

The influence of small events on charity work and volunteerism

A case study of famine in Somalia and Kenya

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<p>The title of your thesis The Impacts of small Events on Charity work and Volunteerism Case study: famine in Somalia and Kenya</p>	<p>Number of pages and appendices 54+ 8</p>
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<p>This thesis is a written report on the events organised to raise awareness as well as fund raising to help the victims of Famine in Somalia and Kenya. It also aimed at using small events to make impacts, highlighting how events can be used as a form of educative means to encourage volunteerism among young adults. The project was named “Impact your world” due to the fact that different forms of events was used to achieve this goal.</p> <p>The project was commissioned by HAAGA-HELIA and Red Cross Finland. It was written in the perspective of the author of this thesis who was the event manager, organizer and implementation officer at every stage of the project.</p> <p>This thesis is divided into four parts, the introduction, giving an outline of the project and its broader frame of reference, the project description that explained the detail of the project at every stage, the project results, evaluation and analysis. It also includes the description of step by step implementation of the event through out the project timeline: the event venue, coordination of participants, weather condition as it influence the event, the activities in each event, catering, guest performers and speakers.</p> <p>The author describes in detail event atmosphere as well as sponsorship sourcing processes. Meanwhile, the evaluation of the author`s performance, recommendations for future purposes as regards events and the evaluation of the project is clearly stated at the last part of this report</p>	
<p>Key words: Event Management, Planning, Organizing Events, Charity, Volunteerism, Fundraising.</p>	

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1 1.Introduction

1.1 Thesis Overview

Over the years, the need for volunteerism has grown among people of all ages. Non-governmental organizations (NGO's) and the United Nation for instance have used volunteerism as tools of helping humanities. For example, the United Nations program such as the United Nations Volunteers program, an arm of the UN that supports peace and other relief development programs around the globe have been in frequent reliance on volunteerism. (United nations in the philippines,1). Another prominent organization that has frequently use volunteerism globally is the Redcross international. The Red Cross for instance has carried out relieves programs all year round especially in the countries where there are dire humanitarian need.

However, as a volunteer, the need to encourage others to participate and energize those doing already cannot be underestimated; as a result, the need to perform social and educational functions has been on the rise over the past decades.

According to the United Nations, the cooperation and commitment of the public sector, civil society and private sector with the support of the world community at large is highly significant in other to achieve active participation in the course of help to humanity at large. (United nations in the philippines,1).

Meanwhile, volunteers are faced with the problem of trust and necessary support especially when dealing with public, this emphasis the reason sensitization of the public in highly important.

Often times, most non-governmental organizations are tagged as corrupt which make it difficult on the issue of trust for on-coming young and energized individuals to participate in voluntary services and hence, most individuals who have the zeal and energy to serve, often hide under the umbrella of standardized institutions such as the Red Cross and the UN.

Impact your world event is an event that was born out of passion for humanity and aimed to inculcate organizing small events and volunteerism for academic purpose (thesis) with the support of the Finnish Red cross Helsinki. The whole process of this event from the beginning as well as challenges, permission, seminar held, fund collection, volunteerism were explained in this thesis.

1.2 Task setting and background

This report is based on the project work Impact your world events that was organized with the help of HAAGA-HELIA and the Red Cross between November, 2011 and May, 2012.

The author of this thesis practicality carried out the event including the organizing, managing as well as the overall implementation from the beginning to the end of the project.

The project is aimed at creating charity events to help the victims of Famine in Somalia and Kenya, creating awareness in Helsinki and also educating fellow students on the need for volunteerism. Two students of the Experience and Wellness Management of HAAGA-HELIA University of Applied Sciences implement the project but this thesis report was written as an individual report.

It started by informing the supervisor of this thesis, informing the school about the project and directions were given as to what steps that such events should take. The discussions also include the permits to be taken and what the school would be able to provide for the implementation of the project in terms of materials needed for implementation of the project.

Furthermore, the Helsinki Red Cross was also contacted and upon discussion of the project aim and objectives as a thesis academic work, with the highlight that the pro-

ceeds generated will be routed through Red Cross. The project was welcomed with an open arm and the policy of Red Cross as regards public money collection was discussed, assistance on how to collect fund in Helsinki area at the same time was rendered and materials to be used for this purpose were given.

In all, three different kinds of events were used for the project, these includes, balloon release which was held on the 10th of February 2012, signature petition between March and May, 2012 and lastly, seminar, which was held on the 15th of May 2012.

The balloon release was meant to release 99 red balloons for a cause. It was done right at the centre of Helsinki. The signature petition was taken around Helsinki area, haaga campus and Pasila campus. Lastly, the seminar was held at HAAGA-HELIA small auditorium with speakers from Red Cross and Helsinki University Hospital. Also in attendance were instrumentalists from Itäpakkila musikkipuisto.

1.3 Structure and conduct of the study.

This report is divided into two parts; the theoretical framework and the empirical part. The theoretical focuses on the overall frame of reference used for the project description and empirical part deals with evaluation, implementation stages and summary of the project.

The theoretical part of the report analyzes and describes event management, its processes, which are divided into planning, implementation, evaluation and analysis. The empirical part is the overall project report, summary and conclusion. The evaluation of the events is done here as also the aims and objectives of the project.

The report is done based on the project notes, thesis writing guidelines, lessons learned from implementing the project and my experiences at every stage of the event. Also information received from Red Cross and every information and knowledge gained in the course of the project processes.

1.4 Aims of the project

The aim of this project is to create the awareness, help the people in Somalia and Kenya in any little way possible and hopefully, someone can take up the challenge also. The author of this thesis also aim to complete the thesis as part of the requirement for graduation and hopefully work in the the field of fund raising and charity in the future.

1.5 Aim of the Thesis

The aim of the thesis is to analyze how charity events can be organized incorporating different kinds of event into one event. And to examine the role of event venue, coordination of participants, influence of weather condition, the activities in each event, catering, guests performers and speakers play in the event as well as how these elements are supported by relevant theories of events.

2 Events and Events management

Event management can be defined as the process by which an event is planned, prepared and produced. As with other form of management, it encompasses the assessment, definition, acquisition, allocation, direction, control and analysis of time, finances, personnel, products, services, and other resources to achieve objectives. (Silvers 2004, 1)

However, events can be seen as an occurrence, a type of gathering such as ceremony, fundraising, sporting events and many more gatherings for various purposes. It includes identifying target audience, devising event concept, planning and logistics and also coordinating technical aspects before implementing the event.

2.1 Event operations management model.

This model explains the interactive processes that are involved in management of events such as analysis, performance evaluation, event operations manager, detailed planning and finally, the implementation and delivery. (Tum 2006). The model also defines the mission of the event at the analysis stage, which is the first stage of the event, where the planning of the event begins, with clearly defined aim and objective of the event.

The next stage is planning, where all activities are spelt out. Decisions on sponsorship procedures are also carefully outlined. It is also the stage at which roles and responsibilities of each participant are clearly stated.

Implementation and delivery follows planning, which can also be seen as the implementation or execution stage of the event. All backstage activities are been implemented according to the set plan.

The next stage is the evaluation stage, which allows the organizer to evaluate the success or otherwise of the whole project through collection feedback from participants or measurement of how much fund was raised or how much awareness was raised as regards fund raising and this thesis event.

Event manager is an individual that has the responsibility of researching the event in terms of prior analysis of the event. The event manager makes sure that adequate information such as the reason for success or failure of past similar event is readily at hand. Although it's beyond the scope of this thesis, it will be worthwhile to mention briefly that the model is not complete without the display of event management professional model.

Furthermore, event management model and the profession are the functions that allow the activity of the human resources for marketing, organization and education as the case may be.

It is also important to note qualities like market orientation as part of the factors an event manager must possess; segmentation and target marketing; place marketing with festivals; developing new markets; market area and market potential; positioning; branding and image making; market potential. (the nature and scope of festival studies 2010)

The responsibility of designing the event in terms of sitting arrangement, interior decoration of the event venue is properly arranged by the event manager. Planning and coordination of an event are also important aspects of events that the event manager manages throughout the event process. Other qualities also include subfield specialization, for example, positions as fairs and festivals, hospitality and hallmark events are parts of the factors that will be an additive to an event manager.

Meanwhile, all these qualities and factors must be displayed according to the interest of stakeholders, who may be individuals, organizations or financial and emotional sponsors of an event. (Goldblatt 2005,98)

2.1.1 Types of events

Events can be categorized into several types depending on factors such as, form and content of such event. The size of an event is categorized according to whether it is a mega event, hallmark events, major events, and local and community events. Form or content means of categorizing an event also depends on whether the event is festival events, sports events and business events.

Mega events

These are the kind of events that are huge and can affect the economy of a country or community. An example of this type of event is Olympic and World fairs. The Sydney Olympic games and London Olympics are also examples of mega events.

Hallmark events

The term 'hallmark events' refers to those events that become so identified with the spirit or ethos of a town, city or region that become synonymous with the name of the place, and gain wide spread recognition and awareness. (Allen 2003,13). Other example of an hallmark event is the Rio de Janeiro Carnival, popular all over the world. Such events provide huge economic gains to the host community as it attracts people from far and near.

Major events

These are the types of events that huge and are able to attract the media attention and at the same time attract a huge number of people. These types of events also create economic benefits to host community. An example of this type of mage event is the Australian Open tennis tournament and Formula One Grand prix.

Local and community events

These are the type of events that communities host to target local audience, they are mostly created for fun and entertainment purposes. Other purpose of such event includes, creating a sense of belongings to the community people and building pride and

oneness among the people. An example of this is the new yam festival in the Eastern part of Nigeria.

Festivals

Festivals are an important expression of human activity that contributes much to our social and cultural life. (Allen 2003, 14). Festivals are nowadays in the form of tourism, which also have economic impacts on the host community. A well-known type of festival is the art festival that is held around the world. Other types of festival has since gain grounds in the tourism industry over the years, the Tinapa festival in Nigeria is a good example of this as it is a show of the culture and art. This festival has benefited the host community and attracted a lot of media attention all over the world.

Sports events

The event industry has seen a huge increase and development over the past decades. It is known to have the capacity to attract tourists and people from all works of life. It is also known to be one of the oldest human activities with a history that goes way back to the ancient Greek. (Ancient Greek olympic)

Sports event have the capability of generating media interests, impacts government spending, and impact the growth of the hospitality industry. Individuals and spectators have also be a physical benefactor of sport activities over the years, an example of which is the premier league, British football competition event.

Business events

Another decade old event that is popularly known and significant around the world is the Business event. They are mainly trade focused, which as a result of the trend in the business world also generate tourism aspects, generating fund for the industry, government and benefiting the host community as a whole.

Cause- related and Fund raising Events.

An event created by or for a charitable or cause-related group for the purpose of attracting revenue, support, and/or awareness, scheduled alone or in conjunction with other events. (Silvers 2004, 6)

Hospitality

In the hospitality industry, hotels throughout the world are expanding their business interests from merely renting rooms and selling food and beverages to actually planning events. Nashville`s Opryland hotel may have been the first to create a department for special events as a profit centre for the corporation. They were followed by Hyatt Hotels Regency productions, and now other major hotel chains, such as Marriott, are exploring ways to move from fulfilling to actually planning and profiting from events (Goldblatt 2005, 42)

2.2 Events planning

Planning process of events includes stating where an organization is at present, where it should be in the future and strategies needed to get there. Precisely, planning process is basically concerned with final results and how to get the results.

Planning process has some benefits such as the following;

- Generating several potential alternative strategies to be considered
- Identifying and solving problems and at the same time reducing uncertainty about the future
- Helping the event remain competitive.

Furthermore, an event manager should be aware of certain factors such as monitoring and evaluating progress, coordinating decisions to enable objectives to progress. The event manager must also be able to communicate, inspire and monitor all those responsible for various tasks within the team. In as much as planning is an unnatural

process, it is important that an event manager ensures some measures of discipline at all levels to prevent failure lapses. (Allen 2005,115-116)

2.2.1 Planning for the event

The planning process of an event depends on whether the event already existed or if it is a new event. If the event is a new event, then the event manager may work through the concept with stakeholders after which feasibility would be conducted. If the feasibility is positive, then the event manager would move properly to the planning phase which would state clearly the creation and delivery of the event.

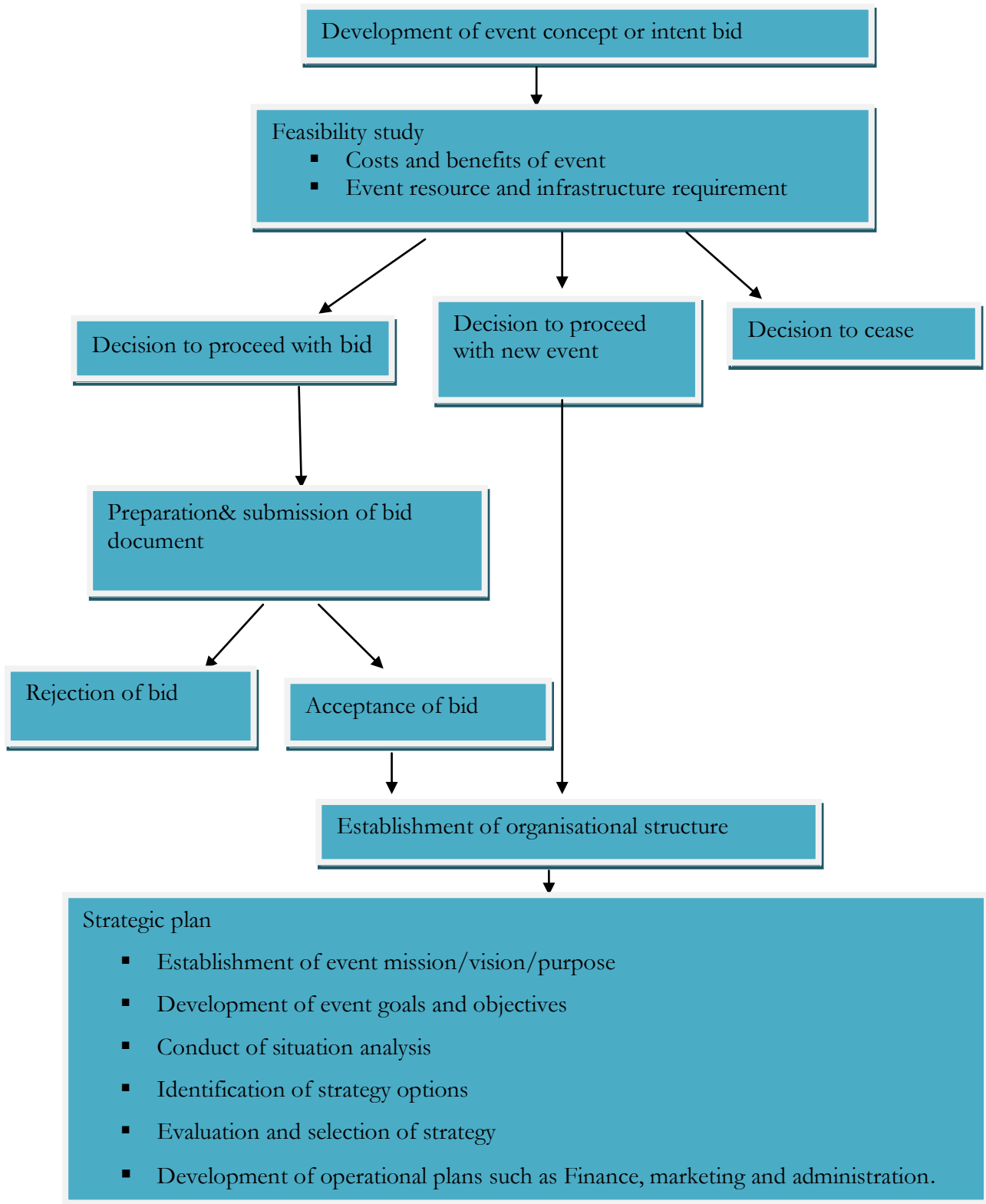
However, in the case where events have been opened to bidding processes such as sports events, an initial decision would be reached to allow for further investigation in deciding whether to accept the bid or otherwise.

A successful bid requires more detailed feasibility to identify costs and benefits of hosting such event before preparing a formal bid. After the final process of a bid, commence event planning.

However, event managers experience situations of recurring events such as annual festivals. In this case, the event manager starts with appraisal of current situation and previous plans. This process usually requires a minimum change or no change at all.

2.3 The strategic event planning process

The process associated with event planning in the case of new events.



(source) Figure 5.1. The strategic event management process. (Allen 2005,117)

Developing a strategic plan

After the decision to proceed with event, or after the bid had been won, the event manager develops a strategic plan in order to guide in the phase of decision-making. The process includes determining what situation the event is currently at, this is known as the strategic awareness.

Options available to the event manager, which is the strategic choices and finally the mechanisms for executing and evaluating the strategy that is chosen, which is also known as the strategic implementation. This process takes place in the context of the purpose, vision and mission of the event. (Allen 2005,120)

2.3.1 The event statement of purpose, mission and vision

A clear statement of purpose and vision should serve as a background of all events. The statement will guide every stakeholder of the event throughout the duration of the event. Stakeholders will work to ensure that their activities are in line with the statement. Stakeholders include client organisations, local communities, government, sponsors and volunteers. In terms of big events such as corporate events or public relations events, a clearly stated statement is required to guide direction and focus of all parties involved.

In the case of large events such as public events that require several stakeholders, purpose of the event should also be clearly stated. Nowadays, the event industry has grown to become a professional body hence the need to state clear vision and mission statement to guide conduct and development has been a matter of priority over the years.

However, vision statement can be separated from event mission and can on the other hand be combined. Vision statement is what the event wants to achieve in the long term. They are brief, to the point and motivational in nature.

Cherry Creek Arts festival, Colorado: “ The mission of the Cherry Creek arts festival is to create access to a broad array of arts experiences, nurture the development and un-

derstanding of diverse art forms and cultures, and encourage the expanding depth and breadth of cultural life in Colorado”. (Allen 2005, 126)

Goals and objectives

After the decision of the event vision, the event manager should see event goals and objectives as the next stage. Goals are extensive statements that state the direction to all who are involved in the organisation of the event. Objectives are used to quantify progress towards an event's goals and as such set performance benchmarks that gives room for organisations to assess what aspect of planning have succeeded or failed. (Allen 2005,127-128)

The term `goal` and `objectives` are usually used interchangeably but they signify different concepts. More also, it should be noted that some types of events such as corporate events, the process of stating the goals before the objectives is not all the time necessary.

This is because, stating of goals is important when the event is a large event and several stakeholders are involved. When there are several stakeholders in the case of large events, then the stakeholders will be responsible in building the mission statement to guide activities of the event organisers.

Therefore, some useful criteria that can be applied to the establishment of objectives are; specific, measurable, agreeable, realistic and time-specific.

Operational plans

This can be achieved as a result of several operational plans. Hence, project management practices and techniques are useful at this stage in the strategic planning process. Operational plan is always needed in achieving objective of any event. Plans are developed in areas such as budgeting, marketing, administration, staging, research and evaluation. Each of the areas of operational plans will have objectives as a prerequisite for progress in the event strategy. Also, the fact that festivals, exhibitions and events are regular occurrence type of events, that is, yearly, biennially or every four years in

the case of sport events, standing plans are highly recommended in the operational areas. Overall, planning is a background for every successful event and cannot be underestimated. Event manager must know the event exist, the vision, mission, and goal objective of the event. (Allen 2005, 133)

2.3.2 Sponsorship of events

Sponsorship of events is what most event organizers rely upon for implementation of the event. It is process whereby the provision of cash or kind is made to support the event. It is the responsibility of the event manager or marketer to source for potential sponsors, the event manager also prepares sponsorship letters and follow up on the proposed sponsorship by ensuring time to time reminder to the would-be sponsors. Sponsorship is one of the most important and strong mediums that event managers use in communicating and establishing relationships with stakeholders.

Worldwide, expenditure on event sponsorship has experienced a significant increase every year, from 23,16 million USD in 1990 (Voges, 2000). Also, sponsorship expenditure in Australia and New Zealand each year is about 70 million USD. (Allen 2003,92-94)

It is popularly known that sponsorships are attached to social causes and media such as television programs and special events. Event and festival sponsorships has hence become a way through which marketers create brand interaction with the public and stakeholders.

Sponsorship is the purchase (either with cash or kind support) of exploitable rights and marketing benefits (tangible and intangible) that arise from direct involvement with a personality/player, special event, program, club or agency. (Allen 2005,93)

2.3.3 Trends influencing the growth of sponsorship

Over the years, there has been a tremendous growth in sponsorship activities as a result of growth also in sociocultural and business activities. The event industry has ex-

perienced growth in the popularity of events and festivals. Sponsorships have been done in a way that it can get to people even during leisure periods without interrupting the privacy. It has been accepted however, that messages are well taken when people are in relaxing mood.

Marketing and media are other trends on sponsorships. For example, when companies expand to foreign markets, the use of event sponsorship to create awareness is often used in such new markets. Sports sponsorships are well known around the world.

In Asia, Africa, Middle East, Europe and America, companies such as Samsung has become a global brand and has attracted many sport activities to promote their products and business and also attracted different sports sponsorship programs. Samsung made 4,6million USD in sponsorship for cricket contest between India and Pakistan (Lee&Lee 2004, 11).

Sponsorship benefit for events and sponsors

Sponsorships are used by events and festivals in cooperation with media and government based on the benefit that each party would be able to achieve. Event manager must possess an adequate understanding of the benefits that a particular sponsor could offer the event. (Allen 2005,239)

2.3.4 Benefit of sponsorship ready events

Events and festival sponsorships allow for valuable opportunity for long-term partnerships that enable an event to grow and at the same time enable the growth of sport activities for example. It should be noted that not all events are sponsorship ready and so the event manger must be aware of the following terms:

- If the event has a sufficient rights or benefits that can be offered to the sponsor.
- If all the events stakeholders are likely to approve of commercial sponsorships.
- If there are certain companies that are not suitable as sponsors.

- If the event has the resource to market and manage sponsorship.

The value of sponsorship policy

The event manager must ensure that the organization has a policy that would serve as a guide in the cause of seeking sponsorships. The sponsorship policy should state clearly the following:

- The event`s history of sponsorship
- Definition of what constitute sponsorships/grants and donations
- The event`s objectives, processes and procedures for seeking sponsorships.
- The rules for entering into sponsorship and the type of companies that should not be included in sponsorship of events. (Allen 2005, 246-247)

Measuring and evaluating the sponsorship

The impact of partnership is known through the measurement and evaluation of the entire event. Most event managers require feedbacks from sponsors regarding how effective the sponsorship management had been, efforts should however be made to measure the consumer effects of sponsorship having in mind that not all events can afford to make a market research but many potential sponsors have the capacity in terms of money to carryout market research. Market research allows both the sponsor and event to know whether the event or sponsorship will be benefit able or not. However, it should be noted that sponsorships have become a kind of partnership that offers more than money. (Allen 2005, 264)

2.4 Implementation and delivery- Event production

When implementing an event, one of the major decisions to be made is how the actual implementation of the event would be. Other aspects of the event to be considered during implementation stage include, venue, catering, entertainment, speakers, and decoration, depending on the type of event as it all serves as factors that create values for the event.

Usually, the program of the event portrays a detail schedule of the timing as well as all the above-mentioned aspects of the event. The venue is an important aspect of an event, as it determines the form the event will take and the responses of the guests.

The venue of an event range from empty canvas, four walls to open-air, it is hence, the responsibility of the event manager to use the natural beauty to make the atmosphere conducive for the event or add finishing touches to the interior of a building for the purpose of the event.

A special event for example, uses an already existing infrastructure built for the purpose of such event. Sports and entertainment events fall into this category. However, an event manager could go the extra mile of familiarizing himself with the venue map and facilities. This means that, the event manager must be able to identify every part of the facility especially the parts that are relevant to the event. For example, the event manager must know where the rest rooms for men and women, coffee room, packing areas and must be able to explain the geographical location of the building from the map. This will allow the event guests to have more confidence in the organizers of the event.

Catering is also an important aspect to a successful event, also depending on the theme and type of event. Although, most big public events have catering arrangement in place and so event manager only need to contact the restaurant manager for updates concerning the number of expected guests and changes as the case may be.

When making arrangements for catering for an event, certain issues have to be considered; these among others include quality and control factors such as menu, quality of staff, equipment, cleanliness and cultural appropriateness. Cost and waste management are also matters of importance as it states such things as payment terms and health regulations.

Meanwhile, implementing an event depends solely on the type of event. However, every event though have characteristics that are similar, these characteristics enhance the event and are interrelated with each other.

2.4.1 Human resource management and events

Every successful event has effective planning and effective human resource management as a base. Giving events an adequate number of human resource needed and the right people to perform such event is a great step to creating a successful event. However, there are some key aspects of human resource planning which will be discussed here. (Allen 2005,144)

Considerations associated with human resource planning for events:

Human resource planning is unique and important for two reasons. One of the reasons is the fact that many events have a pulsating organizational structure.(Hanlon & Jago2000; Hanlon & Cuskelly 2002). It means that the organization grows in the number of staffs and development of skills as the event date draws near and the skills and personnel growth contracts when the event ends. Additionally, it should be noted that this approach often have its own challenges in terms of payment of salary to the staff due to the short term nature of the event. (Allen 2005, 148)

Also, the fact that the organization has put effort and time in training the staff after which the contracts would be terminated is also a challenge. In terms of volunteers in the place of paid staff, are mostly the majority of the people who deliver and implement events. Sometimes, events are wholly implemented and planned by volunteers. It should also be noted that volunteerism in events often face challenges such as quality control, supervision, sourcing volunteers, training and motivation.

Human resource planning process for events:

This process should not be seen solely as the amount of tasks, but as a combination of sequential interrelated processes that starts after a clear event mission, vision, objective and strategy. As events grow in size so will it grow in the level of human resource

strategy, such growth are in terms of increase in the amount of staff, paid or volunteer with adequate training program to support the development of the staffs involved. It should be noted that there should be balance in the number of staff required for an event as there could be surplus or shortage in manpower, which may jeopardize success and image of the event. (Allen 2005,144)

Human resource strategy and objectives:

This is the stage where the activities of the human resource management process is defined, such as, establishing guiding strategies and objectives, determining staff needs in terms of paid staffs and volunteers, undertaking job analysis and producing job description.(Allen 2005, 147)

All of these can be done through a clear description of the following factors; Strategy, staffing, job analysis, job descriptions and job specification. (Allen 2005, 148-150)

Policies and procedures

These are important in providing a framework through which the human resource planning process will be done. Policies and procedures state how the organization will treat its staffs. It also helps event managers in making certain decisions and making the decisions to be consistent throughout the duration of the event. It also serve a a tool that allows event managers to be confident in problem solving. (Allen 2005, 152-153)

Motivating staff and volunteers

Motivation is one of the most important aspects in any event and in any human resource management process. It allows the staffs to be committed to the tasks, gives energy and allows staffs to work as a team in achieving the set goal. The event manager should therefore, be able to motivate all the staffs without which the paid staff and volunteers can lack enthusiasm for achieving the organizations goal.

Quality of the event could also be deterred in this regard. Therefore, it is the duty of the event manages to motivate the staffs and show some care about staff welfare if quality is to be achieved. Volunteers in this regard, the event manager must also seek to

care for them by showing concern and motivating them. Therefore, an event manager must take the job of human resource management as an integrated process with a number of actions if events mission will be met. (Allen 2005, 154)

2.4.2 Project management for events

The production of any type of event is a project. Project management techniques are hence important in managing events from start to finish. Project management includes planning and implementation of the event, monitoring and closing of the event.

The events industry has realized the importance of project management techniques as a tool for successful events. Hence, the project management of events focuses on the management process to creating an event not only what happens at the event.

Event management process is such that is a process that occurs for a long time even after the event is over. Project management is a term that defines the work before the actual start of the work or events and the close of the event.

Event management consists of a number of management areas such as planning, leading, marketing, design, control and budgeting, staging and evaluation. (Allen 2005, 278)

Advantages of using project management for events:

- It is a systematic approach that can be improved with every event.
- It avoids the risk that the events success relies on one person.
- It uses a common terminology and therefore facilitates clear and timely communication.
- It ensures accountability to the stakeholders.
- It makes the management of an event apparent.

(Allen 2005, 279)

Phases of the project management of events

The phases of a project contain related tasks carried out over a period of time. The end of one phase is the beginning of another. However, events management is known to have five phases, which includes Initiation, Planning, Implementation, the event and closure of the event.

Initiation.

Initiation is the first phase of the event, it is a stage whereby the event is being developed and objective is being set. Feasibility study is usually done at this stage to know the viability of the event and necessary tools needed for delivery. The initial stage also includes site and date suggestions, sponsors, budget, risk and logistics.

Planning

This is the second stage of an event project planning. This is where what is required in facilitating the event is spelt out. The event manager should ensure that all the stated plans are able to work together; this is the reason these types of plans are referred to as a baseline plans. They are the plans that are used from the beginning of a project. After the formulation of the plans comes implementation stage.

Implementation.

This is the third phase of a project. At this stage, there are lots of meetings to discuss issues and decisions. Also, planning phase might be revisited if there are any changes. The team has the responsibility of ensuring that the plans are compatible with each other. Implementation phase in project management of events have certain characteristics such as:

- Application of all plans, such as hiring staff, sending out request for tender, confirming contractors and carrying out promotional schedule.
- Monitoring and controlling
- Making decisions based on the comparison between the plans and reality.
- Work in progress reporting to the key stakeholders
- Active risk management.

The event.

The project event manager`s work is on-going during implementation of the event. During this stage, there is possibility that the number of staff and volunteer increases thereby, changing the management technique from the planning and initial stage to a new management technique due to the nature of the event at that stage. This is paramount especially when the professional skills of other team members are needed, such as operations manager and artistic director for example.

Closing of the event.

The event manager is responsible for closing an event which is the last phase of the project. At this stage, it is required that an on the site closure is necessary. It should be noted that this process is included in the planning process from the beginning. It also means that management would embark on planning for a next event, make all documentation and record of the past event and the success or failure of the event is been evaluated.

2.4.3 Event evaluation

This is the process of critically observing, measuring and monitoring the implementation of an event in order to access its outcomes accurately. (Allen 2005, 449).

This process allows the event manager to build the profile of an event. It is also at this phase that feedbacks are given to stakeholders and also to the project team, giving room for future improvements.

Evaluation of events often includes measuring the following aspects of events; effectiveness and efficiency; consumer satisfaction and service quality; return on investment; unanticipated impacts; learning organization. (the nature and scope of festival studies 2010)

Evaluating events are not usually easy tasks and so most event managers often take for granted the benefits of event evaluation. Evaluation helps event manager to measure the success or failure of an event; also it allows event manager and the team to consider how much effort that an event would require in the future.

The use of feedback is highly important in this regard. Feedbacks can also be provided for stakeholders, which would allow for a team analysis of the problems, shortcomings and thereby providing an idea for future improvements. More also, an event manager should be aware of how to evaluate and what to evaluate and also when to evaluate.

2.4.4 When should an event manager evaluate the event?

Pre-event assessment

This is the evaluation that is done at the initial and planning phase of the event. It could be done also when the feasibility of the event is being conducted since it would be clear if event would be profitable or not. Pre-event assessment could also be done during the market research process as at this stage, the number of attendees would be known and benchmarking of the events would also give a clear signal the outcome of the event.

Post-event evaluation

This is the most used form of evaluation in every event. It includes taking data and statistics and analyzing them. At the stage, the strengths and weaknesses of the events are discussed and evaluated through the use of questionnaire and interviews.

It can also include collection of data on expenditure and guests that attended the event. It should be noted that the type of evaluation method used also depends largely on the type of event and the target audience. However, after evaluation has being completed, the report should be handed over to all the stakeholders as it could be used for media release for promoting the event, attracting sponsors in the future incase of similar or same events and creating more awareness on the positive impact the event was able to achieve.(Allen 2005, 451)

2.4.5 Impacts of events

Events have both negative and positive impacts on stakeholders and communities that they are held. The event manager has the responsibility of predicting the impacts in

other to plan for the outcome of such event. Negative impacts as foreseen by an event manager must be addressed as soon as they are spotted followed by notifying the authority and preparation for interceptive aids.

On the other hand, positive impacts of events as foreseen could be developed upon. Often time, the financial aspect of events draw great attention due to the fact that the Government and regulatory bodies for instance must meet budget goals involved to justify expenditure.

Furthermore, events manager must consider the impacts of events before its onset. It should thus be noted that different impacts gives room for different assessment methods as the case may be. For example, impacts of events such as social and cultural, physical and environment, tourism and economic and lastly political impacts all have positive and negative sides. The impacts range from entertainment experience as created by charity events to celebration of national holidays in the case of social and cultural impacts.

Physical and environmental impacts have huge environmental consequences on host communities; the environment should be put into top consideration and priority in this regard. The event manager must consider the impacts of the event on the environment and must take precautions immediately. For example, also depending on the type of events, factors such as waste management and recycling must be at reach during such events.

Since politics are paramount in hallmark events for example, government should realize that events could have impacts on politicians and the cities thereby prompting that the government host hallmark events and at the same time increasing governmental participation in events.

Tourism and economic impacts are major impacts of events as the question of budget and profit arises. The event manager would ensure that funds from sponsorships and ticket sales for example are more above the cost organizing and marketing combined.

Events in the tourism impacts generate business opportunities and commercial activities. (Allen 2005, 32)

2.5 Event tourism strategic planning process

A critical observation of the destination of event tourism offers huge significant advantages. The advantages rest in the area of coordination and building the event tourism capacity that signifies a strategic fit. The time frame at which event tourism strategic plans are carried out varies, depending on the destination. The process includes;

- Stakeholder inputs
- Destination tourism strategy
- Situation analysis
- Development of event tourism goals
- Creation of event tourism organizational structure
- Development of event tourism strategy
- Implementation of event tourism strategy
- Evaluation of event. (Allen 2005, 54)

Situation analysis is the process of analysing the goals set for the destination. The perspectives of stakeholders in the event area such as tourism bodies, destination community and government agencies that has the responsibility of events. The use of SWOT analysis is highly recommended in assessing the situation that a community might be as a result of such an event. (Allen 2005, 55)

2.5.1 Development of event tourism goals

A clear understanding of the strategy is required as it provides an avenue that forms the backbone for event tourism destination targets as also is for branding the destination and positioning, putting in mind that although destination might be different but common goal can be identified. Examples of common considerations are destination marketing, destination branding and leveraging events for economic gain as the case may be. (Allen 2005, 54-60)

2.5.2 Creation of event tourism organizational structure

In order to develop a destination's event tourism goal, it is important to seek for more organizations that would take responsibility for such event. For cities, states or countries as it may be, it is good to have several organizations. For example, bodies responsible for festivals, business tourism and major events.

In Victoria, Australia, three important organizations with significant role in event tourism development are Tourism Victoria which are State owned, the Victoria major events corporation acts which aim at events that provides economic gains and the Melbourne convention and visitors bureau are organizations that deal with events. (Allen 2005, 61-62)

2.5.3 Development of event tourism strategy

Despite the availability of several types of strategic options in a city or country's event tourism body, the strategies include development of existing events and creation of new events. The selected form of strategy must reflect knowledge received during situational analysis.

Existing event development involves choosing an event or a set of events to be developed as a major attraction in the city or state, an example of which can be an hallmark event. This type of developmental process can be used for building a brand or image of the area or country as a whole. The main approach in this process is to develop a single hallmark event that can incorporate with similar themed events.

It can also be described as the process of merging small events that are already in existence to create a much larger event to improve on the uniqueness of such event and tourism attraction. (Allen 2005,65-67)

Event bidding

Several types of events can be categorised as mobile events due to the fact that they move from destination to destination regularly. For example, sporting and business events, as well as association and corporate events also are in this category.

Events tourism organizations such as national or state-based major event agencies and conventions are established to attract new events to a destination through the bidding process. However, such mobile events attracted through a formal bid, would make the justification on why an event destination was chosen as the right one for such an event. (Allen 2005, 66)

New event creation

This should be based upon activities and themes that are identified during situational analysis, which also creates the base for development of tourist markets. It should be carefully planned such that new events can be integrated into the overall tourism product mix for a destination. (Allen 2005,66)

2.5.4 Implementation of event tourism strategy

Upon the selection of event strategy, the organization hence moves to implementation of the event. Stages in implementation include marketing, development and execution of the event. Other actions by the organization in event tourism development are financial support such as grants, sponsorship and equity.

Coordination is also an important factor to an organization throughout the whole process. The event tourism bodies' generally play a significant role in condition of an event, these roles includes, developing event calendars thereby preventing event clash, coordination and consulting protocols among government units and enabling events to smoothly go through the processes of legislative and compliance issues. (Allen 2005, 68-69)

2.5.5 Evaluation of event tourism.

Evaluation is an important factor of any successful strategy. Destinations form the basis at which this evaluation are made with the help of collected data on visitors flow. Performances in terms of the type of event are also a major form of assessment ground in event tourism. In conformity with the event tourism strategy model used in this thesis, the goal should be seen in connection with the destinations overall event tourism goal which can be used as a reference in future concerning strategic decisions in terms of event tourism development. (Allen 2005, 72)

2.6 Events and the hospitality industry

Driven by the changes in consumer trends in the industry, the nature of events in the hospitality industry is changing. This trend is driven by the need to add more value to event venue, planning, organizing and implementation of the event itself.

However, factors such as sitting arrangements, decoration, catering, and transportation, order of events down to the stage of event execution. The practicality of organizing events in this decade is far more beyond what has been done in the past decades. Having said this, all the necessary considerations and strategies of improving the capability of hospitality and events industry needs to be put in place to ensure efficiency of the degree of service that the industry gives to public.

In many countries, volunteerism, events and the hospitality industry work hand in hand thereby providing assistance together with leisure services to domestic and foreign visitors. (Allen 2005, 9)

“The industries are influenced by continual changes in national and international customer demands and expectations, as well as by an increasingly global marketplace”
(Tourism, hospitality and events environmental scan 2011, 1)

The industry's growth has created employment opportunities due to the emergence of more restaurants, bars, cafes, catering, gaming, meetings, business and leisure events, tourist information services, tour guiding, resorts, casinos and so on. It should be noted that event market within the industry has been able to create potential benefits to other industries that produce products used at various events.

Human beings are the only animals that celebrate, and this not only separate us from the lower forms but perhaps raises us to a transcendent or even spiritual level. (Goldblatt 2005, 105)

The type of event often originates from the cause and need for the event. It since has become a part of tourism industry as around the globe, establishment of units that manages and supervises event tourism has come to stay and have become a culture in the tourism and hospitality industry. They can be expositions, fairs and festivals, hall-mark events, meetings and conferences, sport events, tourism and retail events to mention a few.

2.7 Reasons for Special Events

The purpose of special events differs, as there is a reason for every kind of events, from deeper reasons to historical ones.

However, as regard to this thesis, educational reason of events will be discussed. One of the most important historical reasons for special events has long been educational. With literacy rates often almost non-existent in ancient societies, special events provide the only means of educating the populace about their own history and also instructing them about the inherent dangers of not vowing loyalty to the governing body or individual or following the approved societal norms (also a political reason). (Matthews 2008,3)

This thesis has in this regard been able to enlighten the public about the Famine in East Africa and the need to help in term of monetary donations and the educative

seminar that was part of the project also to enlighten people that everyone has something to offer no matter what part of the world you live in. The signatory petitions was also part of this campaign, the event organizer was able to use this to explain to people at the center of Helsinki about the on-going situation in East Africa and the need to pass the message on in other to create more awareness.

Matthews went further to say that in recent times, education as a reason for events has taken on a different context. With the 20th century came improved transportation and communication technology, thus allowing easier movement of people and information within nations and between continents. (Matthews 2008,5)

In this regard, the use of socio media such as Face book was a great help in passing the message along to people and also creating the awareness. E-mails were also used to send messages especially during sponsorship inquiries from companies and individuals around the Helsinki area.

Famine in East Africa.

Famine can be described as the regional failure of food production or distribution systems, leading to sharply increased mortality due to starvation and associated diseases. (the international famine centre article 2011-2012, 1).

Famine can also be seen as a process in which people lose access to food and water. Mostly, famine last for a long period of time during which crops cannot be grown at the environment affected. Though, comes slowly, it could be predicted for possible precautions actions that would save people from going through the hardship.

Apart from the fact that famine leads to starvation and death, there are other effects of famine such as recession, which also have effect on production and exchange. Employment and income of people that live in this type of environment is usually affected. There are groups of people whose businesses are majorly affected by famine, such groups include; artisans, traders, fishermen and farmers.

The effect is seen in the rising cost of food and production to transportation to the end users. In Ethiopia for example, animal calories normally cost about twice as much as grain calories, with herdsman meeting half of their caloric requirements through consumption of grain. (world institute for development and economic research of the united nations university 2011). During the 1972 -1974 famine, there was a decline of about 84-92% in calorie exchange rate against animal products. As a result, the exchange rate becomes an alarming situation for the animals.

Famine has other effects such as social effects.

Due to shortage or lack of food for survival, social ills such as smuggling, black market and crime increases at the detriment of the larger society. There could also be increase on the sale of items such as land, jewelries and animals for families to survive.

However, it should be noted that there are certain factors that allows a particular area to be more vulnerable to famine than the other; poverty, weak social and physical infrastructure, weak and unprepared government, a relatively closed political regime. (Ravalion 1996, 8)

Famines are caused by other factors such as weather and war. A war is as a result of choices through which famine can occur.

Furthermore, famine is an issue that has been able to challenge the performance and activities of economic and political institutions regarding if these institutions have been able to provide remedies to the situation. These factors often raise the question of why despite economic tools in various societies, famine has been on the rise and also what needs to be done to prevent or relieve famine.

As a result of this, it was estimated that over 70million people have died in the 20th century alone. (Devereux 2000, 56). The 20th century famine was characterised in terms of causality, that the casualty rate was more that during the previous decades. Towards the end of the 20th century, the growth of food crises became imminent in the sub-saharan Africa, due to the rise in civil wars and drought.

Furthermore, the African food crisis is mainly a consequence of famine, drought and war. 'The most extreme and tragic consequence of famine is premature death, yet surprisingly little is known about the scale of excess mortality in most famines, including the recent highly publicised African food crises. (Devereux 2000, 56)

In addition, it has been established that for famine to be combated, there should be an abolition of anti-famine contract at the global level which must be enforced. This is hence, synonymous for this generation of policy makers to make use of the opportunity to guarantee food security, the right to food and freedom from hunger for all of the world's population into a 21st century reality. (Devereux 2000, 80).

2.8 Red Cross Activity

Red Cross is an organisation that assists people in crisis at any part of the world. They empower people at their local communities to help others in the case of emergency in their local communities. The Red Cross activity continues even when crises are over; they also help in recovery activities to put people back on track to their normal daily activities.

The international Red Cross and Red Crescent Movement started as far back as 1863. Inspired by Henry Dunant, a Swiss businessman, he founded the relief society's movement, which consist of volunteers to give help to those that are injured in the war. In 1863, the international committee of Red Cross was established in Geneva.

Activities of Red Cross range from first aid, emergency response, health and social care, finding missing persons, preparing for disasters and refugee services. Apart from the fact that Red Cross officials are trained for these purposes, they also train volunteer's world wide to give first aid to victims as soon as an occurrence takes place. (Red Cross activities since 1945)

Blue Turtle

Blue Turtle is an organisation that provides information about the environment to people around the world through the use of the social media. They provide this information through the social media, events and projects in a fun way. Membership to Blue Turtle is free. (Blueturtle.com).

It should be noted that events industry have experienced certain challenges over the past decades, however, it has been able to overcome the challenges as a result of the growing trend in the industry.

For the simple fact that event management can now be seen from professionally perspective, this has contributed to the growth of the industry particularly in handling of corporate and small events. Event industry has also increased its scope on development of information technology, event education and research for professional event planners, thereby increasing the competitiveness of the industry.

Furthermore, the professionalism of the event industry has created more awareness of the growing trend and the value events in the minds of the general public. As a result, there is a huge increase in governmental influence on events, such as creation of infrastructures, building event portfolios and funds.

3 Impact your world events

Creating charity events does not come without challenges; however, there are several ways which are used to create a charity event which also depends on the organization or individual involved as there are no specific rules on how charity events should be implemented.

As explained earlier, there's certainly no shortage of charity functions that could be attended, from sporting events and simple bake sales to elaborate black-tie dinners. Conveniently enough, charitable giving can be as simple or involved as a person prefers, from writing a check to throwing an all-out, upscale affair complete with local celebrities.

Although many people prefer to simply support a charity by attending an event, others choose to donate resources even more precious than money their time, talent and energy. The events inculcated in this project have been fully used to achieve its aims.

3.1.1 Event objectives, aims and type of event

Impact your world event is a charity event aimed at creating awareness, raising funds for the victims of famine in East Africa. Also the project is used as a thesis for completion of the degree program in Experience and Wellness Management.

Balloon release was one aspect of the project, used to create awareness of the situation in East Africa.

Balloon is a good object of attraction and it was chosen for this purpose, to attract as many people as possible at the centre of Helsinki.

It should be noted that Balloon signifies fun and happiness; therefore, to call attention to certain cause, balloon could be a way of doing that even more effectively, as many passer-by who do not have a prior knowledge of the situation would be easily attracted to the venue to find out what was going on.

The colour red was also a significant colour of love and harmony. For this reason, red balloons were chosen to pass the message of love and the importance of helping the people in dire need.

The event date was carefully chosen to fit into the seasonal love and friendship celebration of valentine. It was held on the 10th of February 2012, at 4pm to attract people who are coming back from work, school and those who could afford to stop by to participate at the event. In all, 100 people were targeted for this event.

In short, the events incorporated into this project are aimed at creating awareness and raising fund for the cause. Other events such as the signature petition and seminar event were also part of the awareness creation and more tasking in terms of the organisation of venue and control.

3.1.2 Target audience of event

The target audience for this project were students and the general public. This could be a disadvantaged factor to the success of the event but due to the fact that it was a thesis project, the target audience was carefully chosen. The participants of the balloon release were young adults, teenagers and people of between the ages of 35-50.

Moreover, due to the fact that this project contains various kinds of events, the audience cannot be restricted to a particular segment alone. The signature petition was with people of between the ages of 20-50 years old.

The seminar event was also open to people from all works of life irrespective of the age. This is also because this aspect of the project is educative and would be an avenue through which people could express opinions and ideas.

3.1.3 Theme of event

The theme of the event was Impact your world. The theme was carefully chosen to attract attention, when people hear or come across the theme, they already are aware it would have something to do with humanitarian work.

Therefore, the author of this thesis chose the theme because it is self explanatory. At all of the events incorporated to the project, the same theme was used as it is important to have a clear and simple theme due to the nature of this event.

The reason for your upcoming event may be self-evident or you may want to incorporate a fun theme to enhance the function. When done properly, a theme can turn an ordinary party into an event people will remember for a long time.

(Fisher 2010, 1)

3.2 Project Plan

A project plan is a combination of activities and end products that will be executed. Project planning is important for any project so that each task will be carefully defined in terms of the time required from start to finish of such task, needed resources at every stage of the project, estimates for budget, tracking and controlling. In the plan, the project manager is also aware of possible constraints and hence makes preparation for unforeseen circumstances.

The planning process of this thesis project was performed by two students but thesis report written by one. However, the steps include estimating the size of the project in terms of the expected number of participants and funds that would be gathered at the end of the project.

The resources required to complete the project was also estimated. The financial resource was given by HAAGA-HELIA while the material resources were provided by Red Cross, Finland.

The initial stage of the project is the beginning of the project idea, deliberations of the event begins with clearly defined aim and objective of the event. After this is the planning stage which is where responsibilities are divided among the co-planners of the project. The authors first move was to source for sponsorships by contacting different bodies, organisations and individuals in Finland. During this stage, sponsorship letters

was written and sent out to potential sponsors. The first letter of sponsorship was sent on the 27th of December 2011.

The use of social medial was a big part to the success of the project, as face book page was created on the 28th of December 2011, after the theme of the event.

As part of the initial plan, the authors were to place Red Cross donation boxes to certain locations in Helsinki. Venue for placing the boxes was approved on the 2nd of January 2012. Red Cross was contacted on the 4th of January 2012 with immediate response on willingness to co-sponsor the project.

On the 5th of January 2012, the authors contacted Unicef on how to forward the fund to the intended destination and other sponsorship requests. On the same day, the Helsinki Police was also contacted for permission to release balloons in Helsinki.

The authors of this thesis project also contacted media channels such as MTV3, Stadi Tv and Ministry of Sports and Culture in Helsinki for possible coverage of the events and for sponsorship purposes. After all agreements were reached with the Red Cross official, donation boxes were collected on the 8th of February 2012. The balloon release could only be possible through the use of helium, so the author of this thesis bought helium and balloons on the 9th of February 2012, at exactly 4pm at the same time contacted the Police as instructed, concerning event of the following day. Also, the Helsinki ring authority was contacted for permission to use the venue for the balloon release. Permission was granted same day, on the 9th of February 2012.

On the 10th of February 2012, the balloon release was performed with ninety nine red balloons released by more than 50 participants. It is also worthwhile to mention that at the beginning of the balloon release event, people started to gather immediately they saw red balloons and they started to ask what was going on. The author of the project was able to explain the purpose of the event and immediately, people started showing willingness to participate. One balloon was sold for one euro and fifty cent, and many people were willing to give more money. In all, most of the participants gave money for the balloon and those that could not wait to participate just donated money to Red

Cross boxes. However, after the balloon release, authors of the project and volunteers waited for about two more hours collecting funds and telling people about the cause.

After an interval of ten days, on the 20th of February 2012, due to the fact that the authors were awaiting response from potential sponsors, the collection boxes was placed at each collection venues and more letter of sponsorships was sent out.

Signature taking began on the 5th of March 2012. From HAAGA-HELIA Haaga campus to Helsinki central railway station and also to HAAGA-HELIA Pasila campus. This process was repeated for two more days.

The project was closed with the seminar event on the 10th of May 2012, with students and non-students as participants and people from various fields and background as speakers at the event. The seminar started with the performance by Itapakila musiikkiopisto instrumentalist performers at exactly ten minutes past one. The performance lasted for about 10 minutes. Followed by the first speaker at half past one, from Red Cross, who spoke about the activities of Red Cross worldwide and Africa. The speaker also spoke about the need to volunteer for Red Cross and help people in need. The second speaker started at two o'clock. She was a staff of Helsinki university central hospital, who also spoke about the need to help and volunteer from health care perspective. The topic was on kangaroo mother care which was mainly on preventing mortality rate in premature births and that anybody can volunteer to perform this function on behalf of the mother of the child. The second speaker spoke for a bout thirty minutes; the topic was interesting as the audience were very much involved by asking questions and also saying their opinions. At about quarter past two, the authors of the project presented the signature cheque with figures of how much signature petitions was received.

The authors gave a note of thanks to the audience and speakers, presented gifts to the speakers as supplied by HAAGA-HELIA and closed the seminar by inviting speakers and audience for refreshment which was well arranged in a separate room. The catering for the seminar event, table arrangement was done by the author by buying and

refreshments from the store. In all, the guests stayed for about an hour more eating, relaxing and having conversation about the event and topics of the day.

3.2.1 Famine in Somalia and Kenya

East Africa has been heavy hit by drought leading to severe famine that has affected about 10 million people according to the UN. This situation has caused many families to travel on foot for several days, in attempt to escape the hardship. As a result of this situation, the children are affected the most, it was estimated that as much as 37% of children that finally arrived to aid camps suffer acute malnutrition. There is also the report of high mortality rate among children which is expected to rise in 2012.

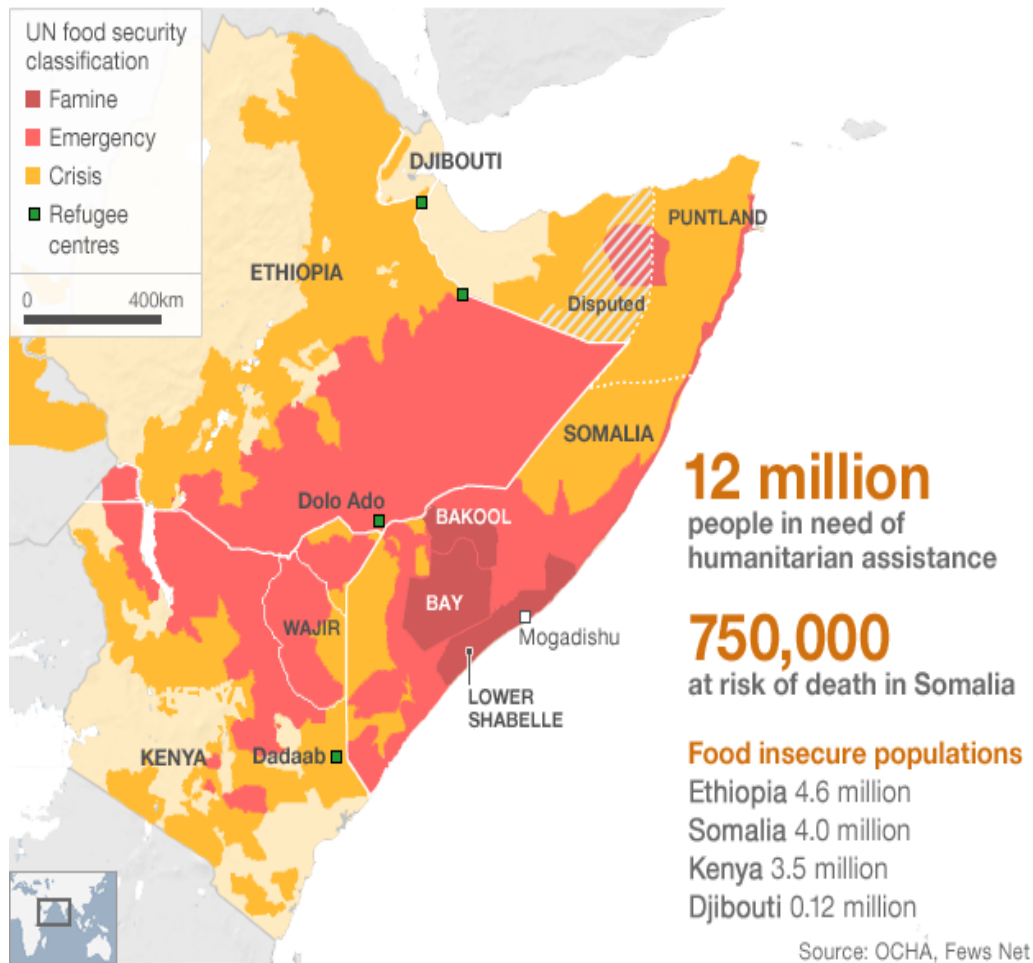
“Two consecutive poor rainy seasons have resulted in one of the driest years since 1950/51 in many pastoral zones,” (UN Office for the Coordination of Humanitarian Affairs media briefing 2011,1).

It was also estimated that 4million people are in the crisis in Somalia alone, with 750,000 people at risk of death in the months of 2011 if there are no quick and adequate response.

3.2.2 Areas of food shortages in Eastern Africa

(BBC Africa 2011,1)

Areas of food shortages



<http://www.bbc.co.uk/news/world-africa>

3.2.3 Permission for the event and publicity

Firstly, the school granted permission for the project after which Red Cross was contacted for support and other needed materials. Permission was taken from the Finnish police for the balloon release by calling the police and a go ahead was given since the event is not going to obstruct public order in any way.

Therefore police presence was not needed but permission was granted.

The permission of the management of the Helsinki city square was also sought since their premises would be used for the balloon release. In all, the necessary permission was sought and granted by the authority concerned.

The consent of HAAGA-HELIA was also sought as regards publicity on the school page and info board thereby requiring information from the event organizers such as the character of the event, title of the event, estimated number of attendees, venue, names of speakers for the event.

Publicity was also done through Helsinki Times' news paper after it requested for detail of the balloon release and the reason the cause was chosen by the organizer, the title of the event and names of organizers. It was titled "99 red balloons for a cause".

The use of flyers and posters was also used by the organizer for publicity. The flyers and posters contain the detailed information of the project and account numbers through which the public could use to pay their donations into the accounts. Word of mouth is also an important publicity tool that was used throughout the project as the awareness needs to keep going and could also be an opportunity to explain more to people.

3.2.4 Successful planning

Time and efforts are the most important factors in any project planning. In order to make a successful event, time factor needs to be considered also bearing in mind the

type of project involve. Apart from time and efforts, factors such as finance and budget are also of high importance.

Event organizers responsibility is to consult with sponsors well before hand which would allow for a firm financial ground and other human resource support. In the course of this project, the time was indeed a factor as it affected every step of the project due to its nature and it should have been given more time.

3.3 Event production

Events and charity have come a long way and over the years, it has been proved that charity events are more remembered than the cause itself, depending on how the event was conducted. Therefore, the various types of events incorporated into this thesis project are explained below.

3.3.1 Balloon Release as a fundraising tool

Before the commencement of this event, the event organizer created colorful flyers with information about the situation in East Africa. Followed by distribution of the flyers to students, families, co-workers, teachers and friends. Social media such as face book and e-mail was also used to pass information concerning the situation and that there would be a balloon release for this cause. The event organizer also conducted a mouth to mouth talk with people about the event.

All this was a recruitment process that would allow a lot of people to participate at the event. Helsinki Times was also contacted to advertise the event; it was published on the newspaper Helsinki Times on the 9th of February 2011. After the publication on the newspaper, e-mail was sent to all HAAGA-HELIA students with the newspaper link, telling the students about the event and the need to participate. The Helsinki Times link is part of the attachment to this thesis.

Balloon release is the process of releasing a number of helium-filled balloons into the sky together at the same time or in a rapid session. This act is usually done for fun or to raise awareness for certain causes or campaign.

Balloon releases can be fun, whimsical, formal, elegant, and lots more. It is one of the most effective ways of filling a space with maximum impact. It is unique because it transforms the atmosphere to suit the theme of an event.

However, the type of balloon release that was practiced in this project was done in a style, having considered the environment as advised by Blue turtle organization. It was done in such a way that a string was tied to the edge of the balloon as a hold in order to prevent release into the atmosphere.

The event was successful due to the turnout of people and the donations that people were willing to give even without explanation of what the balloon release was about. Although, considering the fact that the weather was -24 degrees also could be a reason for the turnout in terms of donations and willingness to participate. Furthermore, the letter of permission for this release, e-mail from blue turtle as regard the balloon release and the pictures of the balloon release event are all attached to this report as appendix.

3.3.2 Signature petition

A petition is a request to do something, it is usually addressed to a government official or public entity after which the request is then compiled as a document and sent to the body that would take action.

It can also be described as a request to change something, most commonly made to a government official or public entity, could on the other hand be for a variety of other targets. Commonly today, a petition is a document addressed to some official and signed by numerous individuals. A petition may be oral rather than written, or even

transmitted through the Internet in the form of a chain email letter or an Internet petition hosted at a dedicated website such as GoPetition. (GoPetition 200-2012)

At this stage of the project, there was a continued publicity on the HAAGA-HELIA campus screens, word of mouth and flyers, to sensitize students on the turn of event and the fact that they should be aware that it's the same cause and the purpose in a different form.

Flyers was distributed also with the same theme, "Impact you world". The signature taking started from the HAAGA campus to Helsinki central railway station and the HAAGA-HELIA Pasila campus.

A petition is a call to do something, most commonly addressed to a government, a country or the public signed by many people. Signature petition is done worldwide to draw world and government attention to certain matters. An example of organization that do signature petition is California ballot initiative petition signature costs in the USA.

The petition as regards this project was carried out at HAAGA-HELIA, Haaga campus and Pasila campus. It was also carried out at the central rail way station in Helsinki. The organizer was explaining the cause to people after which they signed to show their supports for the cause.

In all, about four hundred signatures were collected but one thousand was the target. In the course of this, many people who already know about the situation in Kenya and Somalia gave their full support and those that do not know were moved by the situation and the project in Finland. Additionally, a petition cheque was drawn out which would be presented to the Red Cross representative, speakers at the seminar and attendees as a form of solidarity support from Finland to the people of east Africa. The cheque will be sent to the relevant authority sometime in the near future.

In all, four hundred signatures were gathered in one week. Therefore, the signature petition event was also a success.

3.3.3 Seminar

Seminars are designed to enable fuller and more active student participation. (University of Gloucestershire United Kingdom 2012). Seminar is a gathering that is for the purpose of exchanging ideas, knowledge and innovation among a group of people. The aim of a seminar is to promote knowledge on a particular topic or social issues. Some kinds of seminars are learning experience through active participation of participants.

There was a seminar event as closing stage of Impact your world event. Prior to this event, there was also publicity on the school screens and website indicating type of event, venue and speakers for the event.

E-mail was also sent to tell about the seminar to students and teachers of HAAGA-HELIA University. Word of mouth was also used to invite people to the event.

There was also the use of the mail post to send letters to speakers for the event, in all, ten letters was posted, six responses was received through the e-mail with three declines and three approvals.

Among the approval e-mail are the representative from Red Cross, the speaker from Helsinki central hospital and the instrumentalist performer from Pakilan musiikkiopisto in Helsinki.

On the 10th of May 2012, there was the seminar which was the closing phase of the project. The seminar was attended by ten students at the HAAGA-HELIA auditorium. It was meant to educate people on the need to help in any little way when on holiday or even with local destinations.

In all, there were two speakers at the event and two flute instrumentalists. The speakers were from Red-Cross Finland and Helsinki central Hospital respectively, while the instrumentalists were from Pakilan Musikkipisto. The musical instrumentalist opened the event after a brief welcome speech and the performance lasted about five minutes. The invitation letter and seminar program is part of the appendix to this thesis report.

The subject was about Kangaroo mother care, which is aimed at educating people on the need of bodily connection as a method of saving infants and premature death in Africa and around the world. The speaker from Red Cross talked about the operations of Red Cross in Africa and around the world and therefore more volunteers without which the work of Red Cross would not have been easy.

At the end of the seminar, all the attendees pledged to be a volunteer at one time or the other and some even have set to work as volunteers already.

After the seminar, the guests were entertained with refreshments and some relaxing talks for hours.

Though, the number of people that attended the seminar was quiet small compared to the other events. The event atmosphere was unique and exciting, the attendees participated fully at the event, asked a lot of questions and were fulfilled and every single one of them did say that they were happy they made it to the seminar.

3.3.4 Project measurement and evaluation

A short and long term goal of this project is important to the evaluation of how successful or not the project is. Though the number of people that attended the balloon release was about fifty, each person was holding one to two balloons for release.

Going by this number, the balloon release was a success, considering the harsh weather conditions and the fact that people could still come out despite the weather. However, the impact remains huge also due to the nature of balloon, the color and the season at which the event was held.

Meanwhile, having taken the environment into consideration with balloon release in style, is very uncommon throughout the world, therefore, it is assumed that other non-profit organizations or students who would like to perform balloon release in the fu-

ture, will learn from the path that the author of this thesis project have chosen to protect the environment and achieve the event aim at the same time.

Signature petition was the second aspect of the project. It is the most tedious part of the project, as the author was doing a lot of talking to as many people as possible, carrying writing materials on the streets and campuses to pass the message and getting people to sign. However, not everyone that was approached was willing to sign the petition. Furthermore, the event was a success as four hundred signatures was received in one week.

The seminar inculcated into this thesis project is another important aspect of the project that cannot be underestimated. The aim was to pass knowledge and exchange ideas, which it was able to achieve.

Though, due to the low turn-out of participant, the seminar cannot be labeled as a total success but it was able to touch the lives of those that attended positively. Having in mind that the number of participants was just ten people but the atmosphere was exciting due to the topics that was discussed. The participants seem very interesting about the topics and many even pledge to do volunteerism in the near future.

Considering the time limit and limited resources in terms of sponsorships and human resources allocated to this project, the project can be seen as fairly successful. In the case that all the mentioned constraint is at the disposal of the event organizer, the outcome of such event would be successful. However, such factors as time, sponsors and human resources are crucial factors to a successful event and should be well considered in the future.

3.3.5 Reasons for unmet targets

Many non-profit organizations sometimes fail despite numerous amounts of hours of hard work by volunteers. In the course of this project however, some of the reasons the project can not be evaluated as a complete success is due to the following reasons; time sponsorships, high cost of running the project, no tickets sold for participation to the events, and unrealistic expectations on the behalf of the project organizer.

The total time frame of the project was 7 months; this is too short and inadequate for this caliber of event. Cause-related event are usually long term events with adequate pre-planning activities that allows for proper survey and analysis of past similar events.

In addition to this, the time frame set for the whole project contributes a lot to the success and impacts of such project. Usually, such projects are supposed to be long term projects. Another reason may be lack of sponsorship, during the process of the project, many sponsors were sought but the only one that responded was the Red Cross, hence, lack of sponsorship could be a disadvantage for such project.

4 Conclusion and summary

4.1.1 Overall outcome of the event

In the process of this thesis project, the author realized the importance of a thorough understanding of the special event industry. This process should be done before sending proposals for sponsorships in order to be able to target the right sponsors for such event. Knowledge of the event industry and practices is paramount to the success of events, especially special events. This is necessary in order to know what makes event sponsors and participants respond to requests in certain ways. Having this in mind, the event organizer would be able to make proposals that would suit sponsorships and participants and thereby, achieving a favorable outcome.

The outcome of this project thesis is the fund that was raised and the awareness created about the situation in east Africa. The project fully covered the set target of raising the fund and awareness. Also as part of the project plan, different events were used in achieving this goal in a well organized manner.

One of the advantages was that the project was sponsored by a body that deals with humanitarian issues with a lot of help and direction on how to go about the project. Information and recommendations from several books and online materials was well used in accomplishing the set goal.

However, volunteerism and humanitarian activities should not be seen as an easy task and at the same time should be an obligation of all. This cannot be done without sensitization of the public. Nowadays, due to the weather change and global warming, more and more volunteers are needed by governmental and non-governmental organizations around the world. Impact your world events has come and gone but the impact remains in history and in the minds of those who will take up the challenge and those who have been directly affected.

4.1.2 Evaluation of Author's activity

Conclusively, this thesis is the activity that was born out of the passion for humanity. The author of the thesis was able to use different types of events for awareness, fundraising and an academic work. Organization of the thesis and the events was as a result of the skills developed during the academic learning period in the degree program in Experience and wellness management in HAAGA-HELIA University. It is also important that all aspect of learning in the Experience and Wellness management course was reflected throughout the project in order to achieve the fundamental objective of completing a bachelor degree and use the opportunity to help someone at the other part of world's geographical region.

The project has been a learning experience to the author, having seen what events can do to bring people together for a lasting impact. The author of this thesis was able to realize the impact of time and timing of an event, also the fact that event varies and people react to events depending on type of such event.

My evaluation of the fundraising raising aspect of the event was generally positive. The event was able to raise the sum of 134euros in 2months, between the months of February 2012 to April 2012. The collection was done through the use of Red Cross donation boxes which was given to Red Cross disaster relieve fund to be taken to Somalia and Kenya. The sum though, seem very little compared to estimate made by the author, in the end, it could be said that some money was realized as a result of this project. Having said this, the impact of awareness created cannot be underestimated.

4.2 Recommendations

The experience gained in the course of this project has been an eye opener and also a foundation upon which the author would lay a future career. One of the major problems in event industry is the organizing of the event bearing in mind factors such as time, human resources, logistics, security and budget.

The question of timing is also very important as regard the season and weather conditions, haven seen the impacts of those on this project. Impact your world event should have been a long time project thereby allowing for proper planning and sponsorship. Event organizer must also have certain qualities such as creativity, professionalism and experience as a package for leadership and also a tool for surviving in the growing trend of the event industry. (Matthews 2008, 62)

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Attachments

Attachment 1. Initial stage

Project type thesis: title to be decided (Impact Your World Event), re-think thesis topic and name change

Things to do list.(contact)

- (Anna)HH CSR- corporate social responsibility (office in haaga or pasila) (find them on haaga page).
- (Anna)Contact haaga campus (Tommi Lelu (ask about how we can get Gastro pro can help us or get involved with our events and charity).
- (Sharon)join Blue Turtle (blueturtle.com)
- (Anna)contact (mia.Tarhanen@haaga-helia.fi) she has connections to WWF.
- (Anna)(Risto.Karmavuo@haaga-helia.fi) ask for sponsors contacts
- (Anna)(Pirkko.salo@haaga-helia.fi) sponsors contacts
- (sharon)HFLC(Future leaders)- write email to violeta.(about charity and how we can get people to join our balloon release and seminar)
- (sharon) contact Helsinki ice ring (find out if they can work with us with the balloon release).
- (sharon)contact Helsinki times news paper
- (anna and sharon)contact school and find out about different groups that could be available to join seminars and balloon release
- (sharon)book video camera for balloon release and still camera
- (sharon)contact different African- Finland associations.

Attachment 2. Project Plan

By: Anna & Sharon

Project Title: Impact your world Events.

(A case study of the victims of famine in Somalia & Kenya)

Date: 20. 12.2011

Our Tasks	Person responsible	What to do	Duration by week	Starting time	Total timeline
Step 1					
Getting permission from authority	Haaga-Helia	Contacting police or Helsinki city for permission	1week	05.01.2012	31.05.2012
publicity	Haaga-Helia	TV, news papers	2weeks		
Getting Venues for placing bags/boxes	Haaga-Helia, Anna&Sharon	Contacting Airport authority and other places at which boxes would be placed	1week		
Organizing a group of 100 people	Haaga-Helia/Anna & Sharon	Contacting and telling people of the task	2weeks	16.01.2012	30.01.2012
Doing balloon release	Group of 100 Anna& Sharon	Balloon release at Helsinki centre	2days	10.02.2012	10.02.2012
Step 2					
Placing boxes/bags at each venue	Anna&Sharon	Taking donation materials to the venue	1week		

Off loading boxes & bags	Anna& Sharon	Collecting funds and other items and taking to the school	1week		
Doing accounts	Kristain, Anna, Sharon	Counting how much money and arranging other donation items	1week		
Step 3					
Getting co-sponsors	Anna&Sharon	Contacting various organizations	2weeks		
Compiling the signatures	Anna&Sharon (graphic designer)	Putting all signatures together	1week		
Doing the grand finale(seminar)	Kristain, Anna, Sharon	Organizing the seminar	1day		
Writing thesis report	Anna&Sharon	Writing reports	2weeks		
Getting donations to victims					

Attachment 3. Letters

Letter of permit.

Sir/Ma

We are student of Haaga-Helia University of Applied Sciences Degree Program in Experience and Wellness Management.

WE have started writing our thesis on Impact of balloons, Colors and design on holistic wellbeing of people in different life situations, with our thesis we have incorporated some charity work and how we can help in making a difference to those suffering from the Famine in Somalia and Kenya We have already started getting our charity together and we are trying to raise as much funds as possible to be sent in aid to victims of Famine.

We are writing this letter to ask for permit to collect funds in public areas, such as the shopping malls, super markets and restaurants. We would like to also assure that our University Haaga-Helia is supporting us and backing us in the whole process with also the backing of Red Cross and hopefully soon to join our team will be UNICEF.

As we all know thousands of Somalis have been fleeing their country each week in search of food, water and shelter, many of them walking for days in the sweltering sun towards refugee camps in Kenya and Ethiopia.

Nearly half a million children are at risk of dying from Malnutrition and Disease Relief organizations are calling on the international communities to join together to end the crisis, We are answering to that call and are trying to make a difference no matter how small it maybe.

We do hope you will grant us the permit to collect the funds in public areas and help those who can not help themselves.

Sincerely,
Sharon Pownall-Helenius
And
Anna Bello

Letter of sponsorship

Dear Sir/Ma,

We are students of HAAGA-HELIA University of Applied Sciences.

“As many as 750,000 people could die as Somalia's drought worsens in the coming months, the UN has warned, declaring a famine in a new area”. The UN says tens of thousands of people have died after what is said to be East Africa's worst drought for 60 years.

The children are demoralized and many will not go to school because they lack the strength to do so. Also the UN has reduced the school feeding program and the children can't learn without food," said father of five Mohammed Abdulahi.

That is why we are calling for help for this cause of nature. All the funds and other items would be taken to Kenya and Somalia through Red Cross.

The Cost:

The expected cost of making this move is 5,000 euro. We would greatly appreciate your help in reaching this target because of the magnitude of what the cause of nature have embedded on fellow human being in Somalia and Kenya. By providing this people with food and water, we would not only be satisfied that we have been able to put a smile to someone's face but also would serve as a fulfillment that we have made a difference and many lives would have been saved.

The Grand Finale: As part of the fundraising, we are also holding a seminar on the 10.05.2012 at 1pm as a grand finale for the fundraising process at HAAGAHELIA CAMPUS auditorium. We will be inviting people from the local community and academic institutions and also people who have help us achieve this goal.

Benefits to you/company: If you could support us to achieve this goal, we would include your name on the acknowledgement page of our Thesis, as also we are using a part of the project as our Thesis. Your company name would also be on our banner as a co-sponsor of this event.

Thank you for taking your time to read this letter. As one of our sponsors, we would let you know how we do and if you want any information, you can contact our supervisor(Kristian.Sievers @haaga-helia.fi)0404887173.

Yours Sincerely.

Anna Bello & Sharon Pownall.

Reply form:

Your name/company name.....

Donation amount.....

I,.....at.....will help

.....reach this fundraising target of..... For the HAAGA-HELIA in

helping the victims of famine in Somalia and Kenya with the donation of.....

5eur, 10eur, 20eur, 50eur, 100eur, 250eur. Other amount in euro.....

Account number. NORDEA PANKKI SUOMI OYJ BIC: NDEAFIHH IBAN: FI
88 10113000260835

Reference: impact your world

Date:

Signature:

Letter to Blue Turtle

Hello Blue Turtle group,

We have managed to change the release but then again changing the whole thing won't be possible but for now we have done what we could do and we appreciate the fact that you approve it.

To the question you asked about what it is we are trying to accomplish with this?

- We are trying to create awareness to the situation going on in East Africa, particularly Kenya and Somalia and also create the awareness that people would know that we are doing this and they can join the move. Already there are lots of people that would want to help but don't know how, so this would be an opportunity.
- We are trying to raise funds to help the ones suffering and make a difference, please remember that we are not charity organization. We are using this as our thesis also.
- All the money used to buy the balloon would go to the charity fund; our school is sponsoring the money to purchase the balloons.
- Yes, people can donate without buying the balloon. (We are sorting out the bank details for where people can donate and I will get back to you with the details as soon as possible).
- We are planning more events, but until now we have yet to get sponsors to help us financially for the events.
- We are looking for companies to donate to the cause.

We do hope this answers your question and we are joining your site.

Thank you.

Regards,

Sharon Pownall-Helenius and Anna Bello.

Reply from blueturtle.

Dear Sharon,

We are sending you this email from BlueTurtle because you spoke to our ambassador Violeta Salonen about your project. We want to thank you for getting in touch with us and for sharing your amazing project with us. We are going to help you in whatever way we can but at first we need to express our concerns.

You have indicated that you are going to release in the air a large number of balloons on February 10 2012 at the Helsinki central railway station. This is really bad idea. It appears that you are not aware that balloons are one of the most common of all the litter found in nature like woods, mountains, rivers, beaches, etc. It is simply bad for the environment. Any balloons you are intending to release will eventually fall back on Earth and possibly cause animals to die, nature to get more litter and make people who are doing nature cleanups work harder. This is a serious crime against nature and humanity. This is not different than throwing your garbage out the window of your home or automobile. Just because you don't see it fall back on earth it doesn't mean that it doesn't happen. Please do not ignore this.

The time is short and if you are going to think of something else you must think and act quickly. If you find another solution to promote your cause, you can use that for publicity, which is what you need right now. We would also make news on many different websites about your decision to NOT release balloons after learning about their negative impact on the planet. People will appreciate your decision. You are creative; you can surely think of something else.

We have been looking at Sky Lanterns as an alternative to Latex Balloons b

Attachment 4. Pictures from balloon release



Account number.
NORDEA PANKKI SUOMI
OYJ
BIC: NDEAFIHH IBAN: FI
98 10113000260835

Reference: impact your
world

IMPACT YOUR WORLD

Attend *impact your world* seminar!
ON 10th :05:2012
@Haaga-Helia small Auditorium
@1pm



Help us, Help them.



This charity is created by two students attending Haaga-Helia University of applied sciences, together with the backing up in involvement of Haaga-Helia University itself.

Info call:- Anna (0453581272) or Sharon (0440936666).

join (Haaga-Helia Charity Group) on Facebook

Sample of signature petition



ONE SIGNATURE TO MAKE A DIFFERENCE

DATE: 18.04.2012

LOCATION: HELSINKI

TIME: 11:00

	Central Station	M Labs
		University
		M Side
		SKS
	University	
	Martina Lemonen	T-1
		Fuller
	Ali U	Main Hub
	Nina Kere	W. de. Hall
		U
		Turki
		J

Attachment 5. Publication on Helsinki Times

99 red balloons... for a cause

09 Feb 2012

TOMORROW Helsinki's central railway station square will witness a balloon-launch to try and raise awareness and funds to send to the countries affected by the famine in East Africa. The idea is the brainchild of two students from Haaga-Helia university of Applied Sciences and the event kicks-off at 4 pm.

Sharon Pownall-Helenius from Tanzania and Anna Bello from Nigeria are both students of the Degree Program in Experience and Wellness Management at Haaga-Helia and they felt strongly enough about the hunger and deaths in the region that they felt they must do something to help the situation there.

"We are mostly concentrating our efforts on Kenya and Somalia, as they are the places with the worst situation for the time being. The idea for the balloon-launch came to us as we sat watching TV, discussing how to get media attention for the plight of the people there," explains Sharon. "We are recruiting people to buy a balloon from us for €1.50 that will go to the charity and join us at the release on Friday."

The idea has the support of Haaga-Helia and the Red Cross and the two conscientious students have even factored-in the environmental impact of the launch. As Anna explains, "We didn't want these balloons to float away and land somewhere only to take years to decay, so there is a long piece of string attached to each one and they can be brought back to earth. The visual effect of the launch remains the same. We also want to show that even when the world economy is bad that people are still willing to give to help the less fortunate."

Charity	Balloon-Launch
10 February,	16:00
Rautatientori	/
Central Railway Station Square	

DaveDunne
HELSINKI TIMES

Attachment 6. Letter seeking seminar speakers

Dear Ms,

Karoliina,

We are students of HAAG-HELIA University of Applied Sciences. We are inviting you to speak at our seminar. The topic is Impact your world through events. This seminar is based on a charity event to raise awareness for the victims of Famine in Somalia and Kenya.

We are very much aware of your busy schedule and we do hope you would make time for us to speak at this event. This seminar would help us impart knowledge to our students on the need to help people in dire situations.

You can contact us on impactyourworld62@gmail.com

Please can you confirm your attendance, the seminar will take place on Thursday 10.5.2012, starting from 13.00 to 15.45, please let us know what time in these hours would be good for you and if that time has already been taken by another speaker we shall inform you and we can pick another time.

we hope to hear from you as soon as possible as we need to create a schedule for the whole event before the 10th of April

Venue:

Time:

Yours Faithfully,

Anna Bello Sharon Pownall-helenius

Dear Sir/ma,

We are students of HAAG-HELIA University of Applied Sciences. We are inviting you to speak at our seminar. The topic is----- . This seminar is based on a charity event to raise awareness for the victims of Famine in Somalia and Kenya.

We are very much aware of your busy schedule and we do hope you would make time for us to speak at this event. This seminar would help us impart knowledge to our students on the need to help people in dire situations.

you can contact us on-----

Please can you confirm your attendance, the seminar will take place on-----

Venue:

Time:

Yours Faithfully,

Anna Bello Sharon Pownall-helenius

Attachment 8. Seminar program

IMPACT YOUR WORLD

Date: 10th/may/2012

From 1.00pm - 2.30pm Seminar program

- *From 1.00pm - 2.30pm*
- *Speakers: Anna - Leena 1.10 (Itapakila musikii koulu)*
- *Katavisto Nanna 1. Cross*
- *Aino Ezeonodo 2.00 (RN, MHC, Helsinki University Central Hospital).*
- *Cheque presentation by: Anna & Sharon*
- *Refreshments & snacks*

WELCOME TO MAKING A DIFFERENCE