

Suvi Vuorsola

BACHELOR'S THESIS
BEST PRACTICES HOW TO ARRANGE EVENT FOR ALL
-
EXPERIENCES NARRATED BY PROFESSIONALS

Degree Programme in Physiotherapy
2014

BEST PRACTICES HOW TO ARRANGE EVENT FOR ALL.
EXPERIENCES NARRATED BY PROFESSIONALS.

Vuorsola, Suvi

Satakunnan ammattikorkeakoulu, Satakunta University of Applied Sciences

Degree Programme in Physiotherapy

May 2014

Supervisor: Kangasperko, Maija

Number of pages: 47

Appendices: 1

Keywords: accessibility, diversity, event production, publication

The purpose of this thesis was to coordinate a publication considering accessible event. Publication consists of fourteen articles and case texts considering accessible event. The articles and case texts are related to cultural events or recreational and outdoor sport events. They are written by professionals in accessibility. Other purpose was to analyze the texts and formulate a summary chapter to the publication based on the results. Whole publication is executed in Finnish. Theoretical framework and results are covered in English in the thesis work report.

Texts of the publication are used as a data of this thesis work. Each individual text is analyzed and advices to improve accessibility are searched from the articles and case texts. The final results were formed from the advices repetitiously appearing in the articles. Some specific piece of advices were taken into final results when they seemed to have novelty value or be otherwise remarkable advice for the organizer of event for all.

Result of the thesis work is the coordinated publication about arranging an accessible event. In the summary chapter of the publication is presented the findings from the analysis of the articles. Results proved physical accessibility is essential for participation of many people. Attitude effects on the atmosphere and is a basis for psychological and social accessibility. Affordable pricing enables participation. Good level of informational and cognitive accessibility is required in today's event production. Overall accessibility increases possibility to participate and improves fulfilment of equality. Publication will be available from publication store.

Table of Contents

1	INTRODUCTION.....	4
2	SOCIETY FOR ALL.....	6
	2.1 Physical accessibility	6
	2.2 Psychological accessibility	7
	2.3 Social accessibility.....	8
	2.4 Informational and cognitive accessibility	9
	2.5 Financial accessibility.....	10
3	PRODUCING AN ACCESSIBLE EVENT.....	12
	3.1 Planning and organizing phase	12
	3.2 Pre-information.....	13
	3.3 Event	14
4	PURPOSE OF THE BACHELOR’S THESIS.....	16
5	PROCESS AND METHODS.....	16
	5.1 Co-operation	16
	5.2 Practical observation.....	18
	5.3 Publication	18
	5.4 Collection of the data.....	21
	5.5 Analysis of the narratives	22
	5.6 Thesis work and report	24
6	EVENT FOR ALL ARTICLES AND CASE TEXTS.....	25
	6.1 Cultural events	25
	6.2 Recreational and outdoor sport events.....	26
7	BEST PRACTICES HOW TO ARRANGE AN EVENT FOR ALL.....	28
	7.1 Individual findings from each article.....	28
	7.1.1 Cultural events.....	28
	7.1.2 Recreational and outdoor sport events	30
	7.2 Physical accessibility	33
	7.3 Psychological accessibility	34
	7.4 Social accessibility.....	35
	7.5 Informational and cognitive accessibility	36
	7.6 Financial accessibility.....	38
	7.7 Conclusions.....	39
8	DISCUSSION	41
	REFERENCES.....	44
	LIST OF APPENDICES	47

1 INTRODUCTION

Satakunta University of Applied Sciences is a pioneer and prime educator in the field of accessibility in the Satakunta area and year 2013 one of the four Research and Competence Centers of Satakunta University of Applied Sciences is Accessibility (Satakunta University of Applied Sciences. Accessibility 2013; Satakunta University of Applied Sciences. Research Cooperation 2013.). Yyteri for All project was award-winning in Barcelona at the international Design for All competition in 2012. It brought the accessibility work at SAMK additional publicity. (SAMK:n Kaikkien Yyteri -hanke ylsi voittoon Barcelonassa 2013.)

*All human beings are born free and equal in dignity and rights
(United Nations. The Universal Declaration of Human Rights.).*

The Constitution of Finland complies with the Universal Declaration of Human Rights and enacts about equality. It says: “Everyone is equal before the law. No one shall, without an acceptable reason, be treated differently from other persons on the ground of sex, age, origin, language, religion, conviction, opinion, health, disability or other reason that concerns his or her person. Children shall be treated equally and as individuals and they shall be allowed to influence matters pertaining to themselves to a degree corresponding to their level of development. Equality of the sexes is promoted in societal activity and working life, especially in the determination of pay and the other terms of employment, as provided in more detail by an Act.” (The Constitution of Finland. Unofficial translation.; Suomen perustuslaki 731/11.6.1999, 6 §.)

Equality is a target which is aimed by the accessibility. Decision making and strategy work requires information, knowledge and understanding about the demands of equality. By single, even small acts, equality can be improved and cognitive accessibility among decision makers increased at the same time. Accessibility of the environment, attitudes of one and others, as well as versatile communication and means of communication effect on the possibility to participate. Accessible cultural

services enable one to participate and be social. Affordable pricing has its own share in creating equal society. Based on this philosophy accessibility is shared into physical, psychological, social, informational and cognitive, and financial accessibility in this thesis work report. (Kulttuurilla kaikille 2014; Suomen perustuslaki 731/11.6.1999, 6 §.) Dividing accessibility to physical, psychological, social and financial accessibility is used for example by the accessibility working group of Parliament of Finland (Eduskunnan esteettömyys- ja saavutettavuusselvitys. Demokratilla kaikille – demokrati för alla. 2006.). Culture for All service emphasizes on the communicational and cognitive accessibility, which thesis worker sees as important part of the accessibility too (Kulttuurilla kaikille 2014). It is the reason why informational and cognitive accessibility is covered in this thesis report extensively.

Accessibility is a wide entity which includes for example possibility to participate into working life, education, and recreational activities, such as culture and sports (Invalidiliitto. Esteettömyys 2014). It means that services are accessible, equipment are functional and usable, information is understandable and there is possibility to participate into decision making (Invalidiliitto. Esteettömyys 2014). *Open for All* or *Design for All* aims to environments, products and services enables everyone's participation (Design for All 2014). Open for All services can be in economic, social, cultural, recreational and entertainment activities (Design for All 2014). Design for All makes use of products and services easier for everyone (Design for All 2014). They assure the needs, wishes and expectations of users are taken into consideration in the design and evaluation processes of products or services (Design for All 2014).

The theoretical framework of this thesis report presents the concept for accessibility and how it is divided in this thesis report. It also takes a stand on arrangements of an accessible event. Purpose of the bachelor's thesis chapter presents the thesis worker's aims. Process section describes the process of coordinating the publication, process of analyzing the data collected from the publication and in the end the process of creating this thesis work report. Event for all articles and case texts chapter presents all the texts which were thesis worker's data and which are included into the publication. Finally Best practices how to arrange event for all chapter presents the results of the thesis work. In the discussion section the pros and cons of the thesis process and report are brought out.

2 SOCIETY FOR ALL

2.1 Physical accessibility

People with physical disabilities have decreased ability to move and function independently due to illness, chronic condition, or injury. This state can be permanent or temporary. Environments are planned for the people. Sometimes wheelchair users or persons with guide dogs are seen as a problem but the real problem lies in the building with obstacles. Accessibility is essential for many people groups but it helps all the other users of the environment too. (Esteettömyys – Esteittä eteenpäin 2014; Design for All Foundation 2014.)

When speaking about the accessibility, physical accessibility usually has its main role in the discussion. For example every municipality has a responsibility to create facilities to exercise for all (Liikuntalaki 1054/18.12.1998, 2 §). Still accessibility is a wide entity which includes for example possibility to participate into working life, education, and recreational activities, such as culture and sports. In addition to transferring, accessibility takes into account seeing, hearing, communicating and other sensory-related viewpoints. (Esteettömyys – Esteittä eteenpäin 2014; Esteetön ympäristö 2014; Invalidiliitto. Esteettömyys 2014.)

Environment or a building is accessible when it is practical, safe, and pleasant for everybody and when all the places and floors of the environment or building are easy to access. It is not enough that the destination itself is accessible. Physical accessibility of some environment or destination begins already before arriving to the destination. Observing accessibility begins from the user's home and ends there too. For example public transportation is one part of the accessing the place or event. (Esteettömyys – Esteittä eteenpäin 2014.)

Physical accessibility includes for example accessible parking spots, level passageways, large enough elevators and toilets, auxiliary aids and comfortable rest places. Most of them apply in every environment, permanent environments and temporary solutions (during some specific event). From the safety point of view,

emergency plans take account of wheelchair users and others. When all the demands and needs of different user groups are taken into account simultaneously, implementation is efficient. Sometimes simplifying one's functioning at the space may complicate other's functioning (like sometimes a ramp may cause tripping danger for the others. (Kulttuurilla kaikille 2014; Esteetön ympäristö 2014.)

People use their senses various ways and taking it into account in organizing an event makes the event and services more accessible. Everybody benefits from information and experience gained through various senses, by touching, feeling, seeing, hearing. For example clear signs and information is more understandable for everyone. Technical devices help to participate. For example readymade interpretation in sign language, different languages and audio description makes it possible to understand without hearing, knowing the original language or seeing. Auxiliary aids like magnifying glasses, flashlights and induction loops help both the service provider and service user to be understood. (Kulttuurilla kaikille 2014.)

2.2 Psychological accessibility

Psychological accessibility refers to competences which include abilities, knowledge, and skills. One needs versatile competences to be able to actively live out balanced life in the information society. The level of psychological accessibility can be affected by education and experiences. (Rauhala-Hayes, Topo & Salminen 1998, 13.) World Health Organization (WHO) has created International Classification of Functioning, Disability and Health (ICF) to describe the functional ability of citizens standardized way. From the ICF classification can be found classifications of Body Functions, Body Structures, Activities and Participation, and Environmental Factors. In the ICF classification describing the level of participation and being active in the society plays a big role. Activities and Participation section discuss the performance and the capacity of a person. Performance qualification describes what a person is used to do in the present environment. It is highly related to the participation into the society. Capacity qualification takes a stand on what person's abilities and capacities are at best. Sometimes capacity cannot be brought out but the suitable environment enables person to reach one's total capacity – for example in being active and

participate. (Toimintakyvyn, toimintarajoitteiden ja terveyden kansainvälinen luokitus – ICF.)

Ministry of the Interior has produced guidelines to public organizations about equality and how to take equal right into account in planning and daily actions (Yhdenvertaisuussuunnittelun opas 2010). Basically people have the right to be treated similarly and identically (Yhdenvertaisuussuunnittelun opas 2010). Actually it does not lead to equality because everyone's background and possibilities are different (Yhdenvertaisuussuunnittelun opas 2010). Authorities are in charge of removing the barriers restricting equality to be fulfilled. These actions exist to make it possible to be active in and experience society for all (Yhdenvertaisuussuunnittelun opas 2010). Referring to what Rauhala-Hayes, Topo and Salminen (1998, 13) wrote about the creation of psychological accessibility and WHO's comparison between performance and capacity, it is obvious that participation enables the increase of abilities, knowledge, and skills - and reach one's total capacity.

2.3 Social accessibility

Social access and cultural access are important components of the accessibility. The content of an event can be interesting for anyone and it should be experienced by diversifying target audiences. Sensitivity to the varieties of experience, perception, thoughts and values is required. Working together with target groups/audiences helps event organizer to produce an interesting event. Still keeping mind open for new visitor groups is important. (Kulttuuria kaikille 2014.) Referring to Heino Saarinen's thesis report, it is challenging to cover psychological and social accessibility separately (Saarinen 2013, 30). Based on that, everyone is in charge of improving one's own and others' psychological accessibility.

The personnel of the event are in a key role of producing an accessible event and staff members' attitude is what shows. Any plans or visions do not help if the execution is done poorly. Ability to work and act with versatile people can be increased by education. Development of communication and different language skills improves the accessibility of the event significantly. Then most of the staff have the

knowledge and right attitude not only few. On the other hand personnel with diverse background can bring new ideas to the organization and share the knowledge about the event to their peer groups. (Kulttuurikaikille 2014.)

2.4 Informational and cognitive accessibility

A welcoming attitude to diversity is the key component in producing services with better quality (Kulttuurikaikille 2014). Könkkölä (2014) analyzed based on own experience that in those municipalities where disabled people have worked actively for their equal rights, attitudes of all the people groups have changed to be more compassionate and aware. It has led to wise, sustainable, and far-reaching decisions (Könkkölä 2014). For example in Helsinki all the public transport vehicles will be replaced with low-floor vehicles one by one (Könkkölä 2014). The City of Pori has published instruction booklet how to arrange responsible event at Pori area (Ohje vastuullisen yleisötilaisuuden järjestämiseksi Porissa 2013). Thesis worker was very optimistic about the booklet but ended up finding not a word about accessibility from the instructions. Even though the Constitution of Finland enacts about the equality, it seems to have no visible share at the responsible event. On the other hand, cultural site of the City of Pori have been doing accessibility work through accessibility project and now has the accessibility of culture and cultural services as one of their main goals, which hopefully increases the knowledge and understanding about accessibility (Susi 2012; Porin kaupunki. Kulttuuri).



Figures 1 & 2 The International Symbol of Access (ISA-symboli.)

Finnish accessibility service Culture for All has defined accessible communication. Basically accessible communication means information is understandable, layout is

clear, information is easily available and easy to use. Accessibility of own service, event or office is communicated. Language used is clear and plain, Internet page can be surfed with assistive aids and all the necessary information can be easily found. Accessible communication uses symbols and information is not shared only visually. (Salo 2013.) One of the most recognized symbols in the world (see figures 1 and 2) is the International Symbol of Access (ISA symbol) which has white wheelchair and its used on the blue or black background (RI Global. The Internation Symbol of Access; ISA-symboli). Helsinki for All project has designed new accessibility symbols and collected them to their Internet page (Helsinki kaikille 2002–2011). In the project was created e.g. the symbols of audio describe, the symbol of Braille and the symbol of loanable assistive aids (Helsinki kaikille 2002–2011). Accessible communication indicates about the responsible business (Salo 2013). Usually developing communication actions more accessible does not increase the costs (Salo 2013).

2.5 Financial accessibility

The Government working group for the coordination of research, foresight and assessment activities is a body enhancing cooperation and exchange of information between the ministries of Finland (Prime Minister's Office 2014). The goal of working group is to increase and feed monitoring of research, foresight and assessment activities, improve the knowledge indecision making and create new ways to distribute information on research, foresight and assessment activities to decision makers and society (Prime Minister's Office 2014). They are also to map out what are the society's needs and future challenges to improve the quality, effectiveness and productivity of decision making (Prime Minister's Office 2014). A memorandum of the Government working group for the coordination of research, foresight and assessment activities considering research plans for 2014 presents the themes of 2014 to support the decision making (Lankinen 2014). One theme is education, communality, and participation as a basis of wellbeing (Lankinen 2014). Purpose is to prevent poverty, inequality, and leaving out from the society (Lankinen 2014). The viewpoints of financial accessibility are supporting Government working group's aims to 1) prevent polarization of society, 2) to support educational equality, and 3) to support open and equal participation (Lankinen 2014).

Events or services for all take into account financial accessibility. Participation or entrance fee include a range of ticket prices with discounts for specific groups. During the special times, like low-season and quiet times, fees can be reduced. Assistants or interpreters for disabled people should not be charged admission. When side services and products are achievable, it makes the main service or product more accessible. Event organizer can for example think are the café shop prices achievable for different kinds of visitors (students, families, etc.). (Kulttuurikaikille 2014.) Pricing examples of different events are gathered below.

For examples registering for Likkojen Lenkki 2014 in Oulu 16th August 2014 costs normally 40 euros. When the registration is done until 15th June 2014 fee is 33 euros, and when the registration is done 16th June-31st July 2014, fee is 37 euros. There are different campaign discounts and group discounts too. Children's attending fee is 22 euros, when the child is 7-12 years old and attending is free when the child is under 7 years old. Attendance of the assistant is free of charge. The price of the event includes snacks, event t-shirt and the program. (Likkojen lenkki ilmoittautumisjärjestelmä 2014; Likkojen lenkki 2014.)

At Ruisrock 2014 price of the ticket depends on how many days (one, two or three) client is willing to attend on the festival. There are VIP and + tickets available too. More expensive tickets may include for example food and transportation to the festival. There is no age limit to the festival but less than 7 years old enter the festival free of charge. Also over 70 years old can enter the festival free of charge and they get free boat taxi transportation from and to the City Center of Turku. Assistant enters the festival free of charge with the principal. Accessible parking is free of charge but it has to be reserved previous to the event. General assistants are available free of charge. (Ruisrock 2014.)

3 PRODUCING AN ACCESSIBLE EVENT

3.1 Planning and organizing phase

When organizing event for all, willingness to improve accessibility can be found from the policies and action plans. It is hard to implement accessibility in practice, if it is not planned to. To make accessibility automatic viewpoint in an organization, it should be found from the organization's strategy. Commitment towards accessibility increases at every level of the organization. Being aware of diverse audiences is required during all the phases of producing an event. Before starting the advertising and marketing, it is useful to analyze which kinds of audience are interested in the event and which are the feasible and desired audiences. (Kulttuurikaikille 2014.)

First of all, enhancing accessibility starts from the motivation and attitude. The quality and attractiveness of the event increases significantly when accessibility has been taken into account. When decisions are made from the practicality point of view, accessibility has already increased. It is easier to start from the basic and major issues and after that start to develop the level of accessibility. Developing accessibility is a continuing process, next time the ability to make event more accessible has increased. Co-operation with accessibility representative, members of the municipal councils of disability and elderly people, and real users of assistive devices or assistants will be irreplaceable. Accessibility should be taken into account at the planning, implementing and feed-back phases of the event organizing. (Pieni esteettömyysopas tapahtumajärjestäjille 2014.)

At the planning phase nearly all the things can be influenced on. The event environment or place can be chosen to be as accessible as possible. Then own resources do not have to allocate to mold the environment. (Pieni esteettömyysopas tapahtumajärjestäjille 2014.)

3.2 Pre-information

In advertising and marketing an event both audio- and visual advertisements or announcements are used to make the marketing more accessible. Plain language, Braille text, and choices of language make the advertising available and understandable for many. In the Websites and printed materials with large enough and clear print and good contrast between the background and the text or symbols makes it easier to notice and understand the message. When creating the advertising and pre-information of the event, event organizer should be able to find the best ways to reach all the target groups and feasible audiences. (Kulttuurilla kaikille 2014; Pieni esteettömyysopas tapahtumajärjestäjille 2014.)

Information available in all levels of interest and understanding can reach new audiences to the event. The basic idea of an event should be understood with one glance at the advertisement or information package. Plain and clear descriptions include for example people with intellectual disabilities to understand the idea. People with no previous knowledge of the subject may become drawn too. To make a positive difference compared to other events, information is possible to share by illustrations and hands-on activities. Event marketing can reach more audience by providing more possibilities than language-based information alone. (Kulttuurilla kaikille 2014.)

At the advertisements and marketing materials and where the background information about the event is possible to find, information about all the perspectives of the accessibility should be described. People with special needs want to know beforehand whether the entrance is accessible or participating is possible for example with the wheelchair. When all the areas are not possible to make accessible, it is good customer service to provide information about it beforehand. (Kulttuurilla kaikille 2014.)

3.3 Event

Signposting to the event area begins from the other central places like railway station, city center, etc. Signs, information tables, works of art, other objects and texts are placed so they can be looked at from different heights, standing and seated. Some smaller adjustments at the event area are probably easy to implement. One may remove thresholds; add seats, handrails and mini ramps, and lower coat racks where necessary. There are places for wheelchairs in halls and outdoor concerts with audience seating, and chairs are available in exhibition halls. (Kulttuuria kaikille 2014; Pieni esteettömyysopas tapahtumajärjestäjille 2014; Observation 16.8.2013–17.8.2013; Lectures 15.8.2013.)

Likkojen lenkki advertises to be the best women event in Finland. Event has grown around the running event. Running is not possible for everyone and accessibility is taken into account in the event. Personal assistants follow the attendee without a charge. To increase event's suitability for all, organizers offer different routes and rest areas. There are general assistants on the route, accessible parking, toilets and bleachers, and service tent to have a rest and recharge the batteries (of assistive device). Sign language interpreters can be found from the info desk, food line, and rest area of the shortest route. At the information desk the program can be found in Braille. Pre-information about the event and route descriptions can be found for the Internet page in written language and sign language. Information can be found in documents in Word form, which enables screen reader programs to recognize the text. At the event presenting and concerts are interpreted into sign language. (Likkojen Lenkki 2014.)

Pieni esteettömyysopas tapahtumajärjestäjille (2014) includes the short list of checking up the level of accessibility. Along to check list, someone should be in charge of accessibility and information about. The list encourages informing about the event in plain language and sign language. Land on the event area should be flat with no varying levels. If there are different levels, elevator or gentle slope should be in use. Accessible toilets along the regulations should be found. Places for the wheelchairs should be found from the bleachers and there should be induction loop

available. Stage and backroom should be accessible with a wheelchair. Performances should be audio described. (Pieni esteettömyysopas tapahtumajärjestäjille 2014.)

Events can be seen finished when the last performer finishes or when the last member of audience leaves the place. Feedback and post-analysis could be essential to do after the event. It would be advantageous for the future events to analyze accessibility and lack of it. After the Ruisrock 2012 organization gave accessibility promises based on the feedback and own analysis for the future. They promised to:

- *Build accessible view platforms to all big stages*
- *add more lights to the festival area*
- *add more toilets for the disabled*
- *better the possibility to arrive to the festival by organizing a disabled parking lot and by making the entry procedure clearer*
- *add resting spots on the festival area*
- *hire general assistants to aid festival goers especially with accessibility issues*
- *better the accessibility of our communication by creating a simplified text version of our web site- teach our personnel to be even better aware of accessibility*
- *put out information on the festival's accessibility even more efficiently and specifically*
- *promise to take accessibility into consideration at Ruisrock also the following years*

(Ruisrock 2014.)

Some of the Ruisrock's promises feel time-consuming and resource-requiring. The whole festival is rebuilt every year – compared to all that work e.g. building platforms for audience is not a huge input. Improvements can be great although actions needed are small. Whenever possible include bigger necessary improvements in long-term plans (Kulttuurikaikille 2014).

4 PURPOSE OF THE BACHELOR'S THESIS

All the accessibility work done previous years at SAMK, generated a call for the collected information about how to arrange an event for all. Since there has been SAMK thesis works done at the field of accessibility as well as fundamental co-operation done with different organizations, it was decided that the form of the collected best practices to arrange event for all will be a publication.

The purpose of the thesis is first of all coordinating all work behind creating the electrical publication about organizing event for all. Coordinating the publication includes virtual and face to face communication between the publishing committee. It requires being in contact with all the about 15 authors as well as reading and analyzing the article versions (1 to 3 versions per each article). Publishing committee makes suggestions how to improve articles and coordinator communicates these wishes to the authors. In the end coordinator collects the raw version of the publication from the rewritten articles for the maker-up to create the layout of the publication. Second purpose of the thesis work is to formulate the best practices how to arrange event for all. Results are found by analyzing the articles and case texts in the publication. After all the articles or case texts are worked on close to their final versions by their authors, texts are analyzed by the writer of this thesis. Purpose is to find which good practices of event organizing are arising from the texts. During the analysis the most endemic issues and otherwise significant hints and practices are found and reported.

5 PROCESS AND METHODS

5.1 Co-operation

This thesis work is done for the Research Group of accessibility at Satakunta University of Applied Sciences based on their instructions and advices. Thesis work includes the coordination of the publication and forming the summary part for the

publication based on the articles and case texts. Summary includes the best practices how to arrange event for all. The publication was started to be done at the end of the year 2013 for the Research and Competence Center of Accessibility at Satakunta University of Applied Sciences (Satakunta University of Applied Sciences. Accessibility 2013.). During the year 2014 SAMK organization was remodeled and accessibility was researched and developed under the Research Group of Accessibility (Satakunta University of Applied Sciences. Research Groups. Accessibility 2014).

All the desired authors for the publication were defined by the Research Group of Accessibility. Also the composition of the publishing committee was formed based on the relations of the Research Group of Accessibility. The composition of publishing committee was Kati Karinharju/SAMK accessibility, Anne Sankari/SAMK communication department, Tiina Siivonen/Finnish Sports Association of Persons with Disabilities (VAU ry), and Suvi Vuorsola/SAMK student/thesis worker. All the desired authors have been working in cooperation with the SAMK Accessibility Research Group at some point or there is other connection between the author and publishing unit. The authors may have done their thesis work previously bespoke by the Research Group of Accessibility. Most of the desired authors were interested in to write an article or case text to the publication but some of the sketched authors refused the author invitation.

Coordination of the publication is done bespoke as a student work and publication coordination is instructed by Kati Karinharju from the contents point of view and by Anne Sankari from the communicational point of view. Publication is carried out by the orderer's wishes. This thesis report is executed based on the instructions of thesis report and work. It may cause some differences in presenting some matters between the publication and thesis report. For example the results are presented differently. Actual thesis work is instructed by Maija Kangasperko and second examiner of the thesis report is Mari Törne.

Cooperation with the authors was founded via e-mail invitation. In some authors' cases employees of the Research Group of Accessibility created a fertile ground before the thesis worker's reference. Later communication with the authors was

implemented mostly via e-mails and in some cases phone calls. Authors were contacted individually and as a group. E-mails were personified and sent individually. It made the amount of e-mail messages to be huge during the thesis work process.

Cooperation between the publishing committee was carried out via e-mail messages, face to face meetings with the whole group and face to face appointments between some members in some specific matters.

5.2 Practical observation

Thesis worker performed practical observation of the applied outdoor sports. Sailing was observed 3rd August 2013 at Vesilauantai in Kallo, Pori organized by SAMK (Observation 3.8.2013). Horseback riding, canoeing, bird-watching & hiking was observed 16th-17th August 2013 at International Outdoor Symposium in Yyteri, Pori organized by SAMK, VAU ry and Malike (Observation 16.-17.8.2013). Idea in the background of making observation was to get into the subject and gain knowledge about accessible solutions in event organizing.

Since the breadth of the bachelor's thesis work is finite, events to observe were selected to be close to student's own environment. International Outdoor Symposium brought novelty value and was one of the biggest events for professionals in Finland. In that sense any other event would not have been more advanced compared to it. Thesis worker attended also International Outdoor Symposium's first day which included lectures. Education of the lectures and observation is referred to at the theoretic part of this thesis report.

5.3 Publication

The process of publication lasted nearly half a year but time went fast. Individual cycles of the process were rather short. For example the holidays and business trips of SAMK employees as well as the authors' had an effect on the scheduling. In some authors' cases we had to make special arrangements to get the article or case texts

finalized. Actually surprisingly few authors sent their articles by the due date. For me tells about too tight schedule – which on the other hand is needed to keep the process on-going. One individual issue which effected on keeping the due dates was that the first author invitations, which were sent via e-mail, was found from the junk mail folder of some recipients' e-mails. This is something which was not predicted since e-mails were sent from trustworthy e-mail address.

Date	State of the process	Additional notes
8th November 2013	The form of the thesis (publication) was confirmed after the meeting at Esteettömyyskartoittajatapaaminen	Sari Salovaara/Culture for All, Kati Karinharju/SAMK and Suvi Vuorsola/ SAMK student
December 2013- January 2014	Drawing up the invitation to write to the publication	Comments from SAMK communication department / Anne Sankari
January 2014	Deciding the desired authors and finding out their contact information	
20th January 2014-	Sending the invitations to the planned authors	
10th February 2014	Reminder e-mail to the authors about the 1st deadline	
16th February 2014	Deadline of the 1st versions of the articles/case texts	Some of the authors had different kind of schedule more varying reasons
16th February 2014-	Reading the 1st versions of the articles/case texts, making notes	Anne Sankari, Kati Karinharju, Suvi Vuorsola
3th March 2014	1st meeting of the publishing committee	Anne Sankari, Kati Karinharju, Suvi Vuorsola
3th-7th March 2014	Put together the committee's feedbacks to the authors individually	
7th March 2014	Sending the feedback of 1st versions to the authors	
23rd March 2014	Deadline of the 2nd versions of the articles/case texts	
28th-31st March 2014	Putting together all the articles and case texts to the publishing committee	
4th April 2014	2nd meeting of the publishing committee	Anne Sankari, Kati Karinharju, Tiina Siivonen/VAU ry, Suvi Vuorsola
4th-7th April 2014	Put together the committee's feedbacks to the authors individually	
7th April 2014	Sending the feedback of 2nd versions to the authors	

11th April 2014	Deadline of the final versions of the articles/case texts	
14th-15th April 2014	Putting together all the final versions of the articles and case texts to the publishing committee	
26th-27th April 2014	Analysis of the articles	
28th April 2014	Appointment about the layout and the pictures of the publication	Kati Karinharju, Suvi Vuorsola
29th April 2014	Analysis of the articles	
30th April 2014	Improving the publication based on the meeting on 28th April	
30th April 2014	Writing the summary of the publication in Finnish	
Beginning of May 2014	Adding the last final versions of the articles and case texts to the publication	
May 2014	Make-up of the publication	SAMK Communication department
May 2014	Authors' possibility to read the final publication	
May 2014	Announcements about the becoming publication	SAMK Communication department
May-June 2014	Release of the publication	
June 2014	Sharing the publication with the cooperators	SAMK Research Group of Accessibility

Figure 3 The most important dates at the publication process executed by the thesis worker

Thesis worker have been working at SAMK Research Group of Accessibility during 2013 and 2014 and was attending “Esteettömyyskartoittajatapaaminen” (The Appointment of Accessibility Specialists) on November 2013. Before that it was decided that thesis work would enlarge on accessible events. At the November’s meeting it was decided with the thesis work orderer that the form of the thesis will be a publication. The process of coordinating publication is presented in Figure 3.

Actual coordination work of the publication started by creating the invitation to write an article to the publication for the desired authors (see appendix 1). At this phase there had been a meeting about the guidelines of the publication. The Research Group of Accessibility (where the thesis worker did not work at this time) was mapping the possible authors for the publication. Writers of the recent thesis works

done for the Research Group of Accessibility were counted in, as well as the closest cooperators. Some desired authors were not familiar to the Research Group of Accessibility but there was some connection to them.

After authors gave positive sign that they are interested in writing an article or case text, process started to go on in cycles. First there was deadline of the version for author, and then members of publication committee were reading and checking all the versions. After that publication committee had a meeting concerning the texts and then thesis worker was creating summaries about the feedback and sending them individually to the authors. This cycle went through 2-3 times, depending on the author.

In the end of April 2014 thesis worker started to analyze the articles and case texts to create the summary to the publication in Finnish and to form the results of the thesis work to this report in English. At that time publication was checked with the view to decide about the pictures and final revision of the publication. At this phase the final versions of some articles were still missing, but the analysis and gross alignments about the final publication were able to be made. When publication is turned over the maker-up, thesis worker has nearly fulfilled the coordination task. Authors have possibility to see how their articles and case texts look in the publication before the publication is released. It will happen after this thesis work is presented. Publication will be published in electronic form and it is in Finnish despite this bachelor's thesis report is written in English. Final publication is not attached to this thesis report.

5.4 Collection of the data

Among qualitative research it has become more common to collect the data from the memoirs, diaries, letters, and official documents. Those narratives produce and communicate information and knowledge. (Hirsjärvi, Remes & Sajavaara 2009, 217–218.) The data for this bachelor's thesis is collected for the official publication of Satakunta University of Applied sciences. The data is produced by various professionals and specialists, who have written an article or a case text from their

own field of know-how. As Hirsjärvi, Remes and Sajavaara (2009, 218) wrote, narratives are created by someone. This time narratives are related to writers' work or other field of know-how. Articles and case texts are mostly written related to some event, which has been open for all or where accessibility is taken into account at some level.

Although the writers have been writing the articles and case texts as professionals, they are humans. They have experienced the event as persons, they have done their own analysis of it and described the incidents the way they see them. In addition the authors have decided which issues they cover at the article and which they leave out. For example at the memoirs it is common, that non-pleasant facts are left out or the author remembers details incorrectly (Hirsjärvi, Remes and Sajavaara 2009, 218–219). It is supposed that the articles and the case texts are written so that they mainly describe the true events. Something interesting, special, significant or didactical – especially unpleasant – may have left out.

When the storyteller writes or tells the narrative themselves, researcher does not affect much on the data (Hirsjärvi, Remes and Sajavaara 2009, 218). When collecting the texts to the publication, articles and case texts were checked and marked by the publishing committee two or three times and after each checkup authors rewrote their output. In a way at least publication committee has had an impact on the texts. It is worth to mention, that writer of this bachelor's thesis was one of the four members of the publishing committee. It is possible that thesis worker had an effect on the articles and articles had an effect on thesis workers thinking.

5.5 Analysis of the narratives

The article writers did know that the articles or case texts will be data for the thesis worker in addition to the publication. For the authors their texts are publication articles or case texts but for the thesis writer they are data. Although this thesis work is independent from the publication, the data analysis is partly connected to the publication since the summary of each article or case text and the summary of the whole publication will be done based on the analysis. There will be individual

summary of each text and all the articles and case texts are analyzed individually. The themes which have been searched for from the texts were physical accessibility, psychological accessibility, social accessibility, informational and cognitive accessibility and financial accessibility. Choice of these themes to be the study leading themes was done based on the theoretically justified framework of this thesis report.

The purpose of this thesis was to find out the best practices how to arrange event for all. The results of this thesis work are formed based on the individual analysis of each article or case text. Every article and case text has their message and it is brought out at the section “Best practices how to arrange event for all”. Each article or case text was read various times, significant advices were marked down to the text, those parts were translated from Finnish into English, and written into sentences below each article headline. The moment of reviewing texts and marking down the advices found from the article was significant from results point of view. At the point texts were familiar to thesis worker but something interesting may have left out. Background and beliefs of the thesis worker always effect on the analysis. Someone else could find other advices more important and leave something out. Aim was to execute analysis as objectively as possible. ”Aikuisten leiri” (Camp for adults) case text was not available when the analysis of the data was executed. Results from it are not included into this thesis report.

After the article-specific advices were collected, advices were put into list form into separate Word document. After that advices were classified with the help of Excel to physical accessibility, psychological accessibility, social accessibility, informational and cognitive accessibility, and financial accessibility. Some advices belong to more than one category. The most endemic advices or the most relevant and significant advices from each category were open in the result section of this report. Subspecies of each sector of accessibility are brought out at the result part.

The final results were formed when one specific piece of advice appears repetitiously in the articles or when one specific piece of advice seems to have novelty value or be otherwise remarkable advice for the organizer of event for all. As a final result the section “Best practices how to arrange event for all” will present recommendations

which are the most important matters to notice, when the organized event is meant for all. Advices are presented in concrete form, as their writers have done too. The publishing committee decides independently how the results will be presented in the publication.

5.6 Thesis work and report

The theoretical framework of this study is constructed during the spring 2014. At the same time the process of collecting the articles to the publication was ongoing. The whole thesis work and report is finalized, presented and graded during the May 2014. The publication will be ready and published during the May-June 2014.

As communications is not as a study subject of the thesis worker at the moment, communicational theme is not covered theoretically in this thesis report. Coordinating the work in the background of publication demands some understanding and knowledge of communication. In the publishing committee Anne Sankari from SAMK communication department was giving instructions in more complicated communicational matters. Basically coordination was possible to carry out with normal skills and ability of communication, which all the professionals are supposed to have nowadays. In addition thesis worker has been studying Finnish Language and Business Communication as a minor subject at Turku School of Economics.

Thesis worker attended the lectures of the thesis work during 2012-2013. The thesis work and publishing process have been going on November 2013-May 2014 but the actual reporting of the process was executed quickly. This thesis report is executed based on the instructions of thesis report and work. It may cause some differences in presenting some matters between the publication and thesis report. For example the results are presented differently. In the publication results or the summary of the articles and case texts is written in a reader-friendly way. In this thesis report the results are presented more detailed and divided based on the theoretical framework of this thesis work.

6 EVENT FOR ALL ARTICLES AND CASE TEXTS

6.1 Cultural events

All the articles in the publication are written in Finnish. Here are all the articles, their headlines and authors presented briefly. Publication will not be as an appendix of this thesis report.

“Saavutettavan ja moninaisen kulttuurin Pori” (An accessible and diverse culture in the City of Pori) article is an opening article of the publication. It is written by Emma Susi who is working for the culture activity of City of Pori. Her job description includes strongly forwarding the accessibility in the field of culture and cultural events. Article covers examples of the implemented events at the City of Pori and describes the strategy work in accessibility.

”Festivaalielämyksiä esteettömästi – esimerkkinä Ruisrock” (Accessible experiences from the Ruisrock festival) is written by Outi Salonlahti who works for Culture for All Service as a planner of accessible communication and Sari Salovaara who also works for Culture for All Service as a senior specialist of accessibility. Article presents the best experienced accessibility practices from Ruisrock festival executed partly because of the project funding.

”Porispere 2013 – Musiikin juhlaa esteettömästi!” (Porispere 2013 – Music experiences accessible!) is authored by Annamari Seppänen who is currently studying tourism at Satakunta university of Applied sciences. She completed her practical training at the SAMK’s Accessibility R&CC unit and is finalising her thesis about the accessibility of Porispere 2013 festival. Article presents the results of the accessibility checkup from Porispere 2013 festival.

”Pori Folk -kaupunkifestivaalin esteettömyys ja saavutettavuus” (The Accessibility of Pori Folk festival) is written by Reetta-Kaisa Vento who works as a project worker for SAMK’s research group of accessibility. In 2013 her physiotherapist’s

thesis work was done among the accessibility of Pori Folk festival. Article covers the results of the accessibility checkup from Pori Folk 2012 festival.

”Pori Jazz ja esteettömyys” (Accessibility of Pori Jazz festival) is a case text written by Reetta-Kaisa Vento partly based on the thesis report done 2009 by Henna Auvinen and Eeva-Leena Riihiaho. Case text covers the state of experienced and measured accessibility from Pori Jazz 2009 festival from the wheelchair users’ point.

”Mukavammaksi 2013 –vammaiskulttuuripäivät” (Mukavammaksi 2013 – cultural event to fade out disabilities) case text is written by Anne Mäkinen who is working as a project worker for the City of Pori. Case text narrates how the lacking physical accessibility was bypassed at the event.

6.2 Recreational and outdoor sport events

”Esteetön ja saavutettava liikuntamaa” (Accessible Sports Plaza) article is written by Tiina Siivonen who works for Finnish Sports Association of Persons with Disabilities (VAU ry) as an event coordinator. Article covers how event about accessible exercise opportunities were presented at the professional fair and gives advices how to improve accessibility.

”Luontotapahtuman soveltaminen vaikeavammaisille retkeilijöille” (Applying recreational event for seriously disabled campers) is written by Tanja Tauria and Susanna Tero who work for Malike which is service provided by the Finnish Association for persons with Intellectual Disabilities. Article shares detailed information what to take care of when organizing trip for all.

”Vaikeavammaisten retkikunta saaristossa” (Expedition for seriously disabled people in the archipelago) is case text written by Tuula Puranen and Susanna Tero. Case text describes how one specific trip for all in archipelago was organized.

“Elämyksellinen luontoretki International Outdoor Symposiumissa” (Experiential excursion in International Outdoor Symposium) is an article authored by Maija Koppanen. Article introduces the necessities in organizing trip for all.

”Kaasmarkun laturetki” (Ski tour at Kaasmarkku) is an article written by Riikka Tupala who works as a project worker for research group of accessibility in Satakunta university of applied sciences. Article is written based on Tarja Niinisalo’s thesis report about a skiing trip for all. Article includes discussion about the organizing trip for groups with special needs but also the social accessibility awareness what event for all increases.

”Liikuntaleirin kehittäminen esteettömyyden näkökulmasta” (Developing sports camp from accessibility’s viewpoint) is written by Henna Aarnio. Article introduces the arrangements required when the trip is organized overnight. Social accessibility is presented as well.

”Aikuisten leiri” (Camp for adults) is a case text written by Kati Karinharju and it is partly based on Marja Timgren’s Bachelor’s thesis report from 2011.

”Kokemukseen perustuva esteettömyystietoisuuden edistäminen. Kaikille avoin golfkurssi.” (Enhancing the cognitive accessibility through experiential golf course for all) is authored by Sari Rimmistö who carried out her bachelor’s thesis in physiotherapy considering enhancing the accessibility awareness through golf. Article covers the possibilities of the sport to offer new experiences for all. In addition it presents the change of the awareness about accessibility in society through experience.

7 BEST PRACTICES HOW TO ARRANGE AN EVENT FOR ALL

7.1 Individual findings from each article

This chapter is divided into subchapters of Cultural Events and Recreational and outdoor sport events. Subchapters present the accessibility advices and hints found from the article and case text analysis. In these subchapters results are presented article by article.

7.1.1 Cultural events

“Saavutettavan ja moninaisen kulttuurin Pori” (An accessible and diverse culture in the City of Pori) article brought out that it is worthwhile to plan the content and schedule of the cultural event so that different-aged people can attend the event together – with children or grandparent too. Accessibility is useful to take into the normal, persevering strategy work of the organization. When the accessibility is at the good level, it takes into account everyone’s needs and makes the service easy to approach. Supply of the service is accessible when versatile societies may consume it and sometimes it is acceptable to offer special treatment for some people groups to eliminate the barriers to participate. Still, accenting someone’s special group status is not accepted. The attitude, awareness, and knowledge of the employees and volunteers about the accessibility is making the difference. When recruiting staff, remember diversity. It brings you versatile knowledge and most likely new clients. Information in plain language is useful for everyone. In addition, use clear layout, good contrast and clear colors at the announcements and advertisements.

”Festivaalielämyksiä esteettömästi – esimerkkinä Ruisrock” (Accessible experiences from the Ruisrock festival) article suggests that artists of the event may present different minority groups. A new initiative can be launched to address the accessibility and funding is possible to apply from different organizations. At the event area physical environment should be so passable, that people with assistive devices and people weak in health are able to transfer. General assistants offered by the event can enable someone to participate. Podiums for the audience may be useful.

Accessible parking and accessible toilets belong to accessible events. If possible, take functional devices to the event to be loaned or rented by clients. Some people are lacking one or more senses. Offer experiences for all the senses and use audio description and subtitles. Use lightning to bring safety and good atmosphere. Include precise information about the accessibility on the Internet page of the event. Think are all the audiences able to understand the announcements and advertisement. Information in plain language and foreign languages increases awareness of the event. Good customer service removes the barriers. Educating staff is increasing awareness of accessibility. When the client knows that help and assistance is possible to get, it lowers the threshold to participate an event. At the information center of the event should be accessibility information available. In long run make accessibility work part of the normal work.

”Porispere 2013 – Musiikin juhlaa esteettömästi!” (Porispere 2013 – Music experiences accessible!) presents that outdoor events should remind the attendees about the weatherproof and suitable equipment and clothes. Article says that enhancing physical accessibility enables attendance of many. For example accessible parking, accessible toilets, and podiums for audience are needed. Ability to use additional service enables the attendance and completes the experience. Guide clients and use International Symbol of Access. Set the map of the event area to the main entrance and light it when it is dark. Light the passages. Offer programme for whole family – and notice that wide pathways and practical functions utilize them too. During the long festival day everyone likes to sit down at some point, arrange enough seats for use.

”Pori Folk -kaupunkifestivaalin esteettömyys ja saavutettavuus” (The Accessibility of Pori Folk festival) points out that versatile programme, versatile venues and affordable prices attract many audiences. Low service desks and seats by it belong to accessible event. If the price of the event is affordable but the additional services are high in price, services are not in balance. Defining and checking the accessibility of the event describes the present state and is a good starting point to develop accessibility. Utilize existing checklists of accessibility. At the outdoor event venues shady areas are necessary. Recognizable and insightful signs to the event venues increase the individuality of the event. Also having music performance outside the

event venue can be an audible signal. If there are many different event venues moving information persons can be useful. In accessible event staff wears recognizable clothing, at least t-shirt. Offer program for children and families. Then make sure there are potty, baby care table and loanable hearing protectors available. Offer program also for elderly. At the Internet page of the event, offer information in plain language, foreign languages, and also information about accessibility – or lack of it. At the Internet page show event venues on the map, and there may be audio description about the event venues. It helps everyone to sketch before the event how the area will be. Make sure the Internet page is able to be surfed with screen readers. Some people have “Ystäväpassi” (Friendship passport) for physical, psychological or social reason. Grant free entrance for the assistants of the Friendship passport holders.

”Pori Jazz ja esteettömyys” (Accessibility of Pori Jazz festival) points out that accessible toilets and podiums for the audience are needed at the music festival. Accessible additional services are necessary as well. When there is more accessible alternative entrance than the main entrance, route to other entrance should be directed. Do not set advertisement signs or flowerpots on the passage.

”Mukavammaksi 2013 -vammaiskulttuuripäivät” (Mukavammaksi 2013 – cultural event to fade out disabilities) presents that the attitude of the staff can solve the problems. It is wise to be conscious of the facts but there are no problems but solutions. Staff can substitute the lacking physical accessibility.

7.1.2 Recreational and outdoor sport events

”Esteetön ja saavutettava liikuntamaa” (Accessible Sports Plaza) points out that everyone has the right for accessibility – staff, volunteers, attendees and for example sportsmen. Ensure the accessible supplementary services, like food service, toilets, and dressing rooms. At the entrance relief of the event venues helps the visually impaired person to picture the area. Wide enough pathways ensure the safe transferring at the area. Do not hesitate to ask the client what kind of assistance he or she hopes for. Event can be educational also for the professionals from the

accessibility point of view. Students may bring novel knowledge about the accessibility but they can be learning at the event too. Use student volunteers as general assistants. Safety statutes must be followed and usually accessible processes support safety viewpoints. It is good idea to code the map, signposts, and entrances with the color codes at the bigger events when there are different event areas. Background music makes the hearing environment more complicated, think carefully is it really needed. Screen reader programmes demand special form of the text and files, offer announcements and event programme in word and pdf forms at the Internet page. Do marketing to different associations which can arrange transportation to the event. This enables attending and participation for many. Take care that all the attendees has possibility to be aware of all the happenings in the event. So that no-one has to say afterwards: "I wish I would have known about this and that."

"Luontotapahtuman soveltaminen vaikeavammaisille retkeilijöille" (Applying recreational event for seriously disabled campers) says that information and knowledge effect on attitude, which determines what kind of social accessibility comes true. Making participation and new experiences possible and happen is rewarding for the organizer too. Everyone is in charge of creating social accessibility and making all the others feel welcome. Everyone should have a possibility to participate with assistance they need. In this connection think carefully how many personal assistants and general assistants or assistive and which kind of function devices are needed. Add challenging parts to the route in a way that those who are assisted feel they are irreplaceable. Possibility of service van driving somewhere close to the route increases safety. Also broad schedule makes event safer and allows experiencing. Meals require surprisingly much time. Beforehand estimate how different weather conditions effects on the accessibility of the route. Estimate the possible risks of the route. Reckon with extra blankets, sleeping bags, skins, and waterproof capes. Remind the attendees about the individual aids, medicine and weatherproof clothing. Personal assistant or interpreter should follow the attendee without charge.

"Vaikeavammaisten retkikunta saaristossa" (Expedition of seriously disabled people in the archipelago) points out that with right attitude barriers become challenges.

Remember to find out beforehand what kind of environment and circumstances exist at the event venue/route. Plan working equipment for all the attendees – and what kind of transportation is needed to move all the people and equipment.

“Elämyksellinen luontoretki International Outdoor Symposiumissa” (Experiential excursion in International Outdoor Symposium) suggests utilizing the existing environments build accessible. Plan the program but keep the schedule broad. Keep the size of the group small enough. Beforehand inspect all the equipment. Remind attendees about their individual medicine. Remember first aid kit.

”Kaasmarkun laturetki” (Ski tour at Kaasmarkku) article presents all the attendees’ knowledge and awareness about accessibility increases when event is open for all. Photographing the route beforehand and showing the route from the map and pictures makes it possible to orient oneself before the actual excursion. Allocate enough assistants so that they have possibility to rest during the route. If you need special know-how to arrange the event, get it. Analyze risks beforehand. Gather written information about the attendees beforehand (medicine, special diets, health issues, assistive aids, functional ability, previous experience from sports, etc.).

”Liikuntaleirin kehittäminen esteettömyyden näkökulmasta” (Developing sports camp from accessibility’s viewpoint) points out that cooperation with various organizations is worthwhile – no-one has to know everything. Cooperation creates relation marketing power. Some cooperators might be able to support the event when the fee of the attendees decreases. When the camp for people with special needs is part of the huge camp, awareness of the accessibility expands. The necessity of the additional services stands out at the overnight event. Store assistive devices in the tents overnight. Transportation vehicles have to be accessible with assistive devices.

”Kokemukseen perustuva esteettömyystietoisuuden edistäminen. Kaikille avoin golfkurssi.” (Enhancing the cognitive accessibility through experiential golf course for all) presents that golf is a sport which allows players with different level skills to play together when positive and new experiences are possible for everyone. Increasing awareness and know-how in accessibility develops individuals and the whole society. Lacking accessibility can be bypassed when the attitude is right.

7.2 Physical accessibility

Based on the articles, enhancing physical accessibility enables attendance of many. Best practices to enhance physical accessibility, according to the articles and case texts, are found below.

Environment. Remember to find out beforehand what kind of environment and circumstances exist at the event venue/route. In creating accessible event, utilize the existing environments build accessible. Event environment should be so passable that people with assistive devices and people weak in health are able to transfer independently. Keep the pathways wide; do not set advertisement signs or flowerpots on the passage. Beforehand estimate how different weather conditions effects on the accessibility of the environment.

Entrance. When the client arrives to the event, accessible parking should be available and signposted. Transportation vehicles have to be accessible with assistive devices. Music performance outside the event venue can be an audible signal. Low service desks and seats by it belong to accessible event. Set the map of the event area to the main entrance and light it when it is dark. It is good idea to code the map, signposts, and entrances with the color codes at the bigger events when there are different event areas. At the entrance relief of the event venues helps the visually impaired person to picture the area.

Services and additional services. Accessible toilets belong to public events. In the music festivals podiums for the audience are seen necessary, but they would fit into other kind of events too. Ability to use additional service enables the attendance and completes the experience. The necessity of the additional services stands out at the overnight events. During the long day everyone likes to sit down at some point, arrange enough seats for use. Allocate enough general assistants so that they have possibility to rest during the event.

Equipment. All the outdoor events should remind the attendees about the weatherproof and suitable equipment and clothing. Remind the attendees about the individual aids, assistive devices and medicine. At the main entrance/starting point of

the event, functional devices can be offered for loan or rent because sometimes assistive devices are not suitable to the event environment. Reckon with extra blankets, sleeping bags, skins, and waterproof capes. When you know beforehand who is attending, plan functioning equipment for all the attendees – and what kind of transportation is needed to move all the people and equipment. Beforehand inspect all the equipment. Store assistive devices in the tents overnight.

Experiences. Some people are lacking one or more senses. Offer experiences for all the senses and use audio description and subtitles. Use lightning to improve visual environment, bring safety and good atmosphere. At the outdoor event venues also shady areas are necessary. Background music makes the hearing environment more complicated, think carefully is it really needed. Keep the size of the group small enough.

Timing. Broad schedule makes event safer and allows experiencing. Meals require surprisingly much time. Plan the program but keep the schedule broad.

Safety. Estimate and analyze the possible risks of the route/event. Possibility of service van driving somewhere close to the route/in the event increases safety. Remember first aid kit. Remind attendees about their individual medicine.

7.3 Psychological accessibility

Based on one analyzed article, when the accessibility is at the good level, it takes into account everyone's needs and makes the service easy to approach. Supply of the service is accessible when versatile societies may consume it. An accessible event allows everyone to experience, feel and be proud of oneself.

Participation. Sometimes it is acceptable to offer special treatment for some people or people groups to eliminate the barriers to participate. Still, accenting someone's special group status is not accepted. General assistants offered by the event can enable someone to participate.

Experiences. Photographing the route/environment beforehand and showing it from the map and pictures makes it possible to orient oneself before the actual event. Everyone should have a possibility to participate with assistance they need. In this connection think carefully how many personal assistants and general assistants or assistive and which kind of function devices are needed. Add challenging parts to the route/event in a way that those who are assisted feel they are irreplaceable too. For example golf is a sport which allows players with different level skills to play together - when positive and new experiences are possible for everyone. Some people are lacking one or more senses. Offer experiences for all the senses and use audio description and subtitles.

Acknowledgement. Do not hesitate to ask the client what kind of assistance he or she hopes for. Take care that all the attendees has possibility to be aware of all the happenings in the event. So that no-one has to say afterwards: "I wish I would have known about this and that."

Safety and good mood. Keep the size of the group small enough. Remind attendees about their individual medicine.

7.4 Social accessibility

Social accessibility is created by everyone. Everyone's good attitude is needed when event is meant to be accessible.

Attitude. Everyone is in charge of creating social accessibility and making all the others feel welcome. Everyone has the right for accessibility – staff, volunteers, attendees and for example sportsmen. The attitude of the staff can solve the problems and positive staff can substitute the lacking physical accessibility. Information and knowledge effect on attitude, which determines what kind of social accessibility comes true. All the attendee's knowledge and awareness about accessibility increases when event is open for all.

Enabling attendance. General assistants offered by the event can enable someone to participate. Ability to use additional service enables the attendance and completes the experience. Ensure the accessible supplementary services, like food service, toilets, and dressing rooms. Broad schedule makes event safer and allows experiencing. Meals require surprisingly much time. Keep the size of the group small enough. Everyone should have a possibility to participate with assistance they need. In this connection think carefully how many personal assistants and general assistants or which kind of assistive and functional devices are needed. For example golf is a sport which allows players with different level skills to play together when positive and new experiences are possible for everyone. Making participation and new experiences possible and happen is rewarding for the organizer too.

Diversity. When the accessibility is at the good level, it takes into account everyone's needs and makes the service easy to approach. Supply of the service is accessible when versatile societies may consume it. Artists of the event may present different minority groups. Versatile program, versatile venues and affordable prices attract many audiences. It is worthwhile to plan the content and schedule of the event so, that different-aged people can attend the event together – with children or grandparent too. Offer program for whole family – and notice that wide pathways and practical functions utilize them too. When you offer program for children and families, make sure there are potty, baby care table and loanable hearing protectors available. Offer program also for elderly.

Education in the event. Event can be educational also for the professionals from the accessibility point of view. Students may bring novel knowledge about the accessibility but they can be learning at the event too. Use student volunteers for example as general assistants.

7.5 Informational and cognitive accessibility

To improve other dimensions of accessibility, one has to be aware of the concept accessibility. Knowledge about accessibility is shared in the events with good informational and cognitive accessibility.

Pre-information about the event and advertising. Include precise information about the accessibility on the Internet page of the event. Use clear layout, good contrast and clear colors at the announcements and advertisements. At the Internet page of the event, offer information in plain language, foreign languages, and also information about accessibility – or lack of it. At the Internet show all the event venues on the map and there may be audio description about the event venues. It helps everyone to sketch before the event how the area will be. Photographing the event environment beforehand and showing it from the map and pictures makes it possible to orient oneself before the actual event. Make sure the Internet page is able to be surfed with screen readers. Screen reader programs demand special form of the text and files, offer announcements and event program in word and pdf forms at the Internet page. Think are all the audiences able to understand the announcements and advertisement. Do marketing to different associations which can arrange transportation to the event. This enables attending and participation for many. Cooperation creates relation marketing power. Some cooperators might be even able to support the event when the fee of the attendees decreases. Outdoor events should remind the attendees about the weatherproof and suitable equipment and clothes.

Communication in the event. Recognizable and insightful signs to the event venues increase the individuality of the event. Music performance outside the event venue can be an audible signal. At the information center of the event should be accessibility information available. Guide clients and use International Symbol of Access. If there are many different event venues, moving information persons/event guides can be useful. In accessible event staff wears recognizable clothing, at least t-shirt. When there is alternative entrance (to the restaurant, pub, festival tent, etc.), which is more accessible than the main entrance, route to other entrance should be directed.

Experiencing the event. Some people are lacking one or more senses. Use audio description, sign interpretation and subtitles. Take care that all the attendees has possibility to be aware of all the happenings in the event. So that no-one has to say afterwards: “I wish I would have known about this and that.”

Awareness. The attitude, awareness, and knowledge of the employees and volunteers about the accessibility is making the difference. When recruiting staff, remember diversity. It brings you versatile knowledge and most likely new clients. Good customer service removes the barriers. Educating staff is increasing awareness of accessibility – cognitive accessibility. When the client knows that help and assistance is possible to get, it lowers the threshold to participate an event.

Cognitive Accessibility. Cooperation with various organizations is worthwhile – no one has to know everything and you can learn from each other. All the attendee's knowledge and awareness about accessibility increases when event is open for all. For example, when a camp for people with special needs is part of the huge camp, awareness of the accessibility expands. Increasing awareness and know-how in accessibility develops individuals and the whole society.

Safety. Recognize the possible risks of the event and be aware of them.

Development of Accessibility. Accessibility is useful to take into the normal, persevering strategy work of the organization. A new initiative can be launched to address the accessibility and funding is possible to apply from different organizations. Defining and checking the accessibility of the event describes the present state and is a good starting point to develop accessibility. Utilize existing checklists of accessibility. If you need special know-how to arrange the event, get it.

7.6 Financial accessibility

Services must be affordable to gain customers. Without customers event is impossible to be developed.

Fees, additional services, and assistants. Financial issues may prevent attending the event. Keep the prices affordable. If the price of the event is affordable but the additional services are high in price, services not in balance. Versatile program, versatile event venues and affordable prices attract many audiences. Personal assistant or interpreter should follow the attendee without charge. Some people have

“Ystäväpassi” (Friendship passport) for physical, psychological or social reason. Grant free entrance for the assistants of the Friendship passport holders.

Cooperation and equipment supply. Cooperation creates relation marketing power. Some cooperators might be able to support the event when the fee of the attendees decreases. If possible, take functional devices to the event to be loaned or rented by clients.

7.7 Conclusions

It is wise to choose event environment carefully and utilize venues which are built accessible with suitable toilet and parking facilities. Sign journey to the event venue and in it well. Use lightning to improve visual environment. Make sure everyone has possibility to experience the performances and add for example podiums and induction loops and offer audio description, subtitles and sign interpretation. Offer assistive devices for loan. Analyze possible risks beforehand and keep the schedule broad. As the theoretical framework about physical accessibility presented, accessibility is essential for many people groups but it helps all the other users (Esteettömyys – Esteittä eteenpäin 2014; Design for All Foundation 2014). Physically accessible environment is functional, pleasant and safe for all (Esteettömyys – Esteittä eteenpäin 2014). Result found based on the articles support this claim.

Enable participation by offering additional assistance for them, who need it to be able to attend. Make possible not only follow what is happening but to be an important member of the event. Assistants enable the attendance of many. Along Rauhala-Hayes, Topo and Salminen (1998, 13.) one needs versatile competences to be able to actively live out balanced life in the information society. By gaining skills and knowledge by participation and new experiences, competences improve. The Activities and Participation section of International Classification of Functioning, Disability and Health is referring to same idea (Toimintakyvyn, toimintarajoitteiden ja terveyden kansainvälinen luokitus – ICF). Suitable environment or assistance at required level enables reaching own total capacity in performances.

Social accessibility begins from the good attitude. Staff is a natural target group from where to start educating people about accessibility. The attitude can solve problems or bypass lacking accessibility. Enable people to participate together in everything offered in the event. Importance of good attitude is what is covered well in the theoretical framework of this thesis work considering social accessibility. Culture for All service recommends good attitude strongly to be one of the most important single factors in improving accessibility (Kulttuurikaikille 2014). The same tendency was found from articles and case texts.

Share precise pre-information about the event and its accessibility in the Internet page and advertisement. Sign routes and venues by using maps, clear layout, plain language, foreign languages and symbols. Use ISA symbol where it is suitable. Offer audio description, subtitles and sign interpretation. Cooperate with different organizations; they share knowledge about the event and it may bring you new customers. It is thought-provoking to notice how great share of accessibility is created with information. Nearly all the article and case text authors emphasized the importance of pre-information and for example good signs.

At the moment government officials are working to prevent poverty, inequality, and leaving out from society (Lankinen 2014). In the background is the aim of non-polarized society (Lankinen 2014). For example education and participation are seen as a basis of wellbeing (Lankinen 2014). The results considering financial accessibility found from the authors' texts support these aims. Keep the prices affordable. Grant discounts to special groups or at certain (low-season) times. Allow personal assistant to follow attendee free of charge. Cooperate to decrease the costs and find new customers. Some cooperators can grant the event financial support, which lowers the cost for the client and enables participation. Keep the prices of additional services affordable.

8 DISCUSSION

The subject of the thesis work was on my mind since May 2013. The subject would relate to accessible events. Publication as a form of the thesis work was confirmed in November 2013 after discussions at Esteettömyyskartoittajatapaaminen in Tampere, where professionals from accessibility field were gathering together at Assistive Technology Fair. At that time I was working in one of the accessibility projects at SAMK and was able to attend the fair. The orderer of this thesis work is the Research Group of Accessibility at Satakunta University of Applied Sciences and they defined the features and authors of the becoming publication. My task was to coordinate the production of the publication and to form the summary based on the articles. Knowing the employees of the Research Group of Accessibility well, made communication with them simple which helped the whole process.

From the beginning I knew that the coordination work would be time-consuming and it was. The final amount of texts in the publication was fourteen. Cooperation with authors, publication committee and orderers was easy, but time-requiring. I did not know all the answers to authors' questions and had to find out the information from someone else. In addition with some authors schedule had to be tailored. Like in every assignment with deadlines, I had to remind some authors about the timing. Sometimes communication related to the publication took many hours from the day, which was sometimes challenging to organize. I got support to the publication content from the Research Group of Accessibility and to the communicational questions from the communication department of SAMK. During the thesis process it would be ideal to have spare time from the work and other studies. I did not, and it forced me to wake up sometimes at five am to send feedback to the authors. It clearly was challenging, but part of the process.

I had attended the courses in Research and Development in Physiotherapy earlier than the thesis work process started. During the seminars of bachelor's thesis course I had different kind of thesis subject in my mind. It was clear that my thesis work would be something concrete including qualitative analysis. It actualized perfectly. I enjoyed the process of producing the publication and analyzing the results. In the end

of this whole process I began writing this thesis work. It fit into my situation in life to act this way although continuous process of reporting could be seen as better performance.

Method to gather the information from the texts of authors felt natural in this context. The same kind of results could be found from the data collected for example by interviews. Now when the data was from articles and case texts, authors were able to choose what they want to bring out about the event – and what to leave out. On the other hand interviews lead the thinking and many things are left out from those conversations based on the interviewer's subconscious opinions and thoughts. One factor decreasing the diversity level of the publication and probably affecting on the results of this thesis is that all the authors are women. I do not know whether most of the employees working at the accessibility field are women, but based on this finding I suppose so.

As mentioned at the process chapter, the process of finalizing this thesis report was rather brief. Concentrating two weeks on writing the report suited well to me. Longer time-period used to the reporting could produce more profound theoretical reasoning of the subject and deeper analysis of the results. The aim of bachelor's thesis is to describe student's ability to use reliable sources of information, collect valid data and analyze it and produce professional information to the report. The whole process increases student's knowledge in specific subject. I feel that my thesis work and this report fulfill those requirements. The purposes of the thesis work were to coordinate creating the electrical publication about organizing event for all and to formulate the best practices how to arrange event for all. It seems to me that the whole process and this report meet the goals.

During the coordinating process I had clear in my mind how I will execute the thesis report. Still it was helpful to get guidance from the instructing teacher. The brevity of reporting time effected on the possibility to consult professionals for example about the theoretical framework. I am not native English speaker and the language of this thesis report is not as fluent as it would be in Finnish. Final version is not perfect in grammar and spelling. Single characteristic of this thesis report what I am not satisfied with is the style of school book which I have used much. Expressions like:

“Do this and do not do that” does not belong to scientific texts. On the other hand, the purpose was to find and collect best practices and present them to the reader.

The results found from the data corroborated the theoretical framework of this study. My experience is that amount of players on the accessibility field in Finland is restricted. Many authors cooperate a lot and have the same way to think about the accessibility, which makes the results partly consistent. Some authors work in the organizations which have produced some of the theoretical references of this thesis. It produces parallel findings from the theory and data analysis. In the conclusions chapter I have connected theoretical knowledge to the results of the analysis. In that phase I have left out those findings which are convergence because the author may have produced both the analyzed data and theory. All the authors of the publication are relatively conscious and aware of accessibility. It can be noticed from results of the analysis. Most of the authors gave versatile advices which of course help other event organizers. On the other hand texts may give too good image about accessibility in Finnish events.

In the future this subject could be studied by collecting the data how to arrange event for all from users of wheelchair or assistive aids and devices, sensory disabled people, people from different age groups, parents attending events with children; in summary from everyone. Data could be collected by interviews or by asking them to write a letter for the event organizer what to take into account. It should be thought carefully that the mode of data collection does not leave anyone out. For example electronic forms may be hard to use for someone. I feel that in this field of study quantitative study may leave essential information out. I would prefer qualitative data collection and analysis methods among the study of accessibility. The results of this thesis work could be confirmed or disproven by doing observation and interviews in the events. In addition I would be interested in read about safety of events from accessibility point of view.

REFERENCES

Design for All. Referred 3.5.2014. <http://www.designforall.org/>

Design for All Foundation. Referred 3.5.2014.
<http://designforall.org/en/downloads/dossier-DfA-Fd-ang.pdf>

Eduskunnan esteettömyys- ja saavutettavuusselvitys. Demokratia kaikille – demokrati för alla. 2006. Eduskunnan esteettömyystyöryhmä. Referred 3.5.2014.
http://www.invalidiliitto.fi/files/attachments/eduskunnan_raportti.pdf

Esteettömyys – Esteittä eteenpäin. Referred 22.4.2014.
<http://www.esteeton.fi/portal/fi/>

Esteetön ympäristö. Vammaispalvelujen käsikirja. Sosiaaliportti.fi. Referred 23.4.2014. <http://www.sosiaaliportti.fi/fi-FI/vammaispalvelujen-kasikirja/>

Helsinki kaikille 2002–2011. Referred 3.5.2014.
<http://www.hel.fi/hki/HKR/fi/Helsinki+kaikille>

Hirsjärvi, S., Remes, P. & Sajavaara, P. 2009. Tutki ja kirjoita. 15. ed.. Helsinki: Tammi.

Invalidiliitto. Esteettömyys. Referred 3.5.2014.
<http://www.invalidiliitto.fi/portal/fi/esteettomyys>

ISA-symboli. Referred 3.5.2014. http://www.esteeton.fi/portal/fi/tieto-osio/rakennettu_ymparisto/isa-symboli/

Kulttuuria kaikille. Referred 22.4.2014. <http://www.kulttuuriakaikille.fi/>

Könkkölä, M. Esteetön ympäristö on ihmisoikeus. Referred 22.4.2014.
http://www.esteeton.fi/portal/fi/esteettomyysprojektit/vyp/esteeton_ymparisto_on_ihmisoikeus/

Lankinen, T. 31.3.2014. Valtioneuvoston kanslian muistio. Viitattu 3.5.2014.
<http://valtioneuvosto.fi/tiedostot/julkinen/pdf/2014/tula-10042014/taustamuistio.pdf>

Lectures: 15.8.2013 International Outdoor Symposium.

Liikuntalaki 18.12.1998/1054. Referred 1.10.2013.
<http://www.finlex.fi/fi/laki/ajantasa/1998/19981054>

Likkojen lenkki. Referred 29.4.2014. <http://www.likkojenlenkki.fi/>

Likkojen lenkki ilmoittautumisjärjestelmä. Referred 29.4.2014.
<http://ratkaisupalvelu.fi/likkojenlenkki/ilmoittautuminen?sivu=kaupunki&ryhmaid=23>

Observation: 3.8.2013 Vesilauantai / Sailing / SAMK.

Observation: 16.8.2013-17.8.2013 International Outdoor Symposium / Horseback riding, Canoeing, Bird-watching & hiking.

Ohje vastuullisen yleisötilaisuuden järjestämiseksi Porissa. 10.4.2013. Referred 23.4.2014.

http://www.pori.fi/material/attachments/hallintokunnat/hallintopalvelut/julkaisut/6H7HEFkmf/vastuullinen_yleisot_ohjePori.pdf

Pieni esteettömyysopas tapahtumajärjestäjille. Referred 23.4.2014.

<http://tapahtumatoimisto.com/fi/pieni-esteettomyysopas-tapahtumajarjestajille>

Porin kaupunki. Kulttuuri. Referred 3.5.2014.

<http://www.pori.fi/kulttuuri/kulttuurisaavutettavaksisatakunnassa-hanke.html>

Prime Minister's Office. Referred 3.5.2014. <http://vnk.fi/hankkeet/TEA/en.jsp>

Rauhala-Hayes, M., Topo, P. & Salminen, A.-L. 1998. Kohti esteetöntä tietoyhteiskuntaa. Suomen itsenäisyyden juhlarahasto. Helsinki: Sitra 172. Referred 3.5.2014. <http://www.sitra.fi/julkaisut/tietoyhteiskunta/sitra172.pdf>

RI Global. The International Symbol of Access. Referred 3.5.2014.

<http://www.riglobal.org/symbol-of-access/>

Ruisrock. Referred 29.4.2014. <http://www.ruisrock.fi/>

Saarinen, H. 2013. Esteettömyys ammattiopinnoissa. Master's Thesis. Satakunta University of Applied Sciences. Referred 3.5.2014.

https://publications.theseus.fi/bitstream/handle/10024/62131/Saarinen_Heino.pdf?sequence=1

Salo, O. 2013 Viestintää kaikille. Saavutettavan viestinnän opas kulttuuritoimijoille. Helsinki: Kulttuuria kaikille -palvelu. Referred 3.5.2014.

http://www.kulttuuriakaikille.info/doc/tietopaketti_oppaat/Viestintaa_kaikille_Saavutettavan_viestinnan_opas_kulttuuritoimijoille.pdf

SAMK:n Kaikkien Yyteri -hanke ylsi voittoon Barcelonassa. Referred 2.10.2013.

<http://www.satakunnankansa.fi/Satakunta/1194739106358/artikkeli/samk+n+kaikkien+yysteri+-hanke+yysi+voittoon+barcelonassa.html>

Satakunta University of Applied Sciences. Accessibility. Referred 1.10.2013.

http://www.samk.fi/research_cooperation/accessibility

Satakunta University of Applied Sciences. Research Cooperation. Referred 1.10.2013.

http://www.samk.fi/research_cooperation/frontpage

Satakunta University of Applied Sciences. Research Groups. Accessibility. Referred 25.4.2014.

http://www.samk.fi/research_groups/accessibility

Suomen perustuslaki. 1999. L 11.6.1999/731. Referred 22.4.2014.

<http://www.finlex.fi/fi/laki/ajantasa/1999/19990731>

Susi, E. (toim.) (2012) Kulttuuri Kuuluu Kaikille! Kulttuuri saavutettavaksi Satakunnassa -neuvontahankkeen päätösjulkaisu. Referred 3.5.2014.
http://www.pori.fi/material/attachments/hallintokunnat/kulttuuritoimi/6BmDQpdRh/Kulttuuri_kuuluu_kaikille_aukeamat.pdf

The Constitution of Finland. Unofficial translation. Referred 22.4.2014.
<http://www.finlex.fi/fi/laki/kaannokset/1999/en19990731.pdf>

Toimintakyvyn, toimintarajoitteiden ja terveyden kansainvälinen luokitus – ICF. 2011. Stakes. Ohjeita ja luokituksia 2004:4. 4. edition. Jyväskylä: Bookwell.

United Nations. The Universal Declaration of Human Rights. Referred 2.10.2013.
<http://www.un.org/en/documents/udhr/>

Yhdenvertaisuussuunnittelun opas. 9.4.2010. Sisäasiainministeriön julkaisu 10/2010. Referred 3.5.2014. <http://yhdenvertaisuus-fi-bin.directo.fi/@Bin/0c580ba507120abed997ee59287f2b8b/1398156410/application/pdf/141973/Yhdenvertaisuussuunnitteluopas%20suomi.pdf>

LIST OF APPENDICES

Appendix 1: Author invitation (in Finnish)

KIRJOITTAJAKUTSU

Kutsumme sinut osallistumaan Satakunnan ammattikorkeakoulun (SAMK) ”Kaikille avoimen tapahtuman järjestäminen – esimerkkejä kentältä” -julkaisun (työnimi) toteuttamiseen. Kirjoittajakutsu on lähetetty sinulle SAMK:n kanssa aiemmin tekemäsi yhteistyön tai erityisosaamisesi perusteella. Julkaisun tavoitteena on levittää esteettömyyteen liittyvää tietoa ja osaamista tapahtumasuunnittelijoiden ja -järjestäjien käyttöön sekä tuoda tunnetuksi erilaisten kulttuuri- ja luontoliikuntatapahtumien esteettömyyden edistämiseksi tehtyä työtä. Esteettömyyttä käsitellään julkaisussa asiakaslähtöisen ja sosiaalisesti kestävä tapahtumatuotannon näkökulmasta. Esteetön tapahtumatuotanto palvelee kaikkia käyttäjiä ja käyttäjäryhmiä. Toivomme kirjoittajien lähestyvän aihetta monipuolisesti – pohtien niin toimintaympäristön, palveluprosessien kuin tiedonvälityksenkin esteettömyyttä. Lisäksi konkreettisia esimerkkejä sekä kokemuksen myötä kehittyneitä toimintamalleja esteettömyyden edistämiseksi kaivataan. Julkaisun artikkelit käsittelevät seuraavia tapahtumatyyppejä:

- Kulttuuritapahtumat
- Luonto- ja liikuntatapahtumat.

Julkaisun pääkohderyhmä on tapahtuma-alan ammattilaiset ja lukija saattaa syventyä esteettömyyden teemoihin ensimmäistä kertaa, joten toivomme kirjoittajien käsittelevän esteettömyyttä käytännönläheisesti ja kirjoittavan kansantajuisesti. Artikkelin suositeltava tekstipituus on 8.000–12.000 merkkiä (4–6 sivua), jonka lisäksi tulee mahdolliset kuvat, taulukot ja kuvat. Artikkelien kieli on suomi. Voit kirjoittaa myös 1-2 sivun mittaisen case-tyyppisen tekstin, jossa kuvaat omaa toimintaanne lyhyesti. Tarkemmat kirjoitusohjeet lähetetään ohessa. Julkaisuun kirjoittaville ei makseta korvausta.

Lähetä ensimmäinen versio artikkelistasi Suvi Vuorsolalle (xxx.xxx@samk.fi) **viimeistään 16.2.2014**. Julkaisutoimikunta kommentoi artikkelien ensimmäisiä versioita 9.3.2014 mennessä ja deadline käsikirjoitusten valmiille versioille on **23.3.2014**. Julkaisutoimikunta antaa mahdolliset kommentit ja korjauspyynnöt kirjoittajille maaliskuun lopussa ja viimeistellyt tekstit sisältävä julkaisu julkaistaan toukokuussa 2014. Ilmoitathan, mikäli sinulla ei ole mahdollisuutta osallistua julkaisun toteuttamiseen.

Lisätietoa:

Suvi Vuorsola

Julkaisukoordinaattori (Opinnäytetyö fysioterapeutti AMK)

xxx.xxx@samk.fi

xxx-xxx xxxx

