

Pauliina Tantt

MANUAL FOR ORGANIZING NORDIC BUSINESS FORUM,
STUDIO RAUMA -EVENT

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Pauliina Tantt

Satakunnan ammattikorkeakoulu, Satakunta University of Applied Sciences

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Supervisor: Wikman, Marina

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The purpose of this thesis was to create a guidebook for students who are going to organize Nordic business Forum live stream event in Rauma in coming years. This guidebook will benefit students and teachers working on the project as well as in other similar projects, because the basics in organizing events are very similar in every event. The objective of this thesis was to improve understanding in event management from student organizers point of view.

This thesis is based on experiences of the writer on acting as a project manager in Nordic Business Forum Studio Rauma event in 2019. The event was organized in co-operation with Satakunta university of applied sciences (SAMK) and Winnova. Students from SAMK organized and planned the event in co-operation with teachers from both schools. The event was organized in Rauma-Sali and lasted for two days.

The theoretical part was gathered mainly from event management, project management and human resource management. The event process, implementation and the main activities were explained. This is a practice-based thesis, therefore the theoretical part is followed by practical part in every part of the thesis.

The findings suggest that NBF Studio Rauma is a successful event and still has room to grow bigger. Studio Rauma will probably be organized annually in the context of the Nordic Business Forum. Suggestions for improving, growing and maintaining the quality of the event are provided in the conclusion part.

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1 INTRODUCTION

Nordic Business Forum (NBF) is annually organized business and leadership conference and there are well-known and experienced speakers from all around the world. The event gathers together over 7500 attendees from over 40 countries and several live streaming rights are sold all around the world for the event (Nordic Business forum 2020). Teachers from Satakunta University of Applied Sciences (SAMK) and Winnova are responsible together for organizing an annually a live stream event of the event in Rauma with a help from students from SAMK. The focus group are Students from SAMK and Winnova. Furthermore, the entrepreneurs and professionals in the Rauma region are all welcome and the auxiliary program is created in order to make the event more appealing for them.

I have personally organized the NBF Studio Rauma event in 2019 with the help of two teachers and three students. This thesis will work as a manual for the event with the aspects and steps needed in successfully organized event. Furthermore, this thesis focuses on the theory essential for the organization and success of the event. The main concepts of the thesis are event planning and implementation. In the theory part the stages of the event process are examined in more detail. In addition, the thesis deals with the strategic and operational issues of organizing a successful event. The thesis includes a description of the event process and the actual implementation of NBF Studio Rauma -event.

1.1 Purpose and objectives

This thesis is created to work as a manual for students who are going to organize Nordic business Forum live stream event in Rauma in coming years. Expected outcome of the thesis is to guide and help them to succeed in the event management process.

The objective of this thesis is to maintain the quality of the NBF Studio Rauma event and improve understanding of event organization for students studying international business in SAMK. Events are considered as an effective tool in marketing and image promotion for businesses (Bodwin, Allen, O'Toole, Harris & McDonnell 2006, 3.), therefore understanding the phases of successfully organized events is beneficial for students aiming to work in business sector.

1.2 Structure and framework

The framework below presents how the concepts used in this thesis are linked to each other. The core concept is event planning and by planning one can organize a successful event and the outcome of this thesis is the manual for organizing NBF Studio Rauma event.



Figure 1. Conceptual framework

1.3 Practice-based thesis

In a practice-based thesis, the goal is to design an event or product in which certain people participate. The group for which a product or an event is planned determines the content of the event, and therefore it is important to precisely define the target group. For example, the characteristics of the persons, the wishes of the client or the set outputs are used to determine the target group. Practice-based thesis has an exploratory and developing approach. The research extract of the thesis must stand out in the

thesis. This means that everything that has been done is based on theory. Source criticism should be considered for example when making guidelines. Sources should be up to date and trustworthy. Often there is not enough time to go through the whole theory, therefore one must delimit the work carefully. In many cases, a practice based thesis has been started and the work largely done before looking more closely to source material (Vilkka & Airaksinen 2003, 38-56.)

The paragraph above is quite accurate in the case of this thesis. In my thesis I will go through the stages of organizing an event from the beginning to the end, always first writing the theory of the part and then the practice related to the NBF Studio Rauma event. I started the whole process by first organizing the event, then writing down the relevant information on how to organize the event, after which I became acquainted with the theory part. Theory for organizing events can be easily found and every event follows the same structure. This thesis and the theory included can be adapted to various events.

2 EVENT PLANNING PROCESS

When planning an event, the reason for the event is the base of the plan. Why is the event organized, who are the clients and what are customers' demands? After events aim and objectives are established, the next stage of the planning process can be started. Next stage of planning is to consider implementation demands, such as budget, resources and marketing. This stage also includes partnerships and sponsors. When all the resources are determined, organizers know the boundaries and requirements for the event. (Raj, Walters & Rashid 2013, 258).

When the idea for an event is determined, one must choose the time and a suitable event site for the event. Sometimes the event takes place soon after the planning process is started and sometimes the event date is locked years earlier. Many variables influence the time of the event. There might be other events simultaneously or national public holiday, which may affect customers participation in the event. One must choose a date, that does not have other major events or holidays. Event date depend also on the event sites availability. When the event site has been found, reserve it and set the date for the event. (Catani 2007)

In the begin of the planning process one must also determine the stakeholders of the project. People and organizations who are interested in the outcome of the event, are the stakeholders of an event. The only reason for organizing events is no longer the audience, an event must meet up multiple other requirements nowadays, including governmental requirements, sponsors' and media's needs and expectations of community. When the stakeholders are determined, planning of the event can begin and the project managers needs to take all the stakeholders' requirements and need into consideration. All the requirements of the stakeholders are not always rational, or they can overlap with each other, because they all have their own reason and agenda to participate in the event. A good project manager recognizes all the needs of all the stakeholders and negotiates with them in the beginning of the planning process and keep them informed during the planning process, if there are any changes in the event. (Bodwin 2006, 98).

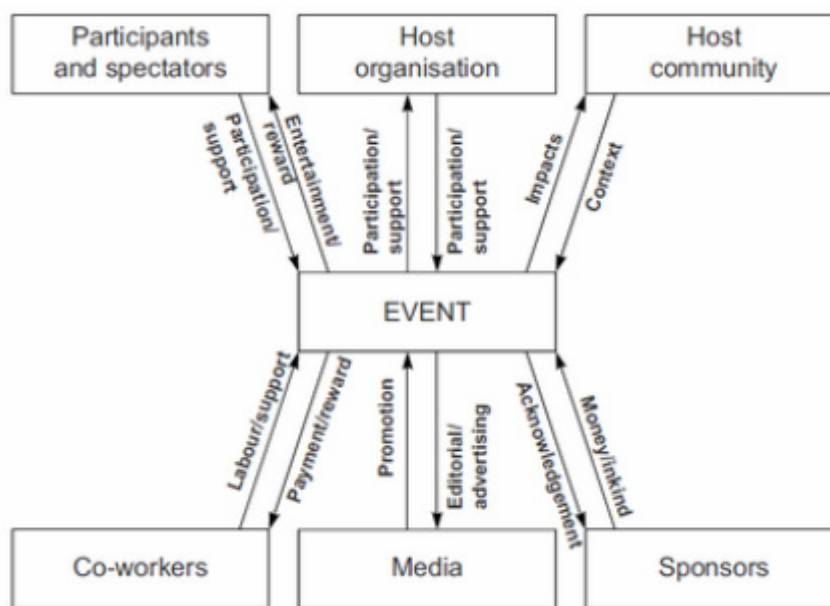


Figure 2. The relationship of stakeholders to events (Bodwin ym. 2006, 98).

To ensure event success, tracking and benchmarking other events in the industry can suggest new ideas for the event managers. Events are organized continuously all around the world and benchmarking successful events and their ideas is an advisable action. When the strategy for the event has been established, all the stakeholders in the event should be committed to follow the strategy and be involved in the planning process. Including all the stakeholders in the planning process diminishes future misunderstandings. (Beech, Kaiser & Kaspar 2014, 24).

Organizing the NBF Studio Rauma event has already become an annual tradition. The date and schedule of the event will be determined by the Nordic Business Forum. The key stakeholders in NBF Studio Rauma are Nordic Business Forum, SAMK, Winnova, City of Rauma, media, sponsors, students, entrepreneurs, volunteers and event organizers. Teppo Lundell, a Teacher from SAMK was the one who started this project in cooperation with a teacher from WinNova. He contacted me and asked if I wanted to be the project manager in the event and if this topic would be also my thesis topic and I agreed to it. Together we started the planning process and step by step included other stakeholders to the project. Nowadays my profession is an event organizer and marketing manager and I have used a lot of my previous experience in event organizing

when I organized the event and with this thesis, I want to help the future Studio Rauman event organizers to succeed. I recommend benchmarking other events even before starting the planning process. This way new ideas can be included in the event plan from the beginning.

When organizing an event, good planning is the key. When planning NBF Studio Rauma, I recommend to consider the following aspects:

- Event Staff
- Budget
- Sponsors
- Schedule
- Event site
- Event marketing
- Security and permits

In 2019 we planned the main features of the event with the core organization and had regular checkpoint meetings. Our checkpoints were the aspects listed above and in every meeting our aim was to ensure that the plan was followed and potential problems were addressed. As a project manager I focused on details, such as:

- Marketing plan
 - Design
 - Printed materials
 - Marketing schedule
- Layout of the event site
- Roles and staff's schedule in the event
- Contacting potential sponsors
- Following the schedule in the event

For example printed materials needed to be planned, made, ordered ja delivered to me before the event and the day before the event brought to the event site and placed in their rightful places. Good planning of the event is crucial for events success, however

other important tasks of a project manager is to be alert and aware of every aspect during the event. Problems may occur during the event and they need to be addressed promptly.

2.1 Event organization

In event industry organizations are flexible, so called pulsating organizations, which means that the workforce increases and decreases with demand. Organizations functions and number of staff fluctuate during the process. Staff who have multiple skills, may be given more roles and their talents can be utilized in many different stages of the project. Number of staff changes also during the process. Before and after the event as many staff are not needed as during the event. The event schedule must be well planned and the staff oriented to their duties during the event. Duties and task must be distributed to the volunteers according to their skills. The event manager ensures the duties of the staff are done correctly and if problems occur during the event concerning staff performance, the event manager must solve the problem. The problem can be solved by helping the volunteers or changing their duties. (Raj 2013, 64-65).

In event industry inspiring and energizing staff is important. When staff are having a positive attitude, it creates a positive atmosphere also for the customers. Organization has to have clear guidelines on responsibilities because some of the staff are usually volunteers. The core organization has to have clear authority and supervise the staff's performance during the event. (Ferdinand & Kitchin 2017, 121.)

Event organization, especially volunteers acquire expertise by learning. This method is called on-the-job training. Event manager should take time to train volunteers and tell them about the events mission and values the whole organization should represent the same standards and should know the codes of behavior and what is expected from them. Meetings should be scheduled to keep the whole organization updated of the possible changes and make sure that everyone has done their responsibilities to the event on schedule. (Allen 2013, 35-36.)

NBF Studio Rauma's core organization stayed the same during the whole project. The core organization consisted of teachers from SAMK and winnova, in 2019 they were Teppo Lundell (SAMK) and Juha Harikkala (Winnova), project manager student Pauliina Tantt and Jaakko Soukainen from Prosecure who was responsible for the security of the event.

The organizing team had also three volunteer students from SAMK, who Teppo Lundell found by asking promising students to participate. By helping to organize the event, the students gained valuable experience in project management and practiced their team working skills in practice. Organizers had more volunteers before and after the event, when the event site had to be built and disassembled. Volunteer were gathered from SAMK students and they helped to carry furniture from SAMK to the lobby of Rauma-Sali.

Staff training was paramount for the events success. Without training the staff and volunteers, they would not have had the knowledge that the events core organization had. The three volunteer students who helped to organize the event, were included in the planning meetings. Volunteers carrying the furniture were briefly told the needs of the event site and this way they knew what furniture to carry and were the furniture needed to be carried in the event site. They carried sofas, chairs and beanbags.

2.2 Budgeting and sponsorship

One can spend as much money on an event that is available, therefore there needs to be a budget. Typical expenses are rent, labor, decoration, technology, permits, transportation, accommodation, security, materials, food serves and entertainment. When all the necessary costs for the project are known and cost estimate of the project is done, the budgeting can be started. When considering how much money is available for the project, you can either plan the event from start to finish with the help of your own organization, or outsource the event planning and execution process to event management professionals. (Vallo & Häyrynen 2014, 150)

Cost estimate of the project can change during the project as the work is done and there will almost inevitably be changes to the original plans, which also leads to a change in costs. It therefore makes sense to set aside a reasonable margin for overrun in the project budget. In the project plan, it is worthwhile to make a cost estimate at a rough level, as drawing up a budget that is too detailed will not serve the implementation of the project. (Kettunen 2009, 117-118.)

There are many different types of sponsorship deals. Not every sponsor is looking for increasing their market share of their product, some agree to sponsor to maintain their positive public image. The sponsors consider who are the target group of the event and are those their target group also. When looking for sponsorships, event managers must consider the benefits of sponsoring the event to the sponsor and is the sponsor suitable for the event. (Raj ym 2013. 189-190.)

Income	
Raumalaisen kaupan ja tekniikan kannatussäätiö	2 500 €
City of Rauma	200 €
Costs	
NBF Streaming license	-1 300 €
GU-ohjelmat	-900 €
Laitilan Wirvoitusjuomatehdas	-214,62 €
Candy	-39,80 €
Printed programs	-240 €
	5,58 €

Figure 3. Budget from NBF Studio Rauma 2019

Figure 3 explains all of the incomes and costs of the event in 2019. All of the income in NBF Studio Rauma comes from sponsors, the main sponsor is Raumalaisen kaupan ja tekniikan kannatussäätiö. Teppo Lundell applies for the sponsorship from them and with this sponsorship, Studio Rauma can be arranged. Furthermore in 2019 we made a sponsorship deal with the city of Rauma for 200€. The organizing team had connections to the board of the city of Rauma and with these connections, the sponsorship

was established. SAMK sponsored the event by giving the event a space and marketing the event to the students. In NBF Studio Rauma the budget is quite simple, because the event is carried out by volunteers and there are not many costs.

The main cost are the license to stream 1300€, the event and TV's and sound systems 900€, which was ordered from GU-ohjelmat. Laitilan Wirvoitusjuomatehdas sponsored the event by giving a free box of beverages to every box bought. Other expenses were candy which were distributed before the event in SAMK's lobby by our volunteers when they were advertising our upcoming event. Printed programs were ordered by using SAMK's existing contract with a printing company, therefore the cost of the printed programs was only 240€.

2.3 Event schedule

In event management one of the most important skills is time management. The schedule forms the core of the entire project, around which resource and cost control are built. Precise scheduling of tasks can contribute to the success of the event, at least in terms of arrangements. On the other hand, the established schedules are changing usually at least to some extent. Project schedule can be done once the day of the event is determined. Then the project team know how much time they have to plan and organize. (Kauhanen ym. 2002, 99-100.)

Events schedule starts from when the first participants arrive to the event and ends when the last one leaves. Usually the project manager is in charge of conducting the events schedule and schedule should include the events schedule for the participants and also what should happen behind the scenes during the event. Changes in the schedule can occur and are allowed, however the most important matter is that the event is progressing smoothly despite the changes. (Vallo & Häyrinen 2014, 166.)

The Schedule comes from NBF directly and between the speakers or after them, NBF Studio Rauma can organize their own auxiliary program. In 2019 the auxiliary program included speakers, panel discussion and speaker competition winners speaks.

The competition was held between a class of students before the event. Auxiliary program was scheduled to start after the live stream. NBF has a tight schedule and therefore we could not have our own program during the livestream.

The whole event schedule can be found in the end of this thesis in appendix. There were no changes in the schedule on 2019. When having interviews or other auxiliary program in between the NBF speakers, the project manager needs to pay special attention on the duration of the program and NBF schedule. Usually interviews can stretch to be too long and the interviewer must be informed how much time is left, before the next scheduled speaker in NBF will begin. NBF is the main reason for Studio Rauma event and must be first priority of the event.

2.4 Event site

Event site can be any space, but when choosing a site, you need to consider the nature of the event and who are the events target group. Furthermore, one must consider the needs of the event. Does the event need to have seating for customers and weather the event need technology? (Vallo & Häyrinen 2008,131.) A good event site reinforces the atmosphere of the event is functionally appropriate. The event site should be reserved in time to ensure the availability of the space. One must also visit the possible event site in advance to ensure the suitability of the space for event. (Catani 2007)

Event site is one of the key factors in event planning. The event site should serve the events needs and have enough space for customers. Furthermore the event sites atmosphere should be accurate to the events style, for example more formal events need different kind of site than unformal events. When selecting an event site, event organizers need to consider unobstructed access, demands of the event such as food and services needs, parking and accessibility. The event sites rent including all the other fees should stay in budget. (Bowdin 2011, 246.)

When organizing events in Rauma, one should first consider reserving the event site from the city of Rauma. In Rauma, there are many different size of sites available. These event sites are often suitable for organizing events. Rauma's event sites often

have event technology already such as a stage or podium, sound and light technology, a screen and projector, as well as a cloakroom, tables and chairs. (The City of Rauma, tapahtumanjärjestäjän opas.)

NBF Studio Rauma 2019 was held in Rauma-Sali's lobby area upstairs which was a convenient choice, because most of the project organizations personnel work or study in the same building and also most of the event participants study in SAMK. Furthermore, the building is owned by the City of Rauma and they gave the space for the event free of charge. the City of Rauma is a flexible organization and may donate their event sites free of charge for a good cause.

The lobby area had sofas, chairs and tables already and other furniture can be borrowed from SAMK. Computers and some of the cables were also borrowed from SAMK. Although the subject of the event is business and business events are usually characterized as formal, Studio Rauma event is intended for casual viewing of NBF and the aim was to make the atmosphere cinematic and cozy by dimming the lights and renting a big screen from which the NBF was watched from.

2.5 Event marketing

Event marketing is connecting the event and marketing as one. Marketing's primary object is to connect the message which the event organization wants to send to the potential customers in the manner the organization aims to communicate the message. In event marketing the message is to offer an experience that the potential customers cannot experience at home. Marketing should be exiting, unique and planned for specific target group and be entertaining. Excitement can be build up by showing details of the event and gain more interest to participate in the event. (Hoyle 2002, 2.) The power of event marketing is related to encounters, networking, flexibility, knowing the target group and creating a positive attitude, individuality and above all, keeping the competitors out. (Muhonen & Heikkinen 2003, 45.)

Marketing makes the event and what it offers visible and has a major role in the events image creation. Marketing is used to create awareness, provide information about the

event, seek to influence demand and maintain customer relationships. The main forms of marketing communications are advertising and personal selling. These are complemented and supported by promotion as well as information and public relations. When planning marketing, it is important to find answers to the following questions: What is the target group, what is the purpose of the marketing and how is the marketing generally done? Marketing plan must cover the whole event and the main focus points of marketing must be determined. After determining the main focus points, one must consider what continuous marketing is needed, such as visual look for the event. In addition to continuous marketing, short-term marketing campaigning is usually also required. (Bergström & Leppänen 2015, 300.)

Marketing channels are selected according to the target group of the event. Possible marketing channels are direct marketing, media marketing and press release. The press can be approached with either a press release or at a press conference. In both cases, the press is told what may interest them about the event, and the aim is for them to write a story about the event in advance. Representatives of the press can also be invited to the event. (Hahtokari 2018.)

Many different channels can be used to market an event, with each channel reaching a specific target group. When choosing a channel, you need to think about who it is aimed at. In general, today, social media is almost the largest marketing channel that reaches customers of all ages. Social media is easy to use and it enables collective production of adverts in many platforms simultaneously. (University of Jyväskylä, Sosiaalinen media, Kari A. Hintikka 2020).

Marketing should be started early in social media (samk kampus rauma). Social media reaches the targeted group most effectively. Other important marketing channels are the teachers, posters in campuses and a press release to local newspapers. Furthermore, by contacting the local association for entrepreneurs of Rauma (Rauman yrittäjät ry) and the city of Rauma the entrepreneurs of Rauma can be contacted. NBF can be a valuable experience for entrepreneurs and in 2019 there were many interested entrepreneur participants in the event. In 2019, the students who helped organize the event held a stand in Samk's lobby. They offered free coffee and candy for students and at the same time told the students about the upcoming Studio Rauma event.

2.6 Security and permits

The event organizers are accountable for the safety of the event. The law requires to have trained security in staff, when organizing public events. Local police and rescue authority need to be informed before organizing events. Event organizers need to make an announcement of the organization of a public event, a safety and rescue plan, including a map of the event area, have a liability insurance, hire security and have permit to use the event site. Furthermore, if the event is held outside, the organizers need to notify the local authority about the possible noise and have a waste management plan. (Finlex, kokoontumislaki)

Events can be sometimes targets for attacks and the risk is minimized with trained security. During the event security ensures everybody's safety. The presence of security creates a sense of security for the customers and the mere presence of security persons eliminates potential security risks. If an incident happens, the problem causing person should be politely asked to leave and escorted out of the premises without interrupting other participants experience. (Sadgrove 1997, 105.)

Usually security matters are outsourced to professional security companies, in NBF Studio Rauma 2019 Prosecure Oy was responsible of the security. Prosecure made all the necessary permits and documents for officials, ensured the safety of the event and are trained to operate in case of emergency. Prosecure had two security person in the event the whole time for start of the event to the end. An event such as NBF Studio Rauma does not have major security risks, but one must always be prepared for everything. When there is professional security on site, the event organization does not have to focus on the safety of the event but they can focus on the smooth running of the event. Prosecure and the event organization went through the safety plans before the event and the core organization knew how to act in case of emergency.

3 EVENT IMPLEMENTATION

Event implementation stage can be divided in to three; building, event day and demolition of the event. The most time-consuming stage is usually the building stage. The event site is decorated, the necessary technology is assembled and all other items are put in their place. All the technology, such as sound systems and computers needed are tested. Building stage should also be scheduled in order to avoid chaos and that everyone building the site has the necessary tools to continue their tasks. For example, soundcheck is usually done by professionals and when they arrive to do the soundcheck, the needed equipment such as cables and speakers need to be installed first by the crew. (Vallo & Häyrinen 2003, 186)

A carefully planned event moves naturally forward, and the event itself is no longer about filing details, following and enjoying a good atmosphere. Hosts, production team, and event staff are instructed. Every team member knows what is expected of him or her and what will happen. A person in charge has been appointed for each task and things have been scheduled. This detailed design is not noticed by guests, but it allows for a relaxed and peaceful atmosphere, where everything goes as if by itself. (Catani 2007)

When planning the implementation stage of NBF Studio Rauma in 2019, the event organization had multiple meetings before the event to ensure common understanding of the events implementation. All of the members had responsibilities which were divided in the planning stage and needed to be executed before the event. Such as tendering of the technology, sponsorship, permits and contracts. Furthermore, all the signs, printed material and beverages had to be ordered and delivered before the event. Printed materials included the signs and event programs for all customers. The event programs were the size of a postcard and were reversible.

3.1 Day before the event

Arriving to the event needs to be done as easy as possible to the participants and by using signs as guidance, participant know how to move around in the event. Participants can be guided also with objects such as flower arrangements, outdoor fires and lights. Furthermore, staff should have nametags and preferably matching clothes. Signs should be placed in strategic places outside and inside and should include as much information as possible. (Devney 2001, 45)

All the signs should be installed and all matters visible for the customers need to be in place before the event. The event site needs to be clean, the lighting is in place and all the furniture such as chairs in their place. It is important that in the event day the event starts calmly and not in a hurry. This creates the atmosphere for the whole event including the program. (Catani 2007)

The day before the event is usually when all the chairs, screens, audio and all other items used in the event are placed in the space where the event will be held. All the equipment needs to be installed and tested. Furthermore, the screens need a dark background in order to be seen clearly from the audience. In 2019 the windows behind the screen was covered with black canvases. In 2019 there were two screens, one in the foyer and one in the cafeteria, both in the second floor of the building. For the audience we offered free beverages and the beverages were placed in the entrance of the foyer. Also, when offering canned beverages, one must offer a place to return the empty cans.

3.2 The event day

When a customer arrives at an event, it is important that a member of staff is warmly welcoming them to the event. No matter who the staff member is, his first impression of the event is important. All the staff members are hosts to the customer. The welcoming staff member should be familiarized with the event site and program. Even though there are signs and instructions, customers will still want to make sure that they have understood the instructions right and turn to the staff for confirmation.

when the event begins, things go smoothly under their own weight, especially when the planning is done carefully. (Catani 2007)

During the event all the aspects of the event is no longer under the managements control. The number of staff and the short participation time of the events customers may affect the inability of management to monitor and control the event. In this case, more remote management tasks are transferred to the responsibility of the rest of the staff and management is responsible for problems and decisions on the spot. (Bodwin 2011, 262-264)

In the planning stage, the roles and tasks have been divided for the event day. In NBF Studio Rauma, we had two volunteers in the entrance welcoming customers to the event and they handed out printed programs to the customers. I made sure, that the event was going fluently and it followed the schedule. Sometimes there might be changes in the schedule and then the project manager needs to take care of the situation. In NBF Studio Rauma the panel discussions and interviews can stretch and the project manager needs make sure, that the event stays in schedule.

The event lasted two days, therefore event organization had to clean the event side before the second day began. Staff should be in the event site at least an hour before the event starts. All the technical appliances need to be turned on and tested, printed materials must be placed in the right places and overall cleaning of the event site need to be done, before the customers arrive. When the customers arrive, staff cannot run around and look busy. All the task that need to be done before the event, has to be done before the event. Running and busy staff makes the customers feel uncomfortable and customer satisfaction is the main reason for the event, therefore calm and happy staff is a crucial factor for the events success.

3.3 After the event

When the event is over and all the customers have left the event site, the final cleaning of the premisis starts. Staff have to make sure, that all the customers have left and there is no one left nothing behind. Final cleaning also includes the removal of all signs and

other temporary traffic signs. When the next day comes after the event, it's a great time to take care of the aftermarket marketing. This means that the photos and other materials taken can be posted on the Internet, for example, participants will be sent a feedback questionnaire about the event and the performers will be thanked. (Catani 2007)

After the event is time for finalization of the project. Finalization is easily neglected, because the organization is relieved when the project is done and they are ready to relax and move to the next project. However, the finalization is an important stage. When a project is finalized thoroughly, lessons are learned and the project team can reflect on what went well and where in the process were most difficulties. If the project failed, organization may not be willing to go through their mistakes, but the best lessons are learned from mistakes. (Dobie 2007, 305.)

In 2019 the core organization of NBF Studio Rauma had a meeting after the event where we went through the event, what went right and what wrong and what modifications need to be done to the next year's event. The teachers have organized NBF stream events multiple times and have already developed the event and every year new students bring new insights and ideas to the event.

In the meeting one clear need for development emerged and the need is food services. The days are long and in 2019 we only had beverages to offer to the participants. We had water bottles and sodas, but nothing to eat. Serving or selling food could be a good development, either by outsourcing the food service or by finding a new sponsor for the event. If the food service decided to be outsourced, first I would recommend turning to Rauman Liiketalousopiskelijain Kiltary or other associations. This event could be a good fundraising change for them and when services are outsourced, it is one more aspect of the event, that the event management staff does not have to arrange.

4 CONCLUSION

This thesis is a manual for organizing NBF Studio Rauma, but can be also applied to other events. By combining theory and practice, I was able to share my experience as an event project manager in the best way possible. Organizing events can be challenging because there are no easy instructions to follow and I hope this thesis will help event organizers especially in SAMK in years to come.

When organizing NBF Studio Rauma, always listen to the teachers responsible for the event, because they have the most experience and be prepared for changes in the planning stage. Circumstances vary from year to year and every aspect of the event can be changed completely. For example, the event site and budget have both been different every year.

In my opinion the best way of learning organizing events is to attend to different kinds of events and by benchmarking other ideas. Familiarize yourself with Nordic Business Forum concept and I would recommend further research on theory of event planning process and project management.

In the planning meetings taking notes is very important. Meetings can include much information and every detail cannot be addressed in the meetings, but as a project manager one must consider and plan every detail and aspect in the event. When one has made notes, the details are not forgotten.

In the appendix I have added pictures from NBF Studio Rauma 2019 and a checklist for future project managers. The checklist is a simplified list and may not have all the aspect needed in coming years, but it has the basic necessities of an event and it helps the project manager to remember the tasks needed to be done before the event starts. The checklist can also be easily supplemented to fit each year's plans.

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APPENDICES

APPENDIX 1, Nordic Business Forum, Studio Rauma event schedule



NORDIC BUSINESS FORUM **LIVE**

INDEPENDENTLY ORGANIZED LIVE STREAM EVENT

STUDIO RAUMA

9. - 10. 10. 2019

PAIKKA

Rauma-Salin lämpiö
Satakatu 26, 26100 Rauma

KESKIVIikko 9.10.

12:00 **Costas Markides**
Innovation as a Springboards to Success

12:45 **Anssi Rintanen**
Why Experimentation is the Future of Growth

13:05 **Julie Funt**
The Strategic Pause

13:50 **Break**

14:40 **Parag Khanna**
Understanding Asia: Opportunities in the future of business

15:40 **Alex Osterwalder**
The Invincible Company: Closing the Innovation Culture Gap

16:35 **Break**

17:25 **Daniel Pink**
The Scientific Secrets of Perfect Timing

18:15 **Steve Wozniak**
A Conversation on Creativity, Innovation and technology

Tapahtuma on kaikille avoin, ei sisäänpääsymaksua

TORSTAI 10.10.

10:00 **Sara Blakely**
How to find your idea for growth

10:55 **Carla Harris**
Strategise to Win

11:55 **Break**

13:25 **Donald Miller**
How to Power of Story Can Grow Your Business

14:15 **Randi Zuckerberg**
Dot Compliment: What I Learned on the Front Lines of Social Media

15:10 **Break**

16:00 **George Clooney**
A Conversation on Storytelling, Branding, and Legacy

17:00 **Brené Brown**
Dare to Lead

17:50 **End of Event**

KESKIVIikon ILTAOHJELMA

<p>19:00 Tilaisuuden avaus Teppo Lundell, Satakunnan ammattikorkeakoulu</p> <p>19:05 Avaussanat Soile Strander, Toimialajohtaja, sivistystoimiala, Rauman kaupunki</p> <p>19:20 Puhujakilpailun voittajapuheenvuoro Mitä pitäisi tehdä, jotta jäisin Raumalle asumaan? Satakunnan ammattikorkeakoulun opiskelijat</p>	<p>19:30 Palkitseminen ja puheenvuoro Mika Marttila, Toimitusjohtaja, Osuuskauppa Keula</p> <p>20:00 Kasvun esteet ja mahdollistajat Puheenvuoroja</p> <p>20:15 Paneelikeskustelu Mitä Raumalla tarvitaan? Juha Vasama, rehtori, Länsirannikon koulutus Oy Winnova Mika Marttila, toimitusjohtaja, Osuuskauppa Keula Timo Mattila, Opetuksen vararehtori, Satakunnan ammattikorkeakoulu Kalle Leppikorpi, puheenjohtaja, Rauman kaupunginhallitus Mia Lehdonheimo, Satakunnan ammattikorkeakoulu</p>
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APPENDIX 2, Nordic Business Forum, Studio Rauma Facebook-event cover image.



APPENDIX 3, Nordic Business Forum, Studio Rauma SAMK's info tv commercial



NORDIC BUSINESS FORUM LIVE
INDEPENDENTLY ORGANIZED LIVE STREAM EVENT

STUDIO RAUMA
9. - 10.10.2019

PAIKKA
*Rauma-Salin lämpiö,
Satamakatu 26, 26100 Rauma*

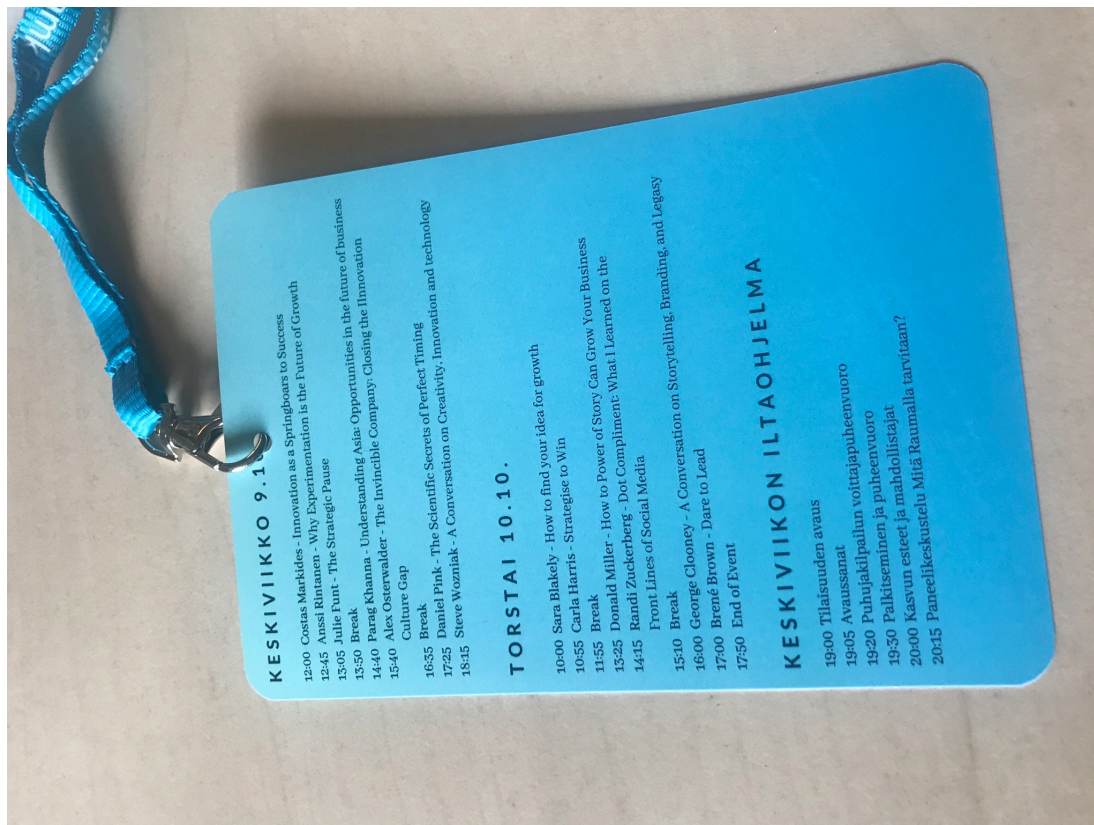
LISÄTIETOA
*Nordic business forum -studio rauma
-tapahtumasta Facebookissa*

samk  WINNOVA
/SUUNTA ETEENPÄIN

Tapahtuma on kaikille avoin, ei sisäänpääsymaksua

APPENDIX 4, Pictures from NBF Studio Rauma 2019







APPENDIX 5, Checklist for project manager in NBF Studio Rauma



- Event staff**
- Volunteers
- Security
- Permits
- Budget**
- Sponsors
- Marketing plan**
- Facebook event
- Printed material
- Posters
- Signs
- Stands
- Roll ups
- Schedule**
- Auxiliary program
- Event site**
- Furniture
- Audio
- Screens
- Canvas for windows
- Computer
- Microfone
- Soundcheck
- Food services**
- Beverages
- Kiosk etc
- Can return box
- Trash

NOTES