

Introducing and Promoting the New Porvoo Campus in Educational Fairs

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<p>The thesis was carried out as a project. The objective was to attend and organize three different educational fairs for HAAGA-HELIA in Bulgaria, Germany and the Ukraine. The purpose of attending these events was to attract new students to the Porvoo Campus, the brand new building and concept of HAAGA-HELIA in Porvoo. The project consisted of arranging and representing HAAGA-HELIA in the different events. The thesis presents the planning before and after the fair and also evaluates the work of the project manager in the project.</p> <p>As the events were arranged in Bulgaria, Germany and the Ukraine, it was necessary to travel to these countries in order to participate. The educational fairs took place in the last quarter of 2010. The main goal of the project was to attract students to apply to HAAGA-HELIA Porvoo Campus.</p> <p>The Porvoo Campus was inaugurated in January 2011 and brings a whole new concept of teaching and learning to the small city of Porvoo. The building reunites two different universities of applied sciences and has an innovative design and architecture to help the students succeed in their careers.</p> <p>Integrated marketing communications and the organization of a fair are the main parts of the theoretical framework. The author's comments and the sources found in literature give support to the practical part of the study that aims to work as a guide for future events attended by HAAGA-HELIA students.</p> <p>Feedback of the project and an overview of the project manager's tasks are part of the conclusion. The events were really positive for HAAGA-HELIA and the branding of the new Porvoo Campus.</p>	
<p>Key words Porvoo Campus, exhibition, fair, IMC</p>	

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1 Introduction

Communication is the only way to learn about something new, there are many ways of communicating with people and one of them is through exhibitions and fairs. In 2011, HAAGA-HELIA opened a brand new Campus in the small city of Porvoo. In order to people to get to know about this new building, HAAGA-HELIA decided to promote it in several countries. The way of communicating the message to the people was through educational fairs. Nowadays, living abroad is among the priorities that young people have and in the labor world it is a recognized experience that companies appreciate.

The educational fairs where HAAGA-HELIA has been attending to promote the new Porvoo Campus have a common goal: promote studying abroad in an international culture. Universities appreciate having students from different countries since it enhances the internationality of their studies and promotes a cultural exchange. Since there is a wide selection of universities in the world, the only way to market HAAGA-HELIA was to go and meet directly the student.

In the year 2010, five months before the opening of the new Porvoo Campus, Kaija Lindroth head of the programs in HAAGA-HELIA's Porvoo unit decided to send me to Bulgaria, Germany and Ukraine as a project manager to promote the new Porvoo Campus. Through this report, the whole process of planning, acting and concluding the project will be written. Since, there are no successful projects realized without an inch of knowledge, the project will be supported by a theory part where all the literature about marketing and fairs will be explained.

1.1 Project task and goals

The thesis report is based on the project of promoting and introducing the new HAAGA-HELIA Porvoo Campus in three different educational fairs. The fairs taking place in Sofia (Bulgaria), Berlin (Germany) and Kiev (Ukraine). HAAGA-HELIA has never been attending any of these fairs. The purpose of the thesis is to be used as a

support or guide for future events, helping future students in the process of attending educational fairs. The purpose of attending to these fairs is recruiting students for the new Porvoo Campus and let them know about our school. The project was given me by Kaija Lindroth, Program Director in Porvoo Campus. I started my work in early September 2010 and I was appointed project manager for the three events.

The purpose and the goals for attending these fairs is to attract more student to the new Porvoo Campus and also to get to know markets like Ukraine and Bulgaria where HAAGA-HELIA has never been attending any fair. The thesis will be a study on Event Management and the case used will be the three educational fairs in Sofia, Berlin and Kiev. The main objective of this project is to see if the events were really positive for HAAGA-HELIA, and if it's worth attending to these events again. This study can also be used as a guide if HAAGA-HELIA keeps attending to these educational fairs. In this writing the writer will show how the literature (the theory) can really be applied into practice. By quoting all the literature in the first part, the reader will be able to see in the second part how the theory was put into practice.

The educational fairs are presented as follows:

- “World of Education Fair” in Sofia, Bulgaria
 - Dates: October 9th and 10th, 2010
 - Venue: Hotel Hilton Sofia
 - Organizer: Integral

- “Abi Einstieg” in Berlin, Germany
 - Dates: October 29th and 30th, 2010
 - Venue: Messegelände
 - Organizer: Einstieg

- “Education Abroad” in Kiev, Ukraine
 - Dates: November 18th, 19th and 20th, 2010
 - Venue: Ukrainian House
 - Organizer: The Ministry of Science and Education of Ukraine

1.2 Structure of the study and theoretical framework

This thesis is a project oriented thesis where the process of organizing an event is written. The study has an introduction and a conclusion and between them it has five different chapters. In the first part after the introduction, the new Porvoo Campus is explained in detail: what it is and what it brings to the students. The second and the third part will focus in the theory based on articles and modern literature. The second part will explain how fairs and integrated marketing communication are related and the third part will tell in detail the process of organizing a fair. After that, the fourth part will determine the methods used and how were the events planned. The real fairs as such will be described in the fifth part where a detailed description of what happened during the events will be written.

The final part will focus on the conclusion of the overall project. It will also determine how successful the work was and if the events were really positive for HAAGA-HELIA. It will be measured by seeing if the visitors really contacted HAAGA-HELIA after the fair and if there were any applicants from Bulgaria, Germany or Ukraine during the application period.

2 HAAGA-HELIA – The new Campus

The 14th of November 2007, the city council of Porvoo approved a project that would change the way of teaching in Porvoo. The 1st of June 2009, the first brick was laid and from January 2011, the universities of Applied Sciences Laurea and HAAGA-HELIA and the company Posintra are sharing the facilities of this project: The Porvoo Campus. (Porvoo Campus 2010.)

2.1 Porvoo Campus

Back in the days, HAAGA-HELIA was using three different buildings in Porvoo: Point House, Pomo House and the WSOY building. For the students and the teachers this situation was difficult, having courses in three different buildings, having to move from building to building during the day, being late for class, the impossibility to meet a teacher because he is in another building etc. Nowadays, these situations are part of the history. Porvoo Campus reunites Point House, Pomo House and SYMBIO and offers a building that will fit all the students in one big facility: Porvoo Campus. (Alhonen, M. 15.4.2011.)

Porvoo Campus builder was HAAGA-HELIA and Laurea own company called “Kiinteistö Oy Porvoon Campus”. The Porvoo Campus was designed by Siren Architects and furnished by Sistem Ltd. The entire construction site accounts for around 9000 m². The design and the planning of the building started in September 2007 and the construction of the Porvoo Campus started in June 2009. Employees and students participated in designing and planning the Porvoo Campus from the beginning by bringing ideas to the project. The new Porvoo Campus is inspired in HAAGA-HELIA’s Pasila building as a development in the future studying environment. In Porvoo Campus there are currently 1300 business, tourism and nursing students and over 100 workers. Porvoo Campus stands by the river of Porvoo and has three floors. It is constructed in an area that is currently being developed as a future potential area for students, residents and buyers. It is ideally located between the city center of Porvoo and the road to Helsinki. It has a parking where the students can park their cars and it is

connected by bicycle roads so the students can use this way of transport. (Alhonen, M. 15.4.2011.)

2.2 State-of-Art and project learning

Philip Kotler (2010; 231) defines that a product should be viewed in three different levels: the core product, the formal or tangible product and the augmented or intangible product. The core product is the actual product or service. The formal or tangible product is the concrete product that the customer can touch. Finally, the augmented or intangible products are the concepts that the customer can feel. Figure 1 shows the Porvoo Campus based on Kotler's three levels of a product diagram. In this case, located in the middle of the figure 1, the core product is the Porvoo Campus. The next level in figure 1 represents the formal and tangible products. In the new Porvoo Campus the students and the teachers can enjoy a new, bigger and modern library with self check-in points where the students can borrow itself a book without the help of the librarian. Every new student of HAAGA-HELIA also gets a brand new laptop for free to support their studies. With the new campus, it is also planned that new student apartments will be build next to the campus so the students don't have to live far away from the campus. We have to remember that actually the nearest student apartments are located in Huhtinen and Kevätkumpu (around 4 kilometers away). The new Porvoo Campus offers a bigger and improved lunch and café area where the students can rest and have a snack and enjoy a wider offer of lunch dishes.

The modern building of the new Porvoo Campus is built with high quality materials and also decorated with modern furniture such as Fatboys or big sofa areas. There are plenty of meeting rooms where conferences can be held using the latest and updated technology. In Figure 1, the last but not least third level describes the augmented or intangible products are shown. In the new Porvoo Campus students have decided which decoration to use and what kind of campus they would like to have by using their creativity. The latest technology is used in the campus, there is free WLAN for all students in the whole building and all classes are equipped with the latest technology in order to offer the best study environment. Student services have been improved, more

people are working to help the students with their questions, doubts etc. (Porvoo Campus 2010.)

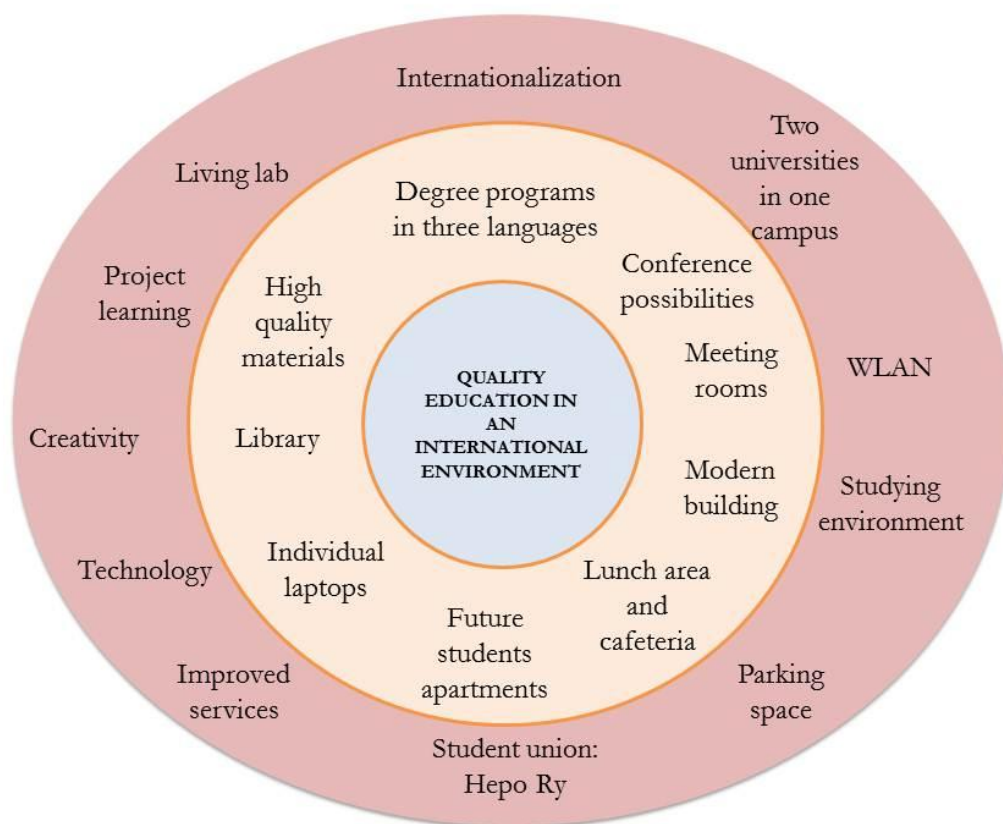


Figure 1. Porvoo Campus and the three levels of product adapted from Kotler. (Kotler & Bowen & Makens 2010, 231)

As we can see in figure 1, in Porvoo Campus, two universities are present: Laurea and HAAGA-HELIA, this means that the whole building is dedicated to the studies. Students from different background and studying different degrees are gathered in the same place with the only objective of succeeding in their studies. Also, having a bigger building allowed HAAGA-HELIA to double the income of accepted students in TOBBA and POBBA programs every year offering then more free spots to study at the Porvoo Campus. The business and tourism programs are held in three different languages: Swedish, Finnish and English. From August 2010, the amount of accepted students in the TOBBA and POBBA program is up to 40 students. (HAAGA-HELIA 2010.)

People from all over the world apply to take HAAGA-HELIA's entrance examination as shown in figure 1. The student can really feel an international environment because people from all different countries, including the exchange students, are sharing courses and experiences. Back in the days, the unit of HAAGA-HELIA in Porvoo had two different student unions: Helium and Pomy. After both buildings moving to the Porvoo Campus the student union is now Hepo Ry, created to organize events, help students and handle all HELGA activities in Porvoo. (HAAGA-HELIA 2010.)

The living lab and project learning is a big concept that HAAGA-HELIA has introduced in the new Porvoo Campus. As described in figure 1, it mainly consists of "learning while working". Students get to study face to face with companies and having real life projects with the help of the teachers. Through this way and working as a group, the students face real issues that could happen in a normal working day. Project learning and living lab prepares the students for real life and real work not only by teaching them theory but also by having practical training. (Porvoo Campus 2010.)

3 Fair as part of IMC

The promotion of a product involves persuading, reminding and informing about a particular product to the consumer. The tools involved in product promotion comprise the marketing mix of an organization. It includes advertising, sponsorship, public relations and sales promotion. “Integrated Marketing Communications (IMC) is the judicious and efficient use of the promotional tools so that a universal, clear and effective promotional message is communicated amongst the target audience.” (CBS Business Interactive Network 2010.)

3.1 What is IMC?

There are many definitions to Integrated Marketing Communications. Although, every publication and author has its own point of view about IMC, all the definitions are marketing related:

“New way of looking at the whole, where once we saw only parts such as advertising, public relations, sales promotion, purchasing, employee communication, and so forth, to look at it the way the consumer sees it – as a flow of information from indistinguishable sources” (Geuens & van der Bergh & de Pelsmacker 2007, 8).

Therefore, The American Association of Advertising Agencies uses the following definition of IMC:

“Concept of marketing communication that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, e.g. general advertising, direct response, sales promotion and public relations – and combines these disciplines to provide clarity, consistency and maximum communication impact.” (Geuens & van der Bergh & de Pelsmacker 2007, 8.)

The website Marketing Element , defines IMC as:

“The art of ensuring all forms of communication are linked together, by integrating all the promotional tools you have available, you will achieve a unified message that has more impact than a number of disjointed messages” (Marketing Element 2006).

The principle of IMC is really clear, every time a consumer establishes contact with an organization; he should receive the same and clear message about the brand. IMC was adopted in the first to avoid full service agencies that offered a complete range of services from media buying, campaign planning, creative design, PR, sales promotion to exhibition and brochure design. Nowadays, companies prefer getting services from agencies specialized in of the services mentioned above. This is very beneficial for companies since they save money and avoid messages sent to the wrong customer. The messages that used to be sent by full service agencies could reach the wrong customer making the company lose money and time. (Middleton & Fyall & Morgan 2009, 294-295.)

IMC can be integrated in three levels. First of all, it needs the integration of promotional tools and communication channels with the marketing objectives and messages. After that, to succeed in the integration it requires coordinated work between the marketing department in the company and the agencies in charge of supplying the marketing services. Finally, it needs the integration of the customer with the company by using the relationship between him and the company (Middleton & Fyall & Morgan 2009, 295).

3.2 Key features of IMC

Shimp (2000, 199) listed several key features relating integrated marketing communication. IMC starts when the company gets to know the customer well enough to approach him. There are two kinds of approaches. The “outside-in” approach is when the company learns the preferences of the customer to know the best way to reach them with brand messages. The “outside-out” approach is completely the opposite; this is when the company decides the way of communication. IMC uses all ways of communicating and contacting the customers to deliver a message. Instead of using

one single medium; IMC uses the best and the most effective ways of reaching customers. When using IMC, all brand sources and contacts are potential delivery channels. Building a relationship between the brand and the customer increases loyalty and pushes the customer to purchase more. IMC can be the key for building this relationship. (Jones & Beamish 2006, 199.)

Delivering the same unified messages across all media channels will avoid failure. Coordination is really important to achieve strong branding and engaging people to action. The goal of IMC is to influence the target audience in a way that the customer takes some kind of behavioral response. The means of IMC is not only to increase brand awareness but also the effectiveness is measured on how the audience will react. (Jones & Beamish 2006, 199.)

3.3 Objectives of IMC

The objectives of marketing communications can be divided into three categories as shown in figure 2: reach goals, process goals and effectiveness goals. Reaching goals in communication is reaching the target groups in an effective and efficient way. To do that, there is a need of a “good segmentation and audience definition”, meaning that the company has to know the customer and how they act. Processing goals is what to do before reaching the customer. The communication should “capture the attention of the target group, then appeal and then be processed (and remembered)”. The effectiveness goals are the most important ones because reaching goals only guarantees sufficient image and processing goals “only ensure enough processing of the message to make the effectiveness goals possible”. (Geuens & van der Bergh & de Pelsmacker 2007, 164.)

Surely, the main objective of IMC is to get long term sales and growing their market share. However, other instruments take place that influence sales such as “product quality, design, benefits, packaging, distribution and pricing strategies, as well as the market evolution, technology and innovations, and of course competitive action”. (Geuens & van der Bergh & de Pelsmacker 2007, 164.)



Figure 2. Categories of communication objectives (Geuens & van der Bergh & de Pelsmacker 2007, 164)

3.4 The messages of IMC

How and what is the company going to say to the customers? A successful message catches the attention of the audience, the audience understands it and believes it. Not everybody will want a product for the same purpose, so the message has to convince everyone and please everyone. There are some steps that have to be followed in order to send the correct message. The order in a message has to really be taken into consideration. Research shows that everything said in the beginning and at the end of a message are better remembered than the things said in the middle. When talking to a negative or uninterested audience, the message should be really strong at the beginning so they don't lose attention to what they are processing. With a positive audience, the message should have really strong arguments at the end so the audience gets a more positive opinion and retains the message better. (Belch & Belch, 2004, 9.)

When designing the order of the message it is important to let the customer draw their own conclusions. Messages with a conclusion are usually more effective and more understood, however, a specific target group could be bothered with a stated conclusion. A product can be presented in two different ways. Less educated audience will appreciate more one sided-message. They will agree right away with the positive information.

However, higher education audience will appreciate more a two sided message with the positive and negative sides of the product. A refutational message is a two-sided message that refutes the opposing viewpoint. In the message, the negative and positive sides of the product are presented, at the end of the message there is an explanation of why the positive side is greater than the negative side. The refutational messages are successful when defending the product from critics or facing a big audience. (Belch & Belch, 2004, 9.)

In the other side, Tom Duncan (2005, 34), from the University of Colorado identifies four types of messages that an organization needs to be aware of so it “can control, or if not control then perhaps influence” (Moriarty 2005). The four different messages are planned, inferred, maintenance and unplanned.

The planned message is the one that is received through advertising, public relations, sales promotions etc. It is the main tool used by corporations in their communication program. The inferred message is the “one sent through the impression the company or brand makes on the people.” (Moriarty 2005.) Every brand has a different impression on people’s minds. The maintenance message is “communicated primarily through service- how a company and its employees initiate and respond to customer contact.” (Moriarty 2005.) The unplanned message is the mouth-to-mouth communication. It includes gossip, reporter investigations, disasters etc. The unplanned message is usually after the action and it cannot be “coordinated with the organization communication plan”. (Moriarty 2005.)

3.5 The tools of IMC

An effective IMC campaign requires different methods in order to success. IMC uses several tools to send a message to consumers. Advertising is told to be the best in “creating awareness, informing, persuading and reminding.” (Middleton & Fyall & Morgan 2009, 304.) Advertising is ideal for any company since depending on the company’s budget the advertisement can be bigger, smaller, longer, shorter etc. Nowadays though, there are so many advertisements in many channels that lower budget advertisements are usually avoided by consumers. Advertising can be present in different

channels such as radio, TV, newspapers, magazines etc. Public relations is set to be another tool in IMC. PR's main goal is to "obtain favorable publicity for an organization and its products in the media through news reports, features and reviews" (Middleton & Fyall & Morgan 2009, 306.) PR is usually complimentary to advertising. A successful PR requires a good plan and a well calculated budget including the goals to be achieved, the targets to aim, the activities to be carried out and the "evaluation to assess performance against the objectives set". (Middleton & Fyall & Morgan 2009, 306.)

Sponsorship comprises one of the tools of IMC and it is a corporate relationship between a "provider of funds, resources or services and an individual, event or organization, which offers in return right and association that may be used for commercial advantage." (Middleton & Fyall & Morgan 2009, 312.) Sponsorship is related to advertising since it involves paying for a display space to try to reach the audience. Sponsorship has grown in the past years because it is seen in a context where competitors are excluded, it reaches the customer easily than through other channels, it creates a link between the sponsor and the place where the advertisement is located and it appeals across linguistic and cultural barriers. Sales promotions are also seen as an IMC tool since they are designed to stimulate the purchasing attitude of consumers through temporary incentives. Sales promotions are presented in two different types: by reducing the original price or by including something extra with the original product or service. (Middleton & Fyall & Morgan 2009, 313.)

Usually in trade shows the most used channels to market a product or service are sales promotion and PR. Companies tend to have something extra for visitors to the exhibitions. The competition is so strong in exhibitions that companies invest a lot in these tools in order to attract new customers and avoid seeing a customer getting influenced by other companies. The best companies of the field are generally present in trade shows so the customer can easily get influenced by competitors. (Moriarty 2005.)

3.6 Exhibitions and IMC

In exhibitions, there are two IMC main objectives: to increase sales and promote the company's brand. Even though the sales objectives are usually the reference, the company doesn't have to forget about the other objectives that have been set before the fair. Exhibitions are the ideal place to get new contacts, keep in touch with the old ones and promote the company. Keeping the old customers happy is a good way of avoiding negative feedback from them and also the possibility of getting long term contracts with them. (Geuens & van der Bergh & de Pelsmacker 2007, 505.)

When companies are about to launch a new product, trade shows are the perfect place to show it to the world since the exhibitor can get the positive and negative opinions about it directly from the customer. According to Keinonen and Koponen (2001, 13) personal selling process has a great value since the buyer and the seller are in direct contact. The advantage in trade shows is that exhibitor and visitor have a face to face contact. The objectives of companies through IMC can be measured quantitatively and qualitatively.

“The definition of the trade fair objectives forms the basis for subsequent measurement of success” (Fira de Barcelona, 2009). Objectives can be divided in quantitative and qualitative objectives. These objectives have to be set prior to the fair.

3.6.1 Quantitative trade fair objectives

Figure 3 shows some objectives that can influence a company to participate in a trade fair. Many companies only participate in fairs because it's a tradition. A company might have been attending the same fair for years and might have been using the same communication strategy every year. Trade fairs can be a good way to learn from competitors; the company can discover new competitor's products, prices, strategies... Companies can build relationships in trade fairs with customers by making them feel important: offering some food, drinks and giving them a personal treatment. Selling products is important for companies that depend directly of the number of sales made

in trade fairs. In trade fairs, companies can generate leads with new contacts that can end up in generating a sale and having a new contact.

Exhibitions are the ideal place to launch and test new products and to see “live” the impact of the product in the visitors: if they like it, reject it, ask for more information, give an opinion on how to improve it etc. Figure 3 shows that trade fairs can be a good place for new and old companies to increase brand and company awareness by offering some products to visitors, giving prizes etc. Products can be demonstrated in fairs and the visitors, as stated before can test it. This is a good way for the visitor to check the real value of the product and feel it: the visitor can touch, smell, taste, see and hear the product; visitor’s 5 senses play a big role in exhibitions. Company’s corporate image plays a big role in exhibitions; companies attend exhibitions not only for a question of marketing but also for a question of image and branding. If a big exhibition is celebrated and all the competitors are present but the company is not, the competitor can easily attract the customer. Companies can also go international by attending foreign exhibitions and also that will lead to keep increase their corporate image. Finally, trade fairs and exhibitions can be a good way to motivate company’s employees by organizing them VIP arrangements and inviting them to parties and luxury hotels (Geuens & van der Bergh & de Pelsmacker 2007, 505).



Figure 3. Marketing communications objectives and trade fair participation (Geuens & van der Bergh & de Pelsmacker 2007, 505)

3.6.2 Qualitative trade fair objectives

There are two main qualitative trade fair objectives: contacts and market information. Getting new contacts it is a big factor of trade fairs. Also, strengthening the relation with existing contact and acquiring new partners, distributors and suppliers might be one of the objectives for the company. A trade fair is also a good place to reacquire customers that were left behind or lost interest for some reason. (Geuens & van der Bergh & de Pelsmacker 2007, 506.)

The information about the sector plays a big role for the company. Market information is knowing about what are the other companies offering? Trade fairs are the perfect place for the company to observe the competitors, the innovations, the market trends etc. (Geuens & van der Bergh & de Pelsmacker 2007, 506.)

3.7 How can exhibiting bring value to the company?

The exhibitor is usually a manufacturer or a distributor of products or services. If the amount of exhibitors interested in an exhibition is low, the exhibitors will decide not to participate. Every exhibitor has different reasons for exhibiting, but usually, the exhibition is seen as an opportunity to increase the marketing value by making sales or generate leads. (Blythe 2008, 203.)

Nowadays, entrepreneurs are aware that one way to achieve strategic goals like brand awareness are trade fairs because they are useful when generating impact and setting a trend. Fair trades involve a process of communication in order to send a message to a specific target. They are live events and each event is different. Every event is designed to be special so the customer is attracted and motivated to participate. Face to face communication allows creating different actions to impress and captivate the public. It also allows through persuasion to change people's opinion so the objectives can be achieved. (Blythe 2008, 216-217.)

Steve Miller declares that the main goals of using trade fairs as a communication tool are the motivation, the sense of unity, the formation, knowledge, the memory and the creativity (Miller, 1992). Devora Dorenzstein (2008) CEO of Red Empresaria S.A., wrote an article about the importance of participating in trade fairs. She declares that it is not enough to participate in a trade fair:

“it is presupposed that by attending to a fair a company will generate business, make appointments and create brand awareness but the reality is that many companies do not take care of face to face contact. Companies are less attracted to a concrete and inter-personal contact which is, in the end, how contracts are signed.” (Dorenzstein, 2008.)

She adds that this statement is only true when organizations participate in fair trades without having any kind of previous planning or objectives. “Nevertheless, -she adds-, the same way we do not have to overestimate the value of technology as a tool, we do not have to think that participating in a fair will automatically attract businesses and will take the company to the summit” (Dorenzstein, 2008).

Mrs. Dorenzstein declares that first of all the companies need to know that every decision has to be made according to the objectives that every company has in a specific market. She adds that if a company really wants to be well positioned in a specific market, they will reach that objective if the exhibition where the company participates has been well selected.

4 Organizing a fair

A fair is a place where buyers and sellers gather in one big location. Organizing a fair not only requires effort during the actual event but also before and after the fair takes place. For companies and businesses, the world of trade shows is very important nowadays. (Miller 1999, 7)

4.1 Types of fairs and exhibitions

“A fair is a media, like any newspaper or TV channel, but more powerful and complicated. It is active, personal and attractive in all levels. In the stand, the product becomes alive; it can be tasted, smelled, tested and touched.” (Suomen Messut 2009,1.)

“Exhibiting is face-to-face marketing in places like trade shows, consumer shows, special events, hospitality events, educational events etc.” (Siskind 2005, 1).

Exhibits hold a special place in marketing mix. At the right event, you can reach more people in a shorter time than with all the other tools combined. (Siskind 2005, 9.)

Table 1. Types of exhibitions (Geuens & van der Bergh & de Pelsmacker 2007, 501)

Public fairs	Trade fairs
General interest	Horizontal
Special interest	Vertical
	Conference-bound
	Trade mart

Public fairs are the fairs that are open to the public. As shown in table 1, public fairs can be divided into two categories: general interest and special interest. General interest fair main target is a broad audience and introduces a wide and diverse range of products and services. Their goal is to attract as many visitors as possible, more concretely buying visitors. Special interest fair main target is a certain segment of the general public. Usually they do not push visitors to buy, but they inform visitors about a product or service. An example would be the “Education Abroad” fair; where the main target

are the students and where schools have their own stand in order to introduce their schools and programs.

Trade fairs are fairs targeting mostly to people working in a certain field, activity or industry. As shown in table 1, there are four kinds of trade fairs:

- In table 2, horizontal trade fairs are fairs where exhibitors from one specific field offer their products or services to professional target groups from different fields. An example could be a fair where IT companies offer their products to different industries (hotels, schools, airlines...)
- In table 2, vertical trade fairs are fairs where exhibitors from different fields offer their products or services to professional target groups from a specific field. An example could be a fair where car rentals, hotels, airlines, bus companies, train companies etc. may participate in trade fairs aiming at tourism.

Table 2. Types of exhibition based on the type of visitors and exhibitors (Geuens & van der Bergh & de Pelsmacker 2007, 503)

	Visitors	Vertical	Horizontal
Exhibitors	Vertical	Focused Shows Reserved for companies and clients from a specific field	Multi-industry visitors Companies from a specific field exhibit to a diverse public
	Horizontal	Multi-industry exhibitors Different companies exhibit to a specific public	Diversified trade shows Different companies exhibit to a diverse public

- Conference bound-exhibitions are exhibitions linked to a conference. They might not reach a high amount of people but they are usually financially attractive to exhibitors and conference organizers

- Trade marts are rented permanent stands where exhibitors' main objective is to sell. In trade marts, the exhibitor has samples permanently on display. (Geuens & van der Bergh & de Pelsmacker 2007, 503.)

4.2 Before and after the fair

4.2.1 Participating and choosing the right fair

When a company thinks about participating in a fair, the timeframe has to be really thought consciously. The company has to consider that they need enough physical, economical and mental resources. Participating in a fair should be avoided if the company starts to bargain about time and money. The participation in a fair is not limited to the fair itself. There has to be a marketing campaign beforehand so people know that the company is attending and a feedback after the fair. Motivation is also one of the factors that have to be considered when thinking about participating in a fair. The company has to think also if the product fits into the chosen event. After taking all these considerations, the company should consider whether or not participate in a fair. (Keinonen & Koponen 2003, 13.)

A fair shouldn't be chosen just because everyone else in the industry will be there. Before attending a show it is important to establish criteria to evaluate the potential success for the company. Even if the company attended a fair during five years, it may be that the fair doesn't have the same market anymore. "Times and trends change, a critical review of any trade show is essential before any money is committed" (Steve Miller 1999, 13). As stated in subchapter 1, there are different types of fairs: vertical and horizontal fairs. Before selecting or setting any criteria the company has to evaluate which fair suits better.

There are thousands of fairs all over the world yearly, some are good; some are bad. When the company is thinking about attending a fair it is important to ask the organizers information about their previous fairs. Information gathered from previous fairs will help the company choose and plan whether to participate or not (Messuille 2009, 5).

Steve Miller (1999, 9-10) states that there are some questions that has to be answered before choosing the right fair:

- What are the objectives of the company in a fair?
- Is the company introducing a new product?
- Is the company shining up the corporate image? What image?
- Is the company willing to meet new candidates?
- Is the company interested in making direct sales?
- Does the company want to build a mailing list?
- Is the company looking for new products in the market?
- Is the company willing to sign new suppliers/distributors?
- Is the success of achieving these goals measured?
- Who is the company target market?
- Are the distributors/suppliers going to be participating in our booth?

The answers to these questions will help you to choose the best fair/show to attend and will also determine a criteria for analyzing different shows. After setting a criteria, a list of exhibitions and fairs has to be compared. Public libraries, trade magazines, the local convention center usually have a list of upcoming events. After having set the objectives, the company should do a deep analysis of the fair, even if the fair has been attended for years: “times and trends change, and so do markets” (Miller 1999, 11). A same fair might not be that successful after one year.

4.2.2 Fair organizers

The best way to start the analysis of the fair is to study all the material sent by the fair organization. It usually contains a lot of information concerning the fair itself: whose exhibiting, where the company’s booth is located, how big are the competitors stands, what is the schedule for any show or conference... (Miller 1999, 11.)

The brochures sent by the fair management usually also contain a list of products and services offered i.e.: tables, chairs, walls, internet access... The company should study it carefully and decide whether they want to acquire any product or service that best suit their needs. (Miller 1999, 12.)

A positive thing to do also is to ask the management to send you last year's statistics. Comparing the number of exhibitors of last year and these year's exhibitors could help you to have an idea of what are the expectations for the upcoming event. If the company attending the fair has any doubt or any question concerning the event they should contact directly the fair management to have a clear answer. Questions can concern the opening hours, the booth limitations, designs etc. It is better to have all your questions answered so the company doesn't get any negative surprises when attending the fair (Miller 1999, 11.)

Contacting other participants is also a good idea. Their thoughts about the fair, their past experiences... Usually people are happy to share insight into what they thought about the trade show. (Miller 1999,12.) The timing of the fair is also important. If the fair takes place during a holiday time or at the same time that an ice-hockey final, the company can expect to have a low number of attendants. Also, if the company is selling products that can only be used during a period of time (i.e. during the summer or winter), it wouldn't be a good idea to start promoting the product or service after this period it's over. For example, promoting sun lotions in Europe in September wouldn't be a really smart idea (Miller 1999, 14).

After analyzing all these facts, the company has to ask themselves "is it worth attending to the fair?" The options are not only negative or positive; the company could attend a fair by having a smaller booth or giving the project a smaller budget.

4.2.3 Analysis and planning prior to the fair

Choosing the right fair requires a lot of time and effort, but that is only the beginning of a big process. After selecting the right venue for the company, the planning of the fair begins.

Many companies, after selecting the right event, do not have any particular plan while attending the fair. They just chose a booth, design it somehow and attend the event. They are literally wasting their budget: "smart companies use trade shows as an integral

and effective part of their marketing mix. They know that the planning process will make or break the success of that particular show” (Miller 1999, 13-14).

First, the company has to set the objectives for the fair. Every company has a clear objective when attending a fair: increase sales (in a short or long term) and improve the company’s image through different marketing ways (Keinonen & Koponen, 2003). Is the company expecting to sell a new product, meet people from the same field, introduce a new corporate image...? “A successful trade show marketer ties in corporate objectives with the attendees’ to attain specific, measurable goals and objectives” (Steve Miller 1999, 17). The objectives must be realistic and measurable so at the end of the fair the company can define whether these objectives were attained or not (Suomen Messut 2009, 18).

After setting the objectives, the company has to state who are they selling to and exhibiting? The company has to define their target market. Statistics say that approximately 16 percent of all attendees at an average show will be qualified prospects (Benion-Robertson 2009), so not every attendant is a potential customer. Identifying a potential customer could save the company effort, money and time. After setting the objectives and defining the target market the real planning begins.

Table 3. Planning of the fair (Syrjänen & Uschanoff 2005, 35)

	5 months before	4 months before	3 months before	2 months before	1 month before
Booking the stand					
Budget of the stand					
Flight and hotel bookings					
Brochures					
Information to the press					
Decoration material					
Water, telephone, electricity					
Invitations					
Personnel formation					
Material to display					
Insurance					
Delivery and transportation					

In table 3, the process of planning the fair is described through the timing. This table is just a support for companies to ensure meeting the deadlines in the planning of an exhibition fair. First of all, the stand has to be booked and the applications sent so the work for the fair can be done without having any doubt that the company will attend the event. This process is recommended to be done five months before the fair starts.

Four months before the fair starts, the budget of the stand has to be calculated. Like any other budgets, it is probably not going to be 100% precise and the company has to be aware of that. Travel arrangements and brochures are recommended to be booked and designed three months before the exhibition takes place. The decoration material, the services in the stand are recommended to be reserved two months before the fair starts. The process of sending the invitations and informing to the press are recommended to be also two months before. The personnel formation, insurance and the material to be sent have to be taken care one month before the fair starts. (Syrjänen & Uschanoff 2005, 35.)

4.2.4 Budgeting

The budget is the money that the company will decide to invest in the fair. The capital that the company will invest will depend on what are the goals and what is the company really expecting from the fair.

Steve Miller (1999, 18-19) defines different categories that should be taken into consideration while budgeting. The rental of the space of the stand in the fair is the main issue in the budget for the exhibitors. The amount of space needed will depend on the company's goal for the fair and how many people will be working in the booth. Research has shown that every person working in a booth needs 4,6 m² of unoccupied space to work. Also, all the material, furniture and decoration should be taken into consideration. Calculating the budget for the booth include many factors: design, construction, products for display etc. Many companies don't get stressed with this category and they just select a standard booth and a design that the fair management offers. Shipping the material is also very important and has to be considered in the budget. Without any material, the company won't be able to support their explanations to the visitors. There are many different shipping companies, different shipping times and different shipping ways. Selecting the cheapest way of shipping your material could be bad for the timing and for the material's condition.

The fair management offers a wide list of products and services available to exhibitors. Usually, every convention center charges a fee for every service or product (electricity,

tables, chairs, internet access etc.). According to the company's needs and goals, one can select what best suit them. Workers are the most important asset of the fair. They will be doing the work and representing the company, so the success of the company in the show relies on them. They must know what they are offering and how to behave. In every shift there should always be a leader in order to supervise the personnel's work. How many persons should the company hire? This category also depends on the company's needs and on the size of the booth. As told before, advertising accounts for 30% of all the total factors influencing visitors' decisions to visit specific booths. Depending, once more, on the company's objectives, one should think on how much the company is willing to invest. Finally, the flight, hotels, entertainment, transportation, laundry etc. should be part of the budget. This can be made by the company itself or then by a travel agency or travel manager.

Ruth P. Stevens (2005, 70) agrees with Steve Miller in the main categories that have to be part of the exhibitor's budget but he also adds a few categories: research and hospitality. Research is all the information about the fair: pre-show, at show and post-show. It includes all the information about the profile of visitor the company had to the statistics of visitors by time. The hospitality is all the material offered to visitor as a bonus. It could be a tester, a snack, a coupon etc. It is all the extra material that will influence the visitor's opinion towards the company.

4.2.5 During the fair

Fairs are an interactive and a live marketing channel that is why it is important that every person working in the stand knows his tasks, the company's objectives, how to act in the fair and the rules of the "fair play". It is good to have a meeting the same day that the exhibition starts so everyone knows clearly his role in the fair. If the fair takes several days, a meeting every day before the event starts is important to avoid any mistakes made the day before. (Suomen Messut 2009, 18.)

Everything that the company has planned now takes place. There are two important factors that the company should watch: the personnel and the booth. The personnel should look enthusiastic, vivid and not bored. Showing too much energy will scare the

visitors, showing too much boredom will make the visitors think that you don't have any interest in working. The personnel should be interested and motivated. They have to be great listeners; it is not only about presenting a product or service but also listening to the visitor's concerns.

Table 4. What visitors appreciate and do not appreciate (Jansson 2007, 66)

What visitors do not appreciate in workers:	What visitors appreciate in workers:
They look tired	They like what they are doing
They complain	They are friendly
They are stubborn	They are worth knowing and talking to them
They are constantly busy	They are good listeners
They don't listen	They are helpful
They don't know what they are talking about	They are ready
They don't answer the question	They answer questions

The stand worker will give a picture about the company to the visitor. Research shows that the visitors do not appreciate if the worker looks tired, complain, is busy all the time, is a bad listener, he is not aware of what he is talking about and he doesn't answer the question. On the other side, visitors appreciate friendly workers, good listeners, helpful, ready, motivated with their work and that properly answer the question. (Jansson 2007, 66.)

The booth is also another factor that has to be taken into consideration. It should look clean and nice, all the time. There should always be enough material, brochures, pens etc. The personnel should never disassemble the booth before the fair is over, even if the venue is empty. It is a question of image and many convention centers also fine companies that disassemble their booth before the closing time. (Jansson 2007, 66.)

4.2.6 After the fair

Now, the fair is over but the work is not finished. After disassembling the booth, a question comes: did the company succeed in the fair? It is time for the feedback. The goals that the company set at the beginning of the fair should be reviewed and see if they were achieved. (Jansson 2007, 78.)

Usually, after the fair, the booth gets a lot of contacts. It is time now to see whether they are interesting or not. The company should select carefully which contacts they want to preserve and e-mail them as soon as possible. If the company writes an e-mail it should be as personal as it could be and it should thank the customer for visiting the booth. The company should create two mailing lists: one with “personal” addresses and potential contacts and another one with all the visitors that visited the fair. The company should never underestimate a contact: an uninteresting contact could become in a future a potential customer. (Jansson 2007, 78.)

There are many ways to see if the company succeeded in the fair. If the company attended the fair in the previous edition, ROI (Return On Investment) can be calculated. By giving a figure to every objective and evaluating previous and last year’s results the company can see whether they succeed or not. Another way is to measure traffic in the booth although they might be just curious people visiting your stand with no interest at all on acquiring your product or service. During the fair, the company could have had a questionnaire or feedback to see if the customer liked the stand and whether something could be improvable. In order to get the customer to participate in filling the feedbacks a prize could be awarded to all the participants. The company might have a website, did the website got more hits after the fair? If the answer is positive, it is a good sign. (Jansson 2007, 9.)

5 Methods and planning the project

As mentioned earlier the amount of student doubled in the Porvoo Campus in August 2010. In order to fulfill the free spots for new students some marketing from HAAGA-HELIA had to be made in different countries to let people know about the new Porvoo Campus.

5.1 Background

In 2007, after starting my second year in HAAGA-HELIA, I got involved in organizing a trip for our class to New York City, United States of America. It was a challenging project: it was an unknown city for me. We had to establish contact with many companies, hotels and businesses in order to complete company visits. Also, we had to plan the free time that the students had in order to have group activities all together. The overall trip went really well and the company visits that we contacted in the first time are still used in this trip that it's organized every year.

During the year 2008 a lot of projects were executed. In January, I was in the team that organized HAAGA-HELIA's stand in the Helsinki's travel fair: MATKA 2008. It is the biggest fair in Finland and the project was really exciting because HAAGA-HELIA had a very big stand and teachers, students and directors were involved. We were a group of five persons organizing it and it was a total success. In February, SKOLA 2008 took part. This educational fair was located in Riga, Latvia. I was appointed project manager and had 11 students under my responsibility. The trip and the overall fair was a great success, we accomplish to get applications from Latvia and the students and the teachers were happy about the overall project. In the new Porvoo Campus there are nowadays students from Latvia studying full-time in HAAGA-HELIA. In March, the biggest travel fair in Europe took part in Berlin, Germany; the ITB. I was not in the organizing team for HAAGA-HELIA's stand in the fair due to my low level of German language, but I took part in the organizing team that arranged a trip for 40 students of HAAGA-HELIA that were visiting the ITB and Berlin. The organizing team just received positive feedback from the students and still nowadays some company visits and free time activities are still used in this trip that it's also celebrated every

year. During the years 2007, 2008 and 2009 I was appointed by the student union Helium, to be the sports coordinator. My main tasks were to organize sporting events and gather students to participate in sports.

After being involved with HAAGA-HELIA in so many fairs and events, Kaija Lindroth decided that I was the correct person to handle this project. I already knew all about the application procedures, dates, contents of the program and also my own experience about living in Finland.

5.2 Planning the fairs

The main target markets for HAAGA-HELIA are foreigners in Finland, nearby countries, Central European countries and other European countries (Lindroth, 24.4.2011). The selected fairs for this project will be located in Bulgaria, Ukraine and Germany. When the project started I was really excited about it. In September 2010, I got the overall vision of the whole project. I also got to know that I would attend and do the project alone. My duties were clear, I was appointed project manager, I would be in charge of organizing the stand, the travel arrangements and to market HAAGA-HELIA. The monetary decisions such as booking hotels and transportation had to go through the approval of HAAGA-HELIA's billing department.

As you can see in the figure 4, I was in charge of communicating with all the parts. I would receive orders and advices from HAAGA-HELIA and mainly from Kaija Lindroth. Marika Alhonen was in charge of providing me the material needed for the events. In all three different events I had a professor that would participate in the trade fair with me. In Bulgaria, the professor was Alexandre Kostov; in Germany the professor appointed was Michael Reinert and finally in Ukraine Ivan Berazhny participated with me in the educational fair. As shown in figure 4, the companies in charge of organizing the educational fairs were Integral in Bulgaria; Einstieg in Germany and the Ministry of Science and Education in Ukraine.

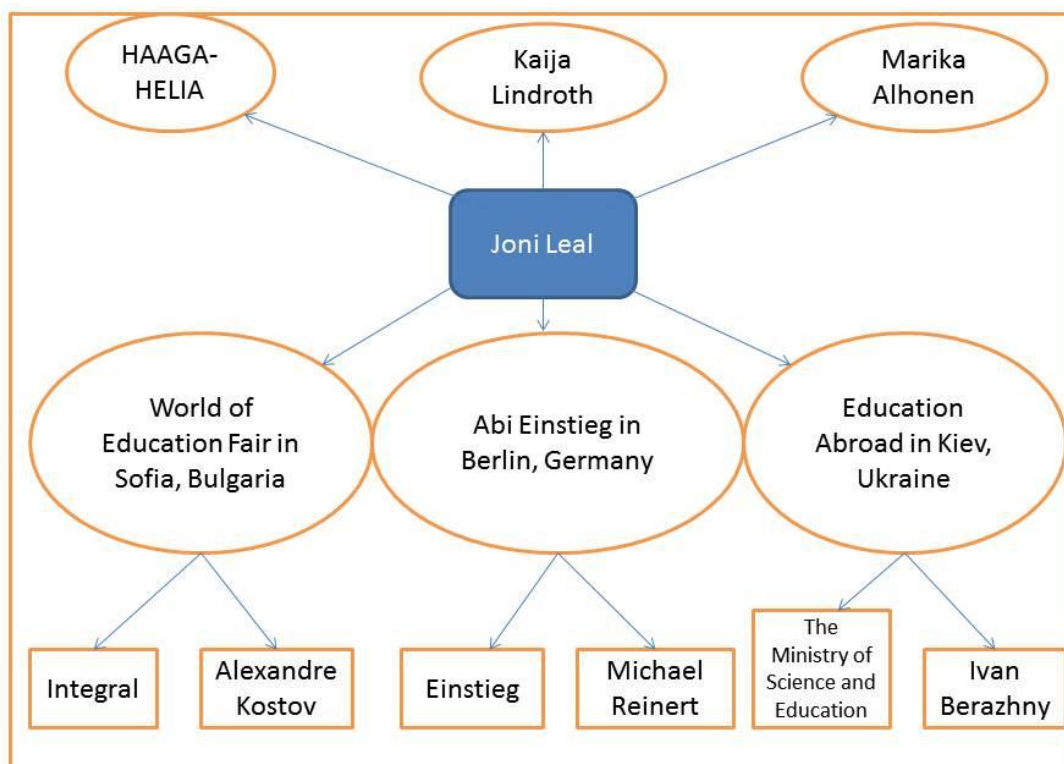


Figure 4. Organization chart of the project

This project is different from all others since there wasn't five months to prepare the fair, there was not specific budget for each fair and there was no information to the press related to the visit of HAAGA-HELIA to Ukraine, Bulgaria and Germany. As shown in table 5, the timing was approximately the same for every fair considering that when one fair was over then the next one was handled. Registrations, travel arrangements and accommodation were handled at the beginning of the project as described in table 5. Water, telephone and electricity were included in the booking of the stand. As for invitations, the organization in charge of the event was in charge of sending them. The personnel formation was not necessary since myself and a HAAGA-HELIA teacher were exhibiting. Concerning the insurance, every HAAGA-HELIA teacher and student have it included when travelling on behalf of the university. There was not any delivery of material or transportation to the venue because all the material was carried by ourselves to the stand.

Table 5. Planning and timing of the project (Syrjänen & Uschanoff 2005, 35)

	3 months before	2 months before	1 month before
Booking the stand			
Budget of the stand	Billing department issue		
Flight and hotel bookings			
Brochures			
Information to the press		Not needed	
Decoration material			
Water, telephone, electricity		Included in the stand booking	
Invitations		Not needed	
Personnel formation			
Material to display			
Insurance			Handled by HAAGA-HELIA
Delivery and transportation			Not needed

After being selected for the project I wrote a strategy that would be followed in every fair and that would catch the attention directly. As told in chapter 3, the message spread to the visitors is really important. In our case, the message had some points that enhanced the quality of HAAGA-HELIA and its brand new Porvoo Campus. The main points of the strategy were the positive points of HAAGA-HELIA and the facts that would make or not a student to come and study in Finland:

- No tuition fees
- Project learning

- Brand new Porvoo Campus
- Exchange possibilities
- International environment
- Possibility to get a job

The 6 facts listed were used in every fair and were really efficient while catching the attention of the visitor. In Bulgaria for example, HAAGA-HELIA was the only university that didn't charge any tuition fees.

5.2.1 Registrations

Before booking or planning any decision concerning the fairs, the registrations had to be sent. Each fair has a different kind of registration and I had to go through them with Kaija Lindroth in order to not to make a mistake concerning the budget.

The registration for the “World Education Fair” in Sofia, Bulgaria, was the first one to be filled. The fair was organized by a company called Integral. Integral is a Bulgarian company that has been in the Bulgarian market for 18 years. They help Bulgarian students to go and study abroad and organize many language camps in several countries. They have many partner schools and universities around the world and they are very popular in Bulgaria. They organize several fairs every year in different cities and the one in Sofia is the biggest education fair in Bulgaria. The fair took place the 9th and 10th of October 2010. The registration for this fair was really easy to fill, giving the option for exhibitors to be hosted in the hotel “Hilton Sofia” where the venue was taking place. Integral gave also the possibility to get a Bulgarian interpreter to help us during the fair. The fair was different from any other as all universities had a table instead of a stand, so there were not any decoration or space issues. The only things that the exhibitor had to send were some pictures including the new campus and HAAGA-HELIA logo so they would build up a roll-up for the fair. I filled the registration with the help of Alexandre Kostov and Kaija Lindroth. The price of the stand in the World Educational fair in Sofia had a cost of 1590€. This price included a table, two chairs, an interpreter in the fair, lunch during the exhibition and free time activities organized by Integral.

After the registration was sent to Bulgaria, the next registration to fill was the one to the “Einstieg Abi” fair in Berlin, Germany. The fair was organized by the German company Einstieg. Einstieg is a company founded in 1997 that help students with their careers and their studies. They organize several fairs around the year in many cities in Germany like Dortmund, Karlsruhe, Frankfurt etc. The “Abi Einstieg” fair took place the 29th and 30th of October 2010, the venue chosen was Messegelände. The registration was a little bit more difficult for this fair because we had to choose the size of the stand and the products and services to be rented such as chairs, tables and internet. Finally, we took the option to be placed in the International Pavillion where all exhibitors had a 4 square meter stand with one chair and one table. No other services were rented thus internet connection would have been helpful. The registration was made with the help of Michael Reinert and Kaija Lindroth. The total price for the stand in Germany was 1725€. This price included a 4 m² stand with back and side white walls, the institution name on the headboard, adjustable lamps, one bar stool, one information counter and one board.

Finally, the registration for the “Education Abroad Fair” in Kiev, Ukraine, was the last one. The fair was held by the Ministry of Science and Education in Ukraine and it’s the biggest educational fair in Ukraine. The fair takes place twice a year and it was held in the Ukrainian House the 18th, 19th and 20th of November 2011. The registration was filled with Ivan Berazhny. As like in Berlin, they had an international pavilion for universities from abroad. We decided with Kaija Lindroth that we would use the 4 m² stand with two chairs and one table. Internet connection was surprisingly for free for the exhibitors. The price for the participation in the Education Abroad fair in Kiev was 1100€. The price included wall panels, the exhibitor’s name in the headboard, one table, two chairs, a spot lamp, a rubbish bin, 220v plugin socket, information in the fair catalogue and three lunches for two persons during the fair.

All the registrations were sent on time and we received the invitations to participate in each fair. With every registration, we had to contact the organizer directly by phone or e-mail to arrange the payments. HAAGA-HELIA does not use credit cards so the invoices had to be sent and approved for every fair to the billing department in Pasila.

5.2.2 Travel arrangements prior to the fairs

Kaleva Travel is HAAGA-HELIA'S official travel agency. Kaleva Travel is in charge of booking and billing the right flights for teachers and sometimes students. I was not in charge of booking the flights; Kaleva Travel did it for me. My duties concerning travel arrangements were booking the hotels and the proper transportation from and to the airport.

For the World Education fair in Sofia, Bulgaria, Kaleva Travel decided to book for Alexandre Kostov and me Lufthansa flights that departed from Helsinki the 8th of October at 07.15 and landed in Sofia at 13.20 after a layover in Frankfurt, Germany. The return flight departed from Sofia at 17.45 and landed in Helsinki at 23.00 after a layover in Vienna, Austria. The hotel that we agreed to book was the Hilton Sofia because the fair was in the conventions halls of the premises and the organizer of the event gave us the choice to book through them the accommodation. The transportation from and to the airport was also arranged by the hotel, offering us a shuttle bus that would take us the hotel directly.

The flights selected for the Abi Einstieg fair in Berlin, were somehow very confusing. Michael Reinert and I got different flights due to the fact that Mr. Reinert wanted to be in Finland during the afternoon of the last day of the fair. This situation made me stay alone during the last day of the fair in the stand. My direct flight departed the 28th of October at 17.15 from Helsinki and landed at 18.10 in Berlin, Germany. I did not have return flight as I would continue my journey to Spain. Mr. Reinert flew from Helsinki to Berlin via Munich with Lufthansa and he departed the 30th of October at mid-day. The hotel chosen was the Ibis Berlin Messe. The hotel is ideally located next to Messengelände, where the fair was taken place. Some other hotels were asked to host us but after considering the price and the location, Ibis Berlin Messe was the perfect place. We decided to use taxi as transportation to and from the airport as there was no point in organizing any shuttle transfer as we arrived with different flights.

Finally, in the Education Abroad fair in Kiev; the flights booked were also very confusing. Ivan Berazhny had different and direct flights to Kiev from Helsinki. The Air Bal-

tic flight booked for me departed the 17th of November at 09.20 from Helsinki and arrived to Kiev at 15.50 having a layover in Riga, Latvia. The return flight departed at 15.50 from Kiev and landed at 19.05 in Helsinki having again a layover in Riga. The hotel was Hotel Dnipro and it was ideally located in front of the Ukrainian House where the fair was taken place. The hotel also arranged a shuttle transfer for us, Mr. Berazhny and I landed with one hour difference in Kiev airport and the driver conveniently waited.

All the travel arrangements were successfully made. Kaleva Travel could have been a little bit more accurate with the flight bookings as it is very uncomfortable to fly separately to another country in different flights especially when you have to carry material to show in the fair.

5.2.3 Material

Overall, the material used in the fairs was the same. The only thing that changed was the quantity. The material taken to the fairs were as follows:

- HAAGA-HELIA roll-up (except in Bulgaria)
- Degree programs brochures
- Porvoo brochures
- Pens
- Candies
- Computer
- Flyers
- Finnish flag (except in Germany and Bulgaria)
- Maps of Finland (except in Bulgaria)

The reason of why the quantity of material changes is that every fair is different. In Bulgaria, it wasn't a so called typical fair. Mr. Kostov and I were sitting waiting for the visitors to come. When the visitor entered the venue of the fair (Hilton Sofia), there was a person asking him/her what were the studies that he/she was interested in. After selecting the studies, the visitor got a list of the schools and universities this studies, so

basically we did not have to stand up; stop people give up material and tell about our university like exhibitors normally do in fairs. We sat down and the visitor came to us knowing already what studies we offer. We did not hand on any material to persons that were not directly interested in our studies. Also, having a roll-up designed and handled by the company Integral made us avoid taking our HAAGA-HELIA roll-up to the fair. From Germany and Ukraine I learned that having a Finnish flag is very important. People tend to confuse HAAGA-HELIA with the city Den Haag in The Netherlands. The amount of material taken to Ukraine was bigger than in Germany and Bulgaria due to the fact that the fair lasted for three days while the other two fairs lasted only two days.

There were two different types of flyers: ones where A6 size (see attachments 6 and 7) and the other ones A4 (see attachments 4 and 5). In both sizes there was one flyer for each program:

- TOBBA: Degree in Tourism and Hospitality Management
- POBBA: Degree in International Business

The A6 size flyers were meant to be handed to people passing by the stand. If the visitor showed more interest the A4 size flyer was handed. The A6 size flyer had information about the application dates, entrance examination dates and HAAGA-HELIA's contact information. The A4 size flyer had all the information that the A6 size flyer had plus all the content of the degree program. TOBBA flyers were already designed beforehand by HAAGA-HELIA; I had only to edit them to match the application dates with the current year. Nevertheless, I had to design and write POBBA flyers myself since there were no flyers for this program.

Concerning the computers and multimedia, there was a video played in the stands of Kiev and Berlin. The size of the table in Sofia and the impossibility to get electricity were the main factors that made us decide to not to play any video in Bulgaria. The video played in the other two fairs was a video produced in year 2009 by our team for the fair SKOLA2009 in Riga, Latvia. It's a 10 minute video with no music that has pictures and text about the programs and the life in Porvoo. The maps of Finland were

stuck in the walls and Porvoo was highlighted in order for the visitors to see where the city was. There was no map in Bulgaria because we did not simply have a wall.

6 At the fairs

Every fair has its own story. The way that people behave in every country is different and exhibiting in three different countries was challenging. Cultures are different and so people are. The teachers that exhibited and represented HAAGA-HELIA were a big help in the fair and also outside the venue; especially with languages.

6.1 World Education fair in Sofia, Bulgaria

The fair took place in the hotel Hilton Sofia in the capital of Bulgaria, Sofia; during the 9th and 10th of October. The fair lasted two days and had representatives from 44 universities around the world. The opening hours of the fair were from 10am until 6pm both days of the fair. The entrance for the visitors was free of charge, but every visitor had to go through a registration.

The company Integral was in charge of the organization of the exhibition. Integral is very popular in Bulgaria, there were many advertisements promoting the fair all around the city. The fair itself was different from any other fair. There were no stands and no walls. The event took place in the hotel Hilton Sofia in several big rooms where every university had a table and one representative from Integral. The representative from Integral worked as interpreter and she was also in charge of taking the reference number of every visitor. Every visitor had a reference number. When the visitor entered the venue, he was guided to an information desk where he would be given a reference number and a list of universities and schools that offered the studies he wanted to know more about. The visitor gave his contact information to the information desk so the schools and universities could contact him later. The system was very smart and the information collected by the Integral representative in our table was very valuable. We got the e-mails of every person that visited our table.

Integral did a fantastic work for the exhibitors. The fair was really good organized. The service was excellent. During the exhibition, the food and drinks for exhibitors were completely free of charge. They also organized cocktails, dinners and competitions free of charge for all the exhibitors during the two days of the fair. The Integral representa-

tive did a very good work and she was very helpful. She studied beforehand all our programs and application deadlines and procedures so she could inform by herself the visitors.

Integral was very interested in making a cooperation agreement between them and HAAGA-HELIA. The way Integral works is by helping students to study abroad, helping them with the application procedures etc. The agreement Integral has with other universities consists on getting a commission every time an Integral student is accepted to their universities. They are like an international agency for many universities.

HAAGA-HELIA's stand was ideally located because it was at the beginning one of the main halls. Everybody who entered the hall saw our stand as it was in front of them. On our right and left we had universities from England that offered a wider program than us and that have been partners of Integral for many years. The hall was always crowded and it was a constant rush. Sometimes it was difficult to communicate due to the noise in the room. Also, every hour there was a presentation and advertisement of a university that would explain and describe their programs to the public. These presentations were not free of charge and had to be booked in advance. In our table, we only had the material from HAAGA-HELIA to be distributed and behind us there was a roll-up designed by Integral and with the description of our university in Bulgarian (see attachment 3).

The main issue during the World Education fair was the language barrier. Visitors didn't speak very well English, so it was a little bit difficult for me to communicate. Mr. Kostov spoke Bulgarian, he was able to inform and talk about our university alone when I usually needed the Integral's representative to help me translate. The organization of Integral had listed all the programs that HAAGA-HELIA had and not only the Porvoo Campus ones so there were many visitors that wanted to know more about the master programs and programs that were not related nor to business nor to tourism. The Integral representative collected at the end of the fair 115 contacts that directly came to our stand or were interested about our programs. The contact information of these persons were afterwards sent to me and forwarded to Kaija Lindroth. During the

fair, there were also many companies and businesses interested in cooperating with HAAGA-HELIA, all their business cards were collected and given to Kaija Lindroth.

The way we acted Mr. Kostov and I was strategic. He told to the visitors the way of teaching that the new Porvoo Campus had and I explained more about coming from abroad to Finland, the cost of living, how to rent an apartment etc. For Bulgarian students it's now easier to come and study in Finland since Bulgaria entered the European Union in 2007 and there is no need for a student visa. The outfit that we had was also different, he was more formal, wearing a suit and I was more casual like wearing jeans and a shirt. Usually the parents would talk to Mr. Kostov and the students would talk to me. The visitors seemed really excited about the new Porvoo Campus and asked all the details about it. Their main issue was finding a job in Finland since most of them could not afford living in Porvoo. My own experience tells that it is not essential to talk Finnish to find a job. Many international students from HAAGA-HELIA have found a job without speaking any Finnish.

6.2 Abi Einstieg fair in Berlin, Germany

The fair took place the 29th and 30th of October in Messegelände in the city of Berlin in Germany. The fair lasted two days and had a total of 307 exhibitors. The opening hours of the fair were from 10am until 5pm the first day and from 10am until 4pm the next day. The entrance for the visitors had a cost of 5 €.

The company Einstieg was in charge of the organization of the exhibition. The venue of the fair was one of the halls of Messegelände, a fairground that hosts events like the ITB, Europe's largest tourism fair. All the representatives from Einstieg spoke very well English and helped us during the fair. They came to our stand every now and then to see if everything was all right. There was a help desk in the fair for exhibitors that wanted to acquire more services like internet or rent a TV for their stands.

Einstieg handles many educational events in Germany in cities like Hamburg, Karlsruhe etc. Einstieg handled well all the event since there were people all the time at

Messegelände. The entrance fee was maybe a barrier for some visitors but I think it was worth paying it since there were over 300 universities exhibiting in the fair.

The contact between HAAGA-HELIA and Einstieg was successful; they contacted me directly through mail and also through e-mail. After sending the application, every exhibitor had the chance to book online services and products for their stand. Also, contact information and opening hours for mantling and dismantling were available online. Everything was very easy since you did not have to contact them directly all the time.

Every visitor received a magazine when they entered the venue. This magazine contained a list of all the exhibitors that were present in the fair. In this list, the contact information, the persons in charge of the stand and the location of the stand was shown. There was also the possibility to buy advertising banners in the magazine. During the fair, coffee and tea was free of charge for exhibitors however lunch had to be paid.

HAAGA-HELIA's stand was located in the international pavilion provided by Einstieg. Approximately 50% of the universities exhibiting were originally from Germany and the other 50% from around the world. The location of the stand was not the best one. One our right and left we had a stand from universities of California and in front of our stand there was a big stand of a French university. Being surrounded by universities that can offer sun, beaches and the American lifestyle made our task even more challenging. The fact that we also had next to us the place where the presentations about universities were held made our work a little bit more difficult. In our stand we had two roll-ups from HAAGA-HELIA, a table with a computer on it playing a video about the university in Finland and material to be distributed to the visitors (see attachment 2).

Visitors usually go automatically to stands from the USA but most of them after knowing about the tuition fees and living expenses that these universities charge they erase the option of studying in the USA. That's when we entered into "the game", people would appreciate the fact that we asked the visitors to come to our stand and telling them that in Finland there are no tuition fees. That was the main strategy that we used

in Germany: the university free of charge for everybody. We shared also the strategy used in Bulgaria: Mr. Reinert playing the role of the teacher and I playing the role of the student.

During the first day of the exhibition the visitors came with their schools and there were more group of school friends. The last hour of the first day of the fair was a little too quiet and it surprised all the organizers that came the next day and explained the situation. They said that it was the first time that this happened and they also invited us to participate in the next fairs in other cities. The second day of the fair visitors came with their parents, since it was not a working day (Saturday) there were no schools visiting the fair. During the second day of the fair I was alone representing HAAGA-HELIA since Mr. Reinert had to leave to Finland as explained before. The fact that Finland is a Nordic country, that is really prosperous and that is known by its good education made many parents come and visit our booth. Usually, the parents were excited about sending their sons or daughters to Finland to study; the sons and daughters not that much. After explaining how the life is in Porvoo, how Porvoo Campus is, the exchange possibilities, the studying environment and the way of teaching HAAGA-HELIA has, the younger ones were right away interested. Around 160 visitors came directly to our stand (without counting companies and businesses) during the two days of the fair.

6.3 Education Abroad fair in Kiev, Ukraine

The fair took place the 18th, 19th and 20th of November in the Ukrainian House in the capital of Ukraine: Kiev. The opening hours were from 10am to 4pm every day. The entrance was free for everybody, there were no invitations sent. There hasn't been yet any official data of the number of exhibitors.

The fair was organized by the Ministry of Science and Education in Ukraine. Maybe because it wasn't a private company the communication between the Ministry and HAAGA-HELIA wasn't as good as it was compared to the other fairs. Trying to contact them was very difficult, in their e-mails the English language was not really clear

and the messages they sent were not explanatory enough. The personnel in the fair didn't speak very well English but they always tried their best to help.

The Ministry of Science and Education in Ukraine organizes two fairs every year to promote the education abroad. The fairs take place in the same venue (the Ukrainian House) during the months of April and November. The quality of their exhibitions is not the best that the exhibitor could expect. In the application, the list of additional equipment available for the exhibitors is really small and there are not many options that the exhibitor can book (types of tables, chairs etc.). A good point is that their website is in English, but the content of it is very outdated, having data from years 2009 and 2008.

The entrance to the fair was completely free and everybody could enter the hall without registering anywhere. When entering the hall, every visitor received a magazine having a description of all the exhibitors. The description of the university was one A4 page, written by me and that had to be sent beforehand two weeks prior to the exhibition.

This time, the exhibition was not marketed in the city or at least we didn't see any advertisement promoting the event. Food was free of charge for all the exhibitors but coffee and tea had to be paid. During the fair, nobody from the organization came and asked if everything was OK.

The Ukrainian House is located in the city center of Kiev. The exhibition was divided in different pavilions. There was an American Pavilion, a French Pavilion and other small pavilions where the rest all the exhibitors were present. HAAGA-HELIA's stand was located in the pavilion that was at the beginning of the venue. In front of HAAGA-HELIA's stand there were some stands from the universities in Poland, while on the left there was a university from Greece and on the left a university from Denmark. Strategically we were ideally located, the "competitors" were not that strong and we could market well our university to the participants. Our booth consisted of one table, two chairs, one computer playing a HAAGA-HELIA video and the roll-up from the

new Porvoo Campus. We also decorated our stand with a map of Finland highlighting the city of Porvoo and a flag of Finland (see attachment 1).

The venue itself was really old; it didn't look like a convention center or fairground. In the middle of the exhibition days there were always presentations that could be heard in all the pavilions at a really high volume and that made communications difficult. The fact that the fair was open to everybody caused that many old people would just come to grab brochures, candies and pens from all the stands. During the first two days of the fair, many schools visited the fair and we got very positive prospective customers that were really interested in studying in HAAGA-HELIA. The last day was a little bit quieter since it was Saturday. We didn't gather the number of direct visitors interested in HAAGA-HELIA, due to the fact that it was a three day event and it would be very heavy to do it. We got also many business cards from companies interested in establishing contacts with HAAGA-HELIA.

The fact that Ukraine is not a part of European Union was one of the principal issues of the visitors. Since they have to apply for a student visa, the bureaucracy is a little bit more complicated than for inhabitants of an EU country. We did know that fact beforehand so we reviewed the visa regulations for people coming from Ukraine. The strategy used in Germany and Bulgaria was also used in Ukraine: we played the role of teacher and student. Mr. Berazhny would always a visitor to me when the issue concerned the living, the studying environment, work etc. The fact that it was the first time of HAAGA-HELIA in Ukraine caught the interest of the students. Some could not believe that education could be for free and were wondering the cause of that matter. The level of interest showed by the visitors surprised and I was quite happy to see that some of them were really considering the option to come to Finland.

7 Conclusion

As we can see from the theory, the literature can really help while organizing this type of projects. The planning and the feedback are truly systematic for every fair. The approach and the attitude in fair can differ in all the countries since every culture is different and the way of talking to people changes around the world. Through this project we have been able to spread the brand of HAAGA-HELIA in countries where the University of Applied Sciences was never present. Only by showing the logo and offering free education in Finland, HAAGA-HELIA can make the difference in countries like Ukraine and Bulgaria. Germany is a known place for HAAGA-HELIA since every year there are student trips organized to this country. Also, creating business contacts such as the event organizers are positive for HAAGA-HELIA. Thanks to the successful fair attended in Berlin, there is a project of attending another fair with Mr. Reinert in Karlsruhe organized by Einstieg. Taking challenges like this project as a student is always positive since you can have the opinion of experts that can support you through the process. Mistakes are somehow allowed since the main objective of this kind of projects is to learn. Although, you are really working and trying your best there is always a feeling of satisfaction after seeing that the process is being accomplished successfully.

Overall, the project went really well. It was the first time that HAAGA-HELIA attended to these events and the feeling was positive after the participation. No negatives feedbacks were received and the potential visitors that were interested in studying in the Porvoo Campus have truly contacted the student office to know more about the application procedure.

7.1 Feedback from HAAGA-HELIA professors

In order to evaluate my work, I sent a questionnaire (see attachment 8) to Mr. Kostov, Mr. Reinert and Mr. Berazhny. This questionnaire has several questions about the planning of the fair, the travel arrangements, the fair arrangements, the communication between the lecturer and I, and my overall attitude in the fair. After each question there is a grade to evaluate my task in each matter.

Mr Kostov attended with me the World Education fair in Sofia, Bulgaria. He was truly satisfied with the overall project. He highlights the travel arrangements and adds that he was truly satisfied with my tasks during the whole project. He adds that the flight rate could have been better, but as told before that was a decision of Kaija Lindroth and Kaleva Travel. In his opinion, the roll-up designed by Integral could have had more text and a flag of Finland. The grade given by Mr. Kostov to the overall project is a 10.

Mr. Reinert attended with me the Abi Eintieg fair in Berlin, Germany. He says that my tasks during the project and also before that were very satisfactory. He was unhappy with the flights chosen by Kaleva Travel that took him to Berlin. In his opinion, he could have had direct flights to Berlin instead of having to layover in Munich and Frankfurt. Mr. Reinert adds that a bigger stand would have been better with two chairs and he missed also having a flag of Finland to avoid confusions with other cities (Den Haag in Holland). He says that the communication between him and I before the fair was not enough, as I was the project manager I did all the work by my own (handling travel, fair and application arrangements) and sometimes I did not inform Mr. Reinert about the arrangement since it was my duty to organize the entire project. At the end, all the arrangements were successful. He highlights my attitude during the fair and he thinks that I am the correct person for this kind of task and graded me with an 8 on the overall project.

Mr. Berazhny attended with me the Education Abroad fair in Kiev, Ukraine. He is very happy about my tasks before, during and after the fair and said that I displayed high competence relevant for the task that led to positive results. He thinks that more resources could have been allocated for me concerning the travel arrangements and adds that the overall trip was comfortable and well planned. Concerning the fair arrangements he thinks that the stand was well designed and that having a bigger display would have been really helpful. The communication was “almost exemplary”, he says and there was “always a presence of trust and mutual understanding”. He thinks that my performance was praiseworthy having motivation, initiative being flexible and positive. His opinion is that the university needs skillful students like me who can enable

further competent participation in events of the same characteristics. He graded my overall tasks with a 10.

The feedbacks written by the persons that participated in this project, show that the work done was really satisfactory and well handled. During the fair having the experience of the teachers was really helpful. There was always a feeling of trust and cooperation between the teachers and me. The project was not limited only to the time spent in the fairs; there were meetings before, during and after the fairs. The trips were a source of knowledge where I was able to learn a lot through the time spent with the lecturers not only during the fair but during the whole trip.

7.2 Evaluation of the thesis process

The thesis process was not an easy task. During the last quarter of the year 2010 it was difficult to write since I had to prepare all the time the next event in the next country and be in charge of all the arrangements. In December 2010, Antti Kurhinen and I were supposed to have the seminar 2 but due to the sickness of the teacher this meeting was not celebrated. After that, the whole data of the thesis was lost due to a robbery and the only data that was retrieved was the one sent to Antti Kurhinen for the seminar 1. Almost all the theory part had to be rewritten and a lot of time was lost in the way. The only positive point about rewriting the theory is that almost all the theory that I wrote in the first time was still in my memory and I learned that I was not writing for nothing since I remembered part of the theory. Writing the theory made me realize that I learned a lot during the whole degree. All the theory written in this thesis has been studied somehow during lecture hours and reviewed through the literature.

Writing the thesis during the first quarter of 2011 went smoothly since I got my seminars on time and I was able to correct the thesis properly. Also, I was able to contact the professors that participated with me in the events and ask for their feedbacks that ended to be really satisfying. The communication during the seminars with Antti Kurhinen was perfect since he always gave me good ideas to improve the quality of my report and we were able to communicate in three different languages. The timing of the thesis report could have been shorter but since the report was supported by three

different events and there was an unexpected robbery it was complicated to pursue with the writing.

I think the overall result of the thesis is very good, the practical part being supported by the theory part. Also the overall project result is really satisfactory since no negative feedback was received and the opinion of the professors was positive.

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Attachments

Attachment 1. Stand in Education Abroad fair in Kiev, Ukraine



Attachment 2. Stand in Abi Einstieg in Berlin, Germany



Attachment 3. Table in World Education fair in Sofia, Bulgaria



Attachment 4. A4 flyer for TOBBA program



Tourism Studies in the state-of-the-art Campus in Porvoo, Finland

DP in Tourism: Business Travel and Travel Management or Event Production and Management
Degree title: Bachelor of Hospitality Management; 3.5 years, 210 ECTS credits

- Annual intake 40; studies begin in August
- Multicultural student body
- Career prospects:
 - planning and developing travel and tourism products
 - sales and services of travel and tourism products
 - buying and coordinating travel products for personnel in any company
 - planning, marketing and managing events
 - entrepreneurship

The way we work and learn...

- Focus on excellent business skills in tourism through real-life projects locally and globally
- Active participation in trade fairs, exhibitions, meetings, as well as organising them
- Focus on self-development, professional growth, human and social skills, and networking
- Study Tours with professional approach in Europe and overseas
- Global placement and exchange opportunities
- Development-oriented, entrepreneurial learning
- Personal study plans

Taidetehtaankatu 1, 06100 PORVOO, Finland

www.porvoocampus.fi

www.haaga-helia.fi/en

Find HAAGA-HELIA PORVOO CAMPUS on Facebook.com!



Attachment 5. A4 flyer for POBBA program



International Business Studies in the state-of-the-art Campus in Porvoo, Finland

**DP in International Business: Focus on International Marketing or Event Production and Management.
Title: Bachelor of Business Administration (BBA) after 3.5 years and 210 ECTS.**

- Annual intake 40; studies begin in January
- Multicultural student body
- Porvoo Campus learning environment prepares for sales and marketing jobs in global companies
- Porvoo Campus learning environment encourages entrepreneurship in its pre-incubator
- Studies build up knowledge and skills in Event Production, Management and Marketing

The way we work...

- Students take an active role in their learning process
- Team work in focus
- Study Tours: New York, Berlin, Tallinn, Stockholm...
- Semester-long real-life projects locally and globally
- Global placement and exchange opportunities
- Development-oriented, entrepreneurial learning
- Personal study plans

Taidetehtaankatu 1, 06100 PORVOO, Finland

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Find HAAGA-HELIA PORVOO CAMPUS on Facebook.com!



Attachment 6. A6 flyer TOBBA program



DEGREE PROGRAMME IN TOURISM / Business Tourism & Events

Application 3 January - 15 February 2011
Studies begin in August 2011

More information:
admissions@haaga-helia.fi, tel. +358 (0) 400 230409
www.haaga-helia.fi

Attachment 7. A6 flyer POBBA program



*Is global
business
your
business?*

**HAAGA-HELIA DEGREE PROGRAMME IN
INTERNATIONAL BUSINESS, 210 CR**

Application 3 January - 15 February 2011 for
the full-time day studies starting in August 2011

More information:
admissions@haaga-helia.fi
www.haaga-helia.fi

 **HAAGA-HELIA**
University of Applied Sciences

Attachment 8. Questionnaire sent to the professors



Feedback questionnaire

Degree Programme in Tourism
Porvoo Campus

Name

Fair you attended

1. Were you satisfied about the Project Manager's work during the fair? Please develop your answer.

2. From 1 to 10 please evaluate the Project Manager's work during the fair: _____

3. Were the travel arrangements successful (hotel, transportation, flights...)? What could have been done different/better?

4. From 1 to 10 please evaluate the travel arrangements: _____

5. Were the fair arrangement successful (stand, material, applications...)? What could have been done different/better?

6. How was the communication before the fair between you and the project manager?

7. How did the Project Manager succeed in his tasks during the whole project?

8. From 1 to 10 please evaluate the Project Manager's work during the overall project:

9. Other feedback and comments you would like to add:

Please return this form via e-mail to the Project Manager (Joni Leal Tennberg).

E-mail: joni.leal.tennberg@myy.haaga-helia.fi

THANK YOU!