



## **How to create an exclusive event by defining hospitality standards and training your staff**

Heidi Laurikainen, Mark Shupjatskij

Haaga-Helia University of Applied Sciences

Bachelor of Hospitality Management

Thesis

2023

<p><b>Author(s)</b> Heidi Laurikainen, Mark Shupjatskij</p>
<p><b>Degree</b> Bachelor of Hospitality Management</p>
<p><b>Report/Thesis Title</b> How to create an exclusive event by defining hospitality standards and training your staff</p>
<p><b>Number of pages and appendix pages</b> 23</p>
<p>In this thesis we explore the dynamic field of event management post the COVID-19 pandemic, particularly focusing on how to design exclusive events and effectively train staff to manage them. Drawing from our experience as event producers at Management Events, we delve into the nuances of creating events that are not just successful but carry the signature of exclusivity that Management Events is known for.</p> <p>Our investigation is rooted in first handed experiences and a detailed analysis of both triumphs and hurdles faced in our role. We also include perspectives from colleagues, supervisors, and customers to provide a well-rounded view of the event production process.</p> <p>A key theme in our research is the concept of exclusivity in events, which we explore through various lenses, including invitation-only gatherings and membership-based functions. We argue that exclusivity adds value, allowing for a tailored, high-impact networking environment where top decision makers can interact meaningfully.</p> <p>Moreover, we delve into the essential elements of organizing an event, from setting clear objectives to choosing the right venue, which we link to the success of our functions. The venue choice is particularly emphasized as critical to setting the event's tone and ensuring participant satisfaction.</p> <p>We also tackle the multifaceted role of the event producer, covering everything from planning and budget management to post-event feedback collection. Additionally, we highlight the importance of establishing clear standards for exclusive events, focusing on the needs and expectations of top executives from Finland's leading companies.</p> <p>The thesis is not just an analysis but a strategic guide of enchanting event quality and staff performance. We propose meticulous staff training, focusing on problem solving, communication, knowledge of the event's layout and schedule, as fundamental to delivering an exceptional event experience.</p> <p>Finally, our thesis concludes by understanding the importance of feedback in driving improvements. By listening our customers and critically evaluating out events, we aim to elevate our offerings and cement our reputation as premiere event organizers in the Finnish market and beyond.</p>
<p><b>Key words</b> Events, exclusivity, feedback, Management Events</p>

## Table of contents

1	Introduction .....	1
2	What defines exclusive event? .....	2
2.1	What are needed elements to organize an event?.....	3
2.2	Event Production Processes in a nutshell.....	4
2.3	Importance of setting standards for exclusive events .....	5
2.4	Factors to consider when setting standards for exclusive events.....	5
2.5	Budget for event.....	7
2.6	Collecting feedback from events.....	8
2.7	Measuring the success of the event .....	10
3	Case Management Events .....	11
4	Staff training and behaviour at the event .....	13
5	Results and discussion.....	15
5.1	Analysis of the data collected .....	15
6	Conclusion of the study .....	18
	Sources .....	19

## 1 Introduction

Now that the COVID-19 pandemic is mostly over, live events have started to flourish in an unprecedented way. People are happy to get out of their homes and socialize in a physical setting with each other. Our thesis will be about how to create a successful and exclusive event and how to train your staff to do so. We both work for Management Events (Management Events, 2023) as event producers, so we have full responsibility for making sure that our events are successful and, of course, exclusive. Both of us have been at Management Events for some time, so we have a good understanding of what ME's standards are for events. As our role in the company is producer, we are involved in event production. At Management Events we produce events of all types, from big events for 500 people to small get-togethers for 30 people. It is also good to know that the nature of every event, however, is that the members of our network get to network with each other, and our solution providers can meet our network members.

At Management Events we combine for our event's best aspects of virtual and physical environments for a unique hybrid experience. Our network consists of decision makers from the TOP500 companies in each of our markets. We offer on-going network opportunities for our network members and provide them with the best insights into current business trends.

In our thesis, we want to dive deeply into our own observations and problems that we have encountered, looking in more detail at how to create an exclusive event, and of course how to successfully train our staff to deliver the event in such a way that the participants are satisfied. We are doing this study so that we can become better event organizers and learn more about how we can train our own staff to perform better at our events. We are also willing to share the thesis with the Management Events staff so that our colleagues can better understand what our standards are and how we operate.

The role of event producer at Management Events involves planning, organizing, and executing the event. The event producer is responsible for all practical aspects of the event, such as hiring the space, planning, and implementing the program, organizing technical solutions, marketing and managing the budget. The Event Producer will also be responsible for recruiting and coordinating partners and staff, as well as managing the practical aspects of the event, such as security, and customer service.

In our thesis, we will use interviews with our colleagues, supervisors and customers attending our events. Our aim is to get as accurate a picture as possible of what works at the events we organize, what we need to pay more attention to and how to make our events exclusive.

## 2 What defines exclusive event?

An exclusive event is a type of event that is tailored to a specific group of people or has limited access, which means that not everyone is able to attend or participate. Exclusive event can be described as a private event as well. This kind of event has certain criteria that define its exclusivity, which can vary depending on the event and its organizers. Some common factors that contribute to defining an exclusive event include being invitation-only, membership-based, having an excessive cost, having limited capacity, or requiring exclusive access. Bizzaboo's blog post very briefly explains what an exclusive/private event is: "As the name suggests, private events are smaller, more exclusive get-togethers often held in intimate settings. Unlike conferences, trade shows, and other events, they are not open to members of the public." (Bizzaboo, 2022). In connection with the above, it is worth mentioning that at Management Events you can participate in our events either by being a member of our network, which means that you are C-level executive in the top 500 companies in Finland, or by buying a solution provider ticket.

An invitation-only event is an exclusive event that is only open to individuals who have received a formal invitation from the event's organizers. This type of event is often used to create a sense of exclusivity and may be seen as a privilege to those who are invited. The Met Gala is a prime example of an exclusive, invite only, event in the fashion world. Carefully curated by Anna Wintour, the guest list includes celebrities, designers, and influential figures in the industry. It serves as a fundraising gala for the Metropolitan Museum of Art's Costume Institute. (Met Gala, 2023)

Membership-based events are those that are limited to members of a particular group or organization. This kind of event is designed to cater to the interests and needs of a specific community or group of people, and only members of that group can attend. As to use as example, various special interest groups and associations, like the Finnish Association of Lawyers (Lakimiesliitto), arrange members-only meetings, legal seminars, and conferences. (Juristiliitto, 2023)

In some cases, worth of mentioning as well, an exclusive event may have a high price tag, making it accessible only to those who can afford it. These events are often seen as luxurious and prestigious, and attending them can be a status symbol for those who can afford the cost. In our events this is rarely applicable, since most of our guests are part of our network, but as said, solution providers can buy tickets to our events also.

Limited capacity events have a restricted number of attendees. The organizers deliberately limit the number of participants, making it exclusive to a smaller group of people. These events often provide a more personalized experience and can be highly desirable for those who are able to attend.

Exclusive access events may take place in a location that is not typically accessible to the public or requires a special pass or clearance to enter. These events are often associated with high-security or VIP access and can provide a sense of exclusivity to those who are able to attend.

As a conclusion, exclusive event is directly comparable to what Cambridge's dictionary tells us about the word "exclusive"; limited to only one person, group of people or organization. (Cambridge Dictionary)

## **2.1 What are needed elements to organize an event?**

Organizing an event can be a complex and multi-faceted process, but there are several key elements that are typically needed to make the event a success. The first step in organizing an event is to define the purpose of the event. This includes determining the goals and objectives of the event, as well as identifying the target audience and the desired outcomes. Establishing a budget is a critical step in planning an event, as it will help you determine what resources you have available and how to allocate them. Your budget should cover all the expenses involved in the event, including venue rental, catering, entertainment, staffing, and marketing. (Skift Meetings Studio Team, 2018)

From our own experience, a good venue is crucial to the success of an event for several reasons. It sets the scene and atmosphere for the whole event and creates a first impression on the participants. A well-chosen venue can emphasise the theme and purpose of the event, making it more interesting and memorable. In addition, the right venue must meet the logistical needs of the event, such as space, facilities, and accessibility, and ensure that it can deliver all the elements of the event seamlessly. This will contribute to the overall comfort and satisfaction of the participants. For example, we have noticed at our events for our network members that if our event location is outside the centre of Helsinki, our no-show ratio immediately goes up.

When no-show ratio goes up, our guest amount goes down. Event is nothing without guests. Developing a guest list is important to ensure that you invite the right people to the event. This will involve identifying the target audience and developing a strategy for inviting them, as well as managing RSVPs (Répondez s'il vous plaît, meaning "Respond, if you please" in French – D. Pilato, 2022) and coordinating with attendees. With attendees in mind, you will need to make program or agenda for your guests as well. A well-planned program or agenda is essential to keep the event on track and ensure that attendees get the most out of it. You should plan the sequence of events, including keynote speakers, entertainment, breaks, and networking opportunities.

To ensure that your event is successful, you'll need to promote it to ensure that people know about it and want to attend. This can include creating a website, developing marketing materials, using social media, and reaching out to the media to generate coverage. At ME, we do all the above.

All the above has been found by looking at what is an event. In the case of events, things are never as black and white as we have recorded here, but we have based our research on a general mapping of what events contain. Organizing an event requires careful planning, attention to detail, and the ability to manage multiple tasks simultaneously. By focusing on these key elements, you can help ensure that your event is a success.

## **2.2 Event Production Processes in a nutshell**

Behind every successful event is a carefully planned and executed process, consisting of three distinct phases: pre-production, production, and post-production. Each stage plays a crucial role in ensuring the success of the event, and together they form a seamless continuum that transforms the initial concept into a memorable experience for participants. The pre-production phase is the cornerstone of event planning, where ideas and aspirations begin to take shape. This phase involves a myriad of complex tasks that lay the groundwork for the success of the event. First, a clear and concise event concept is developed, defining the purpose, theme, and objectives. This will form the basis on which subsequent decisions will be made. (Shoflo, 2018)

A comprehensive budget is established, delineating allocations for venue, equipment, staffing, marketing, and other essential components. Simultaneously, a detailed timeline is constructed, setting milestones for various tasks, from securing permits to finalizing contracts with vendors. The identification and selection of suitable venues, speakers, entertainers, and vendors are paramount during this phase, ensuring that the event's vision aligns seamlessly with chosen elements.

Pre-production also includes the creation of a marketing and promotional strategy. This may include using different channels such as social media, email campaigns and traditional advertising methods to generate anticipation and interest. Comprehensive risk assessments and back-up plans will also be drawn up to deal with any unforeseen circumstances that may arise during the event.

As the event transitions from the pre-production to the production phase, meticulous planning metamorphoses into dynamic action. This phase is characterized by the physical execution of the plans carefully laid out in the pre-production phase. Venue setup, and decoration are paramount, comprehensive considerations such as seating arrangements, lightning, sound systems, and visual displays. Technical rehearsals are conducted to ensure seamless integration of all technical elements.

Simultaneously, the management of event personnel plays a vital role in this phase. Staffing requirements are confirmed, and roles and responsibilities are clearly defined to maintain an efficient and well-coordinated workforce. This includes event coordinators, ushers, security personnel, caterers, and technical support teams, among others.

The production phase is also the time when the event's content is delivered to the audience. This could involve presentations, speeches, performances, workshops, and other scheduled activities. Coordinated timekeeping and a vigilant eye on the event's flow are crucial to ensure a seamless and engaging experience for attendees.

The post-production phase marks the culmination of the event, but its significance should not be underestimated. It encompasses a series of critical tasks that serve to evaluate the event's success and ensure a smooth transition back to normalcy.

Immediate feedback from attendees, sponsors, and stakeholders is collected and analysed, providing valuable insights for future events. Financial reconciliation and evaluation against the budget and undertaken, allowing for a detailed review of expenditures and potential areas for improvement.

In addition, a comprehensive report is compiled, detailing all aspects of the event, from pre-production planning to the production phase execution. This document serves as a valuable resource for future reference and as a blueprint for subsequent events.

### **2.3 Importance of setting standards for exclusive events**

Organizing an exclusive event requires a significant investment of time, money, and resources. As such, it is essential to set clear standards that reflect not only the exclusive standards of events, but also the standard of the company you are making the event for. In our case, our standard is quite easy to set, referring to our network members. As said before, our network members consist of TOP500 companies C-level decision makers, so their time is quite valuable. We need to make our events worth their while, and that's our standard.

### **2.4 Factors to consider when setting standards for exclusive events**

Organizing a successful event requires careful planning and execution. To achieve this, we use certain crucial steps at Management Events to ensure that the event runs smoothly and meets its intended purpose. The purpose and goals of the event must be clear and measurable, and the objectives specific and achievable. The purpose of the event should be clear and measurable, and the goals should be specific and achievable. This will ensure that everyone involved in the planning

process understands what is expected of them and what success looks like. After we have defined the purpose of the event, we need to determine the target audience. Identifying the target audience and their needs, expectations, and preferences is essential. Understanding the audience will help in tailoring the event to meet their specific needs. For ME, target audience is always defined by function areas. As said before, all our attendees at the events are TOP 500 companies C-level representatives, so we need to focus more on the attendees' function areas, for example IT, Cyber Security, HR, Supply Chain etc.

Researching the industry is also critical. This step will help identify industry trends and best practices and areas for improvement. Knowing what the competition is doing and what works in the industry can help make the event stand out and be successful. For us at ME it's more like to identify what are the trends to date and work closely with our content and engagement executives to build content, and sometimes even choosing venue to support the topic of the event.



Photo 1 Stockholm Fotografiska. Photo Taylor Wood

For present example, we added photo you can see above from our event called "CxO Night," which is translated to "Women's leadership days." The choice of venue for Women's Leadership Days should align with the event's objectives, whether it is to inspire, empower, educate, or celebrate the

achievements of women in leadership positions. The goal is to send a strong and meaningful message about the value and importance of women's leadership in various aspects of society.

The venue for the event was "Stockholm Fotografiska." Fotografiska boasts a spacious and versatile exhibition space, with several galleries and floors dedicated to photography. This flexibility allows for a range of exhibitions, both large and small, and the design of the venue can be adapted to suit the specific needs of an event. The venue has a history of engaging with the local community and promoting cultural and artistic events. This can help attract a diverse and engaged audience to an event held at Fotografiska. (Fotografiska 2023.) These were some of the reasons our team chose the venue. We had valuable feedback regarding the venue, so it's safe to say that the choice for the location was successful.

Creating guidelines and procedures for various aspects of the event, including logistics, program planning, promotion, and execution, ensures that everyone involved knows what is expected of them and can work together cohesively. What make clear run sheets for our staff, so they know exactly what they need to do at what time. This will be covered more in later part of this thesis.

Monitoring and evaluating the event is the last step. Monitoring the event as it progresses, evaluating its success based on the established metrics, and identifying areas for improvement for future events is essential. This step will help to continuously improve the event and make it even more successful in the future.

When planning an event, it is essential to consider several factors such as the target audience, venue, budget, theme, entertainment, food and beverage, decoration, technology, safety, and security. These factors contribute to the overall success of the event, and careful planning and execution are required to ensure that everything runs smoothly. Planning and executing a successful event require careful planning and execution. The purpose and goals of the event should be clear, and the objectives specific and achievable. Understanding the target audience, researching the industry and competition, establishing guidelines and procedures, defining performance metrics, conducting pre-event testing, and monitoring and evaluating the event are critical steps that must be taken. Paying attention to critical factors such as the audience, venue, budget, theme, entertainment, food and beverage, decoration, technology, safety, and security is also essential. By following these steps, we ensure that the event runs smoothly, meets its intended purpose, and is a success.

## **2.5 Budget for event**

Defining a budget for an event involves understanding your event objectives, creating a detailed plan, researching costs, prioritizing expenses, considering hidden costs, setting contingency funds,

negotiating contracts, tracking expenses, and regularly reviewing and adjusting as needed. Post-event evaluation is crucial to refine your budgeting process for future events. Flexibility and attention to detail are essential for successful budget management in event planning. An event budget is the basic plan for any event, big or small. It provides a detailed description of all expected costs and potential revenues, allowing event organisers to effectively manage their resources and make informed financial decisions. These financial decisions, of course, then influence how the event looks. (Rudi, V. 2023)

At Management Events the budget is followed as cost per person instead of the total cost of the event. It is important to keep an eye on the costs and make sure that the event is bringing value for the customer in all the aspects to make sure that the customers are satisfied and get the most out of the experience.

## **2.6 Collecting feedback from events**

Central to the success of any event is the experience and satisfaction of its participants. This can be assessed through post-event surveys, feedback forms, and qualitative interviews. Questions should address aspects such as content relevance, networking opportunities, and overall enjoyment. (JaiSiri, 2023)

Collecting feedback after the event from our event attendees is crucial to identify areas for improvement and ensure staff can continue to deliver excellent service. This feedback can be used to identify additional training needs, helping staff improve their skills and knowledge for future events. In every event you obviously receive a lot of verbal feedback while interacting with guests. It's as important as any other feedback and we try to emphasize to our staff to remember the feedback they receive and write it down when they are not in the eyes of our guests. Even though we emphasize to gather the verbal feedback, we use sending text messages after event or use feedback collection online tool called Slido.

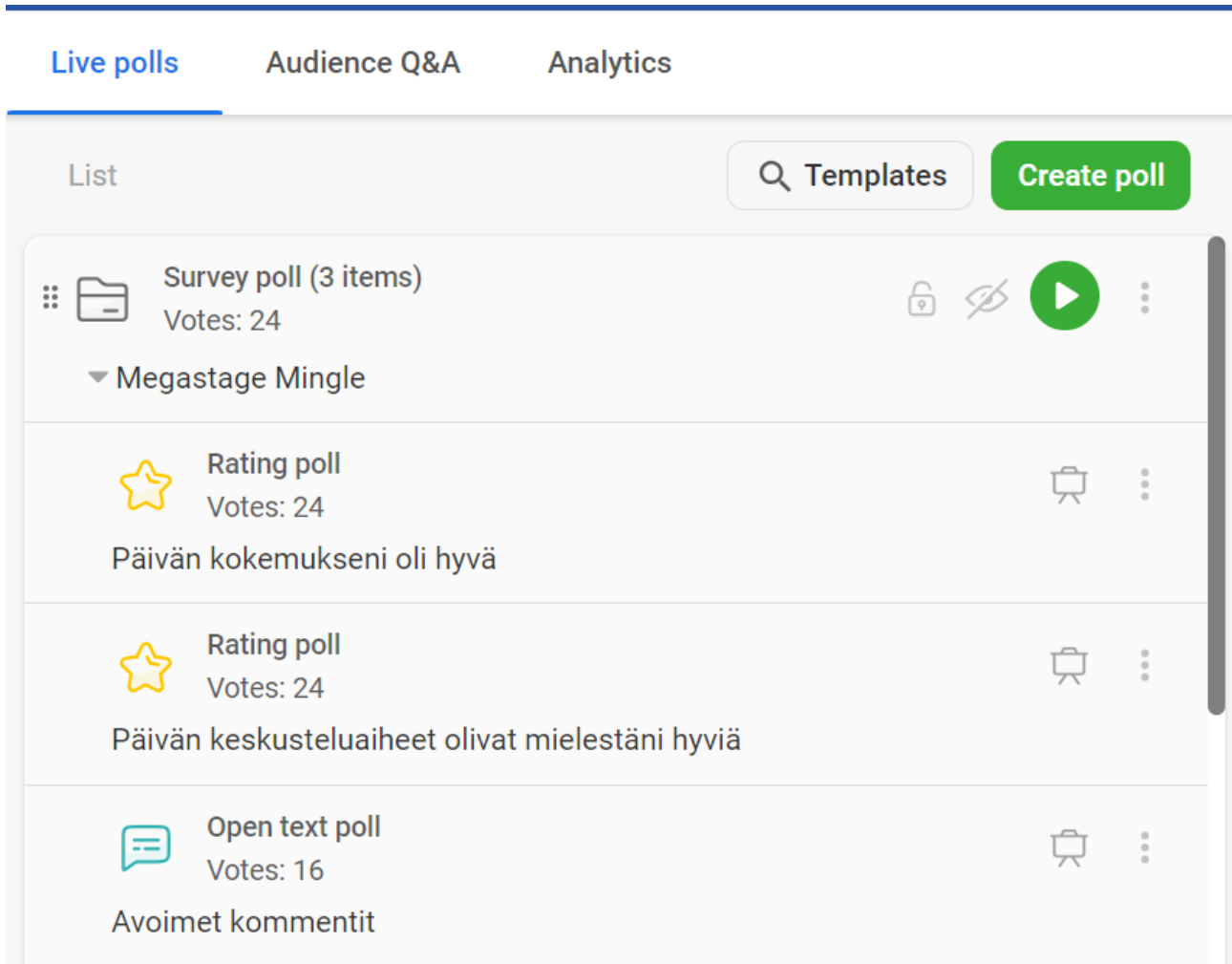


Photo 2 Slido web screenshot

Slido surveys are interactive tools used during events and performances to engage audiences. Organisers create events and questions or surveys. Attendees access the event through a unique code or link where they can participate in surveys by selecting answers on their devices. Real-time results are displayed on a split screen. Slido collects and compiles the survey data for analysis. It also offers features such as live survey and response sessions. Organisers can moderate questions and comments. After the event, data can be exported and shared for analysis and reporting. Slido surveys increase audience engagement, collect feedback and tailor content to audience preferences.

As we are aiming to receive as much feedback as possible, we always look to different options regarding feedback collection. At this point, we are trying to move away from Slido to SMS feedback collection. This feedback collection method has been proven to be best one we have tested. To get as much feedback as possible, we have witnessed that with text message feedback we have

highest feedback answering rate compared for example using some feedback platform or sending e-mail.

## **2.7 Measuring the success of the event**

Traditionally, success has been measured in terms of attendance figures and revenue generated. However, a more sophisticated approach acknowledges that success encompasses a wide range of qualitative and quantitative indicators. These include participant satisfaction, brand visibility, knowledge transfer and overall impact on participants. One way of measuring the success is evaluating the level of engagement. This can involve tracking session attendance, duration of interactions, and participation in activities or workshops. Additionally, social media analytics and live polling tools can provide insights into real-time engagement.

For educational or knowledge-oriented events, the dissemination of information and the attainment of learning objectives are crucial indicators of success. Assessing the retention and application of knowledge through pre- and post- event assessments can provide valuable insights.

A financial assessment is integral to measuring event success. This includes not only revenue generated but also the cost-effectiveness of various components such as marketing, venue, and logistics. Additionally, evaluating the economic impact on the local community, including increased tourism or business activity, can be significant metric.

Beyond the event itself, success can be evaluated in terms of lasting relationships forged. Post-event follow-ups, partnerships initiated, and collaborations formed and indicative of the event's impact on networking and relationship-building. (Bloomerang, 2023)

### 3 Case Management Events

With this thesis we are focusing on one company, Management Events, and its' concept. Management Events has a concept of inviting top 500 company decision makers to exclusive, invite only events. The strategic approach often employed by event organizers and businesses looking to create high-impact networking opportunities and foster meaningful business connections. Management Events is known for creating tailored B2B events that are designed to bring together industry leaders, decision makers, and solution providers. These events often focus on specific or industries, allowing professionals to exchange knowledge, network, and explore business opportunities. Below is a breakdown of the concept.

When referring to "top 500 company decision makers", we are talking about the executives who hold on the highest positions in their respective organizations. These could be CEOs, CFOs, CTOs, CMOs and other C-suite executives, as well as top-level directors and managers who have significant decision-making authority within their companies. These individuals are often the key drivers of their company's strategies, investments, and partnerships.

Invite only events are exclusive gatherings where attendance is strictly by invitation. These events are not open to the public or even to all professionals within a specific industry. Attendees are carefully selected based on their influence, expertise, and potential to contribute meaningfully to the event.

By limiting attendance to a selected group of top decision makers, invite only events ensure high-quality networking opportunities. Participants can engage in meaningful conversations, explore potential collaborations, and discuss opportunities with peers who have the authority to make significant decisions.

The exclusivity of invite only events allow for more focused and targeted interactions. Attendees can concentrate on building relationships with individuals who are directly relevant to their business objectives, leading to more productive discussions and connections.

Because attendees are specifically chosen for their relevance and potential contribution, there is a higher likelihood of active engagement during sessions, workshops, and discussions. This leads to a more vibrant and intellectually stimulating environment.

For both the organizers and the attendees, invite-only events enhance reputation and credibility. Organizers are seen as curators of valuable connections, and attendees are recognized as influential figures within their industries, leading to increased visibility and prestige.

Benefit son being part of this kind of a network is that invite only events foster the information of strategic partnerships. Decision-makers can discuss collaborations and agreements in a confidential and focused setting. These exclusive gatherings often facilitate the exchange of innovative ideas and the best practices, driving industry growth and fostering innovation. Invite only events can serve as platforms for deal making, mergers, acquisitions, and significant business transactions due to the presence of key decision-makers. Decision makers can share valuable market insights and trends, leading to a deeper understanding of industry dynamics among participants.

In summary, the invite-only concept targeting top 500 company decision makers aims to create an environment conducive to high-lever networking, collaboration, and business development. It recognizes the value of exclusivity and the importance of fostering connection among the most influential individuals in the business world.

## 4 Staff training and behaviour at the event

When training your staff members to work at an exclusive event it requires careful planning, attention to details and focus on delivering exceptional service.

It is important, that during these trainings, every staff member will understand the big picture. What are the goals of the event, do we understand the customer's expectations and any specific requirements for staff behaviour and appearance. It is also good to remember to train your staff on effective communication skills, including active listening and clear articulation. Emphasize the importance of being polite, professional, and polite, not to forget problem solving skills. Staff should be able to think on their feet and resolve issues promptly without escalating them unnecessarily. To support all these skills, it is important that the staff members familiarize the event venue. They should know the layout, key areas and emergency exits. Also, provide a detailed schedule of events and activities to all staff members. Everyone should know what is happening and where.

To ensure that staff are well-equipped to perform their roles effectively at the event, it is crucial to develop a training plan that covers essential areas. This plan should provide staff with the necessary knowledge and skills to handle the event's unique demands successfully. Important aspect of the training plan is to provide staff with training materials that will enable them to learn the required skills and knowledge effectively. This can include videos, manuals, and other resources that staff can use to prepare themselves for the event.

Assigning experienced staff members as mentors to fresh staff members is another essential element of the training plan. Mentors can provide guidance and support during the event, helping fresh staff members navigate any challenges that may arise. We usually divide our events in distinct functions, for example the check-in, lobby staff, first impression staff etc. and every function has a leader who has been at our events before and can help those who are working at our event for the first time. We also emphasise effective communication in all training sessions, both within functions and between all staff. Clear communication of expectations is also necessary for staff to perform effectively at the event. Staff should be informed of the standards they are expected to meet and given instructions on how to handle any situations that may occur. Communication is also in big part before the event. Pre-event meetings with staff are part of the planning and process. During these meetings, staff can review the event plan, discuss any last-minute changes, and clarify their roles and responsibilities. This will help ensure that everyone is prepared for the event.

Lastly, providing feedback after the event is crucial to identify areas for improvement and ensure staff continue to deliver excellent service. This feedback can be used to identify additional training needs, helping staff improve their skills and knowledge for future events.

## 5 Results and discussion

At Management Events we believe that one of the best ways to develop and take the network forward is to listen to our customers and what they have to say. We sat down with the top 20 delegates of the Finnish market to delve into the experiences what the network has provided to them. These delegates represent a wide spectrum of sectors, each bringing their unique perspectives to the table.

The dialogue was structured around a series of thoughtful questions intended to probe the depths of the network's impact on personal and organizational growth. We asked about the benefits they have reaped through their active participation, seeking to understand the facets of the network that resonate most with their professional efforts.

Questions we asked from the customers:

- *What personal / organizational benefits have you gained through the Aurora Live network?*
- *Which part of our network provides the most value to you?*
- *How strongly are you committed to the network, and how can we bring you even more long-term value?*
- *What are the biggest challenges in the network?*
- *Why do you choose this network and its events compared to other networks/events?*
- *How would you describe the network to a colleague/supervisor?*
- *Market insights in your industry; what prospects / trends are emerging?*
- *What kind of solution providers would you like to see involved?*
- *What should we cover in regards of: content, presentations, activities, or events?*
- *What could we do better? What do you expect from us in the future?*

### 5.1 Analysis of the data collected

The experiences within the network have been positive, and it has been perceived as beneficial. The network has offered valuable content, and especially through small-group meetings, the network has truly started to take shape. Individuals who can be contacted outside of event and meetings for sparring have also been found from the network.

1to1 meetings conducted through Teams have been effective, allowing for dedicated time regardless of location. The virtual content has been deemed of high-quality, with well-selected topics and well varied themes.

Group discussions have been fruitful, particularly withing the active members groups. In many groups, the topics are chosen collectively, but responsibilities and the role of facilitator are shared actively. Some groups have taken longer to initiate than others, but all have found them valuable. Occasionally, there is some confusion between the networks, as many of the delegates are part of several ones, but this is considered positive. The clear visibility of our brand during our events is appreciated as it makes it easy to identify the network.

The current business model is considered effective. Service provider meetings are now separated from events, allowing the attendees to focus on networking with other decision-makers during the events. 1to1 meetings can be scheduled separately, enabling full attention to be given to partner meetings and respecting their designated time. Wish was to receive information about the solution provider in advance, to avoid spending time on introductions during 1to1 meetings and instead focus directly on the matter at hand. Even if the 1to1 meeting may not be beneficial for the delegate itself, colleagues who might be interested are often getting refers about the solution provider. Through the 15minute meetings organized by us, the members do not need to answer all the sales calls, knowing that those meetings can be arranged through us.

The quality of our organized events is high, and the experience begins with the event related communication, emails, and text messages. Many also appreciate the experiences provided in addition to networking at our events. The events are scheduled at various times of the day, making it easier to fit them into one's own calendar. The fact that events no longer take up the entire day is seen as highly positive aspect, as it allows time for other activities during the day.

We have created excellent conditions for networking, and delegates could create their own small networks and get to know each other. Our staff conveys a sense of immediacy and authenticity when interacting with the customers. This has been highly valued, and it is delt that we have been able to create an environment where it is easy to be honest and provide feedback if something comes to mind.

**Areas for improvement:**

Clearly communicate the purpose and objective of our network to customers, for example, what we mean by the network, whether it is the entire network or a small group discussion group. Also highlight more the value they bring to us.

Clarity in communication and identifying the target audience of the network, enabling recommendations of relevant individuals to participate.

How to activate network members to contribute ideas and share their requests. A centralized channel for collecting feedback and ideas. Currently, each KCM takes notes individually, and they may not necessarily reach the right people.

## **6 Conclusion of the study**

In conclusion, our thesis represents a dedicated effort to delve deeply into our own experiences and challenges as event organizers. We have focused on the intricacies of creating exclusive events and the critical aspect of staff training to ensure participant satisfaction. Our primary goal has been to enhance our skills as event organizers, both individually and collectively.

Through this study, we have not only gained valuable insights into the complexities of event management but have also identified areas where improvements can be made. Our commitment to continuous learning and growth as professionals in this field is evident throughout this thesis.

Moreover, we aim to share our findings and recommendations with our colleagues at Management Events. By doing so, we aspire to establish a mutual understanding of the standards we uphold and the practices we employ. This collaboration will contribute to the overall growth and success of our organization, benefiting our clients and participants.

As we move forward, we remain dedicated to the pursuit of excellence in event organization and management. Our thesis shows our commitment to learning, innovation, and the delivery of exceptional events. We are excited about the potential for positive change and further success in the future.

## Sources

Management Events, 2023, URL: <https://managementevents.com/>

Bizzaboo Blog Staff. 2022. Event types: A guide to private events. URL: <https://www.biz-zabo.com/blog/event-types-private-gatherings>. Accessed: 13<sup>th</sup> of October 2023.

Vogue, 2023. Met Gala 2023: Celebrities, Red Carpet, Theme & More. URL: <https://www.vogue.com/tag/event/met-gala>. Accessed: 29<sup>th</sup> of October 2023

Juristiliitto, 2023. URL: [www.juristiliitto.fi](http://www.juristiliitto.fi) Accessed: 29<sup>th</sup> of October 2023

Cambridge Dictionary. URL: <https://dictionary.cambridge.org/us/dictionary/english/exclusive> Accessed: 29<sup>th</sup> of October 2023.

Skift Meetings Studio Team, 2018. Event Budget: 60 Tips, Templates and Calculator for 2019. URL: <https://meetings.skift.com/event-budget/> Accessed: 29<sup>th</sup> of October 2023

Pilato, D. 2023. What Does RSVP Mean on an Invitation? URL: <https://www.thespruce.com/what-does-rsvp-mean-on-invitations-1196806>. Accessed: 10<sup>th</sup> of May 2023.

ShoFlo, 2018. The Ultimate Event Production Playbook. URL: <https://info.shoflo.tv/event-production>. Accessed: 29<sup>th</sup> of October 2023

How to Become an Event Planner, 2023. Special Event Planning. URL: <http://becomeaneventplanner.org/special-event-planning.html>. Accessed: 10<sup>th</sup> of May 2023

Eventleaf, 2022. Event Management Guide 2022. URL: <https://www.eventleaf.com/event-management/event-management-guide>. Accessed: 10<sup>th</sup> of May 2023.

Wood, T. 2023. Picture of the venue and crowd. Management Events internal document.

Rudi, V. 2023. The Complete Guide to Creating a Budget for an Event. URL: <https://www.eventtia.com/en/blog/the-complete-guide-to-creating-a-budget-for-an-event>. Accessed: 29.10.2023

Jaisri, R. 2023. Blogpost: The importance of feedback & follow-up meetings after events. URL: <https://www.helloleads.io/blog/all/best-practices/the-importance-of-feedback-follow-up-meetings-after-events/>. Accessed: 29<sup>th</sup> of October 2023

Slido, 2023. Q&A and polling platform for meetings and events. URL: [https://www.slido.com/?experience\\_id=22-z](https://www.slido.com/?experience_id=22-z). Accessed: 29<sup>th</sup> of October 2023

Bloomerang, 2023. 7 Indicators to Measure the Success of Your Event. URL: <https://bloomerang.co/blog/7-indicators-to-measure-the-success-of-your-event/>. Accessed: 29<sup>th</sup> of October 2023.