



# **Investigating effective ways to engage the younger generation through events**

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### **Abstract**

This research delved into the importance of involving younger generations in the global market through events, with a focus on those aged between 20-36 years and their unique preferences.

The study aimed to investigate the interests and preferences of the younger generation, evaluate the impact of digital and social media on youth engagement in events, and inspect the challenges and obstacles faced in engaging younger groups of people.

The author implemented a quantitative methodology to conduct a survey and answer the research question. The survey included 23 questions that were distributed to a diverse sample of individuals, and a total of 67 responses were received.

The findings revealed that the younger generation tends to prefer events that cater to their interests and offer themes and active participation. The use of social media emerged as a significant factor in attracting younger attendees.

To enhance the research, a few recommendations have been put forward. These include expanding the sample size to ensure a more comprehensive representation, incorporating individuals from diverse nationalities and genders to ensure global relevance, and adding qualitative methods like focus group interviews to gain deeper insights into Generations Y and Z's habits and preferences.

### **Keywords/tags (subjects)**

Event Management, Generation Z, Millennials, Digital Marketing, Survey

### **Miscellaneous (Confidential information)**

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# 1 Introduction

In the present era of technological advancements, progressive social norms and dynamic cultural scenarios involving the younger generation have become exceedingly crucial. This thesis delves into the complex realm of engaging young individuals through events, thoroughly exploring the tactics, obstacles, and prospects associated with this field. The preferences of the younger generation (aged between 20-35 years) differ significantly from those born before the year 1990. Due to this and other facts, many companies still prioritise targeting millennials and Gen Z as their primary audience.

The COVID-19 pandemic has had a profound impact on the event industry. The absence of physical interactions, the inability to engage with others, and the inability to visit cultural places have led to a host of negative emotions, including but not limited to disappointment, loneliness, and depression. Therefore, event managers must develop new safety precautions and requirements (Eason-Bassett & Reic, 2020).

Furthermore, the event industry has struggled to adapt to the pandemic, as virtual events cannot replicate the same level of engagement as in-person events. The lack of face-to-face interaction has made it difficult for companies to create meaningful connections with their audience, which is especially important for sales and marketing purposes. Virtual events can pose a challenge for event organizers as they may not have control over certain aspects that are not directly related to their work (Eason-Bassett & Reic, 2020). This means that in the digital realm, event managers can only control the event's theme and content, while other factors may be beyond their control.

The author will explore how to effectively engage the younger generation to attend events. The aim is to uncover the underlying factors that drive their attendance and explore the potential of hybrid events and events in general as a preferred format of marketing for Generations Y and Z. Through this research, the author hopes to gain a comprehensive understanding of the preferences and behaviours of these generations and provide valuable insights for event organisers to create more engaging and successful events.

## 1.1 Importance of the Theme & Motivation

Engaging the younger generation through events is crucial to create a sense of community and connection. It also provides an opportunity to introduce them to new ideas, experiences, and perspectives, which are valuable in shaping their personal and professional development. Events designed specifically for younger generations can be an excellent way to promote socialisation and networking, which is vital for building relationships and advancing their career. Besides, it helps establish a long-term relationship between a business and its customers, increasing the familiarity of the company and its marketability. Engaging younger generations is essential as they represent society's future. By introducing innovative approaches that capture their interest and attention, we can ensure that they become active participants in shaping the future and driving progress forward. This can lead to a more dynamic and inclusive society that adapts to change more effectively.

Writing a thesis related to events and their popularity among the younger generation serves several purposes. Firstly, events are significant in promoting social and cultural cohesion. They bring people together for various reasons, from entertainment to education, and substantially impact individuals and communities. The events industry significantly contributes to the economy, encompassing various fields such as entertainment, hospitality, tourism, and marketing.

Secondly, numerous professionals and organisations in the industry are likely interested in practical strategies to engage and attract younger audiences. As young generations usually have unique preferences, behaviours, and expectations regarding attending events, researching in this area can be significantly valuable. Such research can provide insights into broader societal changes and generational differences, which can be of interest to sociologists, event managers, marketers, and cultural researchers. Additionally, this type of study can impact how events are planned, marketed, and executed in the future specifically to attract the younger generation, making it even more critical.

Writing a thesis related to events and audience engagement can provide excellent opportunities for career development in event management, marketing, or other related fields. It can also serve as a valuable demonstration of expertise and research skills. The author is particularly interested

in events and the involvement of the younger generation in event implementation, with a desire to contribute positively to their community.

Overall, the motivation behind the author's decision to write a thesis about events and the attraction of the young generation towards them is a result of various factors, including academic, professional, personal, and societal interests. Additionally, the desire to positively impact a dynamic and evolving field played a significant role in this decision.

## **1.2 Research Objectives & Questions**

Establishing research objectives is critical when analysing effective methods to attract, engage, and cultivate lasting relationships with younger generations at events. The author's focus on this topic necessitates research objectives aligned with this core theme.

1. Investigate the interests and preferences of the younger generation
2. Evaluate the impact of digital and social media on youth engagement in events
3. Inspect the challenges and obstacles faced in this process of engaging the younger groups of people

The primary purpose of this research is to identify the key factors that lead to youth engagement and intense attraction. The aim is to conduct a comprehensive study to gain insight into the factors that motivate young individuals to attend the events and enable to devise strategies for effective and impactful engagement. The thesis aims to answer these questions:

Research Question: How to increase the engagement of younger generations to events?

Sub-question 1: How do digital and social media platforms impact young people's event participation and engagement?

Sub-question 2: What are the underlying key factors for younger generations to attend events?

## 2 Theoretical Framework

A literature review is an essential part of every theoretical work. The purpose of conducting it on a chosen topic is to collect timely and relevant information and then synthesise it into a cohesive summary of existing knowledge in that field (Literature review, n.d).

This research focuses on reviewing existing literature, critical analysis of surveys in order to answer research questions and understanding how to prepare the event in different situations, for example, COVID-19. A literature review is a necessary component of every research because it allows to gather knowledge about the topic and examine different viewpoints (Saunders et al., 2009).

In their article, Rowley and Slack (2004, pp. 31-39) emphasise the importance of developing a concept map (CM) as a preliminary step before researching required sources and literature. The CM serves as a visual aid that helps researchers organise their thoughts and ideas and identify the relationships between different concepts within their thesis field. In the literature review, the diverse range of themes related to event management is explored. The accompanying figure provides a comprehensive summary of the topics covered, which include the different types of events, factors that attract the younger generation to events, and why companies should prioritise this demographic. Specifically, the review delves into the younger generation's motivations and interests when attending events and the benefits of targeting this segment for businesses. Overall, the literature review provides a rich and detailed analysis of the various event management aspects relevant to engaging and attracting a younger audience.



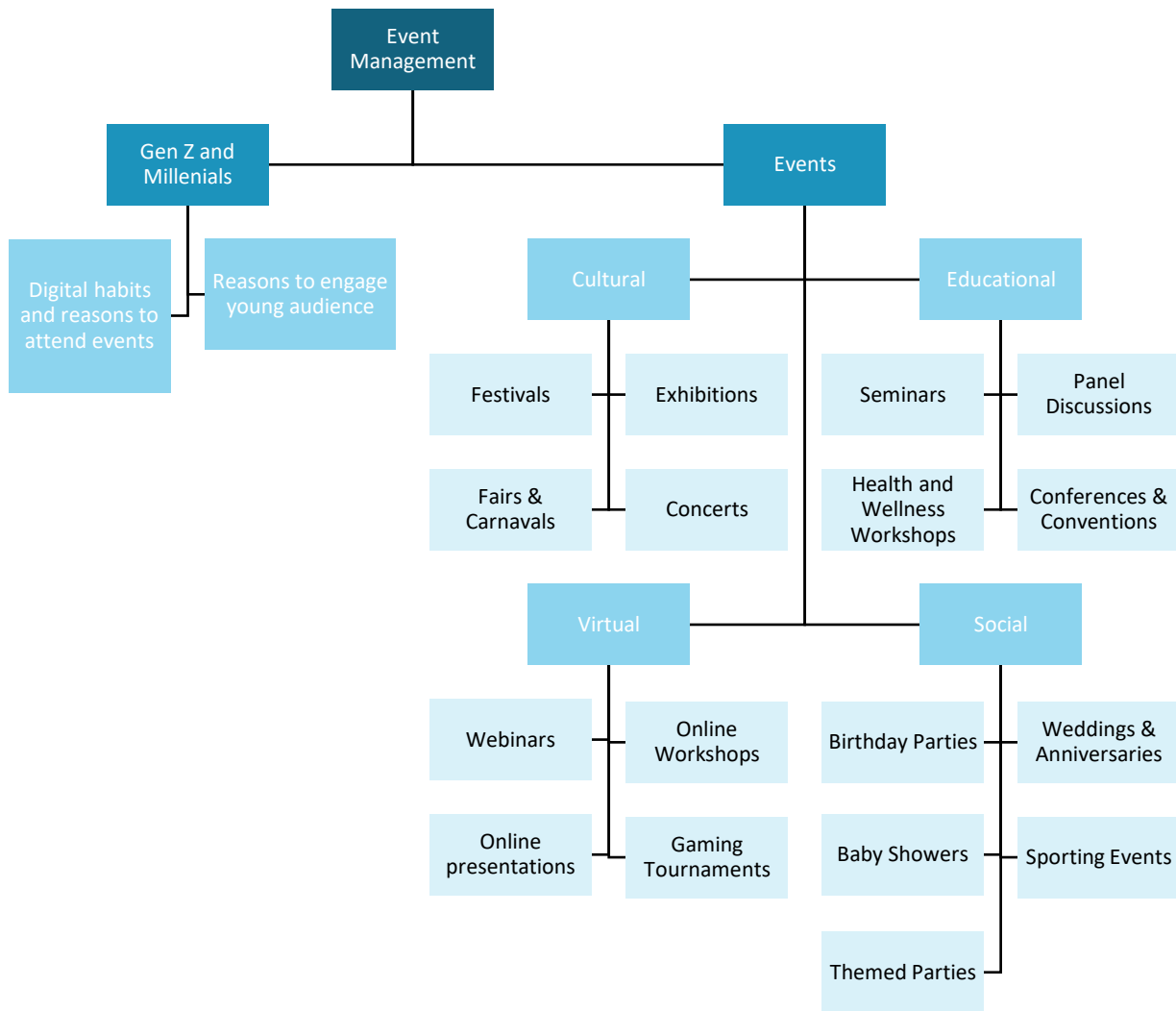


Figure 1. Conception Map

## 2.1 Event Management

There is a need to compare different definitions to understand what Event and Event Management (EM) is. Firstly, the Cambridge Dictionary (n.d.) states that an event is anything happening, especially if it is unexpected or uncommon. Management involves efficiently and effectively planning, organising, directing, and controlling resources to achieve organisational goals (Stoner et al., 1995). Therefore, event management is the work that is done to make this happen. In Event Management by Holzbaur et al. (2007), event management is described as something that changes an ordinary occasion into something extraordinary from an attendee's point of view. Overall, the event management literature defines it as transforming everyday occasions into exceptional experiences.

Planning and executing an event involves multiple stages and tasks that need to be carried out in a logical and well-organised manner (Baldwin, 2023):

1. Concept development
2. Budgeting
3. Venue selection
4. Scheduling and timelines
5. Suppliers and vendors
6. Team Management
7. Risk Management
8. Permits and regulations
9. Logistics
10. Marketing and promotion
11. Evaluation and post-event analysis

According to Getz (2008), concept development is crucial in organising an event. It involves generating and refining ideas to create a compelling theme that sets the tone for the entire event. This phase requires careful consideration of the event's purpose, target audience, and desired outcomes. Through effective concept development, event planners can create an experience that leaves a lasting impression on attendees. Therefore, managers must develop and refine captivating themes to ensure event success, prioritising memorable experiences.

Setting up a budget is one of the most essential steps in this process. A well-planned budget plays a crucial role in the financial success and sustainability of the event (O'Toole & Mikolaitis, 2002). Various factors, such as venue, catering, marketing, and permits, require careful consideration (Baldwin, 2023). A budget is a roadmap for effective management and decision-making, ensuring that resources are allocated efficiently to achieve organisational goals. Overall, by creating a detailed budget, event managers can effectively allocate resources and ensure that the event is profitable while providing an excellent experience for attendees.

Event planning requires a suitable venue, as Getz (2012) stated. The literature on the topic is limited despite its significance in the success of an event. Certain events, such as concerts, conferences, and congresses, are often associated with specific locations. In the past, town

squares and streets were popular choices, but today, event venues include stadiums, restaurants, and conference halls. Choosing the right venue can significantly impact the overall atmosphere and execution of an event. In conclusion, choosing the right platform for an event is crucial to its success. The venue selection can significantly affect the overall atmosphere and execution of the event.

Scheduling and timeline are wider than organising logistics on the day of the event only. Instead, it encompasses several tasks such as marketing, identifying the target audience, conceptualising the event, and searching for a suitable venue, partners, investors, performers, etc. All these tasks must be completed well before the event day. A long-term timeline in event planning refers to a series of events and actions scheduled chronologically throughout 6 to 12 months (Waida, n.d). This timeline is designed to accommodate the complexity and size of the event.

The success of any event largely depends on the suppliers and vendors who provide essential services like food catering, decorations, and drinks. With their support, organising an event can be a manageable task. They play a crucial role in ensuring that guests have an unforgettable experience. However, there is a difference between them. According to Lavelle (n.d.), a vendor is an individual or business entity that sells goods or services directly to individual consumers on a smaller scale. Meanwhile, a supplier is a person or entity that provides goods or services to another company. Hence, it can be concluded that vendors are commonly hired for events instead of suppliers.

Team management (TM) is a fundamental aspect of organisational achievement and is recognised globally as a key driver of success. A well-managed team can accomplish more than a group of individuals working independently, making it crucial to achieving business goals and ensuring long-term growth. West (2004) states that there are two types of TM: transactional, task-oriented, and transformational, people-oriented. Managers who take a transactional approach to managing teams see people's behaviours as an extension and focus on improving team processes through modifying performance with rewards and punishments. In contrast, managers adopting a transformational leadership approach focus more on their team members than just following procedures. They aim to change the way team members perceive themselves concerning their work and team by providing support, motivation, encouragement, and fostering a team spirit. It is

difficult to determine which approach is better for event management. However, each manager should adopt a strategy considering their team and goals.

Risk management is crucial for events as it involves identifying and addressing potential risks to both the company and attendees, including health hazards. When creating a risk management plan, Middleton (2023) suggests considering six key factors:

1. Safety promotion
2. Assessing possible risks and providing staff training
3. Ensure quick incident resolution
4. Avoid liabilities
5. Ensure that all rules and regulations are being followed properly
6. Ensuring that fundamental human requirements are met

In conclusion, it is crucial to implement comprehensive risk management strategies for events to proactively mitigate potential risks and ensure the safety of all attendees.

Following all rules and regulations is crucial to ensure a safe event and avoid penalties. Organisers must be aware of the necessary permits well in advance. Clay (2019) lists standard permits that may be required: alcohol license, business certificate, hygiene passport, health permit, etc.

Any event largely depends on its logistics management (LM) efficiency. In event management, logistics is crucial in ensuring that everything runs smoothly. LM involves coordinating people, materials, and logistics for an event, including equipment storage, venue selection, registration, and transportation (Verana, 2022). Managers must comprehensively understand all aspects of an event, no matter how big or small the details may be. This level of knowledge is essential for the successful planning and execution of the event. The figure below displays all the logistics aspects as per Verana's (2022) designs:

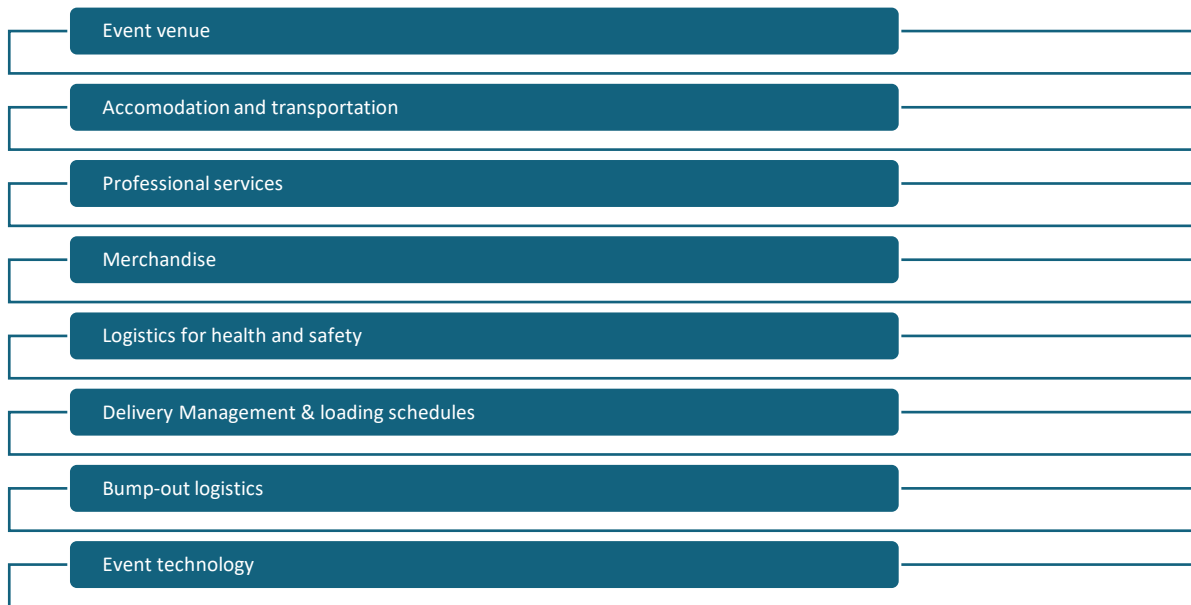


Figure 2. Event Logistics Aspects

To summarise, event managers must thoroughly comprehend all aspects, irrespective of the magnitude, to ensure smooth and efficient planning and execution. This understanding is essential for delivering successful events and achieving the desired outcomes.

In order to attract a crowd and clients, products, services, and events require promotion and marketing. Kotler et al. (2009) argue that marketing plays a crucial role in any business due to highly competitive markets. Marketing managers should not only create long-term plans, but they should also be able to adjust their decisions and keep up with short-term plans. Digital marketing (DM) has become essential for companies to reach their target audience effectively. It is a crucial aspect of any successful business strategy and should be carefully considered. DM has undergone significant changes in its 25-year history (Chaffey & Ellis-Chadwick, 2019). Nowadays, over 3 billion individuals use social media platforms and online services regularly. The biggest age group to use online in the US is between 18 and 29 years old (Petrosyan, 2023), so online marketing holds even more importance for the younger generation. Most people in the age range of 23-38 own smartphones. Specifically, 93% of millennials in 2019 (people born between 1981 and 1996) (Vogels, 2019) compared to 98% of Gen Z in 2023 (born between 1997 and 2012) (Kedet, 2023) own these devices daily and use them for many hours. Overall, in today's world, it has become increasingly important to leverage digital marketing strategies to reach out to the younger generation. This is because digital marketing enables businesses to customise their marketing

efforts to meet these groups' specific needs and preferences. As a result, it significantly impacts attracting and retaining these audiences, ultimately contributing to the business's success.

The final part of any event is an evaluation and post-analysis of it. After every event, conducting an assessment and analysing it thoroughly is essential. This helps in identifying areas of improvement and making future events even better. According to Khan (2023), several reasons are associated with it:

1. To determine if the event achieved its measurable objectives set beforehand.
2. To ensure that the event surpassed the expectations of all the attendees.
3. Collect valuable information to improve sales, marketing, logistics, and scheduling for future events.
4. To determine if the brand has improved its visibility and reputation among the audience.

Events can be evaluated using various methods, including feedback from attendees and staff and analysing the return on investment and objectives. These metrics can provide valuable insights into the success of an event and help identify areas for improvement in future events.

Event management is a complex and multifaceted field, and this subchapter has delved deep into its various facets. It explored the definition of events and the significance of event management, emphasising the need for a well-structured approach to event planning, covering critical stages such as concept development, budgeting, venue selection, and scheduling. The text distinguished between suppliers and vendors, with a preference for vendors in event management, and stressed the importance of effective team management and the choice between transactional and transformational approaches.

Furthermore, the text highlighted the crucial role of risk management in identifying and mitigating potential risks to ensure attendee safety and compliance with rules and regulations. It also emphasised the importance of logistics management for event efficiency. In the digital age, the writing suggested that digital marketing is vital for attracting younger audiences and customising marketing efforts to their specific needs. Finally, the text stressed the need for post-event evaluation and analysis for continuous improvement and achieving event objectives.

From concept development to post-event analysis, this subchapter provided comprehensive insights into many aspects of event management. It is an essential reference for event planners looking to execute successful events that meet their objectives and exceed their attendees' expectations.

## **2.2 Events & Types**

According to Allen et al. (2011), events are not just ordinary experiences but rather, they are unique and memorable occurrences with the power to impact the economy and the lives of individuals significantly. These events are carefully planned and executed to create a lasting impression on the attendees and provide them with a unique experience. According to Sweap (2022), 89% of event managers believe that events are crucial to meeting key business objectives.

One of the event's goals is to be sustainable. Jones (2010) describes the sustainability of the events and how to approach the best results possible in her work. The writer says: "It could be said the most environmentally friendly event is none at all. But that's no fun." (p. v). The events and parties have probably always been a large part of people's lives, so it is impossible without gathering and having no events. However, the organisers are responsible for making the occasion ecologically friendly.

The guide includes several approaches and methods to control the different aspects of events and teaches about water, energy, transport, and waste management. This means that after reading the guide, the reader will likely understand how to implement events in a way that will not be a disaster to the environment and people who attend it.

In the wake of the COVID-19 pandemic, the event industry has faced unprecedented challenges in safely conducting gatherings. To understand how to implement an event during COVID-19 and remain sustainable, the article written by Sabine Oelze (2021) interviewed Berlin's Komödie am Kurfürstendamm theatre Martin Woelffer, who created a set of guidelines prepared by 20 specialists from the scientific community. This plan demonstrates that indoor and outdoor events are possible to conduct during the pandemic with, for example, about 25% attendance indoors

and 40% attendance outdoors with, of course, face mask requirements and distancing instructions.

The created plan contains other rules as well. One of them, for instance, is a ban on alcohol serving and prewritten arrivals and departures for each guest for events with over 1000 attendees. It also says that the personnel must be taught to take rapid antigen tests for guests when they arrive. Oelze believes these precautions would create a safer destination and ensure customers have nothing to be afraid of.

The book by Jackson et al. (2018) contains different views, discussions, and opinions on future events and innovations that may be implemented in this field. It consists of 6 independent articles about diverse spheres of Event Management and its issues.

For instance, the first article defines and explains the role of the events in the shopping mall and centres (Jackson et al., 2018, p. 126). This research has been made using the questionnaire and four in-depth interviews, which later were prolonged to 11 interviews. Using this approach, the researchers came up with a finding that there is a vital role of events as “enlivenment” in order to gain more visitors to the store and increase the profit of the mall. It also helps to create more regular customers and a connection between the business and the guest. In short, events are crucial for positive experiences, revenue generation, and long-term customer relationships.

The next article discusses feeling the attendance at live-streaming theatre (LST). The purpose of this article was to critically analyse the experience of such events to implement it into the practice of the growing live-stream industry. It also aims to create a new concept of guidance for future research on audience expectations (Jackson et al., 2018, p. 183).

The methodology of the research by Mueser & Vlachos (2018, pp. 183-203) is a structured examination of academic literature. The writer also analyses the experience and authenticity of such events. In their analysis of LST, the researchers study the cognitive, affective, and behavioural factors to what are the awareness, perception, expectations, and experience of attendants at live-streaming theatre.



The results indicate that LST has limited effectiveness of bandwidth limitations and allows the bigger companies to infiltrate the regional markets by displacing the smaller touring groups (Mueser & Vlachos, 2018, pp. 183-203). These implications should be considered in our market strategy optimisation efforts.

The work written by Damm (2012) offers different approaches and options for how to implement and manage small events. As events happen daily worldwide, only those occasions with more extensive attention from the public get recognition. However, such events as business lunches, corporate parties or student events do not get attention while also significantly impacting the event economy.

There are four research sub-questions in this theoretical work, and they aim to answer the central question: "To what extent does a theoretical best practices framework for the effective management of mega-events provide optimum guidance for the management of small-scale local events in New Zealand?" (Damm, 2012, p. 4). To answer this, the researcher observed the small event by personally attending it. Damm also implemented different research methods, such as qualitative research, interviews, and surveys.

The most valuable information gathered during the research is that the most critical factors are the standard strategy based on studies and the SMART (specific, measurable, attainable, relevant, time-bound) system (Damm, 2012). The examination of technologies and finances is helpful to increase the effectiveness and for budget use. The SMART system can give structured and clear guidance to the management to analyse different issues and situations. In conclusion, the research stresses the importance of a unified strategy based on research and implementing the SMART system.

Lastly, Cousins et al. (2019) discuss the trends and cycles of food and beverage services in the spheres of education, tourism, and hospitality. Food and drinks are usually a huge part of each event, so it is crucial to understand the work and operations of it. In service management, food and beverage services are expected to be predictable in order to satisfy the guests.

By legal means, food and beverage services must meet all the requirements and laws (Cousins et al., 2019) — for example, hygiene in the kitchen and alcohol rules of each country. Without accurate following, the managers and organisers must pay fines or could even lose their licenses as service providers.

According to Cousins et al. (2019), the size of the staff at the event relies on several factors:

1. The number of guests attending
2. Geographic location
3. Management structure
4. Etc.

Cousins et al. (2019) believe that it leads to the fact that to get an optimum number of staff (neither over or under), the manager needs to consider all the need factors and examine the situation carefully.

The upcoming review will involve a meticulous analysis of various types of events. The aim is to provide a detailed and in-depth understanding of the events, including their causes, effects, and any underlying factors that may have contributed to them.

### **2.2.1 Cultural Events**

The first group of events presented in this research is cultural events (CE). According to Drankovich (2023), CE is a lively and joyous occasion that showcases various artistic and cultural practices, including customs, arts, music, dances, and cuisine. These events are a perfect opportunity for people to immerse themselves in diverse cultures, learn about their unique traditions, and appreciate the richness and variety of human expression. Richards & Palmer (2010) said: “At a time when economic systems are no longer predictable, in order to remain competitive, cities are turning to strategies that focus on their own inmate resources – their histories, spaces, creative energy and talents.”. Cities adapt to uncertain economic conditions by focusing on their distinct,

local assets and characteristics. They recognise that these intrinsic resources can help maintain their competitive edge in an ever-changing economic landscape.

Culture is not always the focus of events in the modern world. Many events are organised for people's entertainment and pleasure. For instance, music festivals and concerts are not aimed at any specific cultural group. However, in 2017, Coachella raised about \$114 million, while festivals around the world attract over 32 million attendees annually (Gajanan, 2019).

Fairs and carnivals typically emphasise cultural aspects rather than music festivals. An example of this is the International Food Market, which takes place annually in various cities and towns throughout Finland. The event draws in many individuals who are interested not only in enjoying delicious food but also in learning about different nationalities by exploring their cuisines.

According to Garcia (2021), the COVID-19 pandemic and subsequent lockdowns have left people craving opportunities to gather and experience collective joy. The Tokyo 2022 Olympic Games have been postponed, the MTV Video Music Awards aired via the internet, and Coachella and Stagecoach were cancelled (Vulture, 2021). These gatherings gave humans a sense of shared interests, socio-economic backgrounds, and cultural tastes, ultimately bringing people together meaningfully.

Festivals are also confronted with various sustainability issues that pose significant challenges (Preussen, 2022). One of the primary concerns is mass tourism's impact, which can strain local resources and infrastructure. Excessive commercialisation can also detract from the authenticity of the festival, while pollution can harm the environment and local communities. According to the research carried out by Lorincz et al. (2023), it was discovered that the majority of individuals attending events, approximately 63%, opted to reach the premises via personal vehicles. In contrast, only a mere 17% opted for bus transportation. Regarding dietary preferences, the research also highlighted that 32% of attendees favoured local cuisine, while 20% had no particular taste. To combat the issue at hand successfully, it is crucial for both businesses and visitors to actively take responsibility for preserving the local values and reducing pollution. By doing so, the negative impact of the problem can be significantly minimised.

Overall, cultural events are a gateway to a world of diverse, lively traditions, customs, and beliefs that shape the collective heritage (Drankovich, 2023). For the younger generation, they can provide a unique opportunity to learn, explore, and understand different cultures, thereby broadening their horizons and enriching their understanding of the world. As a result, cultural events promote personal growth and well-being and contribute to society's economic and social development.

### **2.2.2 Educational Events**

Attending educational events is a valuable opportunity for individuals in various fields and industries to acquire knowledge about specific subjects or topics. These events provide a platform for professionals and students to connect with others in their industry, build relationships, and exchange ideas (What is Educational Events, 2022). By participating in such events, attendees can stay informed about the latest developments and trends in their field, which can ultimately lead to better performance and success in their careers.

Educational events come in many forms, from seminars and conferences to wellness workshops, conventions, and scientific expos. Each event is designed to educate people on a particular topic and provide them with new insights into it.

Conferences, for example, are a popular type of educational event. The Cambridge Dictionary (n.d.) defines conferences as events that may last several days and involve a series of talks focused on a specific subject. These talks are delivered by experts in the field and are designed to provide attendees with a comprehensive understanding of the topic. In addition, conferences may also include formal meetings to discuss business matters.

A seminar is a focused event that gives attendees an in-depth understanding of a specific subject. According to Hollander (2002, pp. 317-327), seminars can help enhance speaking skills and promote critical thinking. Moreover, Fox-Cardamone & Rue (2002, pp. 3-15) suggest that students typically prefer small group discussions in such settings, where they can actively participate and engage with their peers. In conclusion, seminars offer an immersive learning experience that can enhance critical thinking and promote active student participation.

Health and wellness workshops are interactive events that inspire individuals to prioritise their physical and mental well-being. These workshops usually involve various activities such as daily stretching, book club, mindfulness exercises, conflict resolutions and other practices promoting a healthy lifestyle (Federowicz, 2023). These sessions are designed to be informative and educational, providing practical tips and strategies for maintaining good health. In some cases, companies offer wellness programs to their employees, which may include incentives like gym memberships or health insurance discounts to encourage healthy habits (Kagan, 2022). In the modern world, mental well-being is popularised among younger generations, especially Gen Z. As a result, events promoting mental health can become effective marketing tools.

Conventions are exciting and dynamic events that bring together enthusiasts with a shared interest, such as comic book conventions or gaming conventions. According to Robert et al. (2011), a convention is a formal gathering of delegates and representatives, where they discuss and share knowledge on specific topics. These events are characterised by a range of activities, including interactive panels, informative workshops, and fascinating exhibits. Attendees can also meet with like-minded individuals, network, and explore new ideas. Conventions are a great way to learn, have fun, and connect with others who share your passion. The younger generation actively explores this area, attends different events, dresses up, and meets famous people.

In conclusion, attending educational events is a great way to stay up to date with the latest developments and trends in various fields and industries. These events provide a platform for individuals to connect with others in their industry, build relationships, and exchange ideas. Whether it is a conference, seminar, wellness workshop, convention, or scientific expo, each event educates people on a particular topic and provides them with new insights into it. By participating in such circumstances, attendees can enhance their critical thinking skills, promote active student participation, and maintain good health. Moreover, attending conventions and similar events is a great way to learn, have fun, and connect with others who share the same passion.

### **2.2.3 Virtual Events**

The Coronavirus pandemic significantly impacted various aspects of our lives, particularly in the digitalisation of work, study, events, and the world as a whole. As we look towards 2023, one of

the most significant trends we can expect is the continued digitalisation of everything, including events and employee work (Amankwah-Amoah et al., 2021, pp. 602-611).

Throughout history, different types of events have existed, each offering unique ways to engage with society. With the rise of technology, a new form of event has emerged: the virtual event. This type of event allows people to attend and participate without the need for physical contact. Examples of virtual events include online presentations, webinars, gaming tournaments, and more (Henken, 2021). Thanks to the rapid advancements in technology, it is now possible for people to enjoy the experience of watching live events from the comfort of their own homes, regardless of their geographical location. This convenience is further enhanced by the fact that ticket prices have been reduced, making it more affordable to watch these events (for instance, the Nordic Business Forum). Additionally, the option to watch recorded events later provides more flexibility, a feature that was not available with offline events.

Let us start by overseeing the online workshops and webinars (OW). Attending them is an excellent way of acquiring new knowledge and skills. The advantage of OW is that they are highly inclusive, and anyone, regardless of their location or health condition, can participate. As a result, many reputable brands have an opportunity to embrace this trend by offering a wide range of online workshops and webinars. These virtual events provide participants with a unique opportunity to learn from industry experts, share ideas, and network with like-minded individuals from different parts of the world. One of the most significant advantages of webinars is that creators usually provide access to the recorded sessions, allowing participants to review the content at their own pace (Siu, 2022). Additionally, creators often organize Question & Answer sessions, which offer an excellent opportunity for participants to interact with the presenters and clarify any doubts they may have.

The world of online gaming and esports tournaments has taken the world by storm, captivating players from every corner of the globe (Salama, 2020). These events have now gained official recognition as a sport, with the world's best players competing for significant cash prizes, and audiences enjoying the adrenaline rush of watching their favourite players in action. Although these events lack the physicality of traditional sports, they are no less demanding and require a high level of skill and strategy. Fans can join in the excitement and share their thoughts with

others or participate in discussions about the latest developments and trends in the world of online gaming and esports. The world of online gaming and esports tournaments has established itself as a global phenomenon, offering players and fans (especially among the younger generation) alike a thrilling experience that continues to grow in popularity.

#### **2.2.4 Social Events**

Social events (SE) have been integral to human society since ancient times. As per Law Insider (n.d.), an SE can be defined as any occasion where people come together to enjoy entertainment, whether in the form of public performances, team-building activities, or engaging in sports. From festive celebrations to corporate retreats, social events offer a platform for individuals to interact, network, and create meaningful memories.

Social events are an essential part of human lives, bringing people together for various purposes. Among the most popular types of social events are corporate and family gatherings, such as team-building activities, weddings, birthday parties, and baby showers. However, despite their significance in our social lives, there is a noticeable lack of literature on the general term “social events”.

In order to grasp the importance of SE, the author elaborates on its various types. Firstly, the text discusses sporting events (SE). According to Gough (2023), SE revenue in the USA surpassed 14 billion dollars in 2022, making it a prevalent and significant type of event. Kolt (2013, p. 487) argues that hosting such events can create sporting role models, inspire younger generations to adopt a healthier lifestyle, strengthen national identity, and attract visitors worldwide. Therefore, sporting events are an excellent opportunity for the younger generation to assert their identity, learn new skills, grow in confidence, and foster a strong sense of national pride.

Gatherings such as weddings, baby showers, and birthday parties hold significant importance in bringing families and friends together. Nevertheless, despite the crucial role this topic plays in people's lives and the economy, there is a notable dearth of literature available, leaving much room for exploration and investigation. These events help create a stronger bond between loved ones and help them cherish important milestones and achievements (ChatGPT, 2023). The cultural

and traditional significance of such events, like Ganesh Chaturthi, Hanukkah, Christmas, and Easter, further enhances their value.

Social events are essential occasions that bring people together, fostering stronger bonds within families and communities. These events provide opportunities to create and nurture friendships, as well as to develop new connections. Additionally, social events have a positive impact on the economy by contributing to the growth of various markets. They serve as a platform for business networking and can generate revenue through ticket sales, sponsorships, and other forms of participation. Overall, social events are an integral part of society and have far-reaching benefits for individuals and communities.

## **2.3 Gen Z and Millennials**

### **2.3.1 Generation Z**

The Generation Z (also iGen, zoomers or postmillennial) cohort is widely regarded as the second youngest generation. While some variance in the birth year range defines this group, it is generally accepted that those born between 1997 and 2012 are part of this generation. Often referred to as "internet natives," the earliest members of this group were born during the emergence of the internet (What is Gen Z?, 2023). As a result, they have grown up with technology as a constant presence in their lives, having been exposed to it at an early age and becoming accustomed to its use as a part of their daily routine.

The podcast episode by Rahilly (2020) discusses the role of Gen Z and Millennials in the United States. Although recorded during the coronavirus pandemic, the discussion remains relevant. The meeting was held with two McKinsey partners: Bo Finneman from the Miami office and Emma Spagnuolo from the New Jersey branch.

Bo Finneman suggests that despite the peak of the Gen Z population being 10 to 15 years away, companies already recognise them as a significant driving force in the modern world. With their unique perspectives, values, and technological savvy, Gen Z is poised to become a dominant force in shaping the future of business and society. Spagnuolo's insights highlight the potential influence of Gen Z on their older counterparts - Generation X. The latter group, born between 1965 and



1980, is known to be heavily influenced by the social dynamics around their dinner table. Through their unique perspectives and preferences, Gen Z can significantly impact the purchasing decisions of their parents and older family members, helping them acquire the things they need.

According to Katz et al. (2021), their research shows that some postmillennials view checking their phones as a necessary aspect of their daily routine. The news and posts they come across on their smartphones are often discussed later with friends and family. This generation is characterised by the use of social media and phones to connect with friends, celebrities, and stay up to date on the latest trends and purchase through online stores.

The research shows that younger generations tend to prefer texting over face-to-face conversations, leading to the development of online communication codes. However, at the same time, Generation Z struggles with learning how to behave in offline spaces, which seems to be more difficult than learning online etiquette.

Meola's (2023) study highlights the impressive technological proficiency of Generation Z individuals, who have had access to smartphones from an early age, with an average age of 12 or younger. This early exposure to technology has significantly influenced their purchasing behaviour, as they tend to favour online channels when making purchases, thanks to their convenience and flexibility. The study also indicates that this age group tends to be more discerning and well-informed when it comes to making purchase decisions, often relying on online reviews and social media recommendations.

It is worth noting that iGen constitutes a significant portion of the US population, accounting for approximately 27%. This demographic is expected to continue growing, with projected figures for 2025 indicating a rise in population. The accompanying graph provides an overview of the population of Gen Z, including the percentage of those who make at least one online purchase annually.

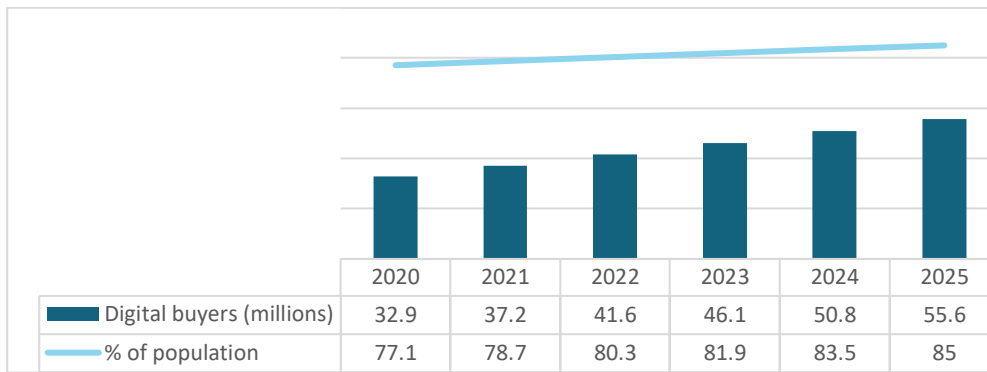


Figure 3. Use Gen Z Digital Buyers and Penetration, 2020-2025.

It has been observed that Generation Z is more practical and matures earlier than the previous generations. They are more likely to complete their high school education, pursue higher education, and be more careful when choosing their career paths (Eldrige, 2023). This generation is also known to be less inclined towards underage drinking and more likely to wear a seat belt, thus prioritising their safety. It can be concluded that, in general, the iGen is more cautious and responsible in their life choices.

Overall, Gen Z is highly skilled in technological use. Their expertise in technology is expected to have a significant impact on the future of business and society. With social media as a primary source of influence, they strongly prefer online channels when it comes to making purchases. Gen Z individuals are also well-informed and discerning, making informed purchase decisions based on research. Although they might face challenges with offline communication, they are practical and responsible in their lifestyle choices.

### 2.3.2 Millennials

The millennial generation, also referred to as Generation Y, encompasses individuals born between 1981 and 1996. Although they are the third youngest generation, preceding Generation Z, they are a significant demographic group that profoundly impacts all aspects of life. While some in Generation Z are just starting their careers and adult lives, a considerable number of millennials have already established themselves in the workforce and started families, making them fully formed individuals.

During their formative years, millennials were introduced to the rise of technology, whereas the Gen Z cohort was born into a world that was already inundated with technological advancements. Stein (2013) argues that due to the emergence of social media during their young adult years, the global wave of modernisation, and the increasing influence of Western culture, millennials around the globe share more commonalities with each other than with their respective elders. Stein also notices that the millennial generation has been labelled as the most narcissistic one due to several factors, including the one-child policy among Generation X. Apparently, their parents encouraged them to be overconfident and self-involved in an effort to help them become more successful in life. Nevertheless, Stein highlights that the current generation has faced numerous challenges, including the aftermath of the 9/11 terrorist attacks, the Great Recession, and various political scandals. Despite these difficulties, it is noted that this generation remains remarkably optimistic and collaborative. They constantly seek new experiences and crave approval from others while taking greater responsibility for their finances. This generation is always ready to face new challenges head-on, with a willingness to learn and grow from their experiences.

In present times, the millennial generation has emerged as the most dynamic consumer group across the globe. They hold significant influence in the technology market, being the major purchasers of technology products (Watson, 2023). As per the statistics of 2018, about 90% of millennials in the United States owned a phone (Laricchia, 2022). Watson has reported that the millennial age group is the primary consumer of online radio due to its widespread availability. This group is more easily reachable through online marketing channels, making them an ideal target audience for marketers. The article also reveals that a significant percentage of millennials, precisely 57%, find online marketing more relevant than other sources.

In their report for Statista, Gewiese & Rau (2023) shed light on the interests of German millennials. The report reveals that this demographic is highly interested in video gaming as a hobby and is also known to follow various sports leagues and competitions, just like the average consumer. As a result, this group makes a great target audience for both traditional sports and esports events. The research highlights that millennials interact with companies more than other age groups. Furthermore, only 1% of millennials in Germany lack a formal education. Of all the respondents, approximately 31% have a technical/vocational education, 12% completed their bachelor's degree, and 2% have a doctoral or equivalent qualification. Regarding purchasing behaviour, it is reported

that 20% of respondents have made purchases due to the influence of an influencer, 19% have liked company posts, and 16% have even followed business profiles.

Millennials in the United Kingdom have shown a strong interest in influencer marketing (Gewiese & Rau, 2023). The study revealed that nearly one-third of consumers in this age group have actively made purchases based on influencers' recommendations. Furthermore, a significant proportion of millennials have interacted with companies on social media platforms, with 27% liking their posts and 22% following their profiles. This trend is notably higher in the UK compared to Germany, highlighting the effectiveness of influencer marketing in this region. According to the survey, 30% of the respondents enjoy socializing and outdoor activities, making them an ideal target audience for events related to these activities. Additionally, 37% of the respondents enjoy cooking, while 41% enjoy reading, which can be leveraged to promote workshops and book club events.

The third study conducted by Gewiese & Rau (2023) provided valuable insights into the characteristics and preferences of millennials in Finland. The research revealed that a significant portion of Finnish Generation Y, namely 26%, held a bachelor's degree, while 34% had a technical/vocational degree, indicating a high level of intelligence among this group. It is worth noting that only 6% of respondents lived in rural areas, while a staggering 43% resided in large cities, indicating a clear trend towards urbanisation among millennials in Finland. Regarding the most important aspects of life, the study found that 26% of millennials in Finland considered having a good time crucial. Interestingly, movies/TV shows and music ranked as the top interests of Finns among digital activities, with 60% of respondents viewing them as essential. Socialising and arts & crafts followed closely, with 42% and 29% of respondents, respectively, indicating their interest in these activities. Overall, the findings of this study shed light on the unique characteristics and preferences of millennials in Finland, highlighting the importance of education, urbanisation, and leisure activities in their lives.

In conclusion, the millennial generation is a crucial demographic in the global market, representing a significant portion of the adult population with considerable purchasing power. Their impact on market trends and consumer behaviour is undeniable, as their digital literacy and social media savviness make them trendsetters among their peers and across generations. As digital natives,

they play a vital role in driving the shift towards online and mobile platforms, which is essential for businesses to remain relevant in today's digital age. To succeed in the long term, companies must target millennials, who are both current consumers and future leaders with the power to shape economic, political, and cultural landscapes. Given their propensity to communicate and share experiences online, their preferences and endorsements can make or break brands. Understanding and engaging with this demographic is crucial for achieving sustained growth and success in an ever-evolving market landscape.

### **2.3.3 Digital Habits and Reasons to Attend Events**

While there are some distinctions between Generation Z and Millennials, they also share several similarities, for instance, in their financial priorities. Both generations tend to focus on their finances and are interested in making investments that can help them grow personally or professionally (Bump, 2023). However, there are some differences in how they approach these priorities. Millennials are likelier to prioritise positive and enjoyable experiences, while iGen is more inclined towards practicality. Therefore, the younger generation's priorities may differ when attending social or cultural gatherings. Millennials may tend to prioritise enjoyment and having a good time. At the same time, Gen Z is more interested in comprehending the advantages of attending such events and how they can gain from them.

It is known worldwide that both Millennials and Gen Z are frequent users of smartphones. However, Gen Z has a higher tendency to spend an extra 2.5 hours per day on their phones than their Millennial counterparts. This extensive usage of mobile phones greatly influences the purchasing behaviour of Gen Z. According to Bent, this generation is more likely to buy products and services through their smartphones compared to Millennials. Therefore, it has become increasingly essential for businesses to enhance their online visibility and mobile shopping capabilities to cater to the needs and preferences of this generation.

Bent (2023) observed a notable difference between the millennials and Gen Z concerning their attention span towards advertisements and video content. The older generation tends to pay more attention to advertisements, spending an average of 12 seconds on them, and prefers watching longer videos and podcasts. On the other hand, the younger generation has a shorter attention span, only watching content for about 8 seconds, and prefers shorter videos such as

those found on Reels or TikTok. The way Gen Z and millennials seek out information also differs. While millennials tend to trust traditional marketing methods, Gen Z has a strong inclination towards influencers. Nevertheless, both believe in the power of social media influencers and rely heavily on their recommendations and endorsements when making purchasing decisions.

In relation to events IBTM World (2022) provides several methods to engage with Gen Z:

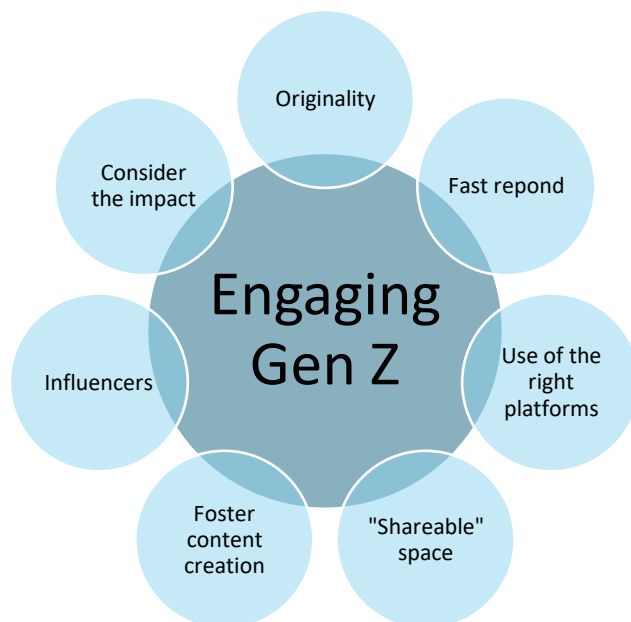


Figure 4. How to Engage Gen Z on Events.

In order to effectively market events to Gen Z, companies should focus on providing unique and creative experiences that cater to their preference for novelty. Quick communication through social media is key, and creating visually appealing event spaces can help to boost social media presence. Businesses should also encourage content creation and collaborate with influencers to increase engagement. Finally, event managers should consider the social and environmental impact of their events to foster a deeper connection with this audience.

As millennials place a high value on experiences, companies have a great opportunity to engage with this demographic through events. According to Grate (2017), about 90% of individuals from this generation attended at least one event in 2017. Millennials enjoy attending events because it provides an opportunity for them to bond with others and meet new people. Additionally, face-to-face interactions tend to motivate this generation to act. It is also important to note that millennials like to share their experiences on social media, so adding some decorations to the event can be a good way to encourage them to share their experience.

Since the oldest individuals in this age group are approaching 40, many have started their families and now have children. Therefore, offering daytime events that provide a family-friendly experience is essential. This way, they can create warm memories not only for their children but for themselves as well. Grate states that parents are likelier to leave a review and share their experience online, so catering to their needs can benefit your business.

As per the insightful findings of Punjani's (n.d.) research, it is evident that the millennial generation places a great emphasis on the companionship of their beloved pets, even when they are on the move. Including pets in the events will display the company's inclusivity and genuine concern for the animals' well-being. Furthermore, Generation Y is inclined towards participating in events that have a profound and positive impact, such as advocating for environmental sustainability, engaging in political activism, and exercising their right to vote. These actions provide them with a sense of significance and serve as a remarkable role model, motivating them to bring about tangible change.

Punjani's observations shed light on a psychological trend among millennials - the Fear of Missing Out (FOMO). This insight holds value for event managers seeking to develop successful marketing strategies. By leveraging this fear, businesses can craft a narrative around their events that emphasizes exclusivity and unique, once-in-a-lifetime experiences for attendees. The marketing approach should stress that not attending the event would result in missed opportunities for networking, entertainment, and personal growth. Event promotions can amplify this sentiment by featuring testimonials and immersive previews of what attendees can expect, tapping into millennials' desire to be part of something significant and buzzworthy. This not only draws

potential customers to the event but also encourages them to take swift action to secure their spot, bolstering early engagement and ticket sales.

To summarise, influencers significantly impact young people's preferences and behaviours nowadays, and partnering with them can increase awareness and drive engagement with your event. However, it is not enough to only focus on creating a visually stunning and influencer-driven event. It is also essential to consider your event's environmental and social impact. Young people today are more interested in sustainability and social responsibility and are more likely to attend events that align with their values. Therefore, by prioritising sustainable practices and incorporating social impact initiatives into event planning, businesses can attract and retain this vital demographic while positively impacting the world.

#### **2.3.4 Reasons to Engage Young Audiences**

Many businesses organise events to engage with their clients. These events can take different forms, such as exclusive gatherings for VIP clients or open events that invite the public. As revealed by Latkovskis (2022), the primary objective of these events is to enhance the brand's visibility and recognition. Open occurrences, in particular, can generate significant thrill on social media platforms, attracting a large number of attendees. Once they attend the event, customers will likely explore the company's products or services, gaining valuable insights into the business and its offerings. For instance, in June 2023, Stockmann in Helsinki arranged a kick-off event in collaboration with the Finnish singer Chisu. The streets were blocked off to vehicles, and people gathered around the entrance to witness the live performance. Once the performance ended, there was an autograph session, where the fans got a chance to meet and greet their favourite singer. The event concluded with many of the participants heading to Stockmann to enjoy a cup of coffee or explore the latest collections. This event also was useful to increase revenue, which is one of the primary reasons for hosting events.

The world's future rests on the shoulders of the younger generation. With the millennial population occupying nearly a third of the global populace and Gen Z poised to take over in the next decade or so, it's imperative that businesses invest more time and resources in their growth and progress. Companies must remain adaptable to the changing needs of the youth because they



are the ones who will eventually replace the older generation (Carpenter, 2023). In essence, the younger generation's development to ensure a prosperous future for all must be prioritised.

Capturing the attention of the younger audience is a lucrative opportunity for marketers, primarily due to the diverse range of channels available to reach out to them: Instagram, YouTube, TikTok, influencer marketing, etc. (Chutter & Renvoize, 2023). Furthermore, the younger generation currently has more idle time and fewer distractions, making it easier for marketers to engage with them as compared to the older generation. In essence, marketing to younger audiences is a highly effective strategy to achieve brand recognition and promote products or services.

Generations Y and Z are characterised by a willingness to express their feelings and experiences openly. They are not hesitant to make it known whether they have positive or negative sentiments towards something. Although being accused of wrongdoing may be seen as a negative, it presents a valuable opportunity for companies to learn from their mistakes and set a positive example for the future. Furthermore, younger generations have an increased focus on sustainability and social responsibility, which is evident in their support for businesses that prioritise these values. As a result, companies that demonstrate care for the environment and local community are more likely to gain the help of these generations, thereby increasing their chances of long-term success.

## **2.4 Summary of the Knowledge Base**

Effective event management is a comprehensive process that involves a range of activities, from planning and promotion to execution and evaluation. The concept of event management is well-defined and provides a clear roadmap for properly organising an event that meets the organisers' objectives and satisfies the attendees' needs.

Various studies and articles have emphasised the importance of the younger generation in shaping the future of the world and the global market. Gen Z and millennials are emerging demographics that have a significant impact on market trends, behaviours, and preferences. As such, it is imperative for businesses to appeal to these groups as new clients and successors to the older generation. Companies that cater to the needs and preferences of the younger generation are more likely to thrive and succeed in the competitive market.

Furthermore, vents made by the business for their clients serve as a dynamic platform for customer engagement and brand visibility enhancement. Investment in the younger generations is vital for companies due to their growing demographic dominance and future role as market leaders, necessitating adaptability to their evolving needs. Moreover, the ample channels to engage these young consumers and their current availability and openness to new experiences offer a fertile ground for marketers to solidify brand recognition and loyalty. Companies that align with the young generation's values, especially in sustainability and social responsibility, can leverage this for long-term success, transforming any public scrutiny into opportunities for growth and positive impact.

### **3 Methodology**

This chapter provides a comprehensive overview of the research methodology employed in this study. It covers the selected method, the process of data collection, and interpretation techniques. This section is of utmost significance in the thesis as it explains critical aspects of the research methodology, design, and approach taken towards the study, which are vital for a better understanding of the research findings.

#### **3.1 Research Design**

Research methodology is a critical component of any research project. It is the roadmap that guides researchers in conducting their studies, from identifying the research problem to presenting the findings. As noted by Sileyew (2020), this chapter offers a detailed account of the methods used during the research and outlines the expected outcomes during and after the study. It provides a comprehensive analysis of the procedures the researcher follows in collecting and analysing data, thus giving readers an in-depth understanding of the research process.

In order to improve the reader's understanding of the research process, the author utilised the "Research Onion" framework developed by Saunders et al. (2016). This comprehensive framework provides researchers with various options and methodologies to choose from when conducting their research (Phair & Warren, 2021). The onion model, as shown in Figure 5, comprises distinct layers, each representing a different aspect of the research process. This model shall consist of six separate layers, organised from the outermost to the innermost layer. The first layer,

philosophies, refers to the fundamental beliefs and values that guide decision-making. The second layer, approaches, describes the general methods or attitudes used to address a problem or challenge. The third layer, strategies, outlines the specific plans or actions to achieve a goal. The fourth layer, choices, refers to the particular options or alternatives considered when deciding. The fifth layer, time horizons, describes the timeframe for an action or decision. Finally, the sixth layer, techniques and procedures, refers to the specific methods or processes used to implement a strategy.

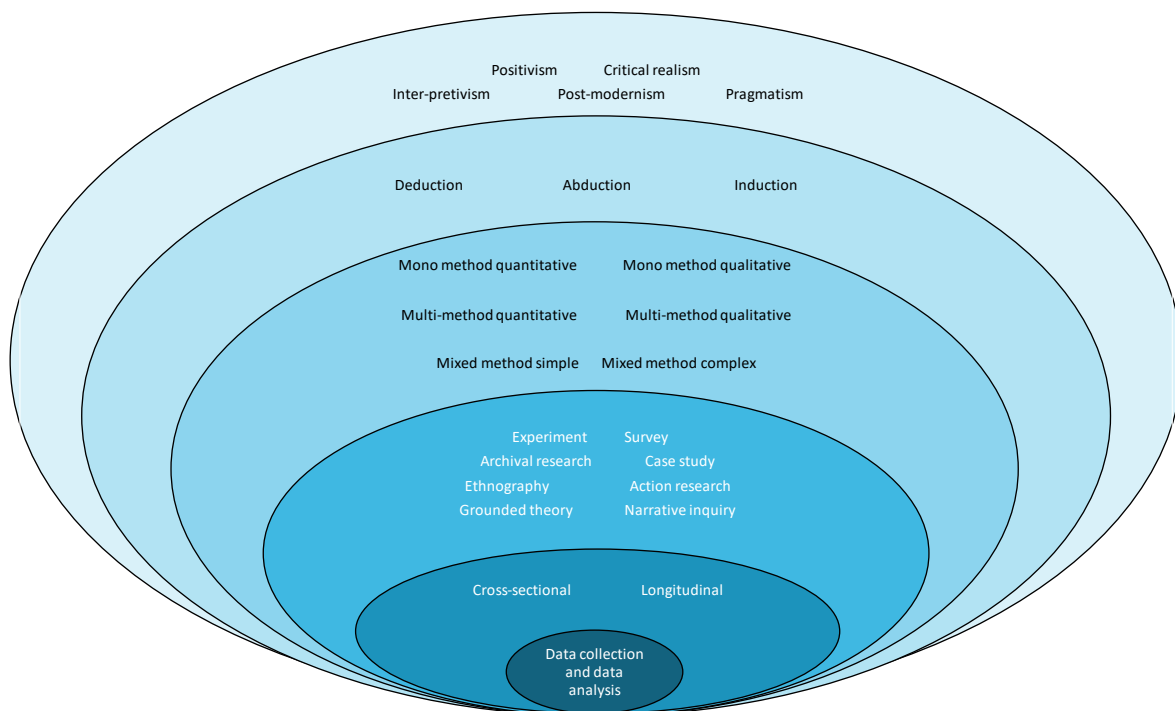


Figure 5. The Research 'Onion'

The author's research philosophy is grounded in positivism, a scientific approach that emphasizes the use of empirical evidence to understand the world (Phair & Warren, 2021). Under this paradigm, the subject being studied subject is viewed as objective, measurable and independent of the researcher's personal views or interpretations. In other words, the author adopts a neutral and detached stance towards the subject matter, allowing the data to speak for itself.

Considering the limited information available, the author of this research has decided to use a deductive approach, which allows for the systematic movement from general to specific information. This methodological decision has been made with the intention of gaining a more

nuanced understanding of the subject matter, ultimately leading to the discovery of key insights that will inform the answer to the main question at hand. Through the utilisation of this approach, the author could effectively navigate the gaps in information and construct a robust argument that is grounded in empirical evidence.

For this study, the author chose the mono method quantitative. This method involves the generation and/or use of numerical values. It is usually implemented through surveys, online polls, or questionnaires and helps to gather a large amount of easily analysed data (Fleetwood, n.d.). This method mainly includes closed-ended questions, with sometimes a few open-ended questions. The results are generalised, which makes it easier to produce a conclusion.

The author aimed to delve into the preferences of younger generations and propose additional research on the topic. To achieve this, the author employed a survey strategy that was particularly fitting for the mono method quantitative. This strategy provided valuable insights from participants, which event managers can use to create more meaningful events. The data obtained from the survey is objective and easily analysed, and it may be used to suggest avenues for conducting more comprehensive research on the theme.

In this study, the author thoroughly analysed the data submitted at a particular point in time. Therefore, the research method used in this study was a cross-sectional time horizon, which means that the author did not compare new answers with the previous ones. The participants were specifically chosen based on their age and belonging to a particular generation. This research method is widely used to gather crucial data that can be used to support future research projects and provide insightful information about the current generation. The data gathered through this method can help researchers make informed decisions to develop policies and strategies that can make a positive impact on society.

### **3.2 Data Collection**

Saunders et al. (2009) propose a classification of sources into three types: primary, secondary, and tertiary. Primary literature refers to the source where the information was first published or presented. It can include reports, publications by central or local governments, letters, memos, and other forms of communication. These types of sources can be challenging to track down and

are often referred to as grey literature. In this particular thesis, the author has utilised surveys as the primary source of information for analysis. Surveys are an effective way of gathering primary data as they allow for direct feedback from the source of interest and can be customised to fit specific research needs.

In academic research, secondary data often plays a significant role in gathering information and providing valuable insights. This data type refers to published sources such as books or journals based on primary data. In Chapter 2 of the research, the author delved into the topic of event management, events, and the habits of younger generations, collecting various perspectives and opinions from secondary sources and writers. By incorporating this secondary data, the author could further enrich and strengthen the thesis.

Tertiary literature sources serve as useful tools to help researchers locate primary and secondary literature. These sources often take the form of summaries of works, handbooks, databases, dictionaries, and even online resources such as Wikipedia. They are a collection of different sources that provide a comprehensive overview of a particular topic and do not offer any original ideas or highlights. In their research, the author made use of a variety of sources but mainly relied on primary and secondary sources to ensure the accuracy and validity of my findings.

The process of data collection typically involves a thorough examination of both primary and secondary data sources. In this case, the research began by examining the secondary data available on the topic. This type of data can be described as pre-existing information that has already been collected and analysed by others in the field (Saunders et al., 2009). The purpose of this initial review was to gain a solid foundation of understanding the subject matter, which would then be compared with the insights that would be generated through the primary data collection process. Using secondary data as a starting point, researchers can ensure that their primary data collection is focused and informed by existing knowledge, which can help generate more accurate and valuable insights.

During the project's next phase, the author undertook the creation and implementation of a comprehensive survey as the primary data source. The process began with the initial drafting of the study in Microsoft Word, which was reviewed and revised after consultation with the

commissioner. Once the final version was ready, it was published on Webropol on November 15<sup>th</sup> 2023 and has been opened for a week. The survey was then promoted to gain answers on several social media and messengers: Instagram, VK, Telegram, and WhatsApp.

The survey questionnaire was designed to capture detailed insights from the participants, and it consisted of a total of twenty-three questions. These questions were a mix of open-ended and close-ended questions, with the majority being in the form of a slider. The respondents had to rate their answers on a scale of 1 to 5, with 1 being the lowest and 5 being the highest. The author also included questions about age, nationality, occupation, and gender to help identify any response trends or patterns. In addition, some of the questions were presented in a multiple-choice format, which allowed participants to select more than one option. This helped to understand the factors most important to people when attending events.

### **3.3 Data Analysis & Interpretation**

The data was first exported from Webropol to an Excel spreadsheet. The author began by thoroughly analysing the data collected from the closed-ended question by segregating the responses based on age. This allowed for a more in-depth examination, providing insight into how different age groups responded to the questions. Once the answers were sorted into specific age groups, the author then calculated the average score for each question and group. After that, the author inserted charts to better understand the data. Next, the data was interpreted based on the analysis results, considering any patterns or insights that emerged from the data.

After completing the initial data analysis, the author proceeded to conduct a thorough examination of the open-ended questions. Each question was meticulously analysed, with every response carefully studied and compared to the others. Based on this analysis, the author classified the responses into two separate categories: positive and negative. Finally, key points that provided a comprehensive understanding of the participants' priorities were identified.

## **4 Results**

The author will provide a thorough overview of the research findings in this chapter. The research employed a quantitative method in the form of a survey, which aimed to gather information from

participants. The results obtained from the study will be analysed and recorded in the following subchapters, which are descriptive statistics and relation analysis.

The descriptive statistics subchapter will analyse the close-ended questions and their ratings. This will include examining the data gathered from the survey and presenting it clearly and concisely. This subchapter will analyse the relationship between age and the chosen answers.

## **4.1 Descriptive Statistics**

After conducting a survey, the author received a total of 67 responses. The majority of the respondents hailed from Russia (34 individuals) and Finland (15 individuals), giving insight into the thoughts and opinions of people from these regions. Regarding gender, females were the dominant respondents, with 48 individuals identifying as women. The age demographics of the respondents were also noteworthy, with 40% of the total respondents being in the age group of 20-24 years old - the largest age group among respondents. The second largest age group was 25-28 years old, accounting for 21% of all respondents. It is pertinent to note that 35 respondents stated that they were employed, whereas 27 respondents were students, giving us a glimpse into the occupational background of the respondents. In this section, the author performed an in-depth analysis by segregating the data into different age groups. This approach provided a better understanding of how each age group is affected by the subject matter being discussed.

In order to gain deeper insights from the survey data, the author conducted a comparative analysis of the responses provided by various age groups (under 20, 20-24, 25-28, 29-32, 33-36). This analysis helped to understand the differences and similarities between different age groups and identify any trends or patterns in the data.

In the survey, the first question that was asked after the 'Demographics' part was, "I participate in events that match my interests and preferences". The responders were requested to rate this statement on a scale of 1 (strongly disagree) to 5 (strongly agree). The average rating of this statement was higher than 3.5 (Figure 6) for all age groups, indicating that both Millennials and Generation Z tend to participate in events that match their interests and preferences. This is not surprising because people usually tend to engage in activities that they enjoy. However, it is worth noting that only one respondent strongly disagreed with the statement. The data collected from

the responses indicates that most people have expressed a positive agreement with the statement. They have chosen either 'Agree' or 'Strongly Agree' as their response. The average score of all respondents, being close to 4, suggests that most participants are enthusiastic about attending events, provided they align with their interests and preferences. Therefore, the findings imply that event organizers and planners should consider these factors to attract more attendees and create a more enjoyable experience for them.

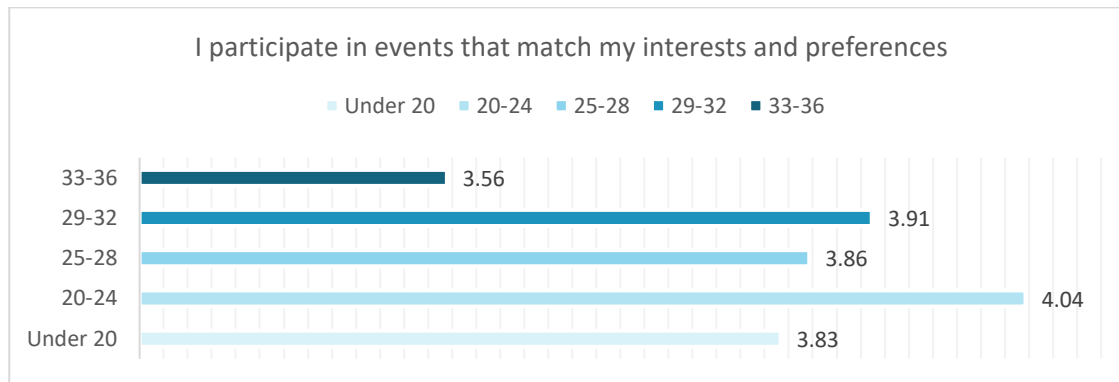


Figure 6. Survey Question 5

In the survey, the next question asked participants if the entertainment or activities offered at an event were the main factors that influenced their attendance. The results showed that the average answer of all responders was higher than 3.5, indicating that these factors are important. However, those aged 33 to 36 years had an average answer of 2.67 (Figure 7), with the majority of answers being either 'neutral' or 'disagree'. This implies that these factors are not the primary ones for this particular age group, and other factors are more crucial to them when deciding whether to attend events. On the other hand, for other age groups, entertainment and activities are quite important when considering attendance. These factors usually go to the top of their list when deciding whether to join an event.



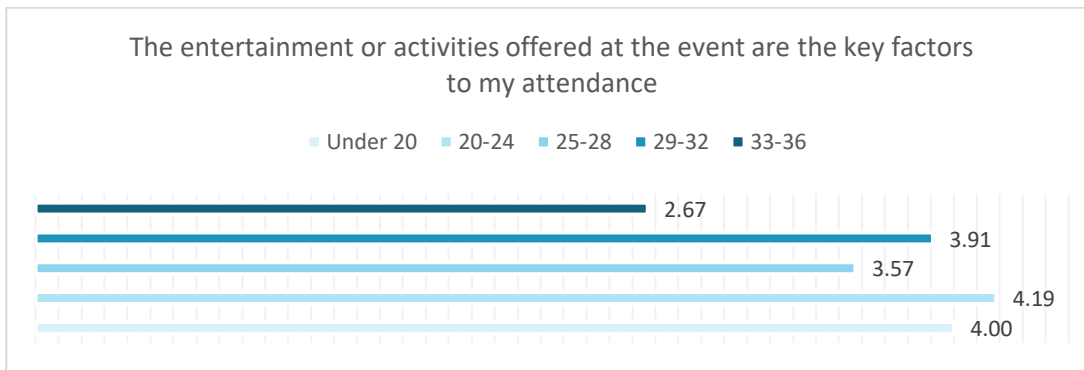


Figure 7. Survey Question 6

After that, the seventh question of the survey asked respondents if they prioritise events that offer opportunities for active participation and enjoyable experiences. The average result was not below 3.2, indicating that, generally, younger generations attend events where they are not limited to passive involvement. Generation Z and millennials seem to prefer gatherings that are not only enjoyable but can also be helpful and exciting, allowing them to move around and engage in various activities. Statistics show that young people under the age of 20 are the demographic that delivers the highest likelihood of attending events, with an average response rating of 4.0. In contrast, individuals aged between 33 and 36 have a lower average response rating of 3.22.

When respondents were asked about the factors that influenced their decision to attend an event, question 8 specifically inquired about the importance of the event theme. The results revealed that the average score among all respondents was 3.91, and no group scored below 3.6. These findings indicate that the event theme is one of the most critical factors that people consider when deciding whether to attend an event. In other words, people generally consider the event's theme before deciding to attend it, highlighting the significance of this particular factor in attracting attendees.

The ninth question, "How frequently do you participate in events related to your hobbies and interests?" demonstrated that people do not often attend such events. No group scored higher than 3.33 (Figure 8), and the average answer among all respondents was 2.6. Based on these results, it is unclear what reasons led to such low participation rates, especially given that the first question, which asked if people agreed with the statement that they participate in events that

match their interests, scored an average of 3.8. However, it is worth noting that people generally do not often attend events that match their hobbies.

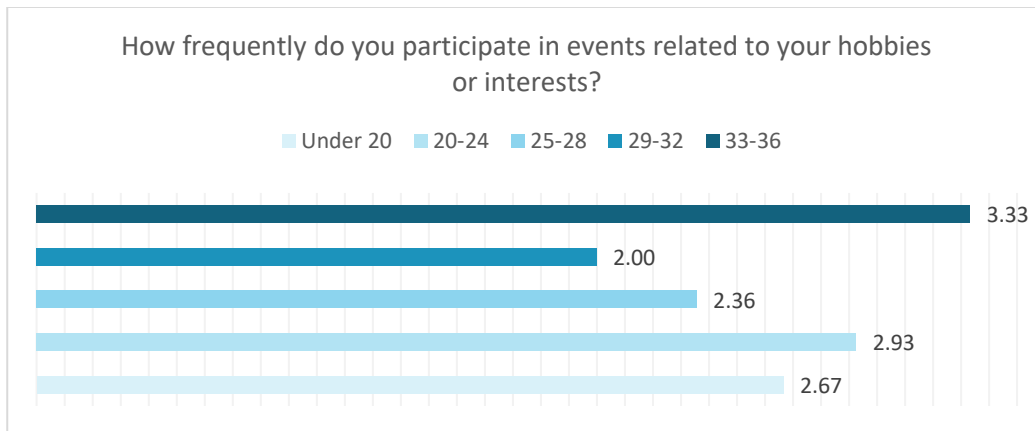


Figure 8. Survey Question 9

The survey conducted among participants included a question that aimed to evaluate various factors that influenced their decision to attend or not attend the event. However, it came to attention that the author conducted the question incorrectly. Specifically, the participants were asked to rate seven factors from 1 to 7, where 1 was considered extremely important and 7 was considered not important at all. As a result, the chart that shows the results may be misleading for readers as it indicates that the least significant factor has the highest score, while the most crucial factor has the lowest score (refer to Figure 9).

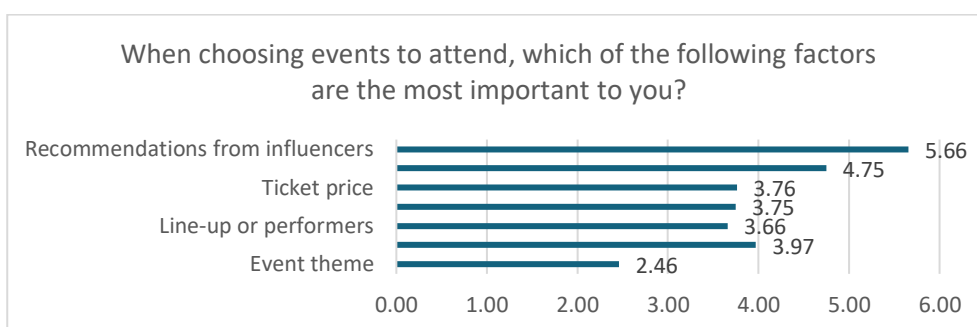


Figure 9. Survey Question 10

After conducting a survey on event preferences, the results indicate that the theme of an event is the most crucial factor to consider when deciding which event to attend. This was the general

consensus among all the participants. However, a closer analysis of the data reveals a notable difference in preference among age groups. The younger participants, those under 20, prioritise the cost of tickets over the event theme. Conversely, the older age groups tend to give more weightage to the event theme when making their decision. It is interesting to note that recommendations from influencers are not a significant factor for any age group.

The survey results have revealed other interesting insights. Firstly, it was observed that the responses given by individuals who were below 20 years old were the most consistent, with a standard deviation of about 0.78. This finding indicates that there was a high level of agreement among this age group regarding the survey questions. On the other hand, individuals aged between 29 and 33 provided the least consistent responses, implying a considerable degree of diversity in the answers within this age group. Therefore, in order to increase the chances of attracting the desired target group, event organisers must have a deep understanding of their preferences. For instance, when it comes to the youngest group, their likings are more uniform and therefore easier to identify and cater to. However, for people who fall between the ages of 29 and 33, various factors must be analysed and taken into consideration to create an event that meets everyone's needs. This may include elements such as cultural background, personal interests, and social tendencies, among others. By considering these various factors, event organisers can create an event that is more appealing and engaging to their target audience.

In the twelfth question, participants were asked to select the marketing channels they typically use to obtain information. The results showed that social media marketing channels were the most popular among individuals looking for events that align with their interests. Interestingly, those in the age groups of 25-28 and 33-36 equally selected word-of-mouth as the primary source of information. Only 6 out of 67 respondents (8.9%) stated that they do not use social media for this purpose. The marketing channel with the lowest response rate among all three groups was "Websites of your area". The age group of 25-28 also had the lowest response rate for "Event discovery apps or websites" and "Flyers and/or posters". These marketing channels also scored the most ignoble among individuals aged 33-36. Participants also answered that sometimes they are also affected by "posters, not flyers" and by "promotions in universities". It can be concluded that digital marketing plays a crucial role in attracting and engaging the younger generation, primarily through social media. At the same time, classical marketing still has a high impact on

people. However, a deeper analysis and understanding of consumer behaviour may also be required in certain cases.

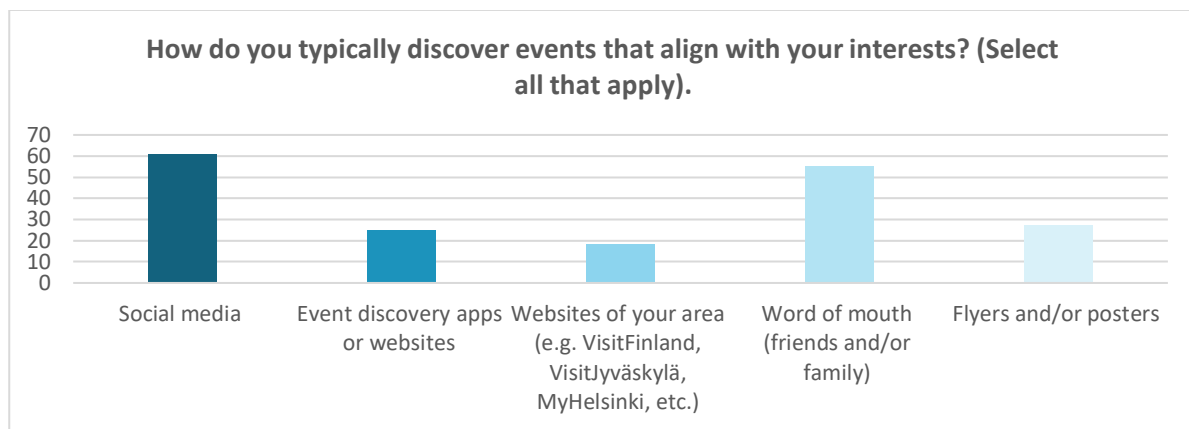


Figure 10. Survey Question 12

In question 15, respondents were asked how frequently they use social media to keep up with upcoming events. The results showed that no group scored below 2.7 or above 3.5, indicating that social media is a popular source of information when it comes to staying informed about future events. Interestingly, the average response decreased with age, with the youngest age groups showing the highest frequency of social media use. However, this trend was reversed in the oldest age group, with the older respondents reporting a higher frequency of social media use to keep up with upcoming events. Overall, the average response to this question was 3.09, suggesting that social media is a popular means of staying informed about forthcoming events among Gen Z and Millennials. Still, it is not the primary source of information. Unfortunately, the survey did not reveal the exact reasons why this is the case.

After the previous question, the participants were asked to share their thoughts on whether they believed social media had a significant influence on their decision-making process. The results were quite interesting, as 46.2% of the respondents (as depicted in Figure 11) reported that they were, in fact, influenced by social media marketing when making choices. On the other hand, 25.3% of the participants stated that social media did not impact their decision-making process, while 28.3% were uncertain. These findings suggest that while social media is not necessarily the primary source for the younger generation to learn about upcoming events, it can still have a

significant impact on their decision-making process through event advertisements on these platforms.

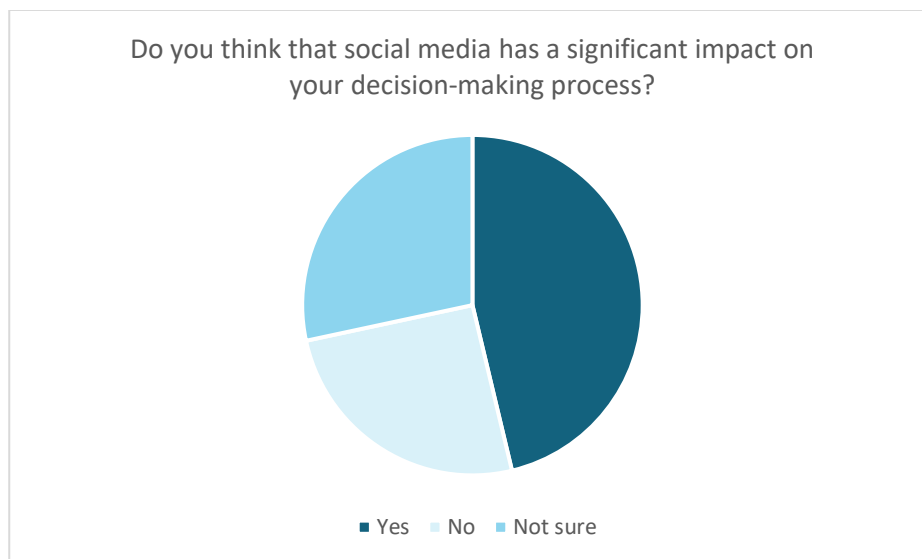


Figure 11. Survey Question 16

When it comes to marketing, customer reviews and their posts on social media platforms like Instagram play a crucial role in any marketing campaign. In this context, question 18 of the study asked participants how often they share their experiences or plans on social media. The results were somewhat surprising, as the scores were quite low. The highest score recorded was only 2.57 among individuals aged 25 to 28, while the lowest score was reported among people between 29-32, who scored 1.45. Interestingly, the second-lowest score was recorded among the youngest group, which was only 1.50. The research method used in the study was quantitative, which makes it challenging to determine the reasons behind the low scores. However, several factors could be responsible, such as privacy concerns, lifestyle, selective sharing, a desire for an authentic experience, or others.

In the last close-ended question the author asked participants to share their thoughts regarding the effectiveness of social media in engaging attendees at events. The results of the survey were quite encouraging, as most of the respondents, i.e., 65.6%, said that social media marketers are indeed doing good work. Only a small percentage, i.e., 7.5%, expressed their disagreement, while the remaining 26.9% were undecided. By further analysing the responses to this question with the

results of question 16, it is evident that marketers are efficiently utilising social media platforms to promote their events and engage with their target audience.

In conclusion, in order to increase the involvement of younger generations in events, event organisers should concentrate on designing experiences that align with the interests and preferences of Millennials and Generation Z. The research data suggests that younger people prefer events that offer active participation and enjoyable experiences, such as interactive activities. Therefore, events should be designed in a way that provides such experiences and entertainment that resonates with their lifestyle. Furthermore, organisers should be attentive while selecting event themes, as it plays a crucial role in attracting the younger audience. The themes should be both relevant and appealing to the audience. In addition to this, event marketing should take advantage of the digital platforms that younger generations frequent, especially social media, to increase visibility and engagement. By doing so, event organisers can ensure that the younger generations are actively engaged in the events and have an enjoyable experience.

Social media and digital platforms have a significant impact on the participation and engagement of young people in events. According to a survey, social media is a popular channel for staying informed about events and can influence decision-making processes through targeted advertising. To maximise the benefits of social media, event marketers should focus on creating compelling content, use influencers where appropriate, and ensure that all necessary event information is provided through these channels. It is also highly beneficial to engage with potential attendees by encouraging user-generated content and leveraging customer reviews and posts on platforms like Instagram, which can help build trust and credibility.

According to the results of close-ended questions, the cost of tickets, the theme of the event, and the opportunities for active participation are the key factors that influence younger generations to attend events. The survey findings indicate that younger individuals are sensitive to prices and give significant importance to the event theme. Additionally, they have a preference for events that allow them to actively participate rather than just being passive spectators. Therefore, to attract younger generations, event planners should offer competitively priced tickets, carefully curated themes, and interactive activities that allow for engagement and self-expression.

## 4.2 Content Analysis of Open Responses

The author conducted a thorough analysis of the open-ended questions in this subchapter.

Analysing these questions separately has been deemed necessary because they provide distinctive perspectives on the theme and the explanation behind the answers. Moreover, the personal voice of each respondent can be heard, making the answers more profound and unique. The approach taken by the author involved analysing the responses to each question in their entirety, without any form of categorisation or segmentation. This is in contrast to the analysis of closed-ended questions, where the responses were grouped by age.

The first question asked participants to specify factors considered in their decision-making process. This builds on question 10, which evaluated different factors considered before attending the event. The author received multiple interesting and thorough answers, which were then categorised:

1. **Logistics:** Knowing the duration of an event is crucial for attendants to plan their schedules accordingly. Based on their availability, attendants tend to prefer two types of dates for events: weekends or weekdays after work.
2. **Event characteristics:** Some individuals highlighted the significance of three key factors: the theme, price, and location of the event. Nevertheless, some participants expressed a willingness to travel long distances for a captivating event. Additionally, the size of the venue was a concern for certain respondents who preferred to avoid overcrowded spaces.
3. **Social factors:** Many want to go to the event with their friends to share their experiences. The event's popularity is also crucial for some and can affect the decision.
4. **Incentives:** For some individuals, free entrance or special treats can significantly impact their decision.
5. **Personal preferences:** For some people, supporting specific ideas or beliefs and people is essential.

It is worth noting that certain factors were not classified into any group. These factors include age limitations, availability of complimentary food and drinks, as well as the quality of sound, which should be free from any harsh or unpleasant sounds.

In question 13, participants were asked to describe any recent events they had attended and what they enjoyed about them. It is important to note that respondents' experiences varied greatly, ranging from smaller activities like bowling to grander cultural events such as galas and large-scale concerts.

Based on the results, attending cultural events, or performing at them was found to be important. The quality of decorations was also noted as significant. Some people appreciated getting free travel to the venue, along with accommodation and food during the conference period. At a stand-up comedy show, one attendee appreciated the technical side and sound quality, as well as comfortable seating. At food festivals, attendees highlighted the variety of food offered at the site, which included different vegetarian and allergy-free options, which made them feel noticeable. Events such as comic cons or book clubs were appreciated for their cultural aspects, and the opportunity to share the experience with like-minded individuals. Overall, the enjoyment of these events came from a mix of social interaction, cultural enrichment, new experiences, and in some cases, the value provided by accessible or inclusive offerings. The shared passion for interests, whether in music, art, or technology, created a sense of community and connection that was repeatedly mentioned as a key enjoyment aspect.

Question 14 asked respondents if they prefer single-interest events or a variety of activities offered at a site. The responses were diverse as some people tend to like single-interest occasions, while others prefer experiencing more things in one day. The answers were split about 50/50. However, it is worth noting that for some individuals and in some cases, it depends on the context. For instance, concerts are better to focus on as one event, while festivals are good exactly for their diversity. People who prefer variety usually want to choose for themselves which activities match their tastes, and they specify that it is better to have several opportunities in case some activities are not attractive to them. This also gives them a chance to gain more knowledge and experience.

On the other hand, those who tend to like single-interest events more highlight the deeper immersion into a subject of their interest. Moreover, they mentioned the possibility of concentrating on only one thing without the need to spare attention on several subjects. People who prefer single-interest occasions also mentioned the FOMO (Fear of Missing Out), as they are afraid of missing something cool on other sites of one venue.

In the previous subchapter, it has been discussed whether social media (SM) has a significant impact on people's decision-making process. Those who answered positively were asked to explain why. Many individuals stated that social media is their primary source for learning about upcoming events as they see ads and profiles of different events. For some people, marketing on



social media creates pressure on their FOMO as they see the hype about the event, photos, and videos from previous years, and begin to feel like they will miss out on something great. Others said that they are often influenced by the design and presentation through bright posts, pictures, engaging storytelling, and attractive videos. Reviews and comments also play a significant role, as many negative comments can deter an individual from attending the event, while a large number of good reviews can increase their desire to attend. Overall, social media has a significant impact on people's decision-making processes when it comes to event attendance. Factors such as peer influence, visual appeal, information delivery, and personal research all play a crucial role.

Question 20 asked participants to share any obstacles that may prevent them from attending an event. Among the responses, financial constraints were a common issue, especially for students who found the ticket price and travel and accommodation costs to be a significant concern. Many people also found it difficult to attend events that are located far away, while others can only travel for special occasions. Poor marketing and scheduling conflicts were also cited as reasons for missing events. Additionally, some people mentioned that social anxiety may prevent them from attending an event without friends or family.

During the survey, participants were also asked to provide specific examples of obstacles that prevented them from attending the event. The majority of responses were similar to those provided above, but a few additional challenges were mentioned. Some individuals cited bad weather conditions, as they did not want to risk getting cold or wet during an open-air event. Older participants noted the difficulty of finding a nanny or someone to watch their children, which prevented them from attending the event. A few participants also mentioned that unclear information provided by the event organisers and last-minute changes to the event schedule made it difficult to plan and attend the event.

The responses to question 22 contained suggestions from respondents on how event managers can improve events and make them more attractive to attendees. As previously mentioned, many students struggle with money, so some suggested that offering discounted prices for student or early bird tickets would be beneficial. Others suggested having more interesting events that start after work hours so that they can attend. The younger generation also mentioned the opportunity to integrate technology more into events, such as offering virtual reality activities during the

event. Additionally, some believe that providing different virtual activities for those who attend online with a decreased price ticket would be great. Many people mentioned that the best venue for any event is one that is easily accessible by public transport or close to where the younger generation lives. Those with families mentioned the possibility of implementing childcare options so that parents can relax without worrying about their children.

The last question of the survey asked for feedback on events in general. Firstly, it is worth mentioning that overall satisfaction with various events was noted, which is a testament to the hard work of event managers. However, some attendees expressed the need for more flexibility and preparedness from certain events and organisers in handling risks and challenges. Technical support and frequent check-ups are essential to ensure smooth operations and minimize disruptions. Additionally, there were concerns about unclear event schedules on websites and a desire for more localised event listings for the upcoming year. Some attendees expressed an interest in more niche events catering to specific interests. Finally, there was a call for greater sustainability and inclusivity in the industry, with the hope that events will become more accessible to individuals with disabilities.

## **5 Discussion & Limitations**

This chapter delves into the research outcomes and offers comprehensive responses to the questions posed by the study. The author examines the constraints that hindered the research and proposes strategies to overcome these limitations in future research. Additionally, the author provides recommendations for further research that can expand on the findings of this study. The author also discusses the validity and reliability of her research.

### **5.1 Validity, Reliability & Ethicality**

#### **5.1.1 Validity & Reliability**

The research was conducted with a deliberate focus on a particular age group to ensure that the study design and concept were relevant and clear and that the research questions were answered comprehensively.

The research study was conducted with utmost care and attention to detail. All participants were required to answer the same set of questions, even though some were optional. This approach ensured consistency in data collection, which is crucial for quantitative research. Additionally, to enhance the accuracy of the data, the responses were categorised by age groups, which allowed for more in-depth analysis and prevented confusion.

Furthermore, the use of reputable and established data collection tools also contributed to the reliability of the research by ensuring accurate data handling. Moreover, the research gathered responses from diverse groups, including different ages, genders, and nationalities, making it applicable to the general population rather than a specific subgroup.

### **5.1.2 Ethicality**

The ethicality of this study included several points:

1. Participants in the survey were provided with information about the nature of the author's research. They were also informed that by continuing with the survey, they were giving their consent for their answers to be analysed as part of the study.
2. The author did not ask for any personal data that could potentially reveal the identity of the respondents. As a result, those who participated in the survey were confident that their responses were anonymous and would be kept confidential.
3. The data collection process involved conducting a survey, which was completely voluntary for the participants. Therefore, no physical or psychological harm was inflicted on any of the participants during the survey.
4. All sources used for this study were carefully collected and acknowledged in the text and in references.
5. There should be no discrimination based on any factor when surveying the younger generation. The author provided an opportunity for individuals of any culture, gender, nationality, and age (within the given parameters) to participate in the survey.

Overall, the study followed a thorough and considerate ethical approach by ensuring informed consent, anonymity, confidentiality, and no harm to participants. The survey was designed to be non-discriminatory, inclusive, and committed to ethical scholarly practices.

## **5.2 Answering Research Questions**

Event organisers face a critical challenge in engaging the younger generation in events. To tackle this challenge, a study was conducted to gain extensive insights into the preferences and

behaviours of Generations Z and Y. The findings of the study, which aims to answer the research questions comprehensively, are presented in this chapter.

### **5.2.1 Research Question: How to Increase the Engagement of Younger Generations to Events?**

Attracting and engaging younger generations is a crucial aspect of event organisation. To achieve this, event organisers must focus on creating experiences that are tailored to the interests, preferences, and lifestyles of the younger generation. In order to do this, event managers should curate events with themes that are not only relevant but also appealing and provide opportunities for active participation rather than passive consumption.

Moreover, events should be designed to be both enjoyable and enriching. This can be achieved by offering interactive activities that promote personal growth or valuable experiences. Such activities can include workshops, seminars, and other skill-building sessions. By providing this type of content, event organisers can make their events more meaningful and attractive to younger generations. Prioritising feedback from past events can not only help to understand the youth's needs better but also improve event quality.

In addition, logistics play a crucial role in attracting younger generations to events. Events should be scheduled at convenient times, such as weekends or after work hours, and be located in accessible areas close to where young people live and study. This ensures that they can easily attend the event without having to travel long distances or take time off work or school.

Financial considerations are also paramount when it comes to attracting younger generations to events. Cost is often a significant barrier to entry for many young people, so event organisers should consider offering competitive pricing and discounts to increase attendance. By doing so, they can make their events more accessible to a wider audience and ensure that they are inclusive and welcoming to all.

The survey results revealed that people have a strong inclination towards events that are tailored to their individual interests and offer opportunities for active participation. This finding confirmed the insights from the existing literature. Additionally, the survey results indicated that younger participants place greater emphasis on event themes and experiences that are in sync with their

personal interests. This observation is consistent with the theoretical understanding that younger generations are discerning and seek personalized experiences.

### **5.2.2 Sub-question 1. How do Digital and Social Media Platforms Impact Young People's Event Participation and Engagement?**

In the modern era, digital and social media platforms have become crucial tools for young people to discover and engage with events. According to the research results, social media has emerged as a primary source of information for eventgoers and has a significant impact on their decision-making processes. By using targeted advertising, compelling storytelling, and sharing user experiences, social media creates a narrative that captures the imagination of younger audiences and influences their perceptions and behaviours.

In addition, the impact of social peers on these platforms, utilising shares, likes, and comments, can craft a captivating story that can make an event appear irresistible, playing on the FOMO that characterises youth culture. By utilising these platforms effectively, event organisers can not only boost visibility but also foster interest and generate a sense of urgency to participate in events. As such, it is crucial for event marketing to establish a strategic presence on digital and social media to engage with younger generations and leave a lasting impact.

Lastly, social medias have become an important tool for event organisers to create a sense of community and excitement among potential attendees. By providing interactive features, social media allows event attendees and organisers to engage with one another, building anticipation and a feeling of connectedness even before the event has started.

The theoretical research conducted in Chapter 2 highlights the complex relationship between the digital habits of younger generations and their participation in events. The study conducted by the author found that both Millennials and Generation Z are heavily involved in digital media, not only as a means of communication but also as a factor that influences their purchasing and engagement decisions. The empirical data supports this, as the preference for events that align with personal interests and the reliance on digital recommendations were both significant. Therefore, the theoretical research and survey results support each other.

### **5.2.3 Sub-question 2: What are the Underlying Key Factors for Younger Generations to Attend Events?**

Research has shown that the decision-making process of younger generations is a multifaceted and intricate one. It is influenced by a variety of factors that are interconnected within their personal, social, and economic realms.

When it comes to attending events, cost is often a major factor, especially for younger individuals who may be financially constrained. Additionally, the theme of the event plays a crucial role in attracting this demographic, as they tend to seek out experiences that align with their interests, values, and current cultural trends, such as sustainability, ecology, technologies, etc. Another important aspect for them is active participation, as Generation Z and Millennials are not content with being mere spectators and want to be actively involved in the event. However, these factors were already described in the answer to the main research question of the thesis and, therefore, cannot be classified as an answer to this sub-question.

Some of the underlying factors that were found during the research primarily relied on the personal traits and challenges of customers. For instance, many people said that in order to go to the event, they find out if their friends are going as well. This is related to the social anxiety of some individuals. Others look for opportunities to connect with like-minded individuals and build relationships with friends. It is also essential for the younger generation to attend these events, which prioritise inclusivity and diversity in such gatherings, particularly as today's youth become more socially conscious and aware. By attending events that reflect these values, participants can adopt a sense of community and belonging among all attendees.

Some of the respondents highlighted the cruciality of a clear agenda for the time of the event and engaging easy-to-work websites. The importance of the technologies used during an occasion was also mentioned by some, therefore, event managers need to make sure that they keep up with new trends in this sphere and can also provide attractive technological activities during events.

## **5.3 Limitations and Implementations for Further Research**

### **5.3.1 Limitations of the Research**

The research conducted has some limitations that need to be taken into account. Firstly, the sample size of the survey participants was relatively small, which gave the author a limited picture of the thoughts and opinions of the youth. Secondly, the respondents mainly came from Russia and Finland, which means that the research focused on the younger generation in these countries and may not be representative of the views of young people around the world. This lack of international background is a significant limitation of the study. Additionally, the gender of the participants was not evenly distributed, with the majority of them being women. This gender imbalance may have influenced the results and means that the findings cannot be generalised to everyone born between 1986 and 2012. Therefore, while the research provides valuable insights into the attitudes of young people in Russia and Finland, caution should be exercised when applying these findings to other contexts.

Furthermore, during the survey, it was observed that many participants did not complete it after initiating the process. The reason behind this could be attributed to the fact that the survey had a large number of questions, including open-ended ones, which required more time and effort to answer. However, the author of the study believes that incorporating more open-ended questions could provide a better understanding of the thoughts and opinions of the respondents. In order to conduct such intricate research in a more proper and giving way, the author suggests that a qualitative research method combined with focus group interviews could be a more effective approach. This would enable the researcher to delve deeper into the responses and gain a more comprehensive understanding of the participants' perspectives.

### **5.3.2 Implementations for Further Research**

As the global market evolves, it is becoming increasingly important for companies to pay attention to the younger generations, namely Generations Y and Z. These groups possess distinct habits, personality traits, and worldviews that set them apart from previous generations. They are unafraid to express their opinions and beliefs and are willing to defend them with a passion that is unparalleled. In order to succeed in this changing landscape, companies must take note of these unique characteristics and tailor their strategies accordingly.

In today's globalised world, businesses must be sensitive to various cultural nuances and mindsets, such as the Cancel Culture phenomenon that has taken root in many Eastern countries. They need to adopt a cautious approach in everything they do, prioritise sustainable practices and eco-friendliness, and be socially responsible in their operations. It is essential to continually analyse these factors and keep abreast of the evolving needs of the younger generation to remain relevant in a rapidly changing world.

Furthermore, events have become an integral part of marketing strategies for companies. They provide a platform for businesses to showcase their products and services to potential customers and build brand loyalty among existing ones. However, the study conducted on this subject had certain limitations, which means that a more comprehensive approach is required to gather a larger amount of data. By doing so, a better understanding of the habits and personalities of the younger generations, namely Gen Z and Millennials, can be gained. This will enable companies to tailor their marketing strategies to better suit the needs and preferences of these demographics, ultimately leading to increased customer satisfaction and loyalty.

Conducting interviews or focus groups can be a great approach to understand the younger generation and their interests better. To make the most of this approach, the focus groups could be divided by age, nationality, or other relevant factors to gain insights from a range of perspectives. During these interviews and focus groups, it's important to observe not only what is said but also their digital habits and how they behave at real events. This can help you gain a better understanding of their day-to-day lives and what's important to them.

Additionally, to gain a better understanding of the younger generation, a multi-dimensional approach could be utilised. Apart from conducting interviews and focus groups, they can also be observed while attending events, such as concerts, sporting events, or cultural events. By immersing in their world, insights into their interests and what drives the younger generation could be gathered. This multi-faceted approach comprising of interviews, focus groups, and real-life observations is an excellent way to understand Generations Y and Z and what matters to them.



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# Appendices

## Appendix 1. Survey



### Investigating effective ways to engage the younger generation through events: An in-depth examination of an interest.

☐ Mandatory questions are marked with a star (\*)

Thank you for joining our survey about "Investigating effective ways to engage the younger generation through events: An in-depth examination of an interest.." We invite you to participate in this research study to understand better what motivates and influences younger generations when attending events and how digital and social media play a role in this dynamic. Your participation will contribute to our research objectives, and your personal data, such as name and contact details, will not be collected.

Please note that by participating in the survey, you consent to the use of your responses for research purposes.

#### 1. Age \*

- ☐ Under 20
- ☐ 20-24
- ☐ 25-28
- ☐ 29-32
- ☐ 33-36

#### 2. Gender \*

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer not to say

#### 3. Nationality \*

- Type a key word or select from list - 



**4. Occupancy \***

- ☐ Employed
- ☐ Unemployed
- ☐ Student

**5. I participate in events that match my interests and preferences. \*****6. The entertainment or activities offered at the event are the key factors to my attendance. \*****7. I prioritise events that offer opportunities for active participation and enjoyable experiences. \*****8. When deciding whether to attend an event, how much do the content and theme of the event matter to you? \***

9. How frequently do you participate in events related to your hobbies or interests? \*



10. When choosing events to attend, which of the following factors are the most important to you? Please put them in order from the most important to the least important. (1 - extremely important; 7 - not important at all). \*

Event theme	<input type="radio"/> 1
	<input type="radio"/> 2
	<input type="radio"/> 3
	<input type="radio"/> 4
	<input type="radio"/> 5
	<input type="radio"/> 6
	<input type="radio"/> 7
Location	<input type="radio"/> 1
	<input type="radio"/> 2
	<input type="radio"/> 3
	<input type="radio"/> 4
	<input type="radio"/> 5
	<input type="radio"/> 6
	<input type="radio"/> 7
Line-up or performers	<input type="radio"/> 1
	<input type="radio"/> 2
	<input type="radio"/> 3
	<input type="radio"/> 4
	<input type="radio"/> 5
	<input type="radio"/> 6
	<input type="radio"/> 7

	<input type="radio"/> 1
	<input type="radio"/> 2
	<input type="radio"/> 3
Activities and experiences offered	<input type="radio"/> 4
	<input type="radio"/> 5
	<input type="radio"/> 6
	<input type="radio"/> 7
	<input type="radio"/> 1
	<input type="radio"/> 2
	<input type="radio"/> 3
Ticket price	<input type="radio"/> 4
	<input type="radio"/> 5
	<input type="radio"/> 6
	<input type="radio"/> 7
	<input type="radio"/> 1
	<input type="radio"/> 2
	<input type="radio"/> 3
Recommendations from friends	<input type="radio"/> 4
	<input type="radio"/> 5
	<input type="radio"/> 6
	<input type="radio"/> 7
	<input type="radio"/> 1
	<input type="radio"/> 2
	<input type="radio"/> 3
Recommendations from influencers	<input type="radio"/> 4
	<input type="radio"/> 5
	<input type="radio"/> 6
	<input type="radio"/> 7

**11. Could you please specify, if possible, any other factors that are important to you while selecting an event to attend?**

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**12. How do you typically discover events that align with your interests? (Select all that apply). \***

- ☐ Social media
- ☐ Event discovery apps or websites
- ☐ Websites of your area (e.g. VisitFinland, VisitJyväskylä, MyHelsinki, etc.)
- ☐ Word of mouth (friends and/or family)
- ☐ Flyers and/or posters
- ☐ Other (please specify)

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**13. Can you provide specific examples of recent events that you attended and thoroughly enjoyed? Please write down or describe what aspects of those events made them enjoyable. \***

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14. Do you prefer events that offer a variety of experiences or those that focus on a single interest? Please, shortly explain why. \*

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15. How frequently do you use social media to keep up with upcoming events? \*



16. Do you think that social media has a significant impact on your decision-making process? \*

- ☐ Yes
- ☐ No
- ☐ Not sure

17. Please describe to what extent social media impacts your decision to attend events. \*

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18. How often do you share your event experiences or plans on social media? \*



19. Would you say event organizers effectively use social media to engage with attendees? \*

- ☐ Yes
- ☐ No
- ☐ Not sure

20. What are the biggest challenges or obstacles you face when considering attending events? \*

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21. Please provide specific examples, if possible, of any challenges or obstacles that have discouraged you from attending events in the past.

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**22. Additionally, in your opinion, what steps can event organisers take to overcome these challenges and make their events more attractive to a younger audience?**

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**23. Would you like to share any feedback on your experience with event attendance or engagement, or do you have any suggestions for event organisers?**

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