

## Event plan: Thirty and fabulous-birthday party

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<b>Degree programme</b> Tourism management	
<b>Report/thesis title</b> Event plan: Thirty and fabulous-birthday party	<b>Number of pages and appendix pages</b> 28+ 45
<p>This product-orientated thesis had a clear objective as to study planning an event in theory and to create amazing, flashy, perfectly executed and well-remembered event for the commissioner Blanche Briel. Blanche Briel is planning to start a company once she feels like she has gained enough experience in the field. One of the objectives was as well to teach the commissioner the do's and don'ts of the event planning industry. The plan was to give the commissioner better idea how to keep within budget, stay in track of time and how to execute well designed plan. The birthday party was organized by the author of this thesis, the commissioner and with the help of friends and family of the commissioner.</p> <p>To the theory part of the thesis has been collected important information of planning a bigger private event like 30th birthday party with a bigger number of guests.</p> <p>Planning an event is a vast and big project, which is very time consuming and needs great concentration from the organizer to be successful. Planning an event has several stages, and each previous completed step effects the next stage. The event organizer must be ready for quick changes as well as to be ready to make quick decisions.</p> <p>The process of planning an event usually includes all together three stages, pre-, during- and post event phases. To create successful event all the stages must be planned and executed with great care. As the event gets bigger, the importance of delegating tasks and responsibility grows significantly, thus the project manager has a great responsibility to choose the right people for different tasks.</p> <p>Product part has been executed from the knowledge and competence that has been collected into the theory part as well as from personal experiences. The methods used for the work were desk research and semi-structured qualitative research. The final product of this project is the event plan for the beautiful and fun birthday party called Thirty and fabulous which was kept on the 19th of May 2018 and the venue was located in Viikki, Helsinki. The objectives were partially reached. The budget was exceeded just a little circa 7 percent. The food would have finished if all the guests would have arrived and the event did not gather as many guests as the commissioner had wished and the commissioner did not feel like she learned anything new.</p>	
<b>Keywords</b> Event planning, event organizer, successful event	

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# **1 Introduction**

Parties and celebrations are something everyone anticipates between everyday routines. They cheer up everyone and are something that people might wait eagerly even long before due date. Successful ones keep people talking about them long after they are over. Events have atmosphere that no one can take home with them. Successful party has people wishing for a similar event to happen soon again and people cannot wait for the party pictures to be published afterwards. After such a successful party, people answer surveys gladly and give top grades which helps to assure the organizer of the successfulness of the party.

But how does one plan and organize such a party or an event? To organize an event, a lot must be gone through and it is much more time consuming than the guest can ever know. The bigger or the longer the event is, the more work must be done to organize it.

This thesis explains the theory of planning and organizing events in general but mainly concentrates on small to medium scale events like the final product of this thesis was. This thesis will explain how things were done in practice and analyses the results and whether the objectives of the event were achieved.

This thesis is divided in 4 main parts, in this first one the project is presented in bigger scale and the commissioner and the event itself is being introduced. In the second part the theory of planning and organizing an event is being explained. How planning an event can be thought through two types of questions, strategic and operative questions. The theory part also explains other different parts that must be taken into consideration when planning an event. The third part of this thesis explains the process of how the Thirty and fabulous came into life. How everything started, how the commissioner and the author met, when the planning started, how all the needed elements were required and put together. The last part is left for discussion, where the author reflects the outcome of the thesis and evaluates how well the goal and the objectives were reached and what should have been done differently to succeed better. In the end, in the appendices, has been added the product itself, the event plan for the Thirty and fabulous.

## **1.1 The goal and objectives**

The objective is to study how a successful event is organized and reflect the theory of a successful event into the planning and executing the event Thirty and fabulous-birthday party. The other objective is to give the author an insight of event creating process from

professional's view. The author also hoped to teach the commissioner something new and to give her another perspective when between different choices. The theory part is assembled from mainly subjects and topics that can be utilized in the Thirty and fabulous-event. The thesis will not include separate instruction or guidebook, but the author is hoping that the analysis and the conclusion will help the commissioner in the future jobs. The main objective of this thesis was the product, event plan for the Thirty and fabulous-birthday party.

## **1.2 Briel Design and the party; Thirty and fabulous**

The author knows the commissioner Blanche Briel through common friends and the commissioner needed help with the event and the author needed a subject for her thesis, which concluded them working together. The commissioner had some experience of organizing all types of smaller events but was hoping to get help with the Thirty and fabulous.

The commissioner sees that she has all the tools, the knowledge and competence for planning and organizing small to medium events but gave the author the opportunity to work on the project, since she would have been in a need of extra hands anyways. The author interviewed the commissioner about her strive and urge to work in the industry and she said: "I'm starting Briel Design because I have an instinct how to organize events. By this concept I try to create more customer focused view of planning an event." (Blanche Briel 2018). The commissioner had some experience of organizing events before and she has been doing jobs for free for family, friends and friends of friends from the spring of 2017. Now she has a day job and is working on getting more experience of organizing events on all scale. She has not registered the company in the business register yet, but is planning to do so when she leaves her day job and starts to work in the Briel Desing full-time. When the commissioner was interviewed about her SWOT-analysis (What is SWOT-analysis? 2018), according to her, her strength is uniqueness, since in the great-Helsinki area most of the companies only advertise them-selves as wedding planners. She also thinks that company's low expenses, since she does not rent a working space, works for her benefit. As for her weaknesses she counts that she works alone, and it can be challenging time to time. She thinks that not having any experience in bigger events can also be one of the weak spots, as well as she has does not have budgeted marketing plan.

Picture 1. SWOT-analysis (Blanche Briel 2018).

<b><u>Strengths</u></b>	<b><u>Weaknesses</u></b>
- <u>Uniqueness</u> - <u>Experience from smaller events</u> - <u>Low expenses</u>	- <u>1 person staff</u> - <u>No experience from bigger events</u> - <u>No budgeted marketing campaigns</u>
<b><u>Possibilities</u></b>	<b><u>Threats</u></b>
- <u>Companies as customers</u> - <u>Marketing on social media</u> - <u>Possible branding of the company</u>	- <u>Uncertain economic threats in the world economy</u> - <u>The challenges getting to the market</u> - <u>Lack of experience in marketin</u>

### 1.3 Methods

Desk research was used as one of the methods when doing this thesis, many hours were spent on the computer for example studying the theme and everything it holds, and many more were spent to find the perfect venue for the event. The author and the commissioner had several meetings to have a full understanding what the commissioner was looking to have and not to have at the event. Actual footwork was put in at several different shopping malls to find right décor, decorations, and cutlery etc. for the event. For the final product, deductive approach was used to put together, everything learned in the past was re-studied. The used semi-structured qualitative method by interviewing the commissioner pre- and post-event. (Research Methodology 2018) Also a commissioner agreement was made between the author and the commissioner.

### 1.4 Key definitions

The key terms of this thesis are event planning, event organizer and successful event. Event planning is the process of managing a project such as a meeting, convention, tradeshow, ceremony, team building activity, party, or convention (What is Event Planning? Four unique perspectives from event planning experts 2018.). An Event Organizer is the person who schedules an event, and usually the person that runs it and reports it. Organizers make sure their events run smoothly, and if there are any problems, they re-

solve them. They are responsible for the event from start to finish. (Event organizer defined 2018.) Definition for a successful event varies a lot by every different person but according Irina Prokofieva, Operations Manager of the EU-EaP Culture and Creativity Program successful event, relies on ten things. One has to define the purpose and format, pay sufficient attention to planning, draft budget taking into account unforeseeable situations, pay attention to detail, check the location and have a plan B, allocate the responsibilities, tell their audience about the event, pay attention to service, carry out a final check 24 hours before the event and ask for feed-back (10 tips for organizing a successful event 2018).

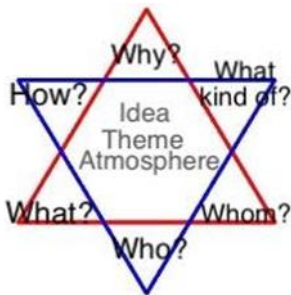
## 2 Event planning in theory

This chapter explains all the key elements that need to be considered and carefully planned when planning and organizing a small to medium size event. After that the process of the planning is explained, followed up the stages of the process, objective of the event, scheduling, budgeting and possible sponsor, possible risks, food and beverage, music and technics, safety-permits-announcements, staff, décor and decorations and finally program and host. In this chapter the planning of an event will be discussed by via questions and an event planning cycle is being presented.

### 2.1 Strategic and operative questions of planning an event.

A star that consists of two triangles, which both have three questions can be used as a tool when organizing an event. All the questions should have answers before the planning starts. (Häyrinen & Vallo 2014, 121.)

Picture 2. Star of a successful event (Häyrinen & Vallo 2014, 121.)



The questions of the strategic triangle answers questions of why, whom and what:

- Why is the event organized?
- For whom is the event organized?
- What is organized?
- When and where?

When organizing an event must be considered precisely why is the event organized and what does the organizer want to communicate. The other fundamental question is for whom is the party organized for. When the target group's interests, hobbies, contact information etc. is known the event can be easily targeted. (Häyrinen & Vallo 2014, 122.)

The basis is to think what is one organizing? What type of event does one want to organize for the target group? Naturally the venue and time must be chosen. The choice of



venue is important for the guests, what does the guests value in the choice of the venue? The venue must be also easily to reached. Ideal is that the venue supports the objectives or possibly creates the theme for the event. (Häyrinen & Vallo 2014, 122.)

The event organizers must have answer to the questions of the strategic triangle. These questions create the idea of the event, and the event itself is built around that. An idea can create a whole event concept, which can be annual, but the execution in practice can vary every year. (Häyrinen & Vallo 2014, 123.)

Time should be spent when planning the idea of the event. Ideas are not created in a minute, and not always the first idea is the best. If coming up with an idea is not happening, one can use different idea brainstorming methods. Creating an idea is ideal in a group with different type of people. Different types of people have different points of views, which can be enriching when creating a plan for an event. (Häyrinen & Vallo 2014, 123.)

In some cases, theme is enough for the core idea. Theme can be created from the content of the event thus the party is easier to create around the theme. (Häyrinen & Vallo 2014, 123.)

The operative triangle is the execution of the event. The operative triangle has three questions too.

-How is the event organized?

-What type of program and the content of it?

-Who is the host? (Häyrinen & Vallo 2014, 125-127.)

How is the event organized-question, explains the process of event planning. How objectives are achieved? How the event is organized so that the theme is visible throughout the event? Is everything done without help, or are services bought from professionals? The event is a process that has three stages, planning, execution and marketing after it. (Häyrinen & Vallo 2014, 125.)

The event program and the content of it depends of the objectives among other things, such as target group and the message that the organizer wants to pass on. When planning the content most important thing is to think about the target group. The event organizer must know the participants well enough to create the program suitable for the event's target group. (Häyrinen & Vallo 2014, 126.)

The event organizer has always a great responsibility. The project manager is the key personnel in the planning stage. Being the host is not easy either. It requires personal impact and sales work which coronates the event that puts the cherry on the top. (Häyrinen & Vallo 2014, 127.)

The strategic and operative questions form together the model of a successful event. Both the strategic and the operative triangles must be in balance for the event to be successful. If one of the triangles or one of the corners is stronger than the other the event will be unbalanced, somethings work, and others do not. (Häyrinen & Vallo 2014, 127.)

The idea or the theme of the event is like a great story at its best. In a great story there is a plot, a story that immerses you, a surprising element and a happy ending. That is what an event is about as well. The plot is the red thread and idea that the event is weaved around. The venue, the performers and the content are chosen based on the idea. In a successful event target group is surprised by small surprises, details and the host with their objectives. (Häyrinen & Vallo 2014, 127.)

## **2.2 The event process and the planning stages**

For the event to be successful the plan must be executed systematically. From the get go the event should be planned and executed following the principles of a project work. Project has clear objectives, is timely defined, nonrecurring task entity. (Kauhanen, Juurakko & Kauhanen 2002, 24.)

Project always has one or several objectives, when the objectives have been reached, the project ends. It is not a continues activity, but it has a clear ending point which is reached by full-filling the objectives. Project is clearly defined entity, where the responsibility has been concentrated to a certain person or a group of people, which requires a lot of team work. Within project's life cycle there can be detected many different stages and it is always some sort of learning experience for the organizers. (Kauhanen, Juurakko & Kauhanen 2002, 24.)

Two similar events are impossible to organize. People, time and external factors change, thus the project cannot be repeated, even though an event with the same name would be organized annually. The project experiences several changes within its life cycle compared to the original plan. Some of the changes will not necessarily affect the process itself, where as other changes might change the character of the process or even abort it completely. (Kauhanen, Juurakko & Kauhanen 2002, 25.)

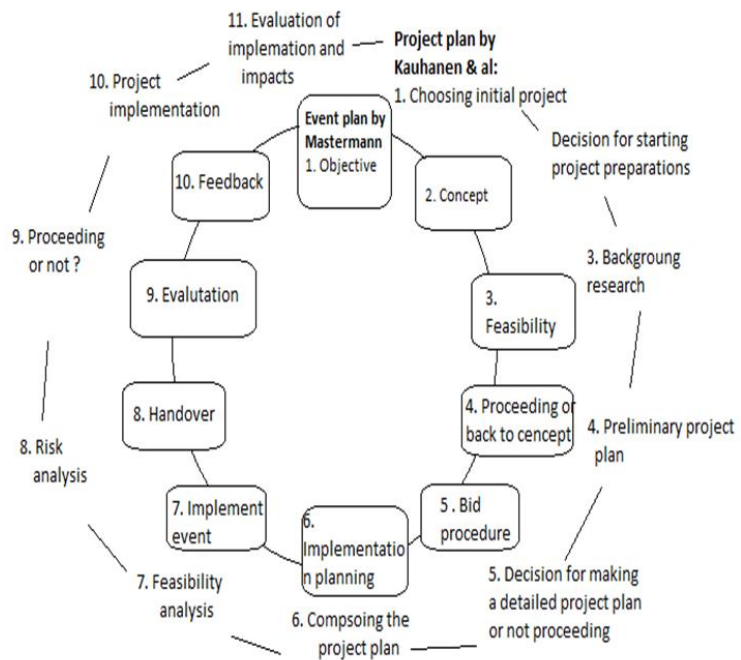
To make the event process easier, the event should be looked upon as a project and divide the event into different stages. The process of event organizing can be thought to consist of three different stages: planning, executing and post marketing. (Häyrinen & Vallo 2016, 189.) Some smaller to medium events such as weddings and birthday parties do not have post-marketing though.

Organizing an event is multistage process. It is divided into different stages, during which it lives and changes. These stages can be called the life cycle of the project, which depict the event from the beginning till the end. The different stages are the ideation, the offset planning, execution and decision making. (Iskola-Kesonen 2004, 8-9.)

Creating the project plan can be begin after the ideation. The plan can decide for example how and with what tools is the event executed with. With the help of the plan the backgrounds of the event, objectives, target group, and procedures, along the project team and the tasks of the members are clarified. All the tasks and procedures are scheduled. (Korhonen, Korkalainen, Pienmäki & Rintala 2015, 10.)

The number of stages of project plan varies according to different authors. In the picture 3 can be observed the project plan introduced by Kauhanen & al. (2002, 26.) which also includes the five stages, initiation, planning, implementation, event and shutdown that Allen & al. (2011, 157-159.) has suggested, but further tasks are suggested inside all these five steps. Masterman (2004, 48.) explains event planning process with a model with 10 different stages which are illustrated in the picture 3 as well. Mastermann includes a feasibility analysis before implementation planning and Kauhanen & al. (2002, 26.) places it after composing a detailed project plan which is a major difference between those two.

Picture 3. The steps of event planning process according to Kauhanen & al. (2002, 26.) and Masterman (2004, 48.)



### 2.3 Objective of the event

All the events have two sides, the organizer and the guests. Each side have their own objectives, which each are needed to create successful event. In the ideal situation is that both side's objectives are completely identical. If a company for example organizes an informal event for its customers, both sides objective can be just to have a nice afternoon and deepen the customer relationship. The organizer and the guest's objectives can differ still in one thing: the organizer might hope to make profitable deals and the guest might hope to get affordable offers. These objectives can generate simultaneously and won't necessarily exclude each other.

It is significantly important to determine why the event is created. (Masterman 2004, 25.) The objective should be set already in the first stage of the process of planning an event,

according to Masterman (2004, 52.) the nature and scale of the event are also determined by the objectives of the event by him as well. He thinks that the objectives should be SMART; Specific, measurable, achievable, and realistic and timely. (Masterman 2004, 52.)

According to Allen & al. (2011, 158.) there is a need for objectives when event concept is being generated and when the plan is being put to practice. The term purpose is used when Allen & al. prescribes the objectives of an event concept. For the event to have a good start-ing point how to determine the event concept, the event's purpose must be completely and clearly described.

According to Kauhanen & al. many different objectives may occur during the whole process but during the planning process should be one main objective set. Often this main objective is to make money either directly or indirectly. When event is created to market a company it has indirect objective to make money. Fairs are good examples of having a direct financial goal to make profit. (Kauhanen & al. 2002, 45-46.)

A feasibility analysis must be made for the objectives to be attainable. (Mastermann 2001, 52.) The results of the feasibility analysis settles if the project should be continued or not when the event concept is being designed. (Allen & al. 2011, 92.)

The organizer's and the guest's objectives are not most of the time identical. Organizer of a meeting wants to push a motion or an idea, while the other participants just want to catch up with colleagues. The organizer of a seminar might wish to gain potential customers and fresh business ideas but other participants might just want to network between other participants. When the objectives of the organizer's and participant's objectives don't match is not necessarily a bad thing. It is much more common that the objectives of both sides often complete each other. (Hollmén 2013.)

When planning an event should be remembered three things, the actual goal of the event, all the participants' objectives and separate factors that thrive toward the goals. The first thought when generating ideas comes often from an individual organizing the event, or is participant's objective, or is an unstructured idea from the original objective of the event. Before setting plans on a motion or informing participants of the event, some things should be clarified, the goal of the event; What is the final meaning of the event? How do I create added value for myself and the participants? What type of new opportunities can the event lead? The participants' objectives, what do I myself hope to gain from the event?

What might the customer hope to gain? What are separate gains or objectives that constructs the entity? The separate factors that thrive toward the goals; It is important to understand small separate factors that effects achieving the objectives.

Planning an event and marketing of it resembles a lot like solution sales. When presenting only attributes and details of the event, brings it only objections and a cluster of information. But if the goal of the event is clarified and the objectives of the organizer are clear, it is easier to concentrate into problem solving and the benefits. At the event the participant must feel like the event meets his/her needs and that he/she is left with more than just a fun evening. (Hollmén 2013)

## **2.4 Time and place**

After setting the objectives of the event it is important to decide the timing. With timing is meant the date and the time of the event, the time table of the day of the event and how and when to plan the event and the tasks in the most rational way. The work tasks should be organized so that the most time consuming and most important tasks are begun first. (Korhonen, Korkalainen, Pienmäki & Rintala 2015, 11.)

When planning the schedule should be looked at the bigger picture, the whole event process, from the planning stage to execution and to the analysis. The schedule can act as a checklist of the all tasks in the different stages for the organizer. When planning the schedule should be taken into consideration that different tasks take different amount of time in the planning stage and at day of the event. All types of changes and cancellations should be considered. Possible cancellations such as performers might occur at the last minute. When obtaining necessary permits exterior factors might cause delays that organizers themselves cannot influence, thus enough time should be reserved when acquiring permits. (Korhonen, Korkalainen, Pienmäki & Rintala 2015, 11.)

The venue location is very relevant part when planning and organizing an event. The venue must be able to fit certain number of guests and it must be suitable for the style and the atmosphere that the event is aiming to have. The physical setting is also important for the guest satisfaction. (Allen &al. 2011, 139.) Environment, lighting, space, movement, décor. Acoustics and even the bathrooms all influence to the customer experience and satisfaction. (Goldblatt 2010, 80.)

The venue should be booked and inspected well advance so that suitability can be critically valued. Also other options should kept in mind, in case the wanted venue is not

available on the chosen date. (Kauhanen & al. 2992, 51.) When choosing the venue should be considered whether, the space matches the image of the organizer, if the space has been used for organizing events previously, if it can be easily reached by car or public transportation, if it is accessible with a wheelchair, if it is the right size for character of the event or the number of the participants, if it can be decorated as required, the technical systems and the compatibility, if they have catering and the external noise and other distractions coming from out-side. The location is also important since that will determine how easy it is to access. (Con-way 2009, 102.) It would be ideal the site to be in the city centre for it to attract many people as possible in case the event is open to public and having many guests would be ideal to achieve the objective. (Conway 2009, 102.)

The general cleanliness should be taken well care of, before and during the event. There are small details that guests do not even consider, and the organizer should take care before the event, such as: whether there are enough paper towels and toilet paper, the cleanliness of restrooms, sufficiency of coat racks, ashtrays at the exit and at the smoking area, the cleanliness of the overall appearance.

Previous experience helps a lot when choosing the venue. Experience event organizer knows by one look if the space work for a certain event. If the space is too big between the stage and the audience can it flatten the atmosphere. Rarely any space is suitable as it is, but al-most any space can be made fitting with the right decoration. With decoration the space can be made much cosier and more matching for the theme. Lights and different types of textiles are good tools when creating atmosphere. (Häyrinen & Vallo 2014, 171.)

When booking the venue, should be taken into consideration how long does it take to put everything in to place, decorations, formations of the tables, stage, bar etc. how long does it take to take them down and put everything how they were. Some places let the organizer come one or several days ahead to organize and decorate without extra cost but often this bring additional costs to the budget. Sometimes getting the space ready for the party can take up to hours or even days if bigger structures or installations has to be made, but usually cleaning up and taking them down takes only half of the time of putting them up. (Häyrinen & Vallo 2016, 171.) When booking the venue should also be considered whether they offer the use of tables and chairs or if they must be rent from somewhere else.

## 2.5 Budget and possible sponsors

The first topic is usually money when the idea of organizing an event comes up. It is good to make preliminary budget, because organizing an event consumes as much money as one is available. Budgeting is important part of organizing an event. Even when the event is small, the organizer must know how much money can be spent. (Shone & Parry 2013, 138.)

When creating the preliminary budget, must be defined how much money is available. It has to be considered if the money is enough when all the possible expenses are listed. Everyone has to keep in mind the budget during the planning. Money is a big factor what type of event can be executed. (Korhonen, Korkalainen, Pienmäki & Rintala 2015, 10.)

Most events have a funding and money related risks which usually are the key issues. The proportion revenues and expenses are a significant aspect of event budgeting to keep the financial risks in control. (Lahden seutu 9-10.) The objectives of the event, the character and the target group are fairly easy to define, the economical-factors are often the difficult part, and they always include great risks. The budget is usually created with small or no certain in-formation at all which makes the budget creation the most challenging part of the financial management. (Goldblatt 2010, 158-175.)

Precisely planned budget reduces possible risks. First should be written down an estimate number of how much will the event cost, and where is the money going to be received or is there going to be any more received. The smaller the budget is for the event, the harder it is to organize it. More creativity must be used when the budget is small. Partners and sponsors can offer financial help often, but they can offer help in other ways too, for example by lending items/props or letting organizer use their space for free of charge, these are always seen as less expenses in the budget.

It helps if the organizer has held a similar event before when planning the budget. Similar previous events and projects can give a realistic idea for the budget. Planned expenses can be divided into different parts and each part are given a person in charge. Different types of charts or tables could also be used as tools when planning the budget.

Such was made in the first meeting, when the expenses were just estimated. The estimates were close to what they were in the end. Somewhere more expensive but then some expenses were able to cut down either completely or partly and the preliminary estimations of expenses were not exceeded greatly.



Sponsors give money to a certain person or event when they support the cause. The purpose of sponsoring is to benefit both parties. The sponsoring company enforces their image or increases people's awareness of their business, and the sponsored party gets financial help and publicity for example. Sponsoring is not marketing or charity. It must be planned/premeditated and the sponsoring has to be suitable for the event and fit into the marketing plan of the sponsoring company. For this thesis no sponsors were used.

When the schedule, venue and the budget are determined can be moved to the next stage, shaping and building the idea of the event. At this stage the organizer should start to build a frame for the sketched idea and bring all the ideas and thoughts into action/execution.

## 2.6 Theme and decorations

The theme is the back bone of the event that holds everything together. The theme should be knitted together with the idea of the event and should be seen and felt at the event, from the invitations to the post marketing. Theme should be carefully chosen, it should match the values of the organization, image and objectives. (Häyrinen & Vallo 2014, 235.)

Theme should be appealing, attractive or playful. Theme tells a lot about the organization, it acts as basis of the image of the event. Theme must be consistent and clear starting from the invitation.

Picture 4. The theme should be clear in the whole event process. (Vallo & Häyrinen 2014, 236.)



Choosing the theme has its own risks and might often be the downfall of an event. Execution has not been done carefully enough when for example its only visible in the invitation and food. The idea of the event and the message that the organizer want to send has to be visible in the whole execution through-out the theme.

The decorations affect a lot how the event will be remembered. Arranging the place in the wanted order and putting up the decorations is time consuming. The organizers can take care of it themselves or they can outsource it. When planning the decorations and the décor, the organizer should keep in mind the visual image of the company and the theme, those are easily implemented with the right colors, flowers and decorations. The centre pieces, candles, lighting, rugs and carpets and wall art are part of the decoration as well. According to Korhonen, Korkalainen, Pienimäki & Rintala (2015, 24.), it's recommendable to use bright colors during summer and darker colors during winter.

When arranging the venue, it is important to understand how the venue itself fits the character of the event. With the help of drawings of the place it is easier to perceive how to arrange the tables and the chairs. (Korhonen, Korkalainen, Pienimäki & Rintala 2015, 24.)

## **2.7 The risks at the event and the safety issues**

Each event has its own risks, and the most common ones and the ones related to people, property or activity. Risks related to people can be accidents or illnesses. Illnesses can be prepared by pointing substitutes for everyone. In addition of pointing deputies, has to be makes sure that the people who take part of the organizing are fully motivated and ready for the tasks given. Clear delegation, instructions and cheering up helps to grow the motivation. When the organizers are motivated can be trusted that all the given tasks will be done precisely and on time. (Korhonen, Korkalainen, Pienimäki & Rintala 2015, 12.)

Risks concerning the property are belongings being damaged or broken. Risks concerning of activity are several different ones, they vary according to the event. Timing failing is one great risk, and when that happens the whole event might be in risk to fail. With clear and precise time table can the risk be lowered and the external risks which are unrelated to the organizer should be considered as well. Risks related to the surroundings, such as sudden change in weather, power shortages or possible strikes can also cause difficulties at the event. The events might in addition include economical risks. Budget could have been counted wrong and the event will fall with shortage of money. Some of the risks can be pre-pared for by taking insurances. (Korhonen, Korkalainen, Pienimäki & Rintala 2015, 12.)

The safety at the event should be taken into consideration already when the idea of organizing an event arouses. The character, target group and number of guests and the program affects to the safety procedures among other things. The event organizer always

has the responsibility of the event safety and the organizer should also take into consideration of the laws when organizing an event in Finland. The purpose of the legislation is to assure the safety of people, property and the surroundings. (Hollmén 2002, 18.)

It is very important that the organizer thinks about the safety issues well in advance and thinks about the possible safety risks as well as getting to know the official safety plans of the venue given by authorities. It is important that everybody who is working at the event is aware of the emergency exit routes, the location of the emergency equipment in case of fire, meeting points in case of emergency and who is in charge of first-aid. Furthermore everyone should know the address of the venue in case the emergency response centre has to be contacted. Just alone the name of the venue is not enough because the emergency response centre receives calls from all over Finland. (Häyrinen & Vallo 2016, 216-217.)

The organizer has to evaluate the safety risks, the number of security guards in advance in order to maintain the safety. Local police department can be asked advice whether the event is in a need of trained and licensed guards. (Vallo & Häyrinen 2016, 2017.) The guards have to be licensed by police and they have to have a valid safety guard card. (Visit Helsinki 2016)

The basis of a safety plan is to map out all the possible risks in advance, and thus prevent them beforehand. The purpose of the plan is to have clear instructions for guests in case of emergency, prevent accidents, and to make it easier to interact with the insurance companies if something happens to happen. (Hollmén 2003, 18.)

## **2.8 Food and beverages**

The planning of the F&B starts in the beginning of the event planning process. The F&B is determined by the guests, the character of the event, the theme of the event, the time and the place. The F&B can be made by the organizers or it can be bought from external partner. The possible catering company should be contacted in the early stages. Most experienced caterers can help the event organizers creating the menu and give new fresh ideas to the F&B selection. (Häyrinen & Vallo 2014, 182.)

In the planning phase should the length of the event considered as well as who are the guests. There should be enough food and drinks and often enough. The timing of serving the food is important as well. (Häyrinen & Vallo 2016, 183.) The event organizer should take into consideration that not all the guests have eaten before the event. To maintain

overall comfort and physiological needs the event should provide at least something small to eat already in the beginning of the event. (Korhonen, Korkalainen, Pienimäki & Rintala 2015, 23.)

When planning the F&B should be given thought about the drinks, whether to serve alcohol or not. If alcohol is being served, should be taken into consideration the amounts and types of alcohol keeping in mind the nature of the event. It is important not to forget the non-alcoholic options as well.

It is important that the guests will not have to wait for the food for too long, and the buffet has at least two lines to avoid waiting in the line. From the guest point of view, it is very important to serve the food at the right time because hunger can affect the personal overall experience of the event. (Korhonen, Korkalainen, Pienimäki & Rintala 2015, 23.)

## **2.9 The staff**

The event organizer should appreciate the staff and take their safety and satisfaction into consideration as well. Part of taking care of the staff is creating a good team spirit. The staff will work much more efficiently when everyone is motivated and excited about their tasks. Even though most events are organized by voluntary people, the staff should always be given thanks of their input.

With the training of the staff can have a great impact of organizing the event. The staff has to understand the objectives and goals of the event. The training should be arranged in advance where the staff are informed of the all essential information. The training can for example address the dress code, manners, time tables and everyone's range of responsibilities. The safety issues are important to go through during the training. Well trained staff with the right attitude is strongly visible for the guests and ensures fluency of the event. (Korhonen, Korkalainen, Pienimäki & Rintala 2015, 17.)

## **2.10 The host/hostess, program and the music and technics**

The hosts/hostess brings the event extra shine and promptness. The host works as master of ceremonies and sees the program through. When choosing the host, it is important to think how well the host fits in to the nature of the event or the theme. The host must know the program very well has to have the ability to take control of the situation even in the most surprising situations. It is recommendable to write a script for the host, where he

can check possible agreed lines and the timing of them. (Häyrinen & Vallo 2016, 256-257.)

The program of the event is highly impacted of the character of the event, which can be for example entertaining, business like or even both. When the organizer starts to plan the program, it is important to keep in mind the objectives, theme and target group. The event has to be planned according the target group, so that the objectives are achieved, and the event will be successful. The program should also be possible for the guests to attend. If fee is collected to attend the program, it has to contain enough value for the guest to feel like they got what they paid for.

It is good to have an opening act at the event so that the guests can truly feel that the event has started. The simplest way is to have organizing host to have a welcoming speech. In the bigger events it's recommendable the opening act to be more spectacular. The organizer can utilize music, videos, pictures or light effects to create the wow-effect. Whether the event is small or big, it's always good to tell how the evening is going to go or why is the event being held. It is also important for the person having the welcoming speech to tell the guests whether he/she is the presenter, the host/hostess or the organizer. At same time he/she can introduce the other hosts and people who have made the event possible. It might be good to also inform the guests of the location of the F&B, restrooms, smoking areas and other practical information at the venue. As important as the welcoming speech it is important to end the evening with a speech so that the guest can have a full image of the event. After the event is over it is good to thank the guests for coming and wish them safe drive home and inform them of the possible follow-up, after parties etc. (Häyrinen & Vallo 2014. 258-259.)

Music has a great impact creating the right atmosphere. The music should be selected according to the theme and the surrounding sounds are indeed part of the decorations. Before the actual event starts it is easy to start creating the right atmosphere with the right type of music. It is good to play music especially when the event is delayed or when the guests don't all arrive at the same time. With music can the highlights of the event easily emphasized as well.

Live music is usually more ambient than recorded music. These both play a significant role at any event but often budget limits options. If there is a live performing artist, should he/she be informed fairly in advance of what type of an event it is. In the point of the artists view it is important if it is going to be background music or the purpose is to get the

guests to the dance floor. The event organizer should agree upon with the artist in advance what type of music will he/she be playing. (Häyrinen & Vallo 2014, 207.)

The organizer should always find out in advance the music and the light systems, how the electronics are operated, and the power supplies are sufficient for their needs. This is especially important if the venue is an older building or a space where the power and electronic system hasn't been renewed in a while. If technics fails, the audience and the guests should have a feeling that the organizer is prepared for even that type of situations. For this reason, it is important to point a person in charge of the technics. This person should also have a phone number where to call in case his/hers competence is lacking.

### **2.11 Theories used for this thesis**

The author started the whole process of the planning with the star of successful event. She studied the questions and thought and figured out the answers for them. She used some guidance from the plan process cycle, but did not go through all the steps. The author used some charts like GANTT and made tables for budget to have clearer vision to understand how much money approximately could be used event though exact budget was not give.

## **3 Planning and implementation of the project**

The thirtieth birthday is considered as one of the milestones in human age, it is the second birthday after turning 18 when most of the people throw a big party. The commissioner saw her upcoming birthday no differently. She thought that this would be a great opportunity al-so show her friends and family of her skills of organizing events and a way to promote her company. She wanted to celebrate her birthday in big way, get all her friends and family together and she wanted the party to reflect her personality and everybody to feel her joy.

The commissioner and the author met in the fall of 2017, they had two meetings where the commissioner gave the author the theme idea and explained it to the detail what she was looking for in the event, other than that she gave the author the liberty to plan the event according the way the author thought was best. The date was decided, and planning work began. The planning took about three weeks, but putting everything together took the whole spring 2018 up the due date 19th of May.

In this chapter the background of the project, the planning of the project, a risk assessment and a short evaluation are elaborated.

### **3.1 Background of the project**

This is a Bachelor's thesis for Haaga-Helia University of Applied Sciences on the program of Hospitality, Tourism and Experience Management. The purpose of a product type of thesis is to produce some sort of project or a product, such as a handbook or instruction guide. With this product-orientated thesis the final product is the planned and organized party. The event has been planned mostly alone by the author of this thesis but with the help, ideas and directions of the commissioner. All the bigger decisions were run through the commissioner. In this thesis planning an event is reviewed through the final product of the thesis, the event Thirty and fabulous birthday party. The planning, organizing and executing has been done by the author for the commissioner Briel Design and with the help of the commissioner and the friends and family of the commissioner.

Ms. Briel has done few smaller events but does not have a lot of experience in the professional world, the commissioner herself has organized a handful of events for free for friends and family. She is hoping to hire people in the future and start doing more and more jobs under the company name once she registers it.

For this project the commissioner wanted help with planning and organizing her birthday, the idea of the collaboration with the author was a pleasant outcome from randomly meeting at a common friend's daughter's birthday. The commissioner told about the event and her tight schedule of the spring and the author was still looking for a subject for her thesis. After that it was agreed that this project would be perfect way to kill two birds with one stone.

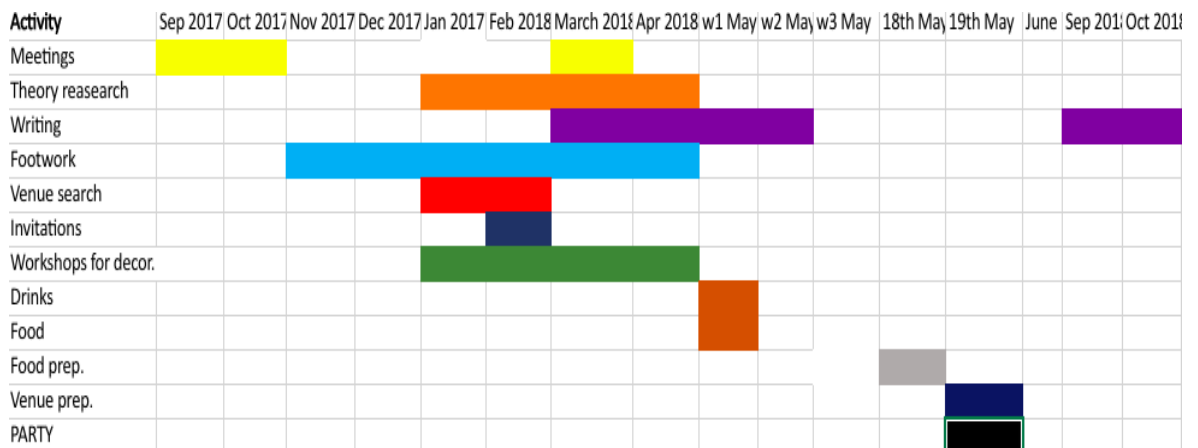
Guest consisted of Ms. Briel's friends mainly and the age scale was between 19 and 45. Some of the commissioner's family members attended the party as well but no parents, only the younger generations. The party was only for adults, so no kids attended

### **3.2 Project plan**

All together the project took 13 months from the idea of working together with the commissioner, to the final product of the thesis, to finishing the writing of the thesis. Actual writing time was around 6 weeks give or take. The author created a time table and tried to work

accordingly but failed. The original plan was to submit the thesis in the beginning of June and graduate in the mid-June, but the author had three courses still unfinished, which led to preventing the author from graduating before the fall term. For that reason, the motivation of finish writing the thesis was lost and was done after the fall term begun. Below is a Gantt chart which was created when the project planning started and then updated afterwards in June 2018. (Gantt.com 2018.)

Table 2. Timetable of the thesis process



In addition to the time table, the author used a notebook for hand written notes and clips cut off from magazines and newspapers, and word was used as tool the same way, except content was in electronic form; links, pictures, notes and charts.

In the first meeting the commissioner told the author that the theme would be Gatsby or the 1920's or something between. She said that she was hoping the main colors to be black and gold, but white could work as well. Around that time the author started planning the event. On the second meeting the commissioner and author decided the exact date to be 19<sup>th</sup> of May which would be the closest Saturday to the commissioner's actual birthday. The original timetable was used throughout the project. Only the writing part of the thesis was pushed by five months.

After the two meetings was time to start the planning. In January 2018 the author started the research work for the theory part of this thesis, during this also a lot of foot work was done to collect ideas and certain items for the decoration which the theme heavily leaned on. Countless of hours were spent on Pinterest and Instagram for ideas. Some of the decorations were bought online but most were found in several different stores, after hours of search. Certain items were handmade at home to get exactly the type and style wanted.



Throughout the winter 2017 and spring 2018 was the objective to have enough theory research done and ideas and items found to support the selected theme.

The venue was the first to be taken off the do-list. The most important attribute for it was the cost, secondly was the appearance and thirdly the location. The commissioner is very visual person and has a great eye for esthetic, so even though she had emphasized the importance of the cost of the venue, the author knew that any free of charge venue would not cut it. Luckily the author was able to find through a friend the venue Lava, which is part of the friend's housing company she lived in, and she was able to get the venue for low as 150€. The venue was rather bland, with no bright colors, had tables and chairs, which helped with the choice. The author had a strong idea how to decorate any place to fit to the theme since the budget for the decorations was rather big. The venue offered the use of their glasses just as long they would be washed after use, this was great for the budget. The location for the venue was not the most ideal, which would have been closer to the city center, where it would have been the best, in case some guests would want to continue the party in a bar. Lava was still easily reached by just one bus from city center and the view from the balcony was amazing. The commissioner was extremely happy with the choice and the guests told that it was easy to find as well.

The commissioner and the author had a meeting after booking and checking out the venue together. At the meeting they discussed how far had the author had gotten with the planning. The commissioner was happy and satisfied how well the author had internalized her vision of the event. Some items for the event had been already purchased but many were still to be required, but the author had a lot of pictures to show where she was going to with executing the theme and it was easy to paint the image to the commissioner how the place would look. In the third meeting was also decided that the type of food would be served and who would prepare it. The whole menu was decided, and the budget was checked for it. The commissioner was hoping that the cake would be ordered from a confectioner and the rest would be done by friends and family, again, to keep the costs low. The program was decided as well in the third meeting. The commissioner said that she would want a laid-back party without any extra program or performer. She said her guests would be fine with a ready-made music list and dancing. The author brought up the idea of a photo booth, the idea was just to have photo booth prop on a table for free use for the guests. The commissioner got excited about the idea and said she could possibly get most the props from a friend's wedding. In the third meeting the author told also the commissioner that she was able to find a friend that would rent the plates and tableware for 50€ for the event, in case they agreed to wash them before the pick-up. The plates would be dropped off in the morning of the event and picked up hour after guest had left. This

was a big difference to the original price found online. They considered hiring a photographer, but the commissioner knew that one of the guests was a talented photographer so she was asked to take pictures while attending to the event, which she agreed.

The decorations were one of the most important parts to support the theme. Most of them, like welcome sign, center pieces and balloons were bought from stores all around the city. Some of the decorations, like pieces of the center pieces, the golden champagne bottles were made by the commissioner and the author at home. The rest were ordered online from different online stores. First items were bought already in January 2018 and last ones in the end of April 2018. The white covers for the chairs were bought but they looked weird without the ribbons, so the black ribbons were bought, which were not counted in the original budget and were added to the total of expenses. At the same time was bought the table cloths and they surprisingly turned out to be cheaper than expected which was of course a pleasant surprise.

Since one of the objectives was to promote the commissioner's company, the party favors were small gift boxes matching to the theme and the table setting containing the commissioner's business card and sweets. The commissioner provided the business cards and the boxes were ordered along with some other decorations.

The next step was to decide what kind of invitations should be done and how to send them. The first idea was to print out theme-related invites and glue them to a cardboard and send them in snail mail, but the author thought that it would cost extra money and the faster way to get a reply would be to do it electronically. Besides, getting everybody's addresses would take extra effort and a lot of other things were still to be done. The author and the commissioner both agreed that the best way to reach everybody, would be through Facebook. The author created the invite text for the event on Facebook, and the commissioner published it and sent the invitations. Writing the theory part for the thesis started around the same time when the invitations were sent.

The original plan was only to offer sparkling wine as a welcoming drink, and the author had planned to go to Tallinn, Estonia, to purchase the alcohol at a lower cost, but due to lack of time that did not happen. Changes were made to the alcohol menu and the budget was exceeded. The alcohol was bought advance in the beginning of May. The author has a background as a bartender and she decided she would make two different types of punches alongside the glass of sparkling wine as a welcome drink. One of the punches

was like the drink mojito which is not too sweet but little bitter but very fresh. The commissioner herself has a sweet tooth so the author decided to make her own mix with berries and strawberry sparkling wine and Schweppes Russian and rum. Both choices turned out to be perfect and got a lot of praises from the guests.

The food menu consisted of two different types of salads, baguettes and spreads for them, fried chicken, rice, crackers, potato chips and popcorn. The dessert menu consisted of cheese cake and normal cake, macaroons, and pick-and-mix candies. The most of the ingredients were bought the same week of the event but were prepared on the previous day of the event with the help of the commissioner's friend. The choices of the menu options were spot on and everybody was happy though if any more guests would have arrived the food would have not been enough. The variety had something for everybody and no one had anything negative to say about the food.

For the day of the event the author had made a precise time table to avoid mistakes and other risks. The day started at the commissioner's house where all the decorations, food and beverages and everything else needed were stored. The author and the commissioner put everything together and rode a minivan taxi to venue. At the venue everything was set up according the timetable below and after that the commissioner and the author had an hour to go home and get changed quickly. After coming back to the venue, they warmed the food and set the buffet, set music and got ready for the guests. People started coming in at four and by 4.15Pm all of the guests that would come had arrived. During the party the author let the commissioner enjoy her party and took care of everything and took care of the tasks of a waiter which was supposed to be hired but was cancelled to keep the costs low as possible. Before setting up the dessert table the author picked up the dishes and cleared the food off. The desserts were left on to the table until it was time to say goodbye to the guests. Taking down all the decorations and cleaning up took around an hour, within that also the plates were washed and returned to the owner. Before leaving the place, the commissioner did the final check, to make sure everything was on its place and that it was clean enough.

Table 3. Timetable

<b>TIME</b>	<b>TASK</b>
07.00 Am	Arrive at the commissioner's house
07.30 Am	Get on the taxi
08.00 Am	Arrive at the venue
	Arrange the table and chairs
	Put up all the decorations
	Set the gift table
	Set the photo booth table
	Set the dining tables
	Check the technics
	Double check everything
2.30Pm	Go home and change
3.30pm	Come back to the venue
	Warm up the food
	Get the sparkling wine glasses
	Put on the music
	Set the buffet
4.00 Pm	Open doors
4.15 Pm	Gather people for welcome toast
	Make sure buffet is in order
	Pick up dirty dishes
	Set the dessert table
	Pick up dirty dishes
10.00 Pm	Say goodbye to the guests
10-11.00 Pm	Clean up
11.15Pm	Double check everything
	Go home and change

### 3.3 Limitations and risks

When organizing event, there are always risks involved with it. The bigger the event is the greater risks are. The author did a risk evaluation when planning the event to try to avoid all the misfortunate happenings. The first thing which is always at risk, is exceeding the budget. The author was not given exact budget, but the author and commissioner made a preliminary expense table and with accordingly the author was trying to make everything happen. She was able to cut costs with other things, but some things turned out to be more expensive than expected. The budget was very close to what it was expected it to

be though, so there was no problem there. There is always risks of something getting broken and it is more serious if the item is rented. Luckily at the event most of the stuff was the commissioner's own and the plates which were rented were from a friend and they had promised to only charge the actual price of buying a new one if one should break. Nothing got broken at the event though. The event was kept inside so weather was not one of the issues that the author or the commissioner had to be worried of. The commissioner listed timing of one of her biggest concerns when the author consulted her about her concerns about the event. The commissioner told the author that her friends and family were all always late, so the question was how to get everybody to show up on time. The commissioner and the author thought of different solutions and concluded that it just would be emphasized in the invitation how important it is to everyone to be there early because there would be photographer just at the beginning of the event. Surprisingly everybody came within 15 minutes of the 4 pm that was written on the invitation. The party itself was successful and everyone had fun, but not everyone that was supposed to come show up. The author thought that it was a good thing because the food would have run out, but the commissioner was little bit disappointed to certain point. Overall, after asking the commissioner about the missing people she was able to just brush it off, and enjoy the evening with the people that did show up.

### **3.4 Methodology**

The topic had a large amount of academic literature already available as well as, tons of information was found online. The author used already learned information and re-studied it from the books and online. She decided to use conductive approach because the vast availability of the literature. The method was to learn as much as possible before starting the writing part, collect notes and information from the topic and then commence the writing. The research for the theory part lasted around 3 to 4 months. During the research for the theory part, countless of hours were spent doing desktop research for the operative part of the thesis. Besides the desktop research, the author put in a lot foot work. There were days when the pedometer had over 12 000 steps in one day just spent on in different stores looking for items for the event. The author al-so herself had some experience of organizing and planning events, so putting the thesis together was not hard when the research part was done thoroughly and carefully.

The author interviewed the commissioner before, during and after the event process. The interviews were not highly constructed but more like a conversation or discussion of the authors proceeding.

### 3.5 Learning evaluation

A successful event brings joy and happiness and at its best it creates a wonderful experience to everyone. When everything goes right, the event profits the organizer and the part taking stakeholders. A successful event is something people anticipate for long and talk about long afterwards.

The author feels like the final product was superb. The plan was professionally done and executed excellently. She feels like she perceived the commissioner in the best way possible and fulfilled her hopes, wishes and visions the best way possible. The commissioner agreed fully with the author and said that she did not think she could have done anything any better than the author had done. The friends and family were so excited about the party long before and could not wait for the party and most had their theme related costume even before the invitations were sent. All the guests at the party were so amazed what had been done to the space and how well all the decorations were put up and how well they relied on the theme. The food choices were on point too, everybody found something they liked. Extra points people gave for the punches. People who rarely even drink alcohol were getting tipsy simply because the drinks tasted better than the non-alcoholic sodas provided.

There were things that the author thought that could have been done differently. Lack of knowledge of finding items like certain decorations from certain stores, but that is something one learns by experience. She also thought that the food was not enough, if all the invited people would have arrived the food would have finished and not everybody would have gotten their belly full. On the other hand, there was too much cake and the commissioner had to carry one home. But the minor mistakes with the food did not affect the atmosphere of the party in any way and everybody had a fun and amazing night with lots of laughter and dancing, which was the main objective of this project. All in all, the party was a hit and the commissioner was satisfied.

In the terms of teaching the commissioner something new the objective was not reached. The commissioner was extremely happy with the event, but she felt like there was nothing new learned. She was very grateful all the help she was given and thought that the event was carried out exactly she had imagined in her head

## **4 Discussion**

### **4.1 The thesis process**

Before starting the thesis process the author was dreading even the word thesis, but once she had a clear idea of doing a project type thesis and had found the commissioner the graduation did not seem far away any more. The process of the thesis started off very slowly. The author knew that she had a lot of time on her hands to start the research for the theory part and write it all through, before it was time for the operative part. The author was excited to finally find a subject for her thesis and get started with it. It helped for the motivation a lot that the project was very interesting, fun, and exciting. It also helped that the commissioner was a friend and she gave the author a lot of liberties to make decisions by her own. The author had also some experience of organizing smaller events, so the author felt confident about the project already at the start. The author started the process by checking the selection of literature at the library. She chose few books that she thought would be perfect to study and ended up using them for sources, even though she took couple more later to have different points views. Re-search for the theory part was the most time consuming and the most challenging. The author felt that most of the information was nothing new but just needed to find the right things to be referring in the text.

Working with the commissioner was easy. The author knew her from long before and that helped to understand her visions and to find things easily that she would be happy and satisfied with. If the author had any questions, hesitations or ideas of anything the commissioner was easy to reach and easy to communicate with.

The author found it most challenging to find motivation to finish writing the thesis after the project itself was done and she was told that she had three courses unfinished and she would not be able to graduate in June like she had thought throughout the spring. She was still thinking she will finish writing the thesis before summer starts so she would not have to worry about it anymore when the fall semester starts, and she could only consecrate to finishing the three missing courses. Summer came quickly, and the author lost the motivation again. It was not until September she continued writing and pushed herself to get it done.

### **4.2 Learning outcomes**

The author learned that doing the whole thesis process was a lot easier than dreaded during the Haaga-Helia years. Once the subject of the thesis was clear it was easy to tackle

the task. She learned perseverance and that sitting out and pushing through the boredom and lack of motivation, one can still end up with good results when writing.

Using all the learned tools she felt like event planning is much simpler. Previously when she had organized parties and events she never had made any specific plan and had just wing it but organizing an event professionally, planning, doing a risk assessment, making a expense and timetable, and using time around creating the theme, a lot of money was saved and everything was more clear and easier to execute.

She got familiar with all the stores of the great Helsinki city area with party supplies and learned which online stores should be used for ordering certain items.

At some point it felt like there was a lot of repetition and it was challenging of explaining same things in different chapters in a different ways getting into more detailed without using same sentences. Writing this thesis taught the author of how to express things in many ways. Using academic English was also a little difficult at start but as the thesis started to go further and further it became easier and more natural.

Overall, she learned the complexity of arranging events for larger number of people. Even though the whole experience was pleasant and did not feel like working she felt like she got a lot out of the project.



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## Appendices

### Appendix 1. Product: Event plan: Thirty and fabulous-birthday party

#### How to plan a birthday party

#### Event details

<b>Event:</b>	<b>Thirty and Fabulous-birthday party</b>
<b>Objective:</b>	<b>Gain experience in event planning process</b>
<b>Place:</b>	<b>Viikki, Helsinki</b>
<b>Expected number of participants:</b>	<b>40-50</b>
<b>Event duration:</b>	<b>6 hours</b>
<b>Date:</b>	<b>19<sup>th</sup> of May 2018</b>
<b>Event manager:</b>	<b>Nona Tillaeus</b>

## **General event plan schedule in order of time and importance**

<b>TIME</b>	<b>TASK</b>	<b>PERSON(S) RESPONSIBLE OF THE TASK</b>
<b>10 Months before</b>	- <b>Make the agreement with the commissioner</b> - <b>Decide the objective of the event</b> - <b>Create preliminary budget</b> - <b>Decide the theme</b>	<b>Event manager and the commissioner</b>
	- <b>Start the search for decorations</b>	<b>Event manager</b>
<b>9 Months before</b>	- <b>Set the date</b>	<b>Event manager and the commissioner</b>
<b>5 Months before</b>	- <b>Start the search for the venue</b>	<b>Event manager</b>
	- <b>Prepare handmade decorations</b> - <b>Buy decorations</b>	<b>Event manager and the commissioner</b>
<b>4 Months before</b>	- <b>Book the venue</b> - <b>Buy decorations</b>	<b>Event manager</b>
	- <b>Meeting with the commissioner</b> - <b>Plan the menu and the drinks</b> - <b>Decide about the</b>	<b>Event manager and the commissioner</b>

	<b>program</b> <b>-Order cake</b> <b>-Make a deal of renting the plates etc.</b>	
<b>3 Months before</b>	<b>-Create the Facebook event and send the invitations</b> <b>-Meeting with the commissioner</b> <b>-Buy decorations</b> <b>-Buy tablecloths and chair covers</b> <b>-Buy party favours</b>	<b>Event manager and the commissioner</b>
<b>3 Weeks before</b>	<b>-Buy alcohol</b>	<b>Event manager</b>
<b>Beginning of the week of the event</b>	<b>-Buy ingredients for the food</b>	<b>Event manager, the commissioner, 3 friends of the commissioner</b>
	<b>-Buy all the missing items</b>	<b>Event manager</b>
<b>Day before the event</b>	<b>-Drepare the food and cakes</b>	<b>Event manager, the commissioner, 3 friends of the commissioner</b>
<b>Event day</b>	<b>-Set up the place:</b> <b>-lighting</b> <b>-sound system</b> <b>-tables and chairs</b> <b>-set the photo booth props</b> <b>-setting tables</b> <b>-decorations</b> <b>-welcome guests</b>	<b>Event manager and the commissioner</b>

	<ul style="list-style-type: none"> <li>-manage buffet</li> <li>-manage dirty dishes</li> <li>-manage buffet</li> <li>-manage dirty dishes</li> </ul>	<b>Event manager</b>
<b>After the event</b>	<b>-Clean up</b>	<b>Event manager and the commissioner</b>
	<b>-Make final evaluation</b>	<b>Event manager</b>

## **PRE-EVENT**

### **Budget**

**No exact amount is decided. The goal is to keep the expenses low as possible.**

**Preliminary budget is as follows:**

ITEM	PRICE
Venue	100 €
Tableware ren	140 €
F&B	300 €
Alcohol	80
Taxi Rides	50 €
Decorat.	500 €
Tablecloths	200 €
Chair covers	80 €
Waiter	50 €
Misc.	50 €
Total	1 610 €

**The prices are estimations and the miscellaneous is being reserved for variable costs and for surprising forgotten elements.**

## **Venue**

**-1<sup>st</sup> thing to take care of**

**-The goal is to find a place which is free of charge or max 100€**

**-The venue should be located in Helsinki and should not be hard to reach.**

**-The place should not have too bright colors and it's a plus if they offer the use of chairs, tables and plates and glasses.**

**-Must have smoking areas**

**-Must have kitchen**

**-The possibility of bringing own alcohol**

- Must have music systems**
- Must have dance floor**
- Not too big**

### **Tableware rent**

- Disposable are out of the question**
  - white plates; dinner plates, dessert plates.**
  - serving dishes from home and friends**
  - If venue does not offer the use of plates and glasses etc.**
- Different places of renting with drop-off and pick up at lowest 140€**

### **Theme and the decorations and props**

- The theme is Gatsby and the 20's.**
- Party is a costume party and everybody is required to have a costume.**
- All the decorations should support the Gatsby and the color theme.**
- Main color are gold and black and possibly white.**
- Photo booth props**
- Party favors**
- Invitations**
- centre pieces.**
- napkins**
- possibility the color of the foods and desserts**
- all stored at Blanche's house**
- Nona brings receipts and items to Blanche's house**



## **Invitations**

- Sent at least 3 months before event**
- electronic instead of snail mail→ faster response**

## **F&B**

### **Main:**

- Different diets considered**
- Focus on the dessert table**
- fried chicken and rice**
- Two different salads**
- Two different dressings**
- baguettes with 2 different spreads**
- crackers**
- potato chips**
- popcorn**

### **Dessert:**

- 3 cakes; one ordered custom made, two cheesecakes**
- candy bar (pick and mix kind of )**
- macaroons**

### **Drinks:**

- non-alcoholic; sodas**
- Alcohol; sparkling wine as a welcome drink, 2 different punches**
- Everything made at home except the custom cake.**

## **Music and entertainment and program**

**-no specific program:**

**-just welcome speech telling everybody to enjoy the food and the drinks, dance and request songs, take a lot of pictures and if posted on social media platforms use a certain hashtag.**

**-extra device for music, tablet or such.**

**-Music list on Spotify**

**-photo booth props for free of use for guests**

## **EVENT DAY**

<b>TIME</b>	<b>TASK</b>
07.00 Am	Arrive at the commissioner's house
07.30 Am	Get on the taxi
08.00 Am	Arrive at the venue
	Arrange the table and chairs
	Put up all the decorations
	Set the gift table
	Set the photo booth table
	Set the dining tables
	Check the technics
	Double check everything
2.30Pm	Go home and change
3.30pm	Come back to the venue
	Warm up the food
	Get the sparkling wine glasses
	Put on the music
	Set the buffet
4.00 Pm	Open doors
4.15 Pm	Gather people for welcome toast
	Make sure buffet is in order
	Pick up dirty dishes
	Set the dessert table
	Pick up dirty dishes
10.00 Pm	Say goodbye to the guests
10-11.00 Pm	Clean up
11.15Pm	Double check everything
	Go home and change

## **Before the event**

- Venue is rented from 8am to 11.30pm.
- Meet up early in the morning (7am) at Blanche's house to have briefing
- Minivan taxi needed to transport all the foods and decorations from Blanche's house to the venue. At the venue latest 8.30am
- Arrange the tables and the chairs
- tablecloths and chair covers + ribbons
- set tables in different alternative ways and choose the best
- arrange the centre pieces
- put up the all the other decorations
- set the buffet-, gift- and photobooth prop tables
- set the drink corner
- check overall cleanliness
- make sure there are trash bins
- Get ready, make up + costume

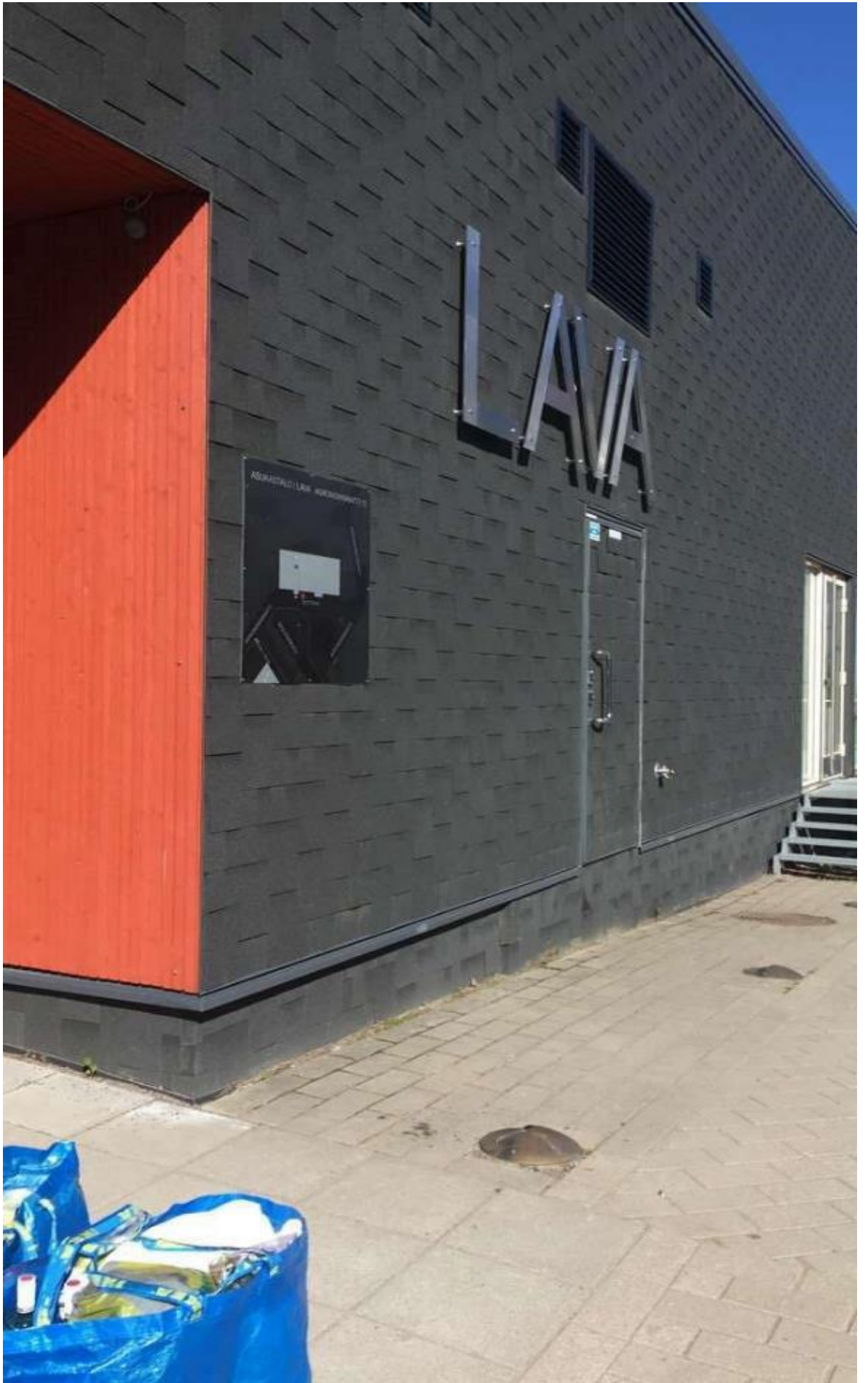
## **During the event**

- pour sparkling wine
- welcome people
- take care of the buffet table
- clean up dirty dishes
- make sure everything runs smoothly
- set the dessert table
- clean up dirty dishes
- wash dinner plates and used forks, knives etc.

## **After the event**

- take down all the decorations**
- wash plates, return them**
- put everything back to its place**
- empty trash bins and smoking areas ashtray**
- clean up**
- return borrowed items to their owners**
- help Blanche home with all the stuff**
- make an evaluation**
- interview the Blanche of the success of the project.**

## Appendix 2. Pictures of the part









































Good evening doll face / old sport,  
it's lovely to see you all looking so festive  
and let me begin by telling you how great  
it is to see that you took time  
from your busy schedule  
to celebrate my birthday.  
From the bottom of my heart,  
I thank you for being here.  
I can't tell you how important  
this day is for me.  
So drink champagne, have some food  
and enjoy the evening.  
Thank you for making this  
the best day ever!

Love, The Queen









