Creating the Silver Jubilee Event for the Alumni of the Degree Program in Hospitality, Tourism and Experience Management

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Abstract

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This thesis presents the process of planning and creating an alumni event, Silver Jubilee, to celebrate the 25 years of English education in Haaga campus of Haaga-Helia University of Applied Sciences. This thesis overviews the production process of the event, covers its methodology, and presents the evaluation of the result. The key definitions of this thesis are event, event management, alumni, alumni event, and experience. The primary objective of the thesis is the creation of the event. Another important goal is to improve and evaluate the managerial skills of the author. Methods used in the process were desk research, qualitative semi structured interviews and structured workshop method.

The theoretical framework focuses on event management. It begins with a closer look into event management and the work of an event manager. After this, three experience tools are presented. These tools are The Four Realms of Experience, The Experience Pyramid and The Event Canvas. These tools are used in this thesis in order to help create a memorable experience. Based on these tools, a Silver Jubilee Framework is also created.

The product of this thesis is the Silver Jubilee event, organized in October 2018. Silver Jubilee was a celebratory event created to commemorate the 25-year history of the degree program of Hospitality, Tourism and Experience Management degree program. The event plan shows in detail all the plans and program for the event. The product itself is evaluated, as well as the thesis process as a whole. Problems and delays in writing are covered, and learning outcomes discussed.

Keywords

event management, event. alumni event, experience, Silver Jubilee

Table of contents

1 Introduction

This thesis presents the process of planning and creating an alumni event to celebrate the 25 years of English education in Haaga campus of Haaga-Helia University of Applied Sciences. The final product and how well the plan was executed is also evaluated. This thesis – as are most thesis' - is divided into three main parts: introduction, theoretical framework and the planning and implementation of the project. The product itself is also found as an appendix of this thesis.

The first part, which you are now reading, introduces the thesis and the objectives, gives the initial information about the product, and introduces the methods used in this thesis. Finally, the first section ends with introducing the reader to some key definitions that are important to know when continuing to read this thesis further.

After this, the reader is introduced to some key theory, as well as three important experience tools. These are explained in detail to the reader, as they are referred to later in the thesis, according to their relevancy to the planning and execution process of the event. This part introduces the event canvas (Frissen, Janssen & Luijer, 2016) the experience pyramid (Kylänen & Tarssanen, 2006) and the four realms of experience (Gilmore & Pine, 1998). These tools were chosen due to their applicability to this project as well event organization process and research. In this part, the theory and the tools are presented. However, this part does not yet discuss how they were applied in planning this event.

The third part of the thesis is a written explanation and evaluation of the process of planning and putting together the actual event, as well as writing this thesis. In this part, the author explains in detail every phase of the planning process from the very start of ideation to the final feedback and review. The reader is also introduced to how the different tools were helpful in the planning process, as well as discussing the parts of the tools that were not relevant to this particular process. The background of this project is also discussed – why it was important to celebrate the 25-years of Hospitality, Tourism and Experience management degree. Finally, this section of the thesis brings out the risks of the project and closes with an evaluation of the whole process. The evaluation of the planning and execution process is one of the most important parts in this thesis. Without it, without reflecting on one's work, it is difficult to improve and learn from one's mistakes. Finally, the whole process of thesis writing is evaluated. How well did the author stay within schedules agreed on, how she found the writing, what methods were used in the process, etc.

The thesis itself finishes in a discussion divided into two parts. The first part discusses the process of writing this thesis. This includes the authors thoughts about the writing, what the author found difficult about it, and what could have been done differently. The second part focuses on the author's learning outcomes. Here the author discusses in detail the things they learned while writing this thesis – about thesis writing process, the subject and even the author herself.

The actual product – the Silver Jubilee event – is presented in the appendix of this thesis. This part does not include any evaluation as it is done in the third part of the thesis itself. It simply presents the final event plan. This appendix introduces the reader to all the final decisions of the event. In the next subchapter, the author introduces the objectives of this thesis.

1.1 Objectives

The main objective of this thesis is creating and then evaluating the success of the Silver Jubilee event of the degree program of Hospitality, Tourism and Experience Management. The goal was to organize a memorable celebratory event for the teachers and alumni of the degree program, and of course stay in given budget. With this being the first-degree program in English in Haaga-Helia, it was important to celebrate its success.

The other objective is to practise, improve and evaluate the managerial skills of the author in event planning. As the author's goal is to work as an event planner in the future, this is very important for her future career. Working as a manager in this event was a great opportunity to improve the author's managerial skills later required in the working life.

Finally, one objective was also to be able to use this thesis as a reference for future events. Future event organizers are able to take this thesis, benchmark the event, and see what worked and what could have been done differently. This way, they can improve on the event, and create even better celebratory events for the degree program and the school in the future.

1.2 Silver Jubilee

The Silver Jubilee was an event organized on the 11th of October 2018, to celebrate the 25 years of the Hospitality, Tourism and Experience Management degree program. It was the first English degree program in Haaga-Helia University of Applied Sciences, so it was even more important to celebrate the milestone. The idea for the celebration came from Pirkko Salo, the program director and she brought the idea to Violeta Salonen, a senior

lecturer specialized in experience management and events. They started the initial planning together and decided to bring a student to the project as a manager.

The author was first introduced to this event in April of 2018 during the course "Creating Experience Event" taught by Violeta Salonen. One assignment on that course was to create a handbook for the Silver Jubilee celebration, introducing the idea of the theme and program for the event, including information about the use of the given budget, dividing tasks and roles for volunteers of the event, and planning the marketing. From these handbooks Ms Salo chose the things she wanted to bring to the event. During this course, the author was also informed about the possibility of being the event manager and organizing the event.

The execution of the event was properly started at the end of August 2018 with the initial meeting between Salonen, the author, and her assistant Alina Martikka, then a second-year student of the Hospitality, Tourism, and Experience management degree program. From there started the ideation and preparation process that lasted 6 and a half weeks, ending on the 11th of October with the event.

1.3   Methods

The theoretical part of this thesis was done with regular desk research. By definition, desk research is "gathering and analysing information, already available in print or published on the internet" (Business Dictonary, 2020). This is exactly what the author did. She researched existing information about events, experiences, and event management, as well as related theory and tools. Desk research was also done in the planning process, in order to find information about the history of the degree program, etc.

Other methods used in the event planning process were qualitative semi structured interviews and structured workshop method. An interview is thought as semi structured when only some of the questions are thought of in advance, and the rest of the conversation is more spontaneously brought up based on the questions. (Talent Lyft, 2018) Workshop is essentially a meeting for people to discuss practical work in a certain subject, usually to bring up new ideas. (Cambridge Dictionary, 2020) Interviews were held with Salo and Salonen for information about the degree program for example. Workshopping session was held with the volunteers to come up with ideas for the program of the event, and tools used included brainstorming, rapid ideation, and reverse storming. Workshopping was also a way to come up with ideas used by the author and Martikka as well.

These methods were chosen for this thesis solely because they fit the purpose. For the theory, desk research is the best way to find and analyse theory, as well as find different opinions on the tools that are introduced in this thesis. This was also a good way to find information about the history of the degree program. However, the best way to go through the history, is with interviews. That is why the author chose to use that method. Finally, workshop method is a good way to get together with the team, come up with ideas and see which ones might be good for the event and are worth working on further. The different methods and their usage will be discussed more in depth in chapter 3.

1.4   Key Definitions

The key definitions in this thesis are *event*, *event management, alumni, alumni event* and *experience*. The author finds these to be important to be defined. Not only are they are discussed in detail in this thesis, but the main subject of the thesis is an event, and more importantly managing an event. And the event is one that is organized for alumni, making it an alumni event. Hence, for the clarity of the thesis, it is of high importance for the reader to know what exactly these words mean and which definition of them the author finds the best suited.

For the term *event*, there are many different definitions. This is partly due to the fact that everyone views events differently. In the dictionary *event* is defined as a planned occasion, especially when it is unusual, or otherwise noteworthy (Merriam-Webster, 2019). However, academically, and among event experts, the word has many different definitions. Some of them defining an event as something "special", "one of a kind", or "unique". Of course, the definition of an event might change according to the type of event – a business event might not be found "special" or "unique", unlike a wedding for example. For this reason, events are classified into different genres, including business and corporate events, entertainment and leisure events, etc. (Berridge, Events Design and Experience, 2007, pp. 12-13) For these reasons, the author uses Donald Getz's definition of an event in this thesis: "[an event] *is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience."* (Berridge, Events Design and Experience, 2007, pp. 4-5)

Alumni is a group of people (singl. alumnus or alumna) that have graduated from a school, most often used when speaking about university graduates (BusinessDictonary, 2019). Thus, *alumni event* is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience, specially targeted for the graduates of a school or a degree program.

The EMBOK (Event Management Body of Knowledge) model defines *event management* in great detail:

> "*Event management is the process by which an event is planned, prepared and produced. As with any form of management, it encompasses the assessment, definition, acquisition, allocation, direction, control and analysis of time, finances, people, products, services and other resources to achieve objectives.*" (Berridge, Events Design and Experience, 2007, p. 10)

The author finds this to be a great definition of event management, due to it being very detailed and bringing up all the different aspects there are in event management.

Just like an event, *experience* can be defined in many ways. In the case of this thesis, the author talks about *an experience* – something that happens to you that affects how you feel. (Cambridge Dictionary, 2020) It is usually the experiences that people have that make events special and meaningful. Therefore, *events* and *experiences* often go hand in hand.

With these key terms being defined, they will be discussed in more detail in the remaining chapters of this thesis. The first one the author will look into in more detail is event management. Experiences and experience planning are also discussed in detail in the following chapter, as it introduces three experience tools, that can be used to help in event and experience planning.

2   Event Design and Management

This part of the thesis focuses on event management and three experience tools. These tools are *The Four Realms of Experience*, *The Experience Pyramid* and *The Event Canvas*. These tools are used in this thesis in order to help create a memorable experience. Before going into detail with these tools, some of the previously defined key terms will be looked at in more detail.

As previously defined, *an event* is a planned occasion, especially when it is unusual, or otherwise noteworthy (Merriam-Webster, 2019). Events can be divided into different categories. There are different views on how to categorize events. Some say there are four main groups: cultural events, leisure events, organizational events, and personal events (Successful Event Management: Practical Handbook), whereas others divide events into eight categories: social events, education / career events, sports events, entertainment events, political events, corporate events, religious events, and cause related events (Event Education, 2019) or into even more detailed categories (Berridge, Events Design and Experience, 2007, pp. 12-13). For this thesis, the fore mentioned four categories are used.

These events in the four categories are all types of *special events.* Of course, there can be overlapping in these categories, and events can be categorized under more than just one type of event. *Alumni events* can be categorized into the personal events group. This group includes weddings, birthdays, and anniversaries. Even though alumni events are not personal as such, they are often some sort of anniversaries. Another group they could be cast into, are business/corporate events (HND Event Management, 2019). Especially the Silver Jubilee could be categorized as a corporate event because of the networking and seminar aspects of the event.

A term that was not discussed previously, but still very important to this thesis is *event design*. To understand *event design*, one needs to first understand *design.* It is again a term that can be defined in many different ways. The most common dictionary definitions for design follow the lines of "*to make or draw plans for something*". (Cambridge Dictionary, 2020). Thus, in short *event design* is the act of making plans for an event. Of course, this is a very harsh and simplified definition. Event design is discussed in more detail, and the destructed in *The Event Design Handbook.* (Frissen;Janssen;& Luijer, Event Design Handbook, 2016) The book presents two basic principles for event design. The first one is that a successful event changes behaviour, and the second one says that "a successful event is designed for more than one stakeholder". (Frissen, Janssen, & Luijer, Event

Design Handbook, 2016, p. 81) What these principles mean, that these ideas should be thought of in every phase of the planning process, and they should affect every decision made in regards to the event at hand.

The third term defined in the previous chapter is event management. This concept will be discussed in detail in the following sub-chapter, as event management is at the core of this thesis.

2.1 Event Management and Event Manager

As it was defined earlier, event management *is the process by which an event is planned, prepared and produced. As with any form of management, it encompasses the assessment, definition, acquisition, allocation, direction, control and analysis of time, finances, people, products, services and other resources to achieve objectives.* (Berridge, Events Design and Experience, 2007, p. 10)

Event management is also an important industry and a vital contributor to the economy. According to Event Academy (Event Academy, 2020) spending in events contributed up to 35% to the United Kingdom's visitor economy in 2016-2017. The event industry is also a big employer, being the 16th largest employer in the United Kingdom. (Event Academy, 2020) In Finland, there are about 3200 companies working in the event field, employing 20.000 fulltime employees and 175,000 short term employees. The total worth of the event industry in Finland is 2,35 billion euros, and it has been a growing field in the past years. (Tapahtumateollisuus, 2020) The event industry also has huge indirect economic impact to the tourism, hospitality, transportation, and restaurant industries. Especially festivals are magnets that inspire people to travel to other cities and countries, thus contributing to the local hospitality, restaurant, travel and even retail operators businesses.

An event manager is someone who is in charge of the whole planning and execution of an event. They are the person in charge of every detail and everything that goes on at the event. Or as the EMBOK model defines it: "*An event manager's job is to oversee and arrange every aspect of an event, including researching, planning, organizing, implementing controlling and evaluating an event's design, activities and production.*" (Berridge, Events Design and Experience, 2007, p. 10)

This definition again does a great job in bringing up all the different tasks an event manager has to handle. The size of an event to be organized can vary from a small business meeting to a big concert or festival, but all these events require different kinds of special skills and knowledge from the event organizer. As well as knowing the difference between the different types. However, the most important skills to have are multitasking, ability to

work under pressure, delegation, and adapting to changing conditions. Of these working under pressure and being able to adapt are very important skills to have. In events, everything does not go to plan, and that can create a lot of pressure. So the ability to change the plan on the go and not stress about it is crucial.

2.2 The Four Realms of Experience

The first experience tool this thesis will have a closer look at is the four realms of experience shown below in image 1. This tool was created by James Gilmore and Joseph Pine (Pine & Gilmore, 1998, 2011). This tool bases on evaluating the guest's participation and environmental connection to the event on a spectrum divided into four categories: entertainment, educational, esthetic and escapist.
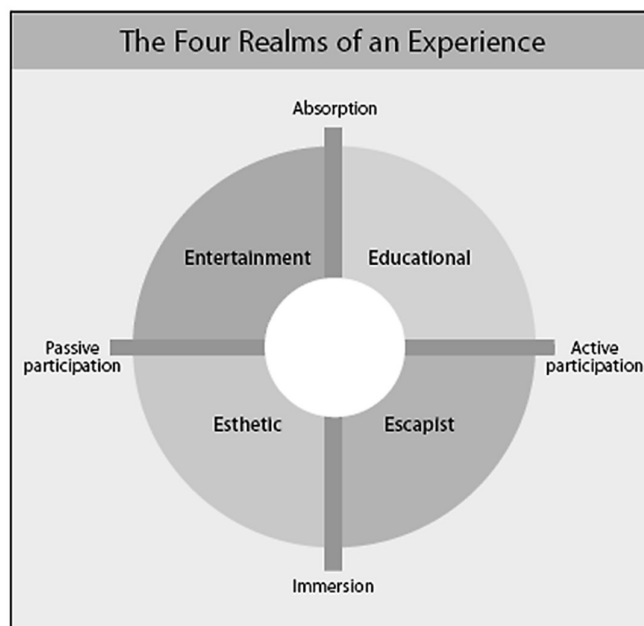
Image 1. The Four Realms of Experience. Gilmore and Pine 1998.

On the horizontal axis is the extent of the customer's participation. On the left is passive participation, and on the right active participation. When the customer is mostly in the role of a spectator and does not affect the performance at all, it is considered to be passive participation. In active participation the customer has an active role in creating the performance or event.

The vertical axis of the tool represents the connection of the client to the event. The two ends of the axis are absorption and immersion. This factor considers the physical location

of the customer. As an example, seeing a movie at a theatre is more immersive than seeing the same movie at home. Seeing a concert live is more immersive than watching it from YouTube.

According to the for mentioned factors, an event can be sorted into one of the four realms. If a customer is very absorbed in the event, but their participation is very passive, the event falls on the entertainment realm. An example of such an event could be a concert. On the other side is the escapist realm – the client participates actively and is immersed into it. An example could be acting in a play. An educational event involves active participation, but they are not very immersive. In an esthetic event the client is immersed in the environment, but do not participate actively. An example could be visiting an art gallery. In the middle of the spectrum is a sweet spot. The sweet spot is formed by experiences that encompass aspects of all the four realms. Such experience could be going to Disney world.

In the event in question, Silver Jubilee, the realms were mostly used in helping to classify what type of event it was going to be, since this tool does not offer much help for the planning process. Finally, the event was a mixture of educational and escapist event. In some activities the guests were more absorbed, and in some more immersed. For example, the event started with a seminar, which represents the educational event. On the other hand, taking part in the campus tour falls on the escapist realm.

One critique towards the Four Realms of an Experience is that the realms are not structured enough. In her paper, Claudia Jurowski points out "that the boundaries between the realms are extremely fluid and unstructured" (Jurowski, 2009). When experiences are difficult to place on the realms, it brings a difficulty to improving them and creating new ones by using this tool. The four realms were mostly used as a characterizing tool in the Silver Jubilee as well. There has also been critique on the empirical evidence of the reliability of the realms in different situations. (Radder & Han, 2015) It is also questioned whether or not the realms are applicable in different cultures.

The following chapter introduces The Experience Pyramid. Where The Four Realms of Experience is more helpful in the classification of an event instead of the actual planning, the Experience Pyramid is a tool for planning. Thus, it was also used in creating the Silver Jubilee Event.

2.3 The Experience Pyramid

The next experience tool talked about in more detail is the experience pyramid shown in image 2. The pyramid is an experience tool created by Kylänen and Tarssanen in 2006. This tool helps the user to create experiences and analyse them on different levels, and see why the event might not reach the highest level desired. It also views things from two different perspectives – the client's own experience and the elements of the product. In this thesis, the pyramid will be looked through the lens of event experience.
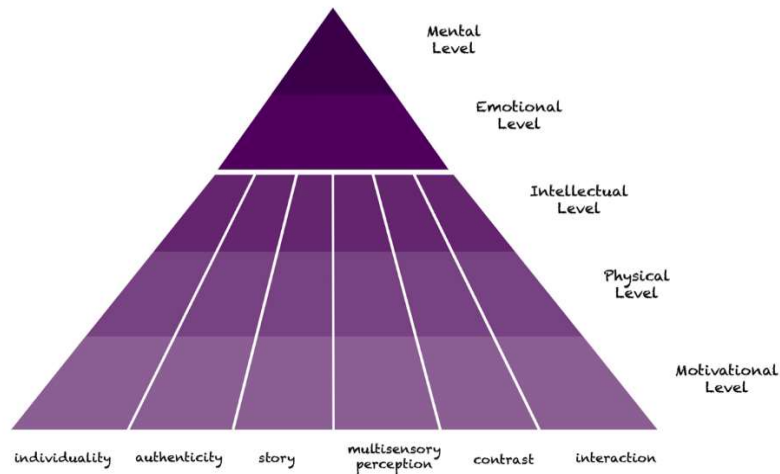

Image 2. The Experience Pyramid, Kylänen & Tarssanen 2006.

The pyramid consists of five (5) levels – motivational, physical, intellectual, emotional and mental level. On each level, the event is considered through different elements and factors. There are six (6) of these elements, that represent the client's experience. These six (6) elements all need to be filled on all the levels of the pyramid for the client to reach the top level. These elements are individuality, authenticity, story, multi-sensory perception, contrast and interaction. All these elements will be discussed in detail in the following sub-chapter.

2.3.1 Elements of Experience

Individuality means that the event needs to be somewhat different from all the other events out there, or the possible visitor will not find it interesting enough to attend – thus not reaching the first level on the pyramid. Individuality is often found to be the most challenging element to fill. Individuality in Silver Jubilee can be found already in the reason for the event – the first degree program in English in Haaga-Helia celebrating its 25 years. Other factors of individuality might be the campus tour that was held, since it was quite unique to the regular campus tour.

In the experience context authenticity refers to the credibility of the event. The event needs to fit the culture of the place the event is held, or the culture or time that is being presented at the event. For example, a medieval festival with cars and electric equipment might not come across unauthentic and not credible. With information becoming more and more accessible, people are more aware of what is authentic and what is not, and thus authenticity has become a more important factor in decision making than price and quality. (Pine & Gilmore, 2007)

The story element is closely linked with authenticity. If an event has a good story, it also seems authentic. The story does not mean there should be an actual story told at the event. This can be something as simple as having a general theme to the event that is taken into consideration in every aspect of the event. In Silver Jubilee the theme – silver and turquoise – was taken into consideration in every possible aspect: decorations, invitations, the name of the event even. Incorporating a story to your event also makes the event more memorable to the guests. (Forlizzi & Ford, 2000)

Multi-sensory perception means that there should be something at the event for all the senses – something tangible, appealing aroma, some nice music, good food or drinks, and it should be visually pleasing. Since we experience the world through all our senses in our everyday lives, why should events be an exception. All these things should also be in harmony with each other, and also with the theme or story. This again was tried to reach in Silver Jubilee. The guests got a small keepsake from the event, there was music, good food and drinks, and the space was tried to make as visually pleasing as possible. The aroma of the food was also a nice touch, even though the scent could have been stronger.

There has also been research into combining the storytelling and multi-sensory elements – to have multi-sensory storytelling. The ideation and research has mainly focused on the film experiences, having for example meals representing meanings. (Velasco;Tu;& Obrist, 2018) These sorts of experiences still need more ideation and development but can become very common in the near future.

Contrast refers to the difference between the event and the client's everyday life and routines. The goal is for the customer to have new experiences and be able to view themselves from a new perspective or in a new environment. This element needs to take into consideration the client's cultural background – the same thing is not new for everyone. Therefore, it is important to have different elements at the event. Something for everyone so to speak. For some guests of Silver Jubilee, these events might be more common than

11

for others. However, at least for some of the guests it was a great opportunity to meet old school friend and even do some networking within the field. The seminar was also held by one of the top speakers of the tourism field, so that as well is a change from people's everyday life.

The final element of the pyramid is interaction. It is important for the client's experience that they are not merely a spectator, but they are able to be in interaction with the organizers or staff of the event, or that there are for example games to take part in at the event. Having the guests interact makes them feel like they had an important role in creating the event. The customer experience has also been defined as the "concept of customer's personal experience and interaction with the service organization". (Cheng & Joe Lin, 2014) It is also important that the guests interact with each other. This interaction was a very important factor when planning Silver Jubilee. It was important to have the guests interact with each other, to catch up with old friend or teachers, and to make new contacts.

2.3.2 Levels of Experience

The first level of the pyramid is the motivational level. On this level are the elements that spark the client's interest in attending the event. This level considers the initial image the client has of the event through marketing for example. Thus, the marketing of the event should fill all the elements discussed in the previous subchapter. The marketing should be somehow unique, authentic, in harmony with the theme, capture as many senses as possible, it should bring out the contrast to the everyday life of the potential client, and if possible, be somehow interactive. Because there are so many different aspects to consider, and because possible customers are constantly expose to marketing and advertisement, it is important to have a marketing strategy, an objective, for your event. In making a marketing strategy for your event, it is important to know your target audience, which channels are best for marketing your event, biggest competition and how your event can stand out in marketing, and so on. (Preston, 2012)

If all the elements of the motivational level are filled, the next level – physical level - can be reached. This is where the client experiences the event through their senses. A good product ensures a pleasant and safe experience – it is not too hot, it does not smell too bad, it is not too loud, there is food and drink available, and so on. In addition to all this being true, all the elements still need to come true. Food options need to include something out of the everyday options, the drinks need to be in line with the theme, and so on. Silver Jubilee reached some of these: the music was not too loud, and it fit the theme, there were food and drinks available and so on. However, for example the food was not out of the ordinary.

The next level is the intellectual level. On this level the client learns new things and form opinions. This is also where the client decides if they are satisfied with the product or not. A good product offers the client a chance to learn something new or train old knowledge or skills. This can happen both consciously or unconsciously. This is also where the possibilities of the service provider to influence end about here. After this level it becomes more difficult for the organizer to influence how the client feels about the event. (Tarssanen & Kylänen, 2006) Of course, the post-care and transparency of the organizer can still improve a negative opinion of a customer.

The next level is the emotional level. This level is where the client undergoes the actual event. Here the client has their possible emotional reactions, and they are difficult to predict or control, however there are tools to help in this, such as the customer journey map or an empathy map. Therefore, the organizer has little possibility to influence the client's experience. However, if all the basic elements have been considered and filled, it is very likely that the client will have a positive emotional reaction.

The highest level of the pyramid is the mental level. A positive emotional reaction may lead to an experience of personal change. This change can be physical, be related to the client's state of mind, or lifestyle. The change can also happen in how they view things or finding new points of interest.

When taking into account all these elements and levels while planning an event, it is possible to create a transformative event, the guests will remember for a long time. If it is an annual event, it is also very likely the customer will come back time and time again. Even without reaching all of the levels, when the organizer tries their best to fulfil all elements and reach all levels, the possibility of the event being transformative - or at least very memorable - becomes much higher.

For this thesis, and the Silver Jubilee planning process, the most useful elements of the Experience Pyramid were individuality, multisencory experience, contrast, story, interaction and authenticity. These elements were also included in the author's own framework, that will be presented in detail later in this thesis. Before that, the next chapter will present the final experience tool - the Event Canvas (Frissen, Janssen, & Luijer, 2016). In the planning of Silver Jubilee, this was the most useful tool. It is also the most current of the three of them, since it was published in 2016. The Event Canvas will be presented and discussed in detail in the following subchapter.

2.4 The Event Canvas

The Event Canvas (image 3) is an event planning tool created in 2016 by Frissen, Janssen and Luijer and presented in their book Event Design Handbook (Frissen, Janssen, & Luijer, 2016). The creators of the Event Canvas were inspired by The Business Model Canvas, created by Osterwalder (2008). When creating the canvas, they wanted to create a tool to help see the big picture of the event at one glance and be able to see what needs to be changed. The writers also wanted to bring more stakeholder perspectives into the planning process. Often event planning is done mostly from the guest's perspective. Of course, the guests are of priority, especially if they are paying customers, but other stakeholders are often forgotten in the planning. In addition to bringing more stakeholders to the process, this tool also makes the event planning process more approachable, with having it all on one single paper. (Stitler, 2019)

Like the name suggests, it is a canvas, a template for creating your event. The idea behind the canvas is creating one for each stakeholder group to be able to view things from all sides. The canvas has 14 different blocks, representing the different aspects and factors that need to be taken into consideration when planning an event. These 14 blocks are divided into 3 phases – change, frame and design.
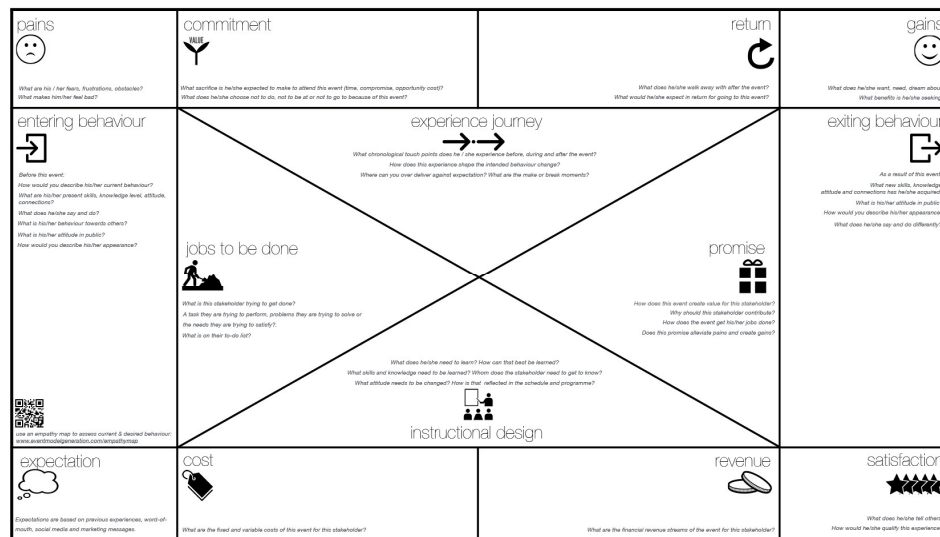

Image 3. Event Canvas (Event Canvas, 2019)

2.4.1 Change

The first of the three phases is change. These parts of the canvas let the planner know the possible change in the behaviour of a stakeholder of the event. Behaviour change is considered to be one of the most important measures of an event. The change group of the canvas consists of 6 blocks – entering behaviour, pains, expectations, exiting behaviour, gains and satisfaction.

Entering behaviour is how the stakeholder behaves before experiencing the event. This behaviour includes how they behave in their everyday lives without the event. This is what the event will change if executed properly, so this block goes together with exiting behaviour. The exiting behaviour can include information of something as small as acquiring a new contact or some new information, or it can include something as big as a new way of thinking about a certain topic. (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, pp. 42, 49)

In the context of the event canvas, the pains mean thoughts and feelings that bother or worry the stakeholder in their everyday life. These pains can be things such as things related to social life, bills to be paid, or risks. The goal of a great event is to be able to make the stakeholder forget these worries for a while, so that they can truly enjoy the event. This is linked to the next block – gains. Ideally, an event cannot only make a stakeholder forget their problem or worry, it can also fix the problem. For example, if a possible visitor of an event is nervous about going there because they do not know any of the people, but they end up going and finding great new friends, the new friendships can be seen as the visitors gain. (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, pp. 45, 50)

Finally, the last two blocks of the change phase are expectations and satisfaction. As one might guess, these blocks describe what the stakeholder's expectations of the event are, and how well they were met. The expectations are essentially interpretations of the information the stakeholder has gathered from previous experiences, through word-of-mouth, from social media, and marketing of the event. In the satisfaction block the organizer would then write for example what the stakeholder would tell other people about the event, how it affected the stakeholder's decision making, or how this experience compares to others of the same kind. (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, pp. 46, 53)

2.4.2 Frame

The second part of the canvas, the frame, also consists of 6 blocks. These blocks include commitment, return, cost, revenue, jobs to be done, and promise. This part of the canvas describes what happens between the *before* and *after* of change. The Event Design Handbook describes it as "-- the boundary box of practical realities within which you need to contain your event". (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, p. 55)

The first two blocks of the frame are commitment and return. These two things represent the non-monetary investment the stakeholder makes for the event. Commitment tells the organizer what the stakeholder gives up in order to be a part of the event. It can be something like time, or something else they could have done instead of attending the event. Return tells what the stakeholder gets in return for their commitment. This block can include things such as contacts, meeting old friends, or new experiences. (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, pp. 56, 59)

In addition to the non-monetary side, the canvas also has blocks for the monetary. These are cost and revenue. Cost shows what financial expenses the stakeholder has in order to take part in the event. These expenses often include things such as travel costs, salary expenses and so on. On the other side we have, revenue – financial gain of the stakeholder directly related to the given event. An example of stakeholder revenue is all the proceeds of a food truck at a festival site. There might not be a clear revenue for all stakeholders of the festival. Continuing with the mentioned festival example, it is rare for a festival goer to have any financial gain from their festival visit. In such situations, the organizer must make sure that the return outweighs the cost and lack of revenue. (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, pp. 60, 63)

The final blocks of the frame are jobs to be done, and promise. Jobs to be done is quite self-explanatory. This part tells the organizer what things the stakeholder has to do in their everyday life. These jobs can include things like tasks to complete, problems to solve or needs to satisfy. The promise block is what essentially attracts the stakeholder to the event. This block answers questions like "how does this event create value to the stakeholder?" or "why the stakeholder should join the event?". It also describes how the event relieves pains, creates gains and accomplishes he jobs to be done. (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, pp. 64, 67)

2.4.3 Design

The third and final phase of the canvas is design. In this part the organizer starts the actual planning of the event, and the part concentrates on how the event will eventually look like. These blocks are experience journey and instructional design. With these blocks the organizer can prototype different possibilities to reach the goal – change of behaviour. This change happens through learning that has happened at the event. There are four different types of learning: knowledge-based, skills-based, attitude adjustment and relationship-based. The four types can be split into two categories: learning by experience and learning by instruction. Ideally a person learns through both experience and instruction. That is true in the event canvas as well. Instructional learning is considered in instructional design and learning by experience in experience journey block. (Frissen, Janssen, & Luijer, Event Design Handbook, 2016, pp. 70, 73)

The experience journey block consists of all the interactions the stakeholder has in the event. These moments go from the first point of becoming aware of the event to the last follow-up event. The final block is instructional design. This block covers what needs to be learned and how that is best done – what information does the stakeholder need to learn, how do they best learn it, and what attitude needs to be changed.

In the process of planning the Silver Jubilee event, the author found the Event Canvas to be the most useful tool. It is already a very good tool even on its own. However, the author wanted to use parts of the Experience Pyramid as well, as mentioned earlier in this thesis. The next chapter of this thesis explains how these two tools were combined in this project. As explained previously, the Four Realms of Experience was mostly used for classification purposes, and thus is not included in the author's own framework.

2.5 Theory Meets Practise

This part of the thesis puts the previously presented theory into reality. The author presents which parts of the different tools were used in the planning and execution of the Silver Jubilee event. On the following page attached is a model comprising all the different elements chosen from different event tools presented previously in this thesis. In the model are shown all the phases of planning the event, and which parts of all the previously presented tools are used and when. On the left-hand side all the phases and parts of the event are listed. Then there are columns representing all the different tools. In these columns are color coded blocks for the different parts of different tools. These blocks are then placed according to the phase they were used in. The table presented below is the

key to the color-codes to the framework below. It contains all the different elements chosen from each event tool.

Table 1. Key to author's framework

Canvas	Pyramid	Realms
pains	individual	entertainment
gains	authentic	educational
expectations	story	escapist
satisfaction	multisensory	
experience journey	contrast	
jobs to be done	interaction	
promise		
cost		

Table 2. Silver Jubilee framework.

Phase	Event Canvas	Experience Pyramid	Four Realms of Experience
Initial Planning			entertainment educationla escapist
Venue	pains	individual authentic story multisensory	
Guests	pains gains satisfaction experience journey jobs to be done promise	interaction	
Theme		individual authentic story	
Decorations	jobs to be done promise cost	authentic story multisensory contrast	
Program	pains gains experience journey jobs to be done cost	individual authentic story multisensory contrast interaction	entertainment educationla escapist
Catering	expectations jobs to be done cost	individual contrast	
Memorabilia	gains expectations satisfaction jobs to be done cost	individual authentic story multisensory contrast	
Budget	pains gains expectations satisfaction promise cost		

3   The Planning and Implementation of Silver Jubilee

This chapter is all about the actual process of planning and execution of the Silver Jubilee event. It starts with a more in-depth presentation of the background of the event, then moves on to discussing the production of the event in detail. After this will be an in-depth presentation of the methods used, and then a discussion of the risks and difficulties faced during the process. This section will end in evaluation of the whole process of planning and executing the event.

3.1   Background of Silver Jubilee

The idea of The Silver Jubilee event came from Pirkko Salo, the program director of Hospitality, Tourism and Experience Management in Haaga-Helia University of Applied Sciences, who then asked Ms. Violeta Salonen, a senior lecturer to get involved. The degree program was the first program in English in Haaga-Helia, or Haaga Institute as it was called at the time, and in any Finnish UAS. Founded in 1993, in 2018 it was time to have the 25-year celebration. Since the program was the first one to be organized completely in English, it was well worth to be celebrated. The program along with Haaga Campus has also been a forerunner and vanguard of the Finnish service field. (Kokko, 2018) The start of the program meant a great deal in regard to the internationality of not just the campus and school, but the whole Finnish service field, since Haaga graduates are well respected across the field. This all contributed to the desire of organizing an event celebrating the history – and future – of the program.

As mentioned earlier in this thesis, the author was first introduced to the project in April 2018 during the course Creating Experience Event, taught by Violeta Salonen. During the course, she mentioned the possibility of working as a manager in this event and making a thesis based on it. The author instantly became interested in the opportunity. She had had other thoughts about the subject of her thesis, but this seemed better suited for her and her future plans on working in event management.

3.2   Desired Outcome

The desired outcome was to be able to create a memorable event to commemorate the 25-year celebration of the degree program. The organizers wanted to create an evening where people would enjoy themselves, reconnect with their old friends from university or old teachers they might not have seen in years; for people to connect with new people in the same field. The organizers also wanted the people to have the opportunity to learn something new about their industry.

As mentioned in the beginning of this thesis, another objective concerning the event, was for the author to gain experience in event management. Since the author aims to work in the event field in the future, organizing this event was a great learning experience for her.

3.3   Production of the Event

The author's involvement with the project as a manager started on August 27th, 2018 with a meeting with Violeta Salonen. During this meeting Ms. Salonen presented the author with all necessary information she needed to get started with the process, i.e. budget, date of the event, what was expected of her, and Ms. Salo's wishes for the event. From there the author started planning the details together with Ms. Martikka who worked as the second manager of the event. Most of the planning of the event was done by author, Martikka and Salonen. However, the event would not have come together without having people volunteer. The following table shows the different roles planned for the volunteers during the event.

Table 3. Staff and volunteer roles during Silver Jubilee.

Position	Number of people	Role / task
Lobby	1	- Welcoming guests - Guiding to cloakroom
Lobby	1 to 2	- Handing out drinks
Auditorium	1 to 2	- Handing nametags - Guiding people to seats
Lobby and Caffeli	3	- Guiding people to Caffeli - Handing drinks
Library	1	- Karaoke host
Caffeli	6	- Serving food - Cleanliness - Making sure everything is going well
Classrooms	1	- Hosting groups in classes during campus tours - Group leader

There was about a month and a half to create the Silver Jubilee event. The process started with coming up with ideas for entertainment, program, theme for decorations, catering and so on. Ideas were written down, and then looked into in more detail – what was possible to be executed and what was not. The majority of the planning was done in early September, as can be seen from a Gantt chart attached at the end of this chapter. It was

important to first have a solid plan of what the event would look like and all the things that should be looked into, and then start carrying these plans out.

The first task to be tackled was invitations. The invitations needed to be sent out early enough for people to have time to prepare. Thus, setting the time, and deciding who to invite were a priority. The initial plan was to invite the current students to join some part of the evening, but this was then changed due to budgeting, and only alumni and teachers were invited. Another task that was important to get done early, was the creation of a Facebook event. By creating the event made it easier to engage people and keep them reminded that the event was coming. The plan was to post questions, pictures of the planning of the event, and teasers. A few posts were made, but unfortunately the full potential of the Facebook event was not used.

After this was time to see which of the ideas were possible to be executed. Many of the original plans were changed or discarded due to budgeting. One of the biggest changes was with catering. The original plan was to have waiters going around and serving different cocktail bites. The idea was that this way people would find it easier to chat to other people, not having to wait in line and then focus on eating. This idea was changed to a salad buffet in the end, due to the high costs of the original idea.

Even though most of the planning and decisions were made early in September, the last two weeks before the event were filled with work. All the concrete things – such as shopping for props and decorations - needed to be left quite late due to not having much place for storage. There were also a lot of rather last-minute changes made, that filled the last days with a lot of work.

During the whole process, the author was in contact with Ms Martikka on almost a daily basis, discussing different details and options. There were also meetings with Ms Salonen almost weekly, some weeks there were more than one. This made it easier for everyone to stay on top of what had been done already, and what was still to be done. The main channel of communication for the group was the organization platform Trello. On there the author created a board with all the different tasks. Each aspect of the event had its own card, and notes could be made under it. This way everyone could easily find all the necessary information regarding each topic or aspect. In addition to Trello, other tools and applications mostly used during this process were Canva for visual aspects, Facebook for marketing and engaging guests, and then Whatsapp and email for communication.
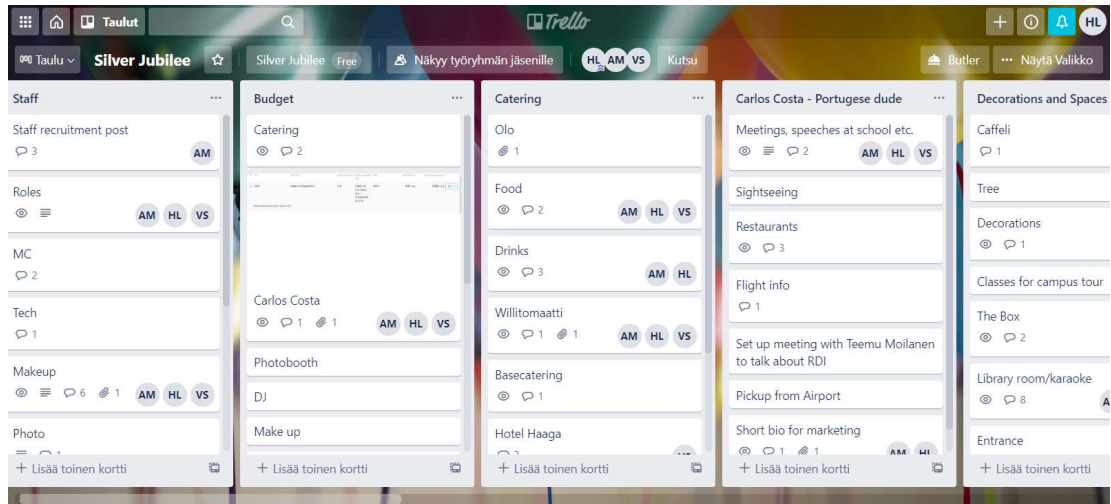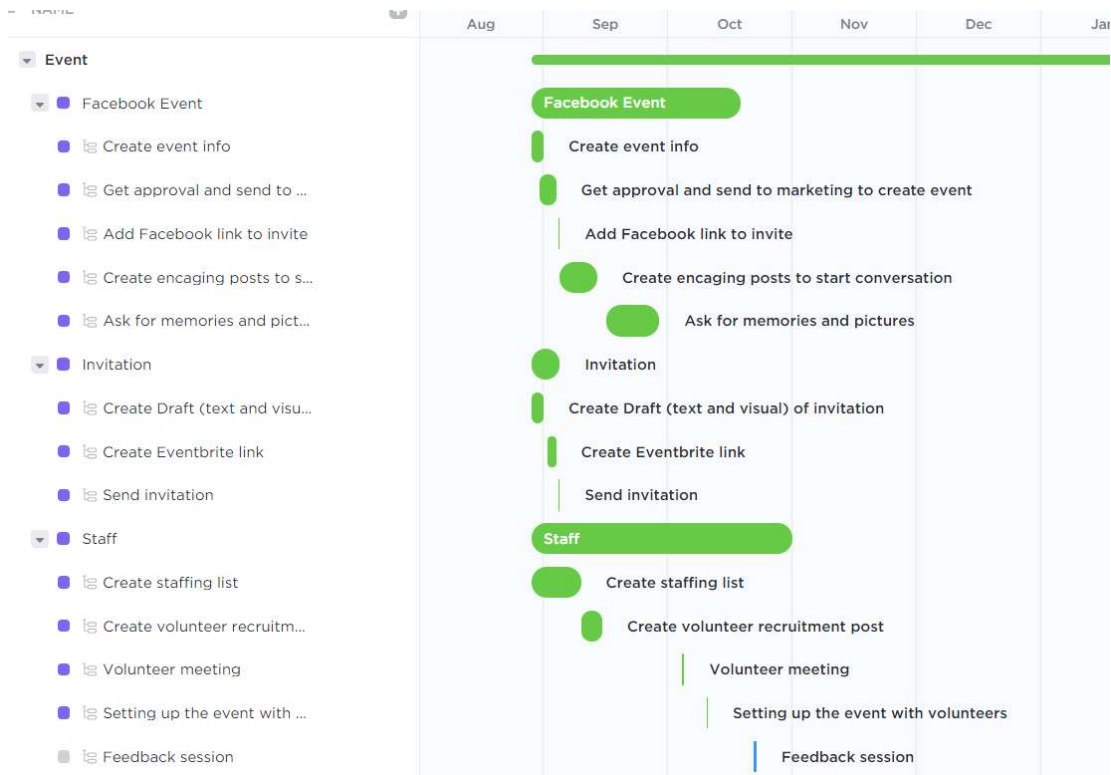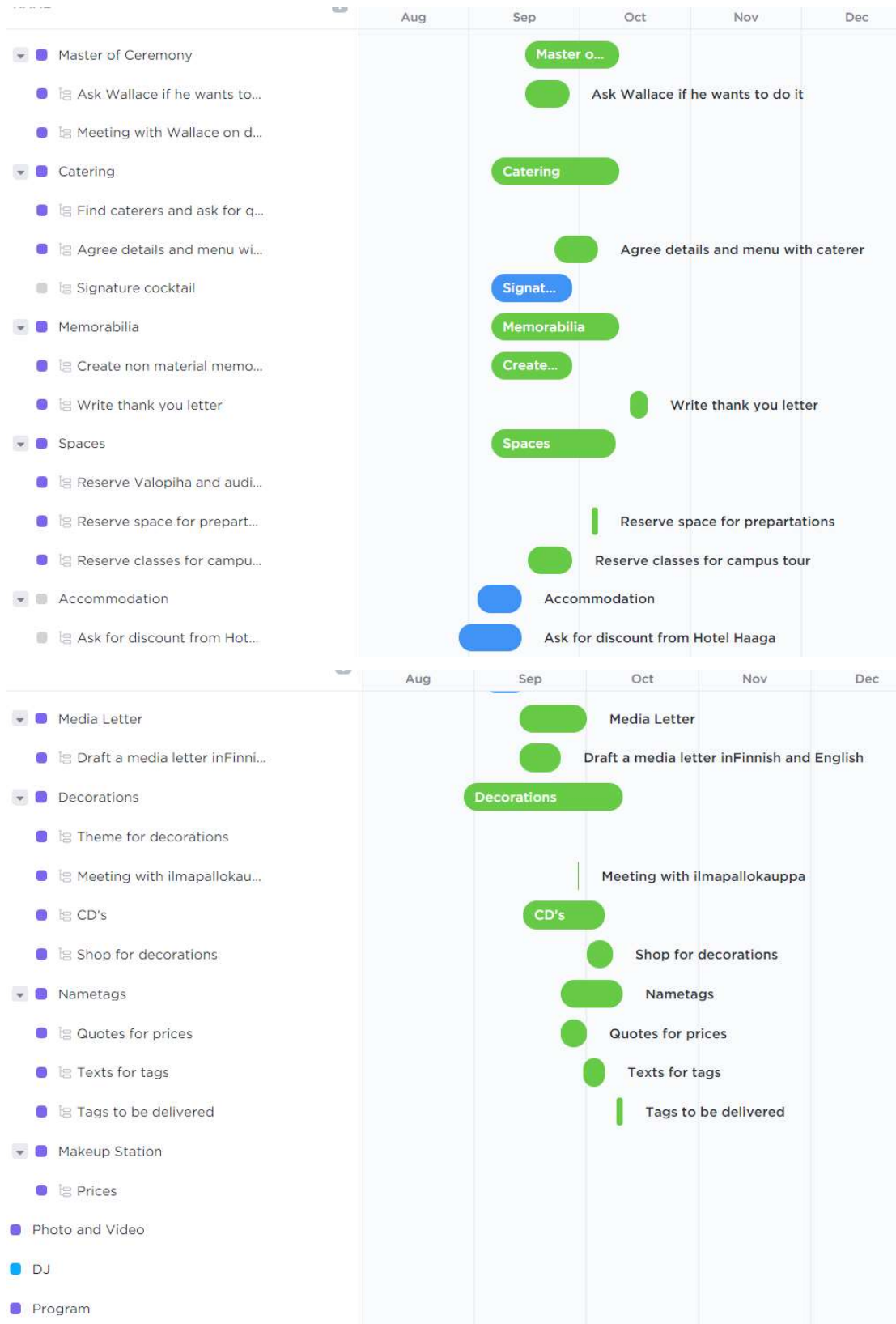
Image 4. Trello board for Silver Jubilee.

Even though the author and Ms Martikka were the event managers, and Ms Salonen was their supervisor, at the end Ms Salo had the final say on every decision made regarding the event. More specifically the decisions that involving spending money. As the program director, she is responsible for any expenses.

Images 5 to 8. Silver Jubilee Gantt Chart

3.4   Methods

As introduced in chapter one, the main methods used in the process of planning this event - as well as writing this thesis - were desk research, qualitative semi structured interviews and structured workshop method.

Desk research was chosen simply because it was the easiest way to find facts about the history of the degree program. The author read through books and yearly reports about not just the degree program, but also the Haaga campus. The information gathered from the research was mainly used for a "history map" of the degree program. Visualized in for of a customer journey map, making the outcome present the path of the degree program from start to 2018. Desk research was also used in the thesis writing process to find different sources to back up key definitions, and to back up or contradict statements about event tools.

Qualitative semi structured interviews were also a way of gathering information about the history of the degree program. The author interviewed Ms Pirkko Salo, as well as MS Violeta Salonen. As the head of the program, as well as a former student, Pirkko Salo has plenty of knowledge from the different events and changes of the program from along the years. Ms Salonen has worked at the school as a teacher and senior lecturer in the program for multiple years and has also graduated from the program in 2012, so she as well has plenty of knowledge about the history. From these interviews, the author and Martikka got plenty of information that was then used to create a map of the path that the degree program has travelled. Along this path were marked different important dates, events, and changes from along the years of the program. Semi structured interview was chosen above structured interview because the author wanted the situation to be more conversation like, but there were still some specific questions that needed answers, and a semi

structured interview encourages two-way conversation more than a regular interview. (Careers, 2020)

Structured workshop method was used between the author, Ms Martikka and Ms Salonen especially in the beginning for coming up with ideas for program, decorations, catering, entertainment, etc. In addition, the method was used with volunteers to ideate activities for the campus tour. Having a workshop is a great way of bouncing of ideas between a group, getting other people's opinions and combining two or more good ideas into a great one. Having different views, especially from people new to the project, often brings fresh perspectives into the mix. Some of the ideas that came from these workshops were for example to have a graduation ceremony for the campus tour, creating a CD curtain as a decorative element and a room divider, creating a picture stand and a message tree, as well as small things, such as having toiletries in the powder rooms available for guests.

3.5 Risks and Difficulties

There are always risks and difficulties involved in organizing any event. Such was the case with Silver Jubilee as well. Especially with the head manager being a first timer in her task and running the event day with volunteers who were only involved in the event for a short time.

3.5.1 Risks

From the beginning a concern was whether or not people would be interested and have time to join the event. The invitation was sent on September 4th and the event organized on October 11th. This left people with about a month's heads up. Some people might already had planned something for the evening or could not arrange it on that schedule. A lot of the people invited also live abroad or at least spent a big part of their year working in other countries. The initial estimate of guests was from 150 to 200 people. At the end about 70 guests RSVP'd to be joining.

3.5.2 Budget

One of the biggest difficulties faced in organizing this event was the budget, or rather being able to use the money. The given budget in the beginning was €10,000 but during the planning, most options and choices were deemed too expensive and not fitting within the budget by Ms. Salo. One of the biggest examples of this was the choice for catering. The original idea of cocktail bites was rejected due to considered too expensive, and changed to a less expensive option, that somewhat contradicted the original idea of people being able to mingle and network, instead of sitting at a table with the same people.

3.5.3 Management

Another aspect that caused some challenges, was the fact that the head manager was working in such a position for the first time. She has worked and volunteered at events prior to Silver Jubilee but has never had so much responsibility or say in decisions. The inexperience came across as insecurity and having to check more things with her supervisor than someone with more experience would have to. Also, time management might have been better, had she had more experience.

Even though the head manager with Martikka and Salonen were given the rights to make decisions from the start, many of them needed to be run through Salo for final say in the matter. As stated earlier, this caused many of the original plans to be rejected, and the team having to come up with new ones on the go. However, such is life in the event field quite often, so it is something to keep in mind and be prepared to in the future as well.

3.5.4 Volunteers

Finding enough people to volunteer, and them being the right people, turned out to be somewhat of a challenge. Originally 6 people volunteered, there was need to find more people since there were a couple of no-shows. Difficulties were also faced during the setup of the event. Because the volunteers were not in the process for that long, some had difficulty obtaining information and getting a grasp of the plan for the event and what their roles were.

3.5.5 Communication

During the planning process, the team also came across some communication issues with some volunteers, and the person asked to do quick sketching during the event. As it was difficult to get replies and confirmations from these people, it left the organizers a little worried and stressed. This also caused extra work, due to having to look for other volunteers on a short schedule and having to come up with a back-up plan for the sketches.

3.5.6 Activating Guests

Original plan was to have an active Facebook event page, where people would comment their wishes or ideas for the event, share memories from along the years in Haaga-Helia, and generally get excited about the upcoming event. This turned out trickier than expected. Due to time management problems, there were only a few posts from the organizers side, and even those did not get much attention from the people in the event. Maybe emails about the event should have been considered as well.

3.6 Evaluating the Project

As mentioned previously, about 70 people attended the event. This was a rather low number in comparison to what was expected. However in the end, had the number of attendees been higher, more problems might have occurred during the evening.

3.6.1 Feedback from the Guests

A feedback form was sent to the attendees, but only 5 people filled the questionnaire. According to those answers, people were happy with the information they got prior to the event, but they also wished for more engagement pre-event. Someone also mentioned they were surprised the event was organized by students and wished it had been stated. People were also mostly happy with the food and drinks, with an average of 7,6 points from 10.

Concerning the program, there were people who were happy and those who wished for something else. According to the feedback form, and what people discussed during the evening, some people were disappointed in the seminar. All in all, people thought it was a good idea, but the topic was poorly chosen. There were also a few people who would have wished for more time to just network and mingle amongst other guests, rather than go on activities. The author understands that point well, since the majority left on the campus tour all at the same time, unlike the plan that was to go on smaller groups.

3.6.2 Authors Comments

Looking back the event went well, but there were things that should have gone better, and the author would now do differently. One of them is time management. Stricter deadlines should have been set for certain things, so they would not have been left to the last days that were already filled with work. One example of this would be having more time to set up the venue. Obviously, all the decorating could not have been done any earlier, but the decorations themselves could have been prepped earlier. So having an extra day or to get everything ready would have made a world of a difference.

As discussed in the section concerning difficulties, having the volunteers join so late, caused some confusion. It might have been a good idea to have them join the process a bit earlier. This way they would have been more familiar with the event and what was planned, and they would have been more invested in the success of the event. However, all in all the author is quite happy with how the event turned out. The team was able to create a memorable event, that was not just a copy of every other celebratory event out there. The majority of the guests left home with smiles on their faces and seemed mostly

happy with having joined the celebrations. Work between the author, Ms Martikka and Ms Salonen was easy and quite seamless, communication between them was easy and everyone was able to present their ideas and thoughts freely without judgement. And most importantly, Ms Pirkko Salo said she was very happy with the work the team did, and with the event they were able to organize in the time given.

All in all, the author can be quite proud of the work she did with the event, and the event itself. She has also used this experience to improve her skills as an event manager and will remember the faced obstacles next time she gets an opportunity to organize any kind of event.

The final chapter of the actual thesis discusses the whole process of this thesis. The main focus is on the process of writing this report, what the author learned through this process and what she wishes she had done differently.

4 Discussion

The final part discusses the general process of writing this thesis. This chapter begins with a look at the whole process from the first day of planning the event, to the final days of writing. Planned timelines are precented and faced difficulties discussed. Finally, this thesis closes with a look at what the author learned during this long process.

4.1 The Thesis Process

In the beginning of this process, the author was excited by the opportunity of managing an event, writing their thesis on the task as well as the graduation visible in the near future. She started the journey filled with energy and enthusiasm. However, the days were filled with planning the event, and final courses, so at the end of the days the author had no energy left to focus on writing. After the event, she was set to start working on the writing, and have her thesis done by the end of the year. Unfortunately, there was a loss in the family soon after, which caused having to set everything else aside.

In the beginning of 2019, the author got her head back into schoolwork and started again on her thesis. A timeline was made for the process for her to graduate in June. In the beginning everything went great, and progress was made. The planned timeline can be found in a Gantt chart below. She also had a monthly meeting with her thesis supervisor Ms Salonen, until the author began her internship at a festival. The author continued to work on the thesis during the festival. The workload grew overwhelming however, and the schedule started slipping. Looking back now, meetings with supervisor might have helped the author to stick to the schedule.
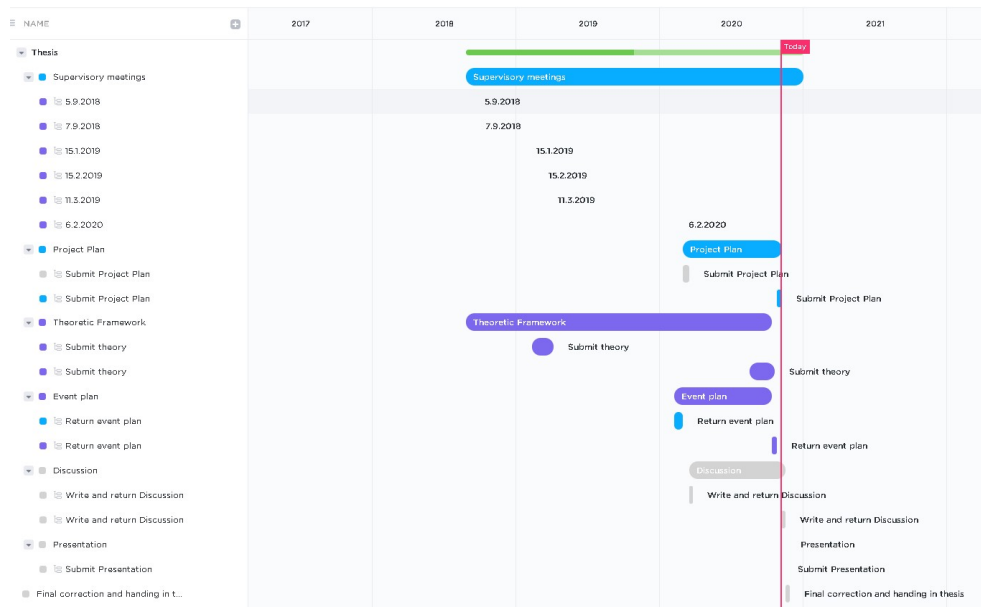

Image 5. Original plan for thesis process.

In the end, the thesis was left to be able to fully focus on the internship. Once the internship was done, the author got back to the thesis in August 2019. However, she got stock in the theoretical framework, not finding good enough sources to back up or question her statements. The year passed, work took up the author's free time again, and the thesis did not see much progress. In the beginning 2020 a burst of energy found the author again, and she made some progress again. Having meetings with her supervisor a couple of times also helped in the beginning. Then the world got hit by a global pandemic. Looking back, the pandemic closing much of the country, spring of 2020 would have been the perfect time to work on one's thesis. The pandemic hit the author's mental wellbeing hard, however, so she had difficulty having the mental state of focusing on the work.

Finally, in August of 2020, the author took herself by the neck, and made herself finish the thesis, no matter what. Her study time is coming close to finish, and that always works as a great source of inspiration. A new timeline was made, and actual progress was made. Below is the final timeframe for the fall. The fall did not go perfectly either, having a moment of exhaustion, with working full time, moving, and writing her thesis. The author pushed through it however and will finally graduate from Haaga-Helia University of Applied Sciences by the end of 2020.
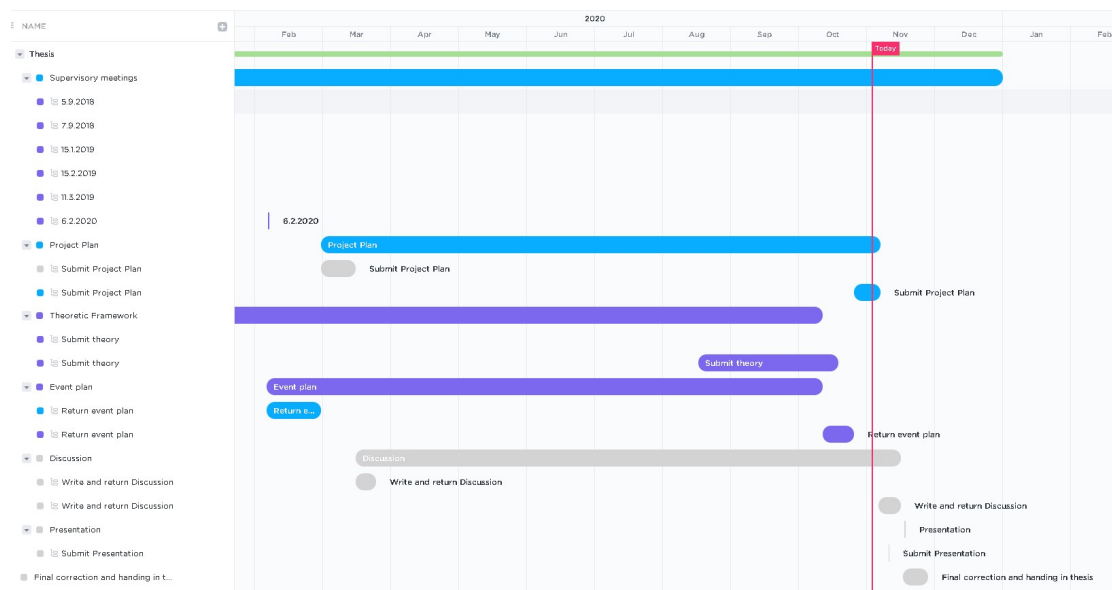

Image 6. Final timeframe for thesis writing process.

4.2   Learning outcomes

One of the goals for this process, was for the author to gain experience as an event manager and develop her skills on the field. This certainly happened, and the author has now much more experience. Especially she learned about the importance of time management

in such a project. If she were to start the project again now, she would make a better schedule, and do her best to stick to it. Having the volunteers involved with the process for a bit more, is also something she would do differently, as mentioned.

Another quite important thing learned during the last weeks of the process, is the importance of supervisory meetings and contact. Looking back, the most progress was made when the author had supervisory meetings more often. The thesis supervisor was always ready to help, and available for meetings, but the author did not realize how important that would have been for the writing process. Especially in the moments of feeling overwhelmed and not able to finish the thesis, meeting with one's supervisor could have made a world of a difference.

With the experience gained from this thesis process and organizing Silver Jubilee, and with the things learned about the ways of working that best suit her, the author now has some great know-how about event management and organization. She has now much more confidence in her abilities, than she had two years ago when starting this journey. Even with the covid pandemic looming over the event field at the moment, she has great faith in her future in the industry.

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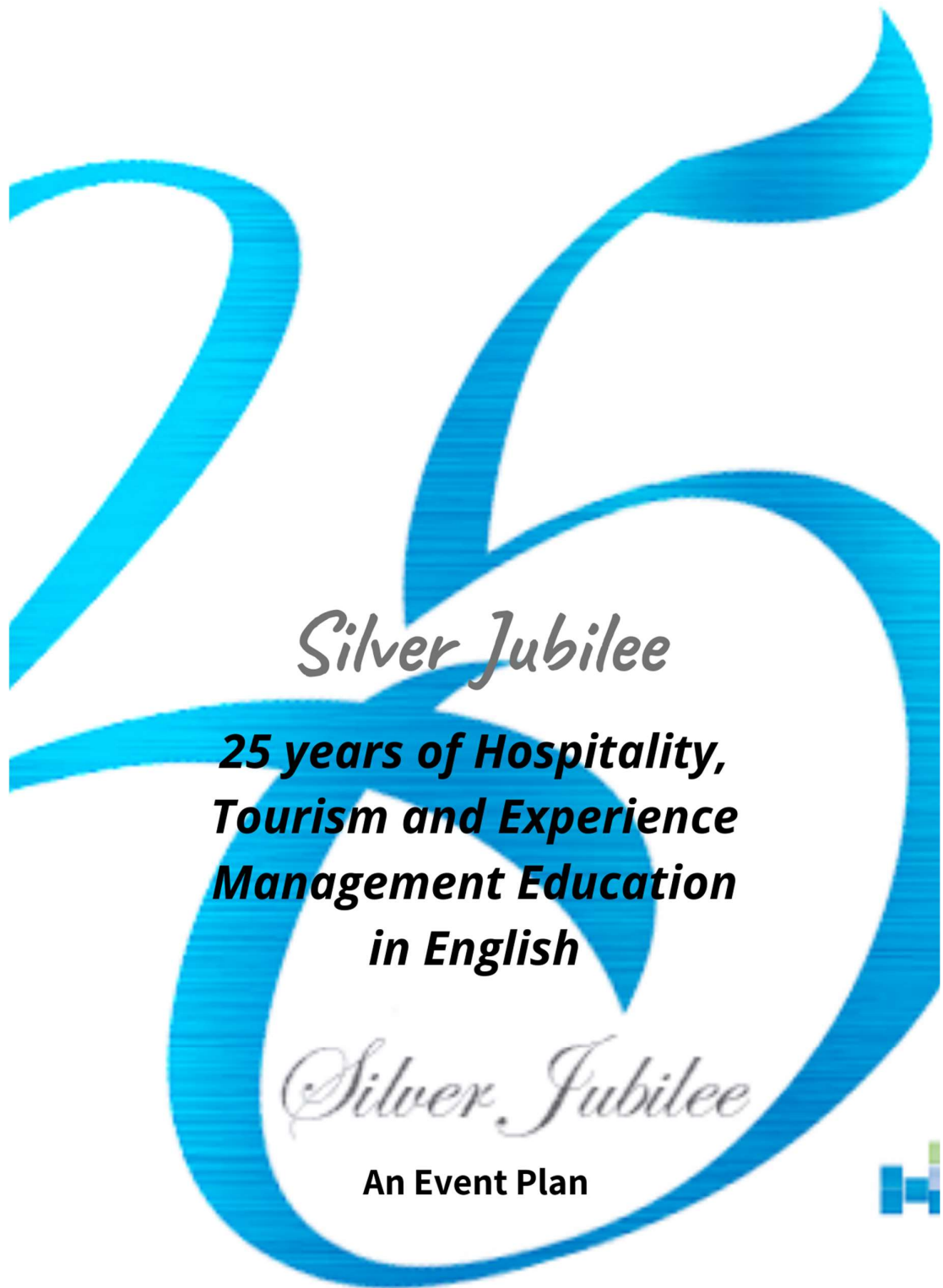Salo, P. 1 October 2018. Program Director. Haaga-Helia University of Applied Sciences. Interview. Helsinki.

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Appendices

Appendix 1. Silver Jubilee Event Plan

Silver Jubilee

25 years of Hospitality, Tourism and Experience Management Education in English

Silver Jubilee

An Event Plan

Silver Jubilee in a Nutshell

The Silver Jubilee was a celebratory event, organized in October 2018 to commemorate the 25 years of English education in Haaga-Helia University of Applied Sciences. It was important to celebrate this milestone, because the Hospitality, Tourism and Experience Management degree program was the first one of Haaga-Helia's degree programs to be organized in English.

The essential idea for the event was to celebrate these 25 years with the people who made the program - the teachers, the alumni and the current students.

This event plan includes the original plans for the event, but does not discuss how well they were finally executed in reality.

Initial planning

In the initial planning of the event, the general idea of the theme and program was set. It was decided that there should be an educational element, such as a key note speach, as well as celebratory elements. A theme was also set, as well as a budget and preliminary guest list.

According to these plans, it could be seen that the event would include three of the four realms of experience: entertainment, educational and escapist.

Venue

The event is organized on the Haaga Campus of Haaga-Helia University of Applied Sciences. This is the campus where the degree program started, and where it is still taught. The campus is the home of the degree program so to say, so it is the only possible place to hold this event. This makes the venue authentic to the event, and gives support to the story.

Different areas of the campus are used during the event: seminar is held in the auditorium, dinner and other activities take place in the atrium "Valopiha", and a few classrooms are used for the campus tour and Karaoke.

When planning the setup of the venue, it was important to include multisensory elements, as well as have some individual things to the celebration set-up that are different from the everyday school environment that people are used to.

Guests

It was decided to invite all the alumni of the degree program, former and current professors and teachers, former and current program directors, and the principle of the school. The estimated number of participants was between 100 and 150 guests.

When planning the guest list, and creating the program accordingly, there were factors that needed to be considered carefully: what would the guests gain from attending the event, what does it take from them to attend, how to make sure they are satisfied they attended, what is their experience with the event like, what are the jobs they need to do in order to be able to attend, and what do we promise them.

It is also important that there is enough interaction. Not just between the guests, but also between the guests and organizers.

Theme

The main theme of the event was chosen to be silver, due to the name, and silver being the known representative of 25-year anniversaries. However, because the program was started in 1993, a hint of the 90's was also chosen to compliment the theme. From the 90's, especially mint green was chosen to be used, as it goes well with the colors of Haaga-Helia. The chosen them and colors are mostly used in decorations, social media posts, and the dress code. The dress code was semi-formal with a hint of 90's.

In choosing the theme and how to showcase it, the most important factors were that the theme be individual and authentic to the event, and being true to the story of the event.

Decorations

The guideline for the decorations comes from the theme. That is where we get the color scheme for all decor, as well as some idea of what style of decorations to use. Thus, same aspects are important for the decorations: being authentic to the event, period and theme, and fitting the story. In addition multisensory aspects wanted to be incorporated, and the decorations are to create contrast to everyday life and everyday school environment. As mentioned, the colors chosen are silver and mint green. We wanted to also somehow incorporate something 90's themed into the decorations.

Old CD's are used to create curtains for room division and blocking entry to certain areas. The campus tour class rooms are decorated according to theme. The game room is decorated with game themed accessories, and meditation room is decorated with candles, pillows, Fat Boys and yoga mats.

To decorate the space, a to-do list is very important, so that nothing is forgotten. It is also important to evaluate the cost of all the decorations so to not over-blow the budget. It is also important to remember what the promise of the event is.

Balloons are often present at celebratory events. They are an easy way of decorating and bringing color and celebratory feel to the venue. Balloons were also the main decorative aspect of the Silver Jubilee. The plan is to decorate the atrium with silver and mint green balloons, and also distribute balloons to other areas where people would visit. The more balloons the better.
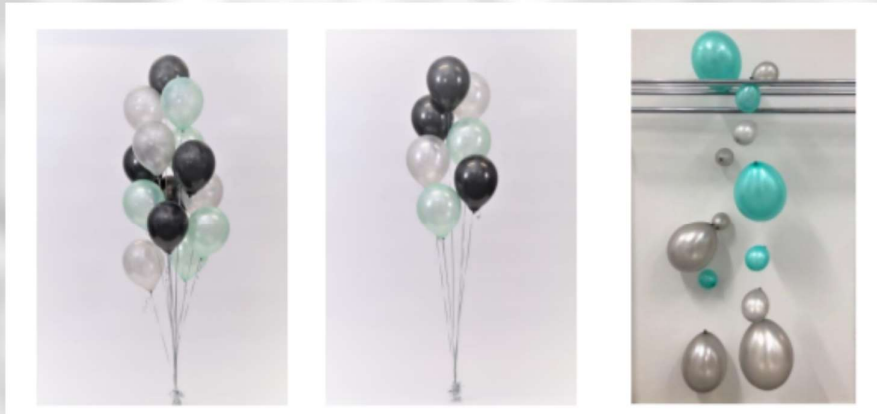
Program

The plan for the event program was for it to be very versatile and individual; like there was something different, and it was not just another cocktail party with a playlist. It also needed to feel authentic and be true to the story and theme. Multisensory elements were an important factor to include in the program, it needed to have contrast to everyday life, and interaction between people needed to be ensured and made time for.

Planning the program is another part of the planning where a to-do list is of high importance to ensure nothing is forgotten. It is important to take into consideration what the guests gain from different activities, and what they might not enjoy - those being the pain points. To find out what those moments and activities could be, it is great to think of the guests' experience journey. In the end however, what dictates most activities and what is possible, are the costs.

The biggest parts of the program were the key-note speaker Carlos Costa from Portugal, and free time to mingle while eating. In addition to these, other smaller activities were included in the program. These activities include karaoke, DJ and dancing, glitter-makeup, campus tour, picture station, sketch artist and a stand-up comedian.

The evening starts with a welcome drink and chatting with other guests. They then move to the auditorium for the key-note speech by Carlos Costa. After this the guests are guided to enjoy finger foods in the hall. On the way they are served an edible drink. While people are eating, a playlist of music from 1993 to 2018 plays on the background.

After dinner there is no set program, but rather free discussion and free choice of activities. On the dining tables there are riddles, the answers to which can be found on other tables. There is a dance floor area set up for those who prefer dancing over chatting, and there is a DJ playing all the favorite dance tunes. . There is karaoke, glitter makeup station, a message tree, and a picture station with props. There were also campus tours available for those who wanted to see the new side of the school. The tour involved 4 classrooms in the new wing, and each room had a different activity. The first room was a game room, with board games, poker, and a PlayStation. The second room is wellness themed. People can meditate there, and the room is dimly lit with candles. The third room is a mini room escape room. And finally, after touring all the rooms, the attendees will have a graduation ceremony in the last room. They will be handed a diploma and will get a graduation picture.

In the program it is clearer that the event has elements of three of the four realms of an event: entertainment, educational and esthetic. The key-note speech makes it educational: guests are not immersed in the speech, but are actively listening, and might even take part in it by commenting or asking questions. The performance by the comedian can be seen as both educational and entertainment: some guests might be asked to participate - for them the experience becomes educational. But for those who just watch and enjoy the performance, the experience is entertainment. Finally, during the campus tour the event shows its escapist side. The guests are fully immersed into the program, and are active participants.

Catering

Planning the catering for the evening, the first thing to be decided was that it needed to be something more special than your regular buffet - it should be individual and have contrast to everyday life and other similar events. Other factors to consider in planning were the guests' expectations considering some of them are restaurant professionals, what is the to-do list for organizing the catering and of course, what does it all cost.

As mentioned earlier, the evening starts with a welcome drink. This is traditionally sparkling wine. After the seminar, people are offered an edible mocktail. Instead of a buffet, dinner is in the form of finger foods. The guests can sit at their tables or just stand around and chat, and servers will walk around with trays, offering people new cocktail bites.

In addition to food, there are of course drinks available. A bar is set up to the side in the atrium. The bar is equipped for a small selection of drinks available for the guests: wines, beer, as well as a couple of different cocktails. One of the cocktails is a signature one, designed specially for the Silver Jubilee.

Budget

When discussing the budget in this event plan, it is not meant to discuss how the budget was set. In stead, this part discusses in which parts of different tools were thought of in regards to the budget.

Regarding the budget and how the money was used, the biggest chunks went towards the program and catering. Costs needed to be well counted in order to stay on the set budget. Another big factor on how the money was spent, was the promise to the guests and what expectations there were about the event, and what was the level of the event they would be satisfied with to have attended. These all brought out some pains with the; things that would have elevated the event, but there was just not money on the budget for.

Memorabilia

From these types of events, as memorabilia people usually get some object that they do not really have a need for or they don't even necessarily want. So for this event, we wanted to have something they could actually remember the event from. Instead of a tangible object, everyone was sent an email including a recording of the keynote speech, the pictures taken during the event, a link for the playlist created for the evening, and pictures of the sketches that a sketch artist has drawn during the event. This email will be sent to everyone invited, not just those who attended. In addition to the email, attendees will also have the diploma and picture from the campus tour, in case they decided to attend. In addition, one lovely touch to have as a keepsake are the name tags made for the event. In addition to name and year of graduation, the name tags also have an inspiring quote on the back.

Name

Year of graduation

Recall it as often as you wish, a happy memory never wears out.
- Libbie Fudim

Timeline

Attached is a chart of the planned timeline to executing the event. Each block represents a week, and then weeks are color coded according to the task being completed (green), worked on at the moment (yellow), or to be done (red).

What	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41
Invite		DL 4.9. (green)					
Facebook event		DL 4.9. (green)					
Staffing plan		(yellow)					
Catering			(red)				
Memorabilia					(red)		
Spaces			(red)				(red)
Thank you notes					(red)		
Media letter							
Hotel Haaga prices							
Nametags		(yellow)	(yellow)			(red)	
Decorations				(red)	(red)		
Master of ceremony			(red)				
Makeup				(red)			
Babysitter			(yellow)				
Photo and videographer		(yellow)					
DJ			(red)				
Program						(red)	
Student photos		(yellow)	(yellow)	(yellow)	(yellow)	(yellow)	(yellow)
Tree				(red)	(red)		
Budget		(red)	(red)	(red)	(red)	(red)	(red)
Portugese dude		(red)	(red)				
Staff outfits					(red)		
Stage							(red)
Supervisory meeting		5. & 7.9. (green)					

Staff

To be able to make this event into reality, obviously there needs to be people working in the event. Due to budget, we were not able to pay people. Instead we recruited volunteers, and offered them study credits for the job well done. Below attached is a list of tasks planned for the staff as well as a recruitment post.

Welcome - one person, guides them to cloak room
Drinks - 1-2 people handing out drinks
Auditorium - 1-2 ppl guiding to write names in tags
Guiding to Caffeli - 1 person in front of auditorium, 1 in lobby, one with drinks in front of stairs, 1 in Caffeli
Library - 1 person for karaoke
Campus tours - 1 person to guide the tours, 1 in each room?
Rest of the people to take care of cleanliness

LOOKING FOR VOLUNTEERS!

11th of October
Haaga Silver Jubilee
25 years of English degrees

What we need:
Hosts
Waiters
Technicians
A babysitter

You get credits for working in this event. If you are interested, send an e-mail to this address:
haagasilverjubilee@gmail.com

Finnish students are also welcome, you just need to speak English!