the commissioner are aware of what will be done in the project, what is the result, and what are the goals and objectives of the project. The project plan should be readable by all involved, and it should be update as the project goes on, so that the information contained remains valid and on time. (Kettunen 2009, 54–55.)

The project plan will be drawn at the stage when the project has a defined purpose and objectives, and the project has been decided to implement. Starting point should be selected for the project plan, which will work as the basis of the project plan and after that

the implementing of the event can start. The starting point is a factor that will affect the project significantly. The starting point may be a schedule, target, approach, budget or factors. If the starting point is the timetable, the project must be completed by a certain date, as the date for the project is defined in advance. When the starting point is the budget, it is important to pay attention to costs. When the determining factor is the goal, it is important to achieve the objectives, even though the schedule and budget would change.

The project practices can also be tied to a specific formula, in which cases starting point is based on the mode of operation. Project can also be implemented only by using predetermined staff, whereby the starting point of the project plan is the project staff. Some projects may also have more than one starting point. (Kettunen 2009, 91–97.)

5.4.1 Time, place and timetable

Important factors to consider when choosing an event venue are its functionality and that it suits the event's purpose, for example for a relaxed event in a fancy venue might not suit the mood. The venue should meet the needs of all the stakeholders including emergency services, catering staff, entertainers, participants and clients. The size of the site should be in correlation with the size of the event. One should also consider is there a public transportation to the site and parking possibility. There needs to be access for emergency services and loading docks. Other issues that needs to be taken into account are toilet facilities, power supply, water supply, waste management, safety and security. In outdoor events there needs to be a backup plan in case of rain and storm. It is likewise important to remember that the infrastructure should be suitable for all participants, also outdoors. The performers, meaning all those in limelight, have their needs at the site as well, such as the volume of the sound and the level of intimacy with their audience since those can affect to their performances. (Vallo & Häyrinen 2012, 139-141; Van Der Wagen 2010, 39-63, 226-228.)

When timing an event one must consider four time-related factors that are season, day of the week, time of the day and the duration. (Van Der Wagen 2010, 29-30.) Choosing a season has its tricks as the weather varies a lot between seasons. When deciding the day of the week as well as time of the day one should consider who the event is organized for. The holidays that already have their effect on the working week should be thought as well. The event should not be too long because of the costs and for the sake of the participants' personal timetables. The event should include everything necessary in compact package. This factors were considered when planning the timing for the recreation day. (Vallo & Häyrinen 2012, 145-147.)

In events the date is set beforehand and the project needs to be ready by that day. The planning phase is based on the timetable and the tasks are divided on the timetable from the event date backwards. When planning a timetable for an event there are many things one should consider. First is that the project needs to have clear starting and ending day, otherwise the project might stretch much longer than needed. One should also make milestones as it makes easier to follow the progress of the project. Reaching the milestones is also motivating. The holidays and other matters affecting the project team's time needs to be taken into account or the whole timetable might be jeopardized. The timetable needs to be considerate of the project team's people; do they have other work at the same time and how fast they work. One should keep in mind the correlation between tasks, some of the project work can be started only when other tasks are done. There can always be unexpected delays for what reason there should always be flexibility in the timetable. (Kettunen 2009, 94-95, 113-114.)

5.4.2 Service and invitations

The nature of the service is based on the event's nature, theme, season, venue and the amount of participants. The service can be done on one's own, partly bought or bought completely from an outside partner.

When planning the service one should consider the length of the event as well as the participants. There should be sufficient amount of eatables and they should be served often enough. If alcohol is served one should think what kind of alcoholic beverages should be served, whether beer and cider is enough or should there be some cocktails as well. It is also important to always have non-alcoholic options too.

Special diets needs to be taken into account. The participants should be asked to inform them beforehand. The setting should be tempting and the service and the setting should fit the theme of the event. (Vallo & Häyriinen 2012, 152-153.)

Invitation is the brochure of the event. The invitation will create a vision about the event and should make the receiver waiting for the event. For that reason the invitation should not generate expectations that the event is not fulfilling.

One should make an effort to the design of the invitation as it will communicate to the receiver what kind of event it is going to be. The invitation should make the receiver to want to come to the event. What the invitation most certainly should include is the nature of the event, is the invitation for one or two persons, when the event is held including day of the

week, date and starting and ending time, where the event is held, who is inviting, is an answer or registration needed, is the event paid or free, dress code, programme or the main idea of it and a request to inform about allergies and special diets.

The invitation may be a personal invitation with or without the need to register, an open invitation with or without the need to register, an open invitation that is asked to forward within the organization, an invitation for two or avec-invitation. One should also think what kind of invitation serves the event best; a letter, a card, an email, a phone call, event invitation in Facebook or possibly an object sent personally to the receiver. (Vallo & Häyrinen 2012, 127-129.)

5.4.3 Budget, risk control and safety issues

A budget needs to be done for a project. One should take a look at similar projects in order to get an understanding about the costs. A project is often considered successful if it is done within the budget. However in each project there will be changes which in turn effects to the costs. Usually the costs grow in which case the budget is not a good measurement for success. For that reason it is suggested to reserve some money for unexpected costs in the budget. The project budget should not be very detailed as the actual costs can be seen only during the project. To the budget needs to be calculated the rent of the venue, building up, decorating, technology, permits, transports, food and goods, materials, mailing fees, performers, security, equipment rents and gifts for volunteers. (Vallo & Häyrinen 2012, 147-150; Kettunen 2009, 117-118.)

Each project has risks which can lead to failure. Usually the risks can be defined beforehand. Defining the risks helps preparing for them and control or avoid them by making a plan B. Risk control includes analyzing the risks and creating a risk list, agreeing about procedures and monitoring the risk list. In risk analysis, which is done before the project, it is evaluated what is the likelihood of the risk as well as the criticality. The likelihood states how likely the risk is to happen and the criticality how strongly it will effect to project. For each risk should be assigned a person in charge whose responsibility is to monitor the risk and do repairing procedures in case needed. The risk analysis also works as a reminder about the problems that might occur during the project. (Kettunen 2009, 75-76; Rissanen 2002, 163; Ruuska 2007, 248.)

In every event the organizer must take care of the safety issues. That can save from unnecessary harm. Sometimes it is needed to have security officer, sometimes a rescue plan or a safety plan. The aim of the safety plan is to find out all the possible risks and prevent them. (Vallo & Häyrinen 2012, 180-181.)

All the safety procedures need to be documented. All safety documents, including risk analysis, rescue plan and safety guidelines can be made to one document called safety plan. In state of exception the event can be guided within the frames of the safety guidelines. (Paasonen 2013, 29-30.)

The safety plan should include the risk analysis. Based on that is made the evaluation of the safety procedures. The plan should also state the safety organization and their tasks, prevention of dangerous situations, the action in an emergency situation, protection of people and belongings and the safety procedures. The plan should mention also expected amount of participants and a detailed event timetable. In the safety plan there should be the contact information of all in charge of safety, such as security officer and emergency personnel. (Paasonen 2013, 32-33.)

5.5 Execution, reporting and ending of the project

The execution phase is when the plans become reality. For it to go smoothly, everyone working in the event must know what they are doing. Part of the execution phase are building up, the event itself and demolition. The building up phase takes usually the longest time. During that phase everything is set up, from building an event venue to decorating it. The event itself lasts only for a short period of time, sometimes hours, sometimes days, depending on the event. The last phase is demolition, which is faster than building up. (Vallo & Häyrynen 2012, 163-164.)

Before the event it is good to go through everything. That means checking all the electronics work, going through the timetable and if possible have also the performers to check their performance. The event should have a clear start and end. It is also vital to consider the timing, how long each programme should last and how often there should be breaks. The type of the event affect those factors. In a relaxed event there should be time to mingle and in an informative event the schedule should be tighter. Breaks should be every two hours. The project manager should still remember flexibility as sometimes things go faster or slower than planned and then it's good to make changes to the plan to avoid people just waiting and getting bored. (Vallo & Häyrynen 2012, 164-167.)

Music is often a big part of the event. It can create a certain atmosphere or create an experience. The music needs to suit the theme. Live music is always better than recorded music yet both have their own time and place. In live music, the performers must know what kind of event it is that they are playing. (Vallo & Häyrynen 2012, 170-171.)

In the execution phase one should also consider the distribution of programme, setting up the signs, signing up, seating if needed and the surprise effect. Surprise effect is important in well planned event. The key is not to tell the participants every detail about the event, just the main parts. The surprise effect can be even something very small. The surprise effect can be for example a programme that was not told beforehand, service, venue or a giveaway. (Vallo & Häyrinen 2012, 168-177.)

The ending of the project is important part of the project. For that reason it should be planned also in the project timetable. A project ends when all the tasks in the project plan are done and the client has approved the project's results. A final report is done of the project. However, the ending of the project is not just writing a report but make a decision about it and mentally end it as well. The final report illustrates how the project went. It considers how well the goals were reached. It also shows the problems that occurred during the project and development suggestions. The final report should be done in a way that it can be utilized in future projects. From it should be seen what worked well and what should be done differently next time. It should also include all the documents even such as approximate amount of working hours and experiences from the project. (Kettunen 2009, 181-183; Rissanen 2002, 171; Ruuska 2007, 265, 271-274.)

Part of ending of the project is follow-up marketing. That means the organizers shows all the participants their appreciation. That can be for example a thank you card. Everyone who has been part of the event, performers, partners, volunteers, should be thanked as well, as all of them were needed to make the event happen. (Vallo & Häyrinen 2012, 180-182.)

Part of the follow-up marketing is also collecting feedback, from the organizers and the participants. The feedback can be collected in paper or online form, via e-mail or via phone. During the event it would be good to collect oral feedback. That one should be also written down that it does not disappear. All the feedback should be then analyzed. Organizers should compare the results to the goals and see if the goals were reached. From the results the organizers can learn to see what went well and what did not. That helps when organizing similar projects in the future. (Vallo & Häyrinen 2012, 184-189.)

6 Recreation day planning process

The planning of the recreation day event started in February 2016. The idea of organizing an event came from our own interests and the need for recreation day came from HÅK Graniitti Oy, which we are in close relations with. Once we had the idea, which is the basis to all as said in the theory chapter 5.1., we started going deeper to the idea. HÅK Graniitti Oy started a new working hours for the summer, so a little boost for the upcoming working season was in order as well as gaining knowledge about healthy lifestyle in work and outside of work. The commissioner gave us free hands for organizing process, only the time and budget needed to be determined together. By studying about healthy diet and physical activity we wanted to create recreational day that would actually improve the workers well-being.

After the date and budget were discussed, the concept of the day was idealized. We decided to create fun yet educating event, with workshops held by health professionals. Also the timetable of the day was created and our weekly timetable, so the jobs were clear. As we got free hands for the event planning, regular meetings with the commissioner were unnecessary, but between us, event organizers, we had meeting almost daily. Commissioner was updated with the issues throughout the project.

6.1 Event Plan

An event plan was done before the event and it can be found in appendences (appendix 2). In it we explained what the idea of the recreation day is and the background of the event. The goals were determined as well. Then we defined the project organization, target group and resources. After that we made the budget for the event as well as the timetable for the project. Next we considered the risks and how to prevent them. The communication was thought after that. In the end of the event plan can be found the reporting and the closing of the project.

6.2 Goals

The goal for the event was to create a fun and relaxed day that would also be educative. The short-term goal was to boost the beginning of a new working period that had started just about a month before the event. That was supposed to be done by having fun activities where the workers could enjoy each other's company without stressing about work.

The long-term goal was to improve the well-being at work. That was done by trying to make the workers' diet healthier by giving information what and when to eat to stay ener-

getic throughout the day. With the help of the food diary observation results, more personal information could be given. The goal was also to improve their posture and reduce muscle pain caused by work. Those were done by having a physical exercise session that taught easy workout moves one can do at home and with body maintenance workshop that reminded about the importance of taking care of one's body as well as showing easy stretches to do during and after a work day.

6.3 Time and place

The event took place Friday May 13th. The day started at 9:30 and the official programme ended at 16:00. The middle of May was ideal since the work had started already so it was easy to contact everyone yet it was not the busiest time yet. As HÅK Graniitti Oy started to have a four day week it was logical to have it on Friday when they did not have work. The event started already in the morning since that way the participants were able to get home before evening as well as it made it possible to get the professional to the event, since most of their working hours are during the day.

The event took place in Perniö, at Kainola. It was quite a logical choice as it is the head office of HÅK Graniitti Oy. There was a proper venue for the place and all the needed equipment, such as kitchen equipment, projector for slideshows and enough space for the band. There was also a big yard which made it possible to have part of the programme outside yet in case of bad weather there was space inside as well. Having the event at Kainola also enabled the budget to be smaller as no venue needed to be rented. The venue was functional and it suited the event's purpose, which is important as mentioned in the theory chapter 5.4.1.

6.4 Budget

A budget of 2000 € was given by the commissioner. The estimated budget was 1190 € meaning there was still 810€ left from budget. That is good since according to the theory about budget, one should always reserve money for unexpected costs. From that amount it was calculated that to have enough food and beverages for participants and volunteers, food would cost 400 € and drinks 150 €. Hanna Saario and Jenni Wirtanen gave approximate prices and for that reason it was marked that they would cost 250 € and 150 €. 20 € was meant for decorations, as there were already decorations at the event venue, not much needed to be bought. The amount of the "thank you" gifts the volunteers as well as for Milla were discussed with the commissioner and the result was that Milla, the photographer and both of the band boys got 40€ gift cards and the chef got 60€ gift card since he

did also the menu before the event. Total for the gift cards was 220€. From the table below can be seen the estimated and the total budget.

Table 1. Budget.

BUDGET		
	Estimate	Total
Photographer	40,00 €	40,00 €
Food	400,00 €	331,28 €
Drinks	150,00 €	178,00 €
Hanna Saario	250,00 €	248,00 €
Milla Sipilä	40,00 €	40,00 €
Jenni Wirtanen	150,00 €	136,40 €
Decorations	20,00 €	9,20 €
Band	80,00 €	80,00 €
Tuomo Turunen	60,00 €	60,00 €
Total	1 190,00 €	1 122,88 €
Left from budget	810,00 €	877,12 €

The total budget was 1122,88 € meaning there was 877,12 € left from the 2000 € budget the commissioner set. Many of the costs did not change as they were gifts and were discussed beforehand, so the total for the gift cards stayed 220 €. Hanna Saario's total was 248€ instead of 250€, and Jenni Wirtanen 136,40 € instead of 150 €. The food costs were 331,28 €, not 400 €. For the drinks it was used a bit more than in the budget. In the budget it was 150€ and the total was 178€. For the decorations it was used only 9,20€ instead of the 20 €.

6.5 Organization and stakeholders

Project organization was formed from the event organizers, commissioner and external stakeholders. The event organizers were Ada Kainulainen and Amanda Numminen, together they made all the decisions concerning the event. Certain jobs were divided between the organizers, for example contacting different stakeholders, but mostly everything was done with the power of both. The commissioner was HÅK Graniitti Oy. The stakeholders of the organization were unfold throughout the planning process, but from the beginning it was clear to have participants, health professionals, a chef, photographer and a band in the event. The stakeholders were verified closer to the event, all of them can be seen in the stakeholder section.

All together there were four stakeholders; volunteers, commissioner, participants and health professionals. The volunteers were the chef and his assistants, photographer and the entertaining band. Participants were the workers of HÅK Graniitti Oy and Perniön

Hius. Health professionals were Hanna Saario, Milla Sipilä and Jenni Wirtanen. The table below illustrates the stakeholders.

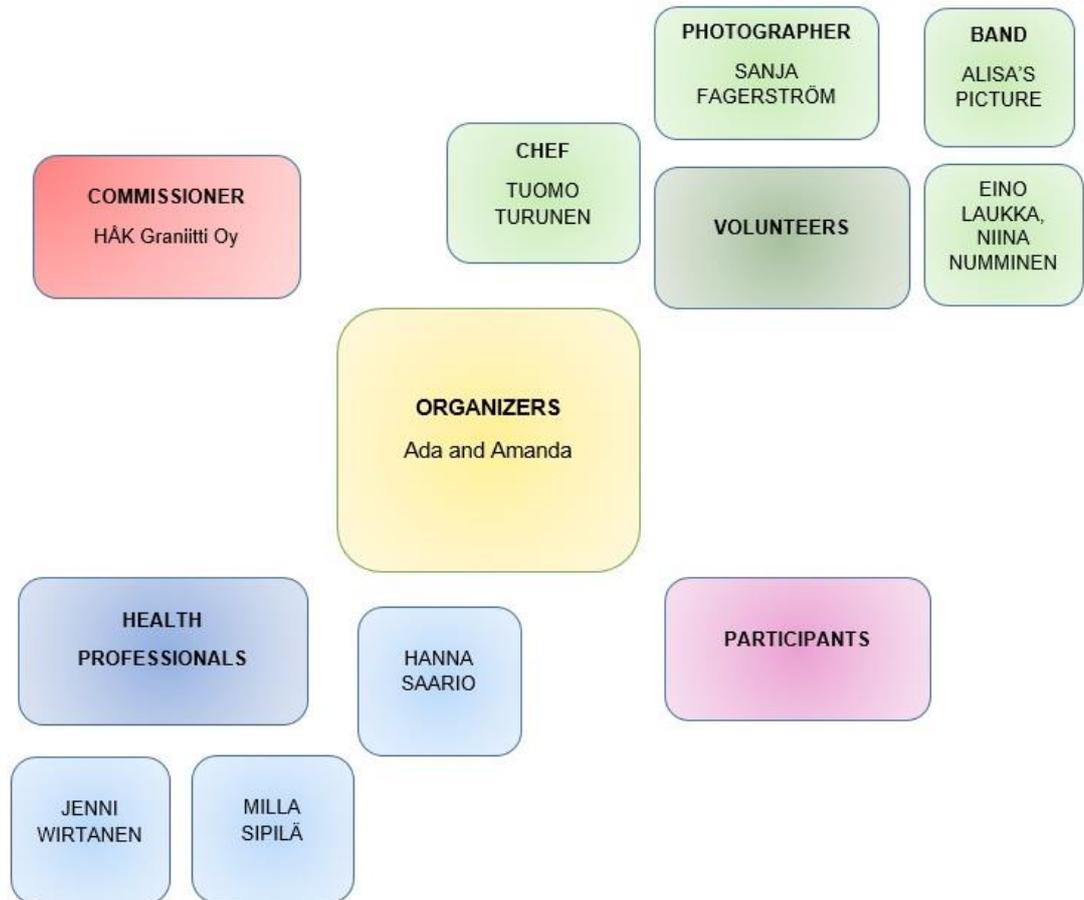


Figure 2. Stakeholders.

The volunteers were needed for kitchen duties, photographing and entertainment. The volunteers were all family or friends of the organizers. The chef of the event was Tuomo Turunen. He is currently studying tourism in Haaga-Helia. He has graduated from Salo's vocational school as a chef. He has a lot of experience working as waiter and chef in restaurants, catering services as well as in events. Tuomo's responsibility was to create the menu with the organizers as well as managing the kitchen area and cooking in the event. Tuomo was a good choice for planning the food as he can estimate food consumption which is important as mentioned in theory chapter 5.4.2. The chef Tuomo had two assistants, Eino Laukka and Niina Numminen, who were helping with the food preparation, serving and cleaning.

The photographer for the event for the event was Sanja Fagerström. Sanja is studying graphic design at Kymenlaakso University of Applied Sciences. She is currently working at a well-being online media site called Hidasta Elämää. Experience about photographing

she has gained through her studies along with photographing various events. Sanja's mission was to record the event day by taking videos and pictures from the activities and overall atmosphere.

Responsible for the entertainment and music was Atte Numminen and Eetu Kujala from a band Alisa's Picture. Alisa's Picture is a rising band from Turku, and the band consists of five members. For small gigs, such as the recreation day, they send the duo to perform. The duo entertained the participants with their own music in the evening programme.

The target group of the event was predetermined by the commissioners. The participants of the event were the workers of HÅK Graniitti Oy and Perniön Hius. All together there were 9 participants, three women and six men. The age range of the participants was from the age of 25 to the age of 55. Some of the workers have been working in the construction work for many years. Their lifestyle vary from each other yet the common values are health, family and enjoying life. Many of them enjoy live music.

For the programme of the day, there were three health professionals having workshops of different areas of health; Hanna Saario, Milla Sipilä and Jenni Wirtanen. The health professionals were chosen, because they are all well-educated on health matters, which gave the event the desired content and frame for the theoretical work of the thesis that was introduced in the chapter 4. Hanna Saario's lecture was about healthy eating at work environment and at home, she also gave suggestions of how to maintain a good comprehensive health. Hanna is an entrepreneur working as a personal trainer, nutrition coach and does also some group exercise coaching. She has a degree on physiotherapy and has also studied to become a Trainer4You personal trainer and nutrition coach. She has been also in various other trainings and is eager to learn even more. Hanna is also competing in body fitness and is part of Finland's fitness national team. She is successful in body fitness, she has won for example Finnish championship in 2012 and 2014 and came at 4th place in world championship.

Milla Sipilä created a small work out for the day in a form of physical exercise. She made the work out fit for everyone, using different sport equipment to support the movements. Milla has studied sports in Kisakallio Sports Institute. She is currently working at Silverplus gym, which is gym for adults only, it has a minimum age limit of 40 years old. She is working as group exercise class instructor and personal trainer as well as working as a cashier and taking care of company management related tasks.

The last programme was instructed by Jenni Wirtanen, who was explaining the participants the importance of taking care of one's body, also showing couple of good stretching moves to help improve the posture and reduce muscle pain. Jenni is currently working as physiotherapist in the City of Salo.

6.6 Risks

The risks were defined before the event and they were determined with the help of the theory about risks. The risks that we thought to have were that one or more of the performers would cancel last minute, volunteers would not know what to do, there would be too few participants, one of the participants would have an allergic reaction to food or hurt oneself in physical exercise, the weather would have been bad or that there would be some technical difficulties. All of those would have affected the day and how the participants would have felt about the day.

Table 2. Risk analysis.

Possible risk	Critical-ity (1-3)	Likeli-hood (1-3)	Prevention
Performers cancel last minute	3	2	To have a backup activity
Volunteers don't know what to do	3	1	Make clear instructions and guide the volunteers to their tasks
Too few participants	3	1	Send invitations on time, stay in contact with the participants before the event and make them excited about the event
Participant will have an allergic reaction to some food	3	1	Ask about allergies and special diets before hand
Bad weather	1	2	Make sure all the activities are possible to organise indoors as well
Technical difficulties (blackout, equipment don't work)	2	1	Have aggregate nearby, test the electronic equipment before the event
Participant will injury him/herself during physical exercise	2	1	Have a sports instructor who knows how to warm up properly

The biggest risk was that one of the performers would cancel last minute due to sickness or other personal issues. That would have obviously affected the date greatly as they were the main activity during the day. It could have been quite likely to happen as people can get sick. That we could have not prevented but in case that would have happened, in order to reduce the effect we had backup activities planned. Volunteers that would not know what to do would have been critical as well as they were there to take care of things we did not have time. For that reason they were given clear instructions and guided to

their tasks which is why it was not a likely risk. To have too few participants would have been critical as well as it automatically affects the atmosphere and the mood if there are only three participants. That is why the invitations were sent on time and we stayed in contact with the participants before the event and tried to make them excited about the event.

A participant having an allergic reaction to some of the food could have been in worse case deadly. That is why it was asked beforehand if they have any allergies or special diets. The emergency number was also kept in mind just in case. A participant injuring him or herself during the physical exercise would have been unpleasant for the participant but not likely as the sports instructor was a professional who knew how to warm up properly and what kind of physical exercise would be possible for all participants. According to these risks a safety plan was made. That can be found in the appendices (appendix 3.). The risk analysis and safety plan were well prepared as none of the identified risks took place.

6.7 Timeline

A timeline for the thesis process was done. The timeline presents that during which week the tasks were done. Timeline can be seen from table 3.

Table 3. Thesis process timeline.

Week	
8	Beginning of planning
9	Meeting with the commissioner, band confirmed
11	Contact Hanna Saario, Vierumäki and Tuomo Turunen
12	Budget
14	Invitations, Contact Sallab, Porvoon Hierojakoulu, Jenni Wirtanen, Milla Sipilä and volunteers
16	Menu
17	Food diaries
19	Preparing the place, food & drinks, timetables, event day, thank you letters
20 & 21	Feedback Survey
22	Summer pause
36	Continuing of the process
47	Thesis ready, end of project

At week 8 the planning started. The next week was the first official meeting with the commissioner. Then the main purpose of the event was discussed; the day should be meaningful yet fun and relaxed. It was also agreed that workers from Perniön hius would be invited to the event. The event date was set to be 13th of May and the place was going to be in Perniö, at the Kainola, since there were proper settings for the recreation day. A plan

was made what would be at the recreation day and who would we contact to do and what. For the evening programme a band was a must, as most of the workers, and especially the commissioner, largely enjoy live music. During the same week a band called Alisa's Picture was confirmed to perform at the event.

During week 11 Hanna Saario was contacted if she could do a lecture about healthy diet. Vierumäki Campus was contacted as well if someone from there could give a body maintenance lesson in exchange for study credits. It was also thought that the workers could use some massage so that was going to be asked from Vierumäki as well. Tuomo Turunen was asked to be the cook at the event and he agreed. An event timetable was made.

Week 12 there was a meeting with the commissioner and the budget of 2000€ was set. Hanna Saario and the photographer Sanja Fagerström confirmed that they are able to come to our event. Preliminary invitations were given to the workers so they were able to save the date.

At week 14 the invitations were made and sent. The invitations were made based on the guidelines at chapter 5.3.2. The invitation included all needed information such as time, place and dress code and it was made to give an idea what the event is like. At the same time Vierumäki confirmed that they were not able to give students for the event so plan b came handy. Sallab, which is the occupational health care center for HÅK Graniitti Oy, was contacted in order to have someone from there to give a lesson about body maintenance. Unfortunately all of their physiotherapists were taken already at May 13th. During week 15 Jenni Wirtanen, who is a physiotherapist at the City of Salo, was asked and luckily she was able to come that day. She was able to come only in the afternoon so some changes to timetable had to be done. Porvoon hierojakoulu was contacted for massage but it would have been too expensive. It was discussed that massage may become too difficult to organize so plans were changed and Milla Sipilä was contacted. She agreed to do a physical exercise lesson. Few extra hands were needed at the event so Eino Laukka and Niina Numminen came as volunteers.

Week 16 the menu was done in co-operation with Tuomo Turunen. The menu was partly planned using the theoretical information about healthy diet (above, under the headline 4.2 and 4.2.1) as a frame. Next week food diaries were contributed to the workers. They were asked to return them latest at the event.

Week 19 the event took place. The beginning of the week was setting up the place, buying decorations, food and drinks. Also detailed timetable was made for the event as well for kitchen. The day before some of the foods were prepared. More about the event day is at the next chapter. After the event thank you messages were sent to the performers, volunteers, photographer, chef and to health professionals.

Week 20 a feedback survey about the event was made and it was sent to participants at week 21. The working process was on a pause during the summer time as the organizers were working full-time. The working was started again during week 36. The project was finished at week 47.

6.8 Reporting and ending of the project

Ending of the project included writing a report and collecting feedback. The feedback was analyzed and based on the results the event was analyzed. Improvement suggestions were made in case a similar event is done in the future.

The report consists of theory part of the event, the process of organizing a recreation day, presenting the event, analyzed feedback and improvement suggestions. Appendices include all documents created during the project.

7 Presenting the event

The recreation day for HÅK Graniitti Oy was organized on Friday 13.5.2016 in Kainola, Perniö. The program was from 9:30 to 16:00, after that the evening program took place. All together there were nine participants, from which seven were workers of HÅK Graniitti Oy and two workers of Perniön Hius. The planning stages of the event have been described earlier in the report. This chapter will go through the event day, evaluation of the day

7.1 Event day 13.5.2016

For the organizers, the event preparations started a day before the actual event. Some of the food were prepared beforehand, decorations were put on the right places, electronic devices were tested and final cleaning was done, both indoors and outdoors. Due to a good weather forecast, the outdoor games for the event were set up as well.

The event day started for the organizers and kitchen staff at 7:30 by going through the timetable and tasks of the kitchen. The kitchen timetable can be found appendices (appendix 4). The timetable is in Finnish, as the kitchen staff were all Finnish speaking. After tasks division, the preparation of breakfast started. The breakfast included coffee, tea, orange juice, water, cookies, fruits and quark. The breakfast was set outside due to a wonderful weather. The photographer arrived at 9:15 and she was given the instructions for the day before the participants arrived.

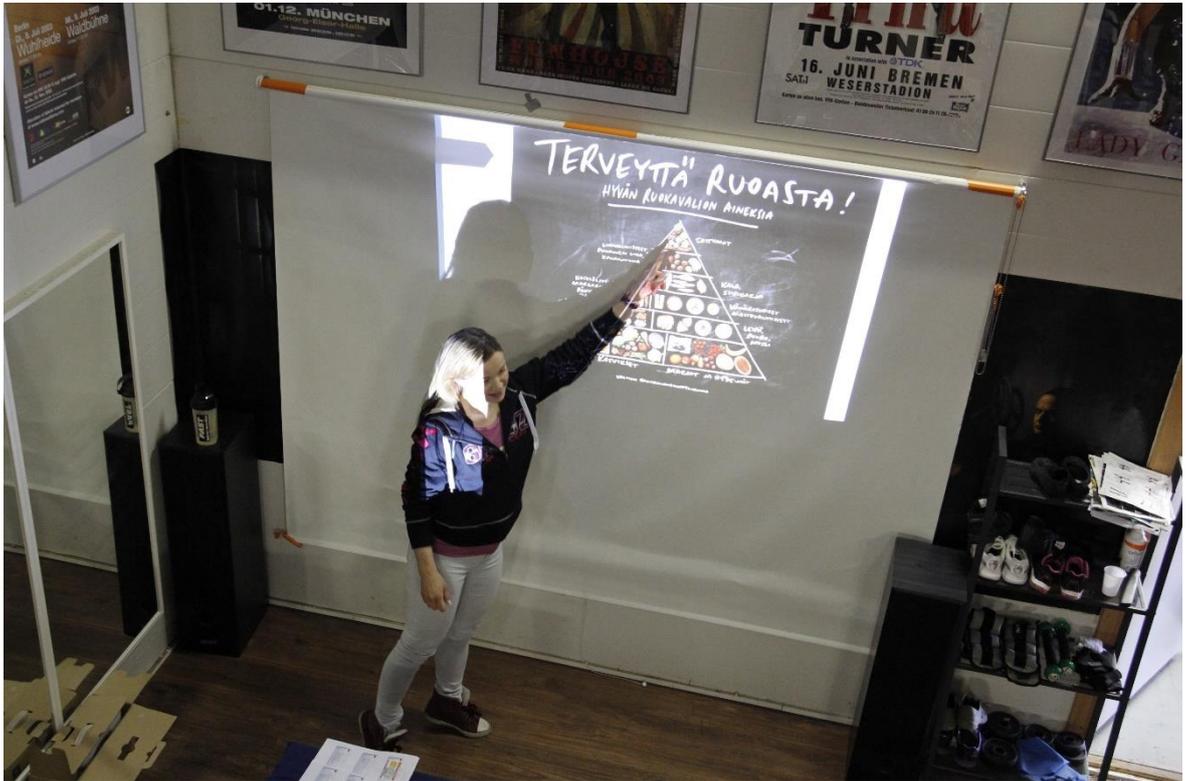
Table 4. Timetable of the event.

9:30	Beginning + breakfast
10:00	Hanna Saario, healthy diet lecture
11:15	Small break
11:30	Milla Sipilä, physical exercise
12:15	Lunch
13:15	Fun games
14:45	Small break
15:00	Jenni Wirtanen, body maintenance
16:00	Ending of the official programme, evening programme stars + snacks
16:15	Band: Alisa's picture



Picture 4. The participants having breakfast.

The participants arrived to Kainola 9:30. At the same time Milla Sipilä, the sports instructor, arrived as she came with one of the participants. The event started with a welcoming speech, eating breakfast and socializing. The food diaries were also collected during the breakfast. The organizers went through the programme of the day with the participants. Just before 10:00 Hanna Saario arrived and her PowerPoint presentation was set to the hall, where her lecture was held. At 10:00 Hanna started her lecture about healthy diet. She had a PowerPoint presentation which included information about healthy diet, newest recommendations and diet suggestions for this specific target group. Lecture ended at 11:15 following a small break. During the break the area for the physical exercise session was set up, meaning carrying all the mats to the area. After the break at 11:30 Milla Sipilä started. She held physical exercise session that lasted for 45 minutes. The session was held outdoors. She taught several exercise movements, which are easy to do at home. Meanwhile, the kitchen staff cleaned the breakfast and started preparing lunch. Also, the band arrived to the premises and did a sound check.



Picture 5. Hanna Saario giving her lecture about the healthy diet.



Picture 6. Participants attending the physical exercise instructed by Milla Sipilä.

Lunch and coffee break was at 12:15 and held outdoors. Lunch consisted of green salad, pasta salad, baguette, oven potatoes with ham and turkey stuffing and sour cream sauce. Blueberry muffins were served with coffee and tea. During and after lunch, the kitchen

staff started preparing food for the evening programme and cleaned the lunch area and kitchen.



Picture 7. Participants enjoying lunch.

After lunch it was time for fun games. The participants were divided in to two teams to compete with each other. First sport was Frisbee golf and second sport was chain game. In these games winning was not important, but to have fun. During the games the participants were socializing and enjoying each other's company. The games lasted from 13:15 till 14.45 following a 15 minute break. During the break Jenni Wirtanen arrived and it was discussed with her where would she like to have her workshop. She thought the yard, near the dining area, was fine for that. At 15:00 Jenni Wirtanen began her workshop about body maintenance. She spoke about the importance of it and demonstrated stretching moves that can be useful during the work day as well as at home. Her workshop lasted for an hour.



Picture 8. Chain game in progress.



Picture 9. Body maintenance workshop by Jenni Wirtanen.

Around 16:00 the evening programme started in the hall. Right before, the organizers went to do finishing touches to the hall. It was decorated by taking advantage of the venues rockabilly garage look and adding dimming lights to create suitable atmosphere. A small stage was set for the band and tables and chairs were arranged in such way that the audience was close enough to the band. That way the gig remained intimate. The evening food, snacks and beverages were brought to the hall by kitchen staff. Once everything was set, the band started playing. The band played for an hour. After that the evening

continued with relaxed mingling while enjoying the snacks and beverages. The participants left in very different times, some right after the band and some closer to midnight. The organizers left the cleaning for the next day.



Picture 10. Snacks and beverages ready for the evening programme.



Picture 11. Alisa's picture performing.



Picture 12. The hall was decorated with lights to create the right kind of atmosphere.

7.2 Feedback

After the event feedback was collected through a survey. The feedback was collected few weeks later so the workers had a little bit of time to adopt what they learned in the recreation day. The answers were collected by using two channels, paper version and webropol, in order to reach everyone. The survey was conducted in Finnish as all the respondents are Finnish speaking. Answers were received from all the nine participants. Instant feedback was also received at the event.

7.2.1 Instant feedback

Only positive feedback was received during the event. The commissioner was very pleased with the event and said that it was “definitely worth the money”. A positive feedback was also received from Hanna Saario, one of the health professionals, who was happily pleased that companies do recreation days that actually have positive impact on the future as well. Many were happy with the day for it was well planned, and timetable was not too loose nor too tight. Some did not gain much new information yet they were still pleased with the day. The food was said to be tasty and the band was praised by many.

7.2.2 Feedback survey

In the first question it was asked to evaluate the overall atmosphere from 1 to 5, 1 meaning really bad and 5 meaning really good. As seen from the info picture (Picture 13.) below

out of the 9 respondents six rated the atmosphere to be 5 and the remaining three as 4. The average overall atmosphere reached 4,7.



Picture 13. Overall atmosphere. (Created by thesis authors in Piktochart.)

In the second question it was asked to evaluate the usefulness of the following programs in terms of coping at work. It was again asked to evaluate them from 1 to 5, 1 meaning not useful at all and 5 meaning very useful.

Lecture about healthy diet (Hanna Saario)

Physical exercise (Milla Sipilä)

Body maintenance (Jenni Wirtanen)

For the lecture about the healthy diet four rated it as 5, four as 4 and one person as 3, getting the average of 4,33. For the physical exercise six rated it as 5 and three rated it as 4. The average usefulness of the physical exercise was 4,67. For body maintenance six rated it as 5, two as 4 and one as 3. The average was 4,56. As seen from the results all of them were rated as useful and physical exercise as the most useful.



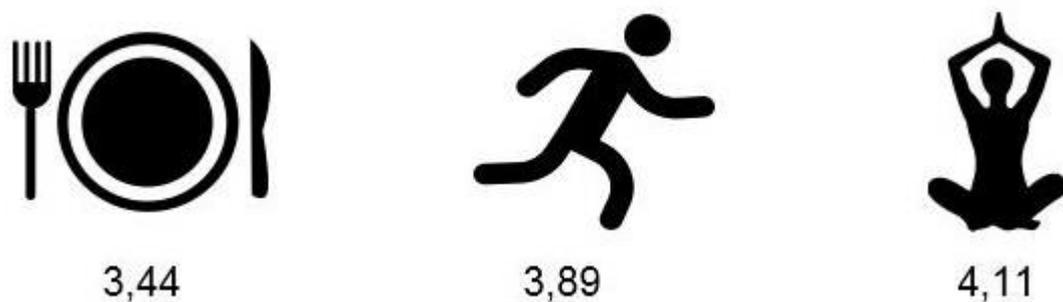
Picture 14. Usefulness of the the programmes. (Created by thesis authors in Piktochart.)

In the third questions it was asked how much new information the respondents received from the above mentioned programmes. The options were from 1 to 5, 1 meaning not at all and 5 very much.

Two of the respondents answered 5 for the lecture about the healthy diet, one answered 4, five said 3 and one answered 2. That means that the average was 3,44. That said it can be seen that there was new information received, yet information about healthy diet was somewhat known already in advance by the respondents.

From the physical exercise three received very much new information as they answered 5. Two said 4 and four said 2. The average was 3,89 meaning a lot of new information was gained.

Body maintenance was marked as 5 by four respondents, as 4 by 2 and as 3 by 3. The average was 4,11, which was the highest among the three programmes, meaning respondents gained most information from that programme number.

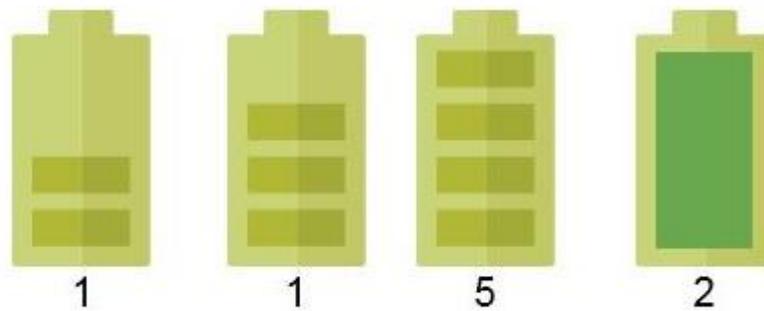


Picture 15. New information gained from the programmes. (Created by thesis authors in Piktochart.)

The fourth question was open-ended question. It was asked whether the participants would have wanted to have something more in the day, and what would have that something been. Two of the respondents would have wanted something more. One mentioned work ergonomics and the other wished that the food would have been more according to the theme. Seven out of nine said that they did not feel the need to have had anything more. It was mentioned that the programme was good and that there was enough of everything. One comment said “Enough to do, yet not too much of everything. The whole day was a 10+.”

In the fifth question it was asked what their favourite thing about the day was. Many respondents mentioned two or three things. Band was mentioned by three participants, and was that way the most popular answer. Physical exercise was mentioned by two as well as food. The small competitions were also mentioned twice. Other things mentioned were information received, evening programme, spending time together, and one mentioned that the whole day was the best thing.

In the sixth question it was asked to evaluate did the recreation day give new energy to their work. The options were from 1 to 5, 1 meaning not at all and 5 meaning very much. As the picture (Picture 16.) below illustrates two of the respondents marked it as 5, five as 4, one as 3 and one as 2. The average was 4,4 meaning that energy to work was gained quite a lot.



Picture 16. New energy gained to work from the recreation day. (Created by thesis authors in Piktochart.)

The seventh question was that do the participants feel that the recreation day had long-term effects in terms of coping better at work and how. One said no and one did not answer. The rest said yes, though one mentioned that the positive effects are mainly mental and short-term. The same respondent mentioned that physical exercise and body maintenance would have long term effects but that would require inner motivation. Body maintenance seemed to be the thing that participants felt would have also long-term effect, as they noticed how small stretches have big influence in long-term. The neck muscle stretch was mentioned many times, as it is a small and funny move that releases tension in the neck and shoulder area as well as helps headaches. One person also mentioned that it was good reminder to take care of him/herself.

There was also a place for other comments in the survey. There were many thanks for the day. It was said that the atmosphere was relaxed and nothing seemed forced. One comment was "5/5, would do again."

8 Discussion and improvement suggestions

The goal of the recreation day was to create a fun day that would boost the beginning of a new working period. The long-term goal was to improve the well-being of the workers by educating them about healthy lifestyles. We expected to have approximately 10 participants, both workers from Perniön Hius and most of the workers from HÅK Graniitti Oy. We wished to create a fun atmosphere so that the participants would enjoy themselves and not feel that they are forced to be lectured. We believe that way the participants are more receiving for new information.

We succeeded to reach our goals. By studying about healthy lifestyle, we came up with recreational event that actually helps the workers to maintain and improve healthier lifestyle. We had nine participants, two from Perniön Hius and seven from HÅK Graniitti Oy, which was as expected. The amount of participants tells us that we managed to excite guests to come with our invitation and by staying in touch.

We succeeded to create a fun and relaxed atmosphere so that no one felt forced to be present. That atmosphere carried throughout the day. According to feedback that is how the participants felt as well. Positive feedback were received also from the volunteers. Performers were told to enjoy the day as well and have a laidback sessions which they did. We obviously wanted that the commissioner is happy that he chose us to organize the recreation day. We managed to reach that goal very well. During the event he gave instant feedback where he praised the day and mentioned that he will use our organizing skills again in the future if needed.

All the volunteers and kitchen staff knew what they were supposed to do and when so we did not have to monitor what they were doing. That tells that we gave clear instructions and delegated the tasks well, letting us focus on our responsibilities such as time management. The timetable was on point throughout the whole day. We managed to estimate the length of the lectures so that the participants stayed interested in the whole time. Everything was flowing smoothly, there were enough breaks, the lectures/workshops were not too long and there was no unnecessary waiting. The chef also mentioned that the timetable and timing was perfectly balanced.

The content of the day succeeded as well. All the lectures and workshops differed from each other but were linked together and faithful to the theme of the day and thus created a balance. Everyone, no matter the age or gender, enjoyed the content and felt comfortable

in the workshops. According to the feedback, majority also found the lectures/workshops useful and got new information out of them.

We stayed well in the budget, and went even under it. From the budget of 2000€ we used only 1 122,88 €. We used our contacts to other students and relatives we knew were talented in their areas and that way got skilled staff with less money. The commissioner was happy to notice that such an event can be organized with lower budget.

The short-term goal was to boost the beginning of the new work period and according to the feedback majority felt that they got new energy to their work. The long-term goal was to improve the health of the workers. It is hard for us to measure how we succeeded in that one since it takes a longer period of time to see any results. According to the feedback majority felt that the day had long-term effects in terms of coping better at work, mainly on the body maintenance part.

The chef managed to create a lunch that was really tasty according to us as well as the participants. However it could have been more according to the healthy lifestyle theme. That is something to take under consideration if this kind of event is done again. We could have also started contacting the performers in earlier stage as communication is not always as fast as one would expect. Contacting performers early enough leaves time to create other plans if original plans do not work out and contact the other options still on time. As the event we organized was rather small it was suitable for two project team of two. In the future if the events get bigger, then a bigger event planning team is needed. Table 5 presents the goals and how they were reached as well as improvement needs and how they could be reached. The goals are green and improvement needs red.

Table 5. Goals and improvement needs.

Goal/Improvement need	How it was reached/could be reached
Approximately 10 participants	Nine participants
A fun and relaxed atmosphere	Everyone, including organizers, participants, volunteers and performers had a great time
Timetable	Event timetable was excellent and it kept well
The content of the day	The content was good, interesting and faithful to the theme
Stay in budget	We stayed in budget and even went under it
Boost the beginning of the new work period	Workers got new energy to work
Improve health of the workers (long-term)	According to feedback, workers felt the day had long-term health effect
Lunch	Should have been more according to the theme
Contacting performers early on	Should have been started even earlier

During the thesis process, we learned about the importance of physical activity and healthy diet. We learned both matters from the theoretical writing part as well as from the professionals in our event. This indicates that we managed to choose fitting workshops and health professionals for the event, who were able to carry out our written theoretical work.

We learned about event theory. We already had event theory base learned at school yet now we went a lot deeper. We deepened our knowledge about budgeting, risk analysing, scheduling and contacting different stakeholders. We also learned about healthy lifestyle.

We learned to organize an event from scratch. We enjoyed the fact that this was a small event as we were able to do everything ourselves and that way see all the stages of planning and organizing an event. We have now understood what it takes to organize an event in a small scale. This helps us to move to bigger and more complex events.

The thesis process went well until the event, we stayed on time and managed to do all the needed tasks for the event. In our project timetable we did not clarify the end of the project which led the process to extend. We put the process purposely on hold for the summer yet we still did not decide any deadline. That caused the thesis process to become unnecessarily long. Other than that the process has been pleasant and educative.

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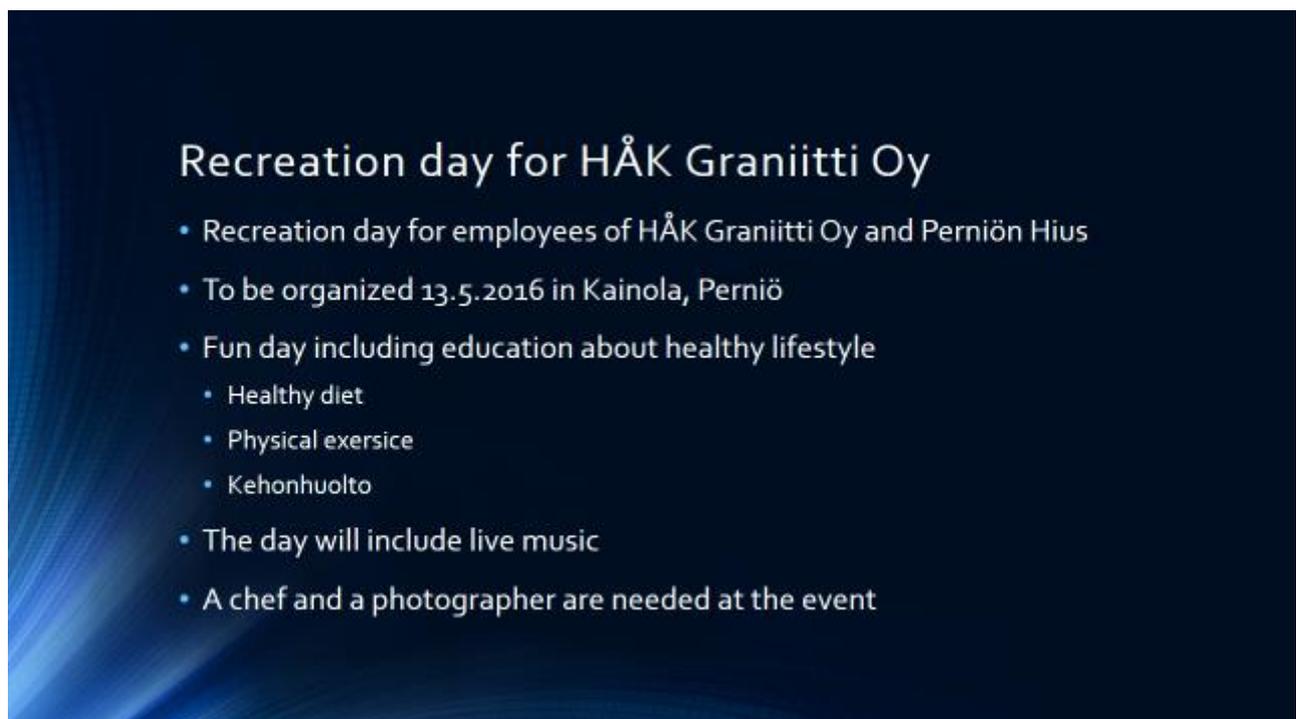
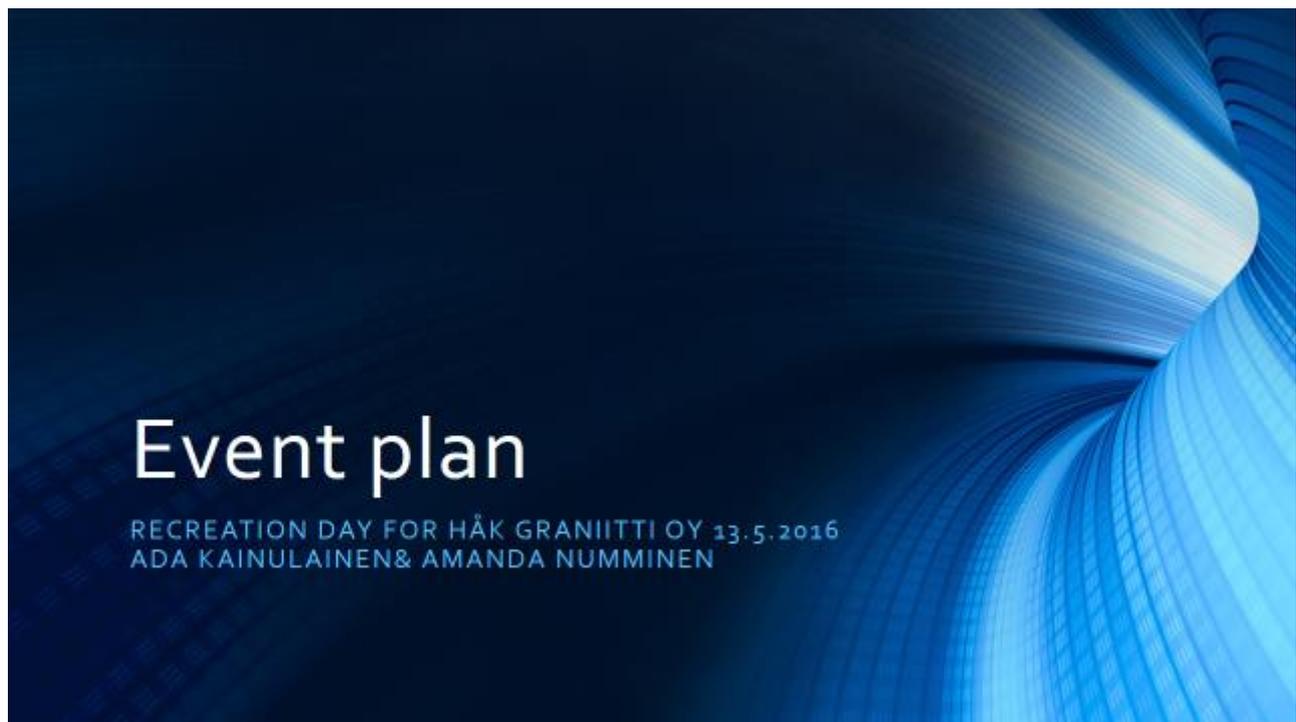
Appendices

Appendix 1. Food diary.

Kirjoita neljän päivän ajan mitä ja mihin aikaan syöt töissä. Esim. klo 9:00 kahvi ja kaksi keksiä. Kirjoita myös päivän päätteeksi arvio kuinka paljon vettä joit. Opinnäytetyösämme ruokapäiväkirjat ovat nimettömiä. Kiitos yhteistyöstänne!

Päivä 1	Päivä 2	Päivä 3	Päivä 4

Appendix 2. Event Plan.



Background

- Product type thesis by two Haaga-Helia UAS students specialised in event management
- Commissioner is HÅK Graniitti Oy
- The event was organized because:
 - Commissioner requested it
 - To boost the beginning of the new work period
 - To improve the health of the employees because of the new working hours
 - The organizers wanted to put their knowledge about event management into practice

Goals

- Short-term goal: boost the beginning of the new work period
- Long-term goal:
 - make the diet/nutrition healthier
 - Improve posture
 - Reduce muscle pain

Project organization

- Project managers Ada Kainulainen & Amanda Numminen
- Commissioner Mauri Kainulainen, HÅK Graniitti Oy
- Performers and volunteers
 - Health professionals: Hanna Saario, Milla Sipilä, Jenni Wirtanen
 - Chef + assistants
 - Photographer
 - Band

Target group/Participants

- Employees of HÅK Graniitti Oy and Perniön Hius
- Invitations will be sent to all employees
- Expected amount of participants: 10
- Approximate age range: 25-60
- Mainly males
- Common values: health, family, enjoying life

Resources

- 11 weeks to plan the event
- Two project managers + volunteers
- Planning help from the commissioner
- Budget 2000€

Estimated budget

Photographer	40,00 €
Food	400,00 €
Drinks	150,00 €
Hanna Saario	250,00 €
Milla Sipilä	40,00 €
Jenni Wirtanen	150,00 €
Decorations	20,00 €
Band	80,00 €
Tuomo Turunen	60,00 €
Total	1 190,00 €
Left from budget	810,00 €

Timetable

Week	
8	Beginning of planning
9	Meeting with the commissioner, band confirmed
11	Contact Hanna Saario, Vierumäki and Tuomo Turunen
12	Budget
14	Invitations, Contact Sallab, Porvoon Hierojakoulu, Jenni Wirtanen, Milla Sipilä and volunteers
16	Menu
17	Food diaries
19	Preparing the place, food & drinks, timetables, event day, thank you letters
20 & 21	Feedback Survey
22	Summer pause
36	Continuing of the process
47	Thesis ready, end of project

Risks

Possible risk	Criticality (1-3)	Likelihood (1-3)	Prevention
Performers cancel last minute	3	2	To have a backup activity
Volunteers don't know what to do	3	1	Make clear instructions and guide the volunteers to their tasks
Too few participants	3	1	Send invitations on time, stay in contact with the participants before the event and make them excited about the event
Participant will have an allergic reaction to some food	3	1	Ask about allergies and special diets before hand
Bad weather	1	2	Make sure all the activities are possible to organise indoors as well
Technical difficulties (blackout, equipment don't work)	2	1	Have aggregate nearby, test the electronic equipment before the event
Participant will injury him/herself during physixal exercise	2	1	Have a sports instructor who knows how to warm up properly

Other considerations

- Decorations for evening programme (check what there is in Kainola and use primarily)
- When planning food remember allergies and special diets
- The needs of the performers
- Waste disposal

Communication

- The planning of the event is done by both organizers, some tasks are divided
- No need for regular meetings with the commissioner but he is kept updated throughout the process
- Volunteers are told beforehand what they are doing at the event yet the induction is done at the day of the event, except the chef
- Performers are give guidelines well before the event yet they can plan their programmes by themselves

Reporting and documenting

- A report is written about the event, which includes introduction, theoretical part, planning and execution stages, project presentation as well as discussion and development proposals
- All needed material is added to the report
- The event itself will be photographed

Closing of the project

- Reporting
- Feedback from commissioner, participants, performers and volunteers
- Analyzing the feedback
- Development proposals

Appendix 3. Safety Plan

Safety Plan

Name of the event

Recreation day for HÅK Graniitti Oy

Date

13.5.2015

Event venue

Kainola

Lemuntie 320

25500 Perniö

Participants

Employees of HÅK Graniitti Oy and Perniön Hius, performers and volunteers. Approximate total: 20.

Event description

Recreation day is organized at Kainola on Friday 13.5.2016 from 9:30 to 16:00. Some may stay later. The recreation day includes lecture about healthy diet, a physical exercise lesson, a body maintenance workshop, some fun and easy games and lunch. An evening programme starts at 16:00, it includes a band playing and snacks and beverages. Evening programme is not compulsory.

Event organization

Ada Kainulainen and Amanda Numminen

Contact information:

Ada Kainulainen: phone 040 049 6285, e-mail ada.kainulainen@myy.haaga-helia.fi

Amanda Numminen: phone 050 539 5956, e-mail amanda.numminen@myy.haaga-helia.fi

Event organizers are responsible of informing all the volunteers about the safety procedures.

Risk analysis

Safety risks are an allergic reaction to food and participants injuring him or herself during the physical exercise. To prevent the risks it is asked beforehand if they have any allergies or special diets. A participant injuring him or herself during the physical exercise is not likely as the sports instructor is a professional who knows how to warm up properly and what kind of physical exercise is suitable for all participants. The emergency number, 112, is going to be on our phones in case someone injures themselves.

A person with first-aid knowledge is present: Amanda Numminen. She is available at all times. At the event site can be found fire extinguishers, fire blankets and first-aid kits.

They are located in the kitchen and in the hall.

Nearest health care center/hospital

Nearest health care center is in the city center of Perniö, 7km from the event venue. It is open from 8am to 12pm. Address: Vuorilinnantie 7, 25500 Perniö. Phone number: 02 772 6225. Nearest hospital is in Salo, approximately 30km from event venue. It has 24/7 emergency service. Address: Sairaalanatie 9, 24130 Salo.

Emergency vehicles

In case of emergency the emergency vehicles will be guided to drive to the yard of the house or the hall, depending on where the emergency takes place. The organizers will take care that the vehicles have clear path.

Insurance

The venue is insured. The participants, volunteers and performers are not insured.

Emergency number

112

Appendix 4. Kitchen timetable.

Aikataulu keittiöön

Aika	Mitä	Missä	Yksityiskohdat
7:30	Muffinssit		
8:00	Rahka		Kun valmis, suoraan astioihin
8:45	Muut asiat		Kahvin/teen keitto, mehu lasseihin, vesi kannuun, piparit kulhoon, hedelmät kulhoon, sokeri astiaan
9:15	Aamiaisen katus	Sään salliessa ulos, muutoin saareke	Kahvi ja tee termareissa, vesi, mehu lasseissa, muovimukit, servietit, kahvikupit, keksit, hedelmät, maito, sokeri, rahka kulhoissa, lusikat
9:30		ks. edellinen	Aamiainen
10:00	Aamupalan korjaus		Ylijääneet rahat suuhun tai jääkaappiin, kahvikuppien pesu
10:00	Lounaan aloitus		

n. 12:00	Lounaan kattaminen	Sään salliessa ulos, muutoin saareke	Buffet tyylinen kattaus; ruuat, lasit, lautaset, haarukat, veitset, isot lusikat, kahvimukit, vesi, mehu, maito (ei liian aikaisin ettei maito lämpene)
12:15	Lounas + kahvi	Sään salliessa ulos, muutoin sisällä	
12:15	Iltaruuan teon aloitus		
13:15	Lounaan pois korjaaminen + iltaruuat loppuun + keittiön siivous		Ruuat jääkaappiin, tiskit koneeseen
n.16:00	Ruuat halliin + loppusiivous		Ruisburgerit, wrapit, popparit, ruissipsit (mehu jos jää)

HUOM! 2 burgeria pinaattiletuilla