

## **Organizing a Fashion Show at Porvoon Päivät 2014**

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<p>The aim of this product type thesis, Organizing a Fashion Show at Porvoon Päivät, was to get more cliental to the Art factory by organizing a Fashion show and evaluating if it would be beneficial to be organize it again next year. The commissioner of this thesis was Porvoon Länsirannan yrittäjähdistys.</p> <p>The theory for this thesis was Event and Fashion Show Planning and Management. This theory supported the process of organizing the Fashion Show. The research methods that the author used, were interviewing, conducting questionnaires and sending out a Webropol survey.</p> <p>The Fashion Show was organized twice on 7<sup>th</sup> June 2014 and it consisted of kids wear, beach wear, street wear and evening wear.</p> <p>The results of the Webropol survey that was answered by the participant stores, indicate that 50% of the respondents thought that the Fashion Show went well and 25% thought it went satisfyingly. The author was also requested to research if the stores would like to participate in organizing a Fashion Show again next year. According to the Webropol survey results, 50% of the participant stores answered that they would participate again the following year, and the other 50% said that they do not know.</p>	
<p><b>Keywords</b> Event Management, Event planning, Event marketing, Fashion Show</p>	

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# 1 Introduction

The following chapter contains general information of the product type thesis: Organizing a Fashion Show at Porvoon Päivät 2014. The chapter summarizes the background, the topic, the objectives and the research methods of the project.

While I was working and gaining experience from the events industry, my interest towards the field grew. I decided that I want to learn more of the theory as well as the practical side of Events Management. I wanted to combine all of this by writing my Bachelor's Thesis of Events Management and by organizing a Fashion Show in the most important event of Porvoo: Porvoon Päivät.

Porvoon Päivät is a concept that includes a restaurant event called Valkea Yö, different kind of performances, a market place, and activities. The event is organized by Porvoon Elävä Keskusta Ry, and this year together with the Art factory. The Art Factory will provide bands, artists and organize a Fashion Show.

Porvoon Länsirannan yrittäjäyhdistys ry is an organization that was built by the entrepreneurs renting space from the Art Factory. The organization was founded in 2013 and its CEO was claimed to be Susanne Dahlqvist, who is also the CEO of the Event Factory.

Porvoon Länsirannan yrittäjäyhdistys ry has a goal to vibrate the life at the Art Factory and it's shopping arcade by organizing events. The Art factory plays an important role in Porvoo's tourism.

Organizing a Fashion show at Porvoon Päivät - Bachelor's Thesis contains different phases of the planning and organizing process of events. Furthermore the theoretical framework consists of Event Planning and Management, Event Marketing and evaluation of events. I also explain the organizing process of the Fashion together with the theory.

I will conduct interviews with the managers of the Art Factory's shops about their will to participate on arranging a Fashion Show. The interviews are conducted by making a small survey, and analysing the results.

Furthermore, I will continue contacting the entrepreneurs, and organize the Fashion Show in cooperation with them.

The aim of this thesis is to organize a Fashion show in order to get more cliental to the Art Factory. The event was evaluated by the companies which participated in it.

Thesis objectives indicate the goals and the purpose of the Thesis. The objectives of this Thesis is to organize a Fashion show, and to investigate do the entrepreneurs want to organize a Fashion Show and to evaluate do they want to organize it again next year. These objectives will be measured by conducting interviews and a Webropol survey. Both questionnaires will be answered by the entrepreneurs in order to find out their willingness and satisfaction of the arranged activities.

The Fashion Show's objective is to bring more cliental and publicity to the Event Factory and to Porvoon Päivät, however these objectives will be measured by the Event Factory if needed.

The theoretical framework will support the planning process and the project as such. The theory includes different angles of the planning process and it explains the difference of special events.

## **2 Event and Fashion Show Planning and Management**

### **2.1 Planning an event**

#### **2.1.1 Creating a committee**

Depending on the type of event, the organizers can be professionals or for example a sports club. If a sports club is organizing an event, it is recommendable to hire one or two professionals from the events field to the organization.

When not having a committee or an organization handling the project, creating a committee is the first step to take. A good sized committee has approximately 6 people. It has been noticed that having more than 6 people in the committee can cause problems in the teamwork. However, depending on the event and/or the size of the event, the committee can employ a sub-committee to organize the event.

Why six people in a committee? A six people committee can contain a Chair, two Operations executives, a Marketing executive, a Safety and Legal issues- executive and a financial executive.

Choosing people to the committee can be a hard task. The motivation of all members should be equal, and they have to perform well as a group. When hiring for example friends, remember to check their qualification to the task.

(Shone and Parry, 2003)

The committee created for the Fashion show was Porvoon Länsirannan yrittäjähdistys which was created for the entrepreneurs of the Art Factory. The chair of the committee is Susanne Dahlqvist. The committee also recruited me to coordinate the event.

#### **2.1.2 Screening ideas**

Planning an event starts always from the ideas, but the most important question is what do the clients want/need? Generally first you ought to have ideas and think about what is the nature of the project and what is it's purpose. After having a couple of concepts it is vital to compare the concepts with the concept screening method.

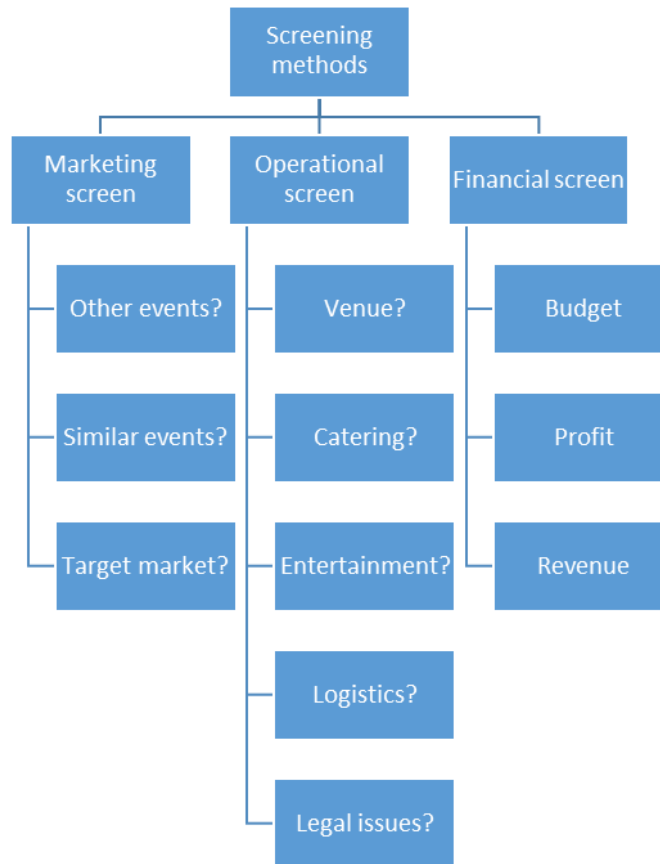


Figure 1. Screens adapted to events.

The first screen describes marketing. Has there already been similar events recently? What comes to the dates of the event, always remember to compare and research if your competitor is having a similar kind of event on the same day. Aswell keep in mind that clients do not prefer to go to similar events, your event should stand out. Does the concept have a target market and is it interested in your product? When organizing an event, one ought to have clear goals and visions of the product. One way of finding out the ammount of intrest your ideas have, is to conduct a pilot survey. From the results of the questinnaire, you can find out which of the ideas the customers would prefer, keeping in mind that without customers there wont be an event.

After screening your ideas through the marketing screen, starts the operations screening. Managing a project means, that after brainstorming and getting incredible ideas, one has to think what is possible to arrenge.



Many times organizing an event has a tight schedule, and all the details cannot be accomplished in the certain time. However, as in any project, the situations change, problems occur and the manager has to get the job done. In the event field, it means that many times you cannot get the exact venue or catering for the day you decided to arrange the happening.

Third screen is the financial screen. Every project has a budget, a certain amount of money that the company is willing to pay. However in some cases the budget changes along the way. When thinking about financial issues, budgeting should be compared with for example the sales revenue. The focus should not only be on the costs, but as well the profit of the event.

(Shone and Parry, 2003)

After processing your concepts through these three screens, you have the remaining concept which you can work on. If there are no concepts left, you can take the most suitable one.

I, together with Länsirannan Yrittäjähdistys, also screened through various ideas and concepts as shown in the figure below. After searching for the most suitable option we decided to organize a fashion show.

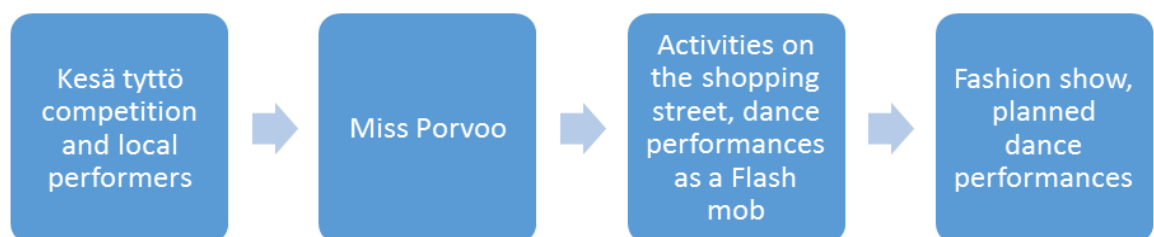


Figure 2. Screening ideas for the Fashion Show.

### **2.1.3 Information gathering**

After deciding the concept, it is relevant to start searching for good personnel, deciding the date of the event (remember to check that there are not other similar events at that time), start booking a venue and find out if there is a need to conduct a research.

(Shone and Parry,2003)

Länsirannan yrittäjä yhdistys knew from the beginning which date they wanted to organize the event on, however later on we figured that Porvoon Päivät was going to be organized on the same week end. This was one reason why we decided to combine the events.

The committee can handle all this information by making a draft plan.

A draft plan not only gives the possibility to write down all the ideas and the information but one can also identify more easily possible future problems. After making the first draft plan, it is a lot easier for the committee to make a structured plan.

(Shone and Parry, 2003)

### **2.1.4 Planning process**

A structured plan has to contain these three following issues: operational planning, financial planning and marketing planning. The committee divides the work to the people in charge of each issue.



Figure 3. Planning process adapted to Fashion Shows.

To start with, the person in charge of the operational planning starts to count the amount of people that are most likely attending, for example, receiving answers of attending/not attending customers. The committee ought to know the amount of people attending to the event, in order to arrange enough beverages and a big enough venue. It is possible that one cannot receive information about the amount of attendees, then one ought to estimate the amount.

The amount of people attending depends on the interest towards the event. It is good to find out what your target market wants from the event. By knowing what they want, one can start looking for equipment and personnel for the event.

After having made an operational plan, the event should have already a clear plan about the needs, the estimated amount of participants and the requested dates. Many

organizers estimate the costs of the event to be lower than they are, that is why it is important to send tenders in order to gain knowledge, about the prices for your venue, equipment etc.

Having thought about the costs of the event, one should compare the amount of costs to the breakeven point or to the possible profit. For example, if the committee gets the income from selling tickets to the event, then how many tickets would the committee have to sell in order to get to the breakeven point or to get x amount of profit?

Even if one has calculated this carefully, one has to remember to consider all the risks: maybe the amount of participants will be low (meaning that the income will be low) or maybe the venue will be damaged in the event. These kinds of cost risks can be divided into three groups: quality management, costs of arranging an event and good scheduling.

The next question on one's mind ought to be: "how to get people to come to the event?" Marketing always starts with a research and continues with external or internal marketing.

A small research is good to conduct in order to find out that what is the target market, how much the target market is willing to pay for the event and what would they want the event to consist of. The research results will help the committee to design a successful event.

Are you advertising the event for your company's employees (internal marketing) or is it a public event (external marketing)? Marketing your event properly is the key to a successful event.

(Shone and Parry, 2003)

## **2.2 Marketing an event**

### **2.2.1 Needs of the target market and the 4P's**

Marketing an event begins from identifying the needs of the target market, the amount of people attending, the appropriate time for the event to start and the type of marketing actions to take.

Always, when selling a product, you have to begin your sales pitch/marketing from the customer's needs. Needs of coming to an event can be for example a need to socialize or a need to get entertained. As a product, an event is harder to sell, because you have to sell expectations; your customer can't try it before hand. Your customer's expectations do not only come from your marketing campaign, but also from earlier experiences, from recommendations from relatives, family or friends, and from the image of the company. When the needs of the target market are clear, one needs to think about how can the product satisfy the need of the client, and how can you start to promote it.



Figure 4. Marketing mix. (Cadden, D & Lueder, S.)

The marketing mix consists of 4P's: promotion, product, price and place. In other words, one ought to have a sufficient mix that has a well designed product, a price that fits the product, a right place to sell it and the correct way of promoting the product. Of these 4P's the price indicates the kind of customers attending the event. Price as well defines how much profit does the company get and by this it has a huge impact on the sales revenue.

Place doesn't indicate only the place where the customer can get the product, but also the transportation, the storage of the product and the place where the customer can buy the ticket to the event.

Even though promoting takes a lot of money from the overall budget, it helps the clientel to make the decision of choosing your product, and with a good promotion campaign the profit of the event can increase tremendously.

(Bowdin, McDonnell, Allen and O'Toole, 1999)

Since the Fashion Show and activities at the Art Factory were combined with Porvoon Päivät, most of the marketing came from there, which meant that the marketing was wider spread. Even though the other activities at Porvoon Päivät were a big threat, the Art Factory and the Fashion Show gained a lot more publicity than it would have done alone. The external marketing was done via newspapers, website, Facebook, radio and posters.

The Fashion Show had it's own event page on Facebook, which I made in order to increase the ammount of visitors specifically at the Fashion Show.

### 2.2.2 The promotional environment

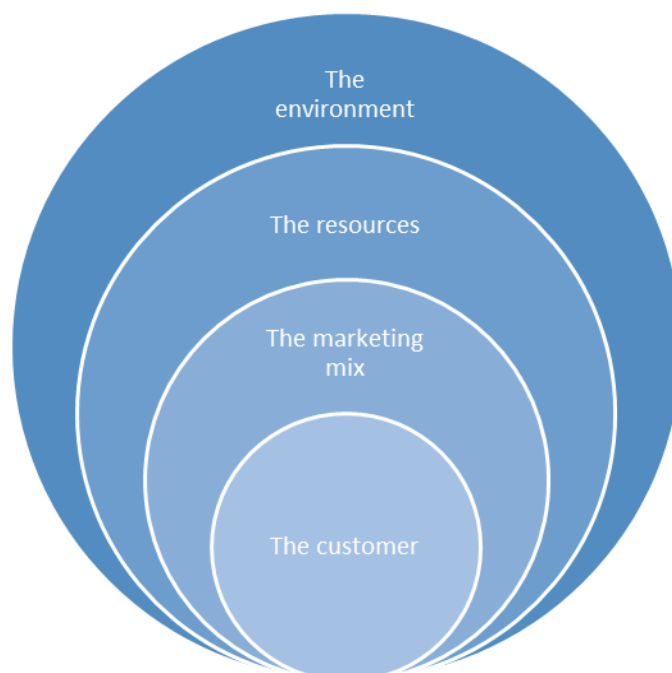


Figure 5. Adapted from Bowdin, McDonnell, Allen, O'Toole 1999. p.119

The recourses of the event affect the event environments as shown in the figure above. The environments are Social, Technological, Economical, Competitive, Demographical, Political and Physical. Furthermore the figure indicates the connection between the marketing mix, the resources and the event environment.

From prohibited dance events to musicals, the changing culture has had a huge impact on the event industry. The need of the target market and the type of events change constantly, as does the consumer behaviour.

### **2.2.3 Consumer behaviour**

The term PIECE helps to understand the event consumer better. The consumer behaviour process starts from the consumer recognizing the need of going to an event. After this phase, the consumer starts to find information about different kind of ongoing events and evaluates the best options for him/her. The process does not end in the sales situation, as many times thought, but in the evaluation of the event. The evaluation of the event is one of the most important phase from the event organizers point of view. If the consumer rates the happening with bad marks, the consumer will not attend the event again, nor will the people who have read the feedback. The PIECE process is stated in the figure below.

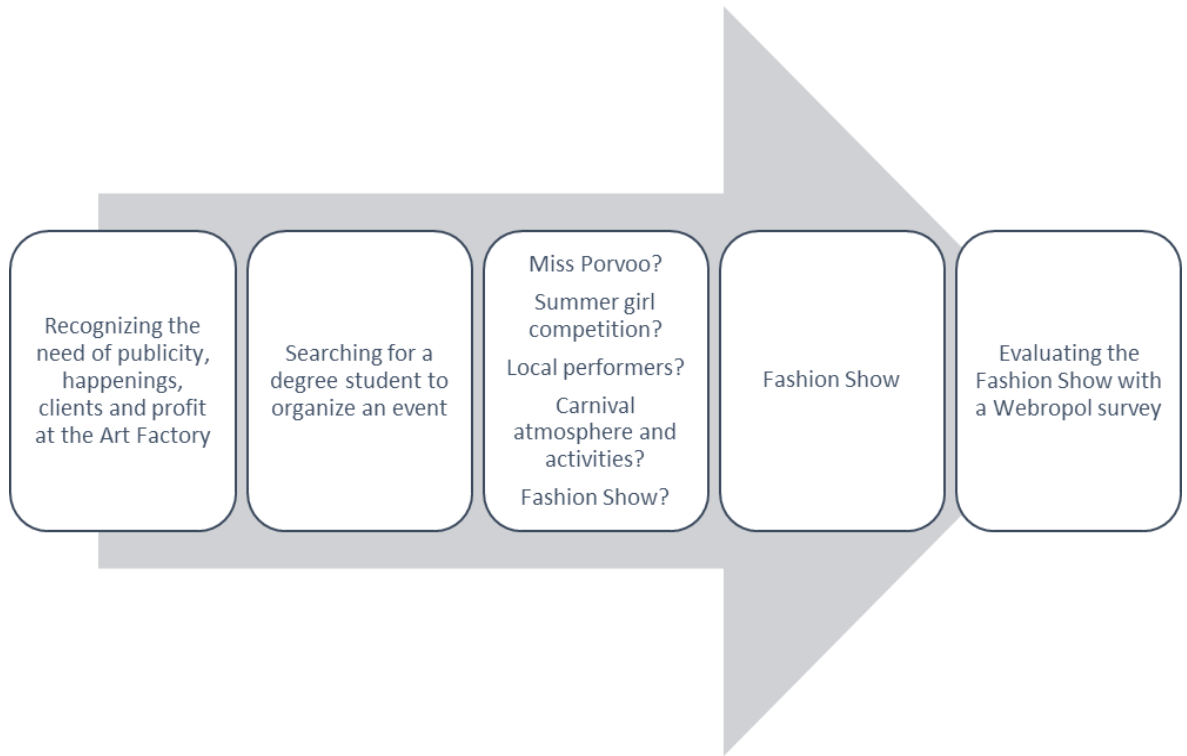


Figure 6. PIECE process Adapted from Bowdin, McDonnell, Allen, O’Toole 1999 p.121 to the Fashion Show.

Maslow’s theory indicates the needs of consumers. As shown in the pyramid figure, Maslow states that the order of needs is as following: physiological, safety, social, esteem and personal achievement. When adapting Maslow’s model to the consumers’ need of events, one can think that the physiological need to go to an event, is to drink, eat and participate in activities. The safety issues can be adapted as participating in safe activities in a safe environment.

Without doubt, the socialization is an important factor for the consumers. People search for events were they can socialize and exchange opinions.





Figure 7. Adapted from Maslow 1954 to events.

## 2.3 Event as a product

A product can be tangible or intangible. In the event industry, the product is intangible; it is the experience of an event. The experience is supposed to satisfy the customers' needs. However, one part of the satisfaction comes from the tangible issues such as venue, and the other part from the specified performers and facilities.

(Shone & Parry, 2013)

### 2.3.1 Special events

A special event is an event that doesn't have a specific pattern that it always follows. Special events can be cultural, social, corporate or leisure events. Fashion Shows include to the Leisure events category. One way to differentiate the types of events can be by their size: local, mega or hallmark.

The types of events vary a lot, but the experience should always be unique.

“To the customer or guest, a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience” (Getz, 2005)

Special events can be separated as pointed in the figure below.



Figure 8. Special Events Shone and Parry  
(Shone & Parry, 2013)

### 2.3.2 Fashion Shows

According to Mass Movement’s post on Fashion Management, the key factors to a successful Fashion show, is understanding the concept behind the clothes and remembering that the clothes should be the star of the show and not the show itself.

(Mass Movement, 2015)

Instead of clothes, Jessica Willis in her article 5 tips for Fashion Show Event Planning, concentrates on making the guests feel like stars. Furthermore, her 5 tips include the importance of practise and rehearsals, the careful selection of models, the usage of technology and the creation of the atmosphere.

(Willis, J.)

Jen Basworth (2013) indicates the 7 steps to a successful Fashion show. The steps are as following: Set up and planning, clothing, models, fittings and dress rehearsal, event details and making a follow up.

(Basworth, J., 2013)

## **2.4 Legal issues**

There are three types and levels of laws that one should consider: Federal Law, Laws of States and Local regulations. Federal law includes, for example, the legal age of drinking whilst local regulations include notifications of public events.

(Van Der Wagen, L., & Carlos B., 2005)

Music is an important part of organizing events and creating a certain type of atmosphere. Music can make people more excited or relaxed. For an event manager, it is required to inform Teosto about the music that will be played in the event. The company/event manager will pay a fee of using the music, and Teosto will take care that the band gets the profit.

Teosto is a copyright organization which protects the composers', artists', singers' and the music publishers' rights. The organization gives out rights to play music in public events and returns the earned money to the artists.

([www.teosto.fi](http://www.teosto.fi))

Where there is music there is also noise. According to noise law (382/87) for certain events one has to make an announcement to the environmental centre.

Other issues that ought to be considered are permits to serve alcohol and food, lottery permits and permits to close the road. Also in public events one has to make a notification to the police.

(Vallo & Häyrynen, 2012)

For the Fashion Show, the CEO made the notification to the police about the public event. Also after putting the play list together and receiving the mixed music from the DJ I hired, I had to send it to the CEO who sent it to Teosto.

## **2.5 Evaluating events**

Evaluating the event is important for the future of events and for the organizer. If the event did not succeed the amount of customers or sales as required, it is not beneficial to organize the same event again. Even though the same event would be required next year again, the concept has to be changed.

One way to evaluate an event is to conduct a survey. An internet survey can save time, since one only has to send the questionnaires out. This kind of survey can be made with Webropol. One can make, conduct and analyze a questionnaire with this system. (Webropol)

If you decide that evaluating the event ought to be done by interviewing staff/clientes, SPSS is a system for making and analyzing a survey. The survey you made with it can be printed out and conducted as an interview. Later on you can write the answers in SPSS and it will analyze them for you.

(SPSS Finland Oy 2011)

I decided to conduct an online Webropol survey to evaluate if the entrepreneurs were willing to organize the Fashion Show again next year.

### **3 The planning process of developing the fashion show**

#### **3.1 Research and development**

The objective of the following was to organize a Fashion show, and to investigate if the entrepreneurs would want to organize a Fashion Show and to evaluate if they would want to organize it again next year. This objective was measured by conducting a Webropol survey. All questionnaires were answered by the entrepreneurs in order to find out their willingness and satisfaction of the arranged activities.

As research methods, I chose to use interviewing, questionnaires and a Webropol survey. I chose to make interviews first, however I realized that the managers might not be always available, and due to that, I decided to conduct questionnaires as well. The questionnaires I sent via email.

In order to analyse the results of the satisfaction of the managers effectively, I decided to conduct a Webropol survey.

#### **3.2 Screening ideas**

Screening ideas took a lot of time for me and Länsirannan Yrittäjähdistys, since there didn't seem to be a satisfying option for all the board members. The schedule below indicates the time spent on the screening process as well as the overall process.

Month	Planning process
February	Screening ideas and gathering information, meeting up with the board
March	Screening ideas, making interviews, gathering information, meeting up with the board
April	Gathering information, making interviews and questionnaires
May	Making interviews, Marketing the event, organizing the happening (for example contacting stage company)
June	The rehearsal, the event, evaluating the event

Figure 7. Planning process.

As the schedule above indicates, the amount of time spent on screening ideas and gathering information was enormous. The Fashion Show itself was organized during May and June. When starting, the project was indicated to be organizing the Summer Bubbles event. This particular event was meant to include local performers, activities and a summer girl competition. However the concepts changed and the figure below indicates the process of the concepts.

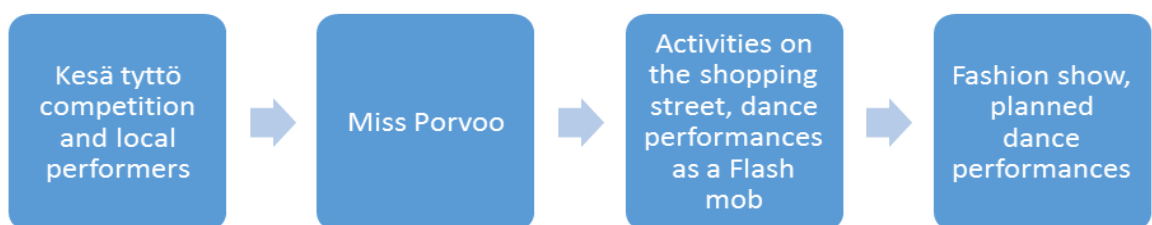


Figure 9. Concepts.

I had met with the store manager of Coffee House several times talking about organizing possibly a Miss Porvoo competition and having only local (not famous) performers. She organized a meeting with Länsirannan Yrittäjähdistys on the 12<sup>th</sup> of February where I was attending also. However due to this meeting the Miss Porvoo competition idea was denied, and the Kesätyttö idea did not get the response as I would have thought. The new agenda for the event was to have a quality band, dancers from the Art factory's dance studio, and to get all of the shops to attend the event by organizing activities.

The activities were supposed to be held in the shopping street of the Art Factory in order for the event to gain a carnival atmosphere.

In order to find out, which companies wished to attend, I made and conducted a small survey (as an attachment). The results of the survey (displayed as an attachment) were that the shops were not willing to organize activities due to the following facts: the need of employing more workers, lack of inspiration for activities and believing that the amount of sales would not increase. Nearly all of the companies wanted to attend by having discounts on the particular day.

After having met nearly all of the store managers, I went to Jack and Jones to interview the person in charge. She said that they are eager to organize or to be a part of a fashion show. Later on that day, she also sent me an email telling that Vero Moda would be willing to attend also.

### **3.3 Gathering information**

The summer event was renamed and put under the Porvoon Päivät concept. Porvoon Päivät has been organized for several years already; however the name Porvoon Päivät has been in the picture for a couple of years. This event gets thousands of visitors each year, and it is the most important happening in Porvoo. Porvoon Päivät has been arranged earlier only in the centre area, but this year, 2014, it was de-

cided that the event would expand to the Art Factory. The Art Factory's responsibility was to organize the music performers and a Fashion Show.

I was organizing and coordinating the Fashion Show at the Art Factory. The Fashion Show project included contacting the entrepreneurs of the Art Factory, screening ideas, putting together the concept and handling the models and the catwalk.

On Wednesday 5<sup>th</sup> of March 2014, the commissioners and I had a meeting about the results and questions I had. There had been a misunderstanding that we would have got the stage without costs. However, this was not the case, and the costs of the stage were too big for the budget. If we could not have a stage we could not have a band. In the meeting, we got the news that there might be a boxing happening in our event.

After discussing with the entrepreneurs of the fashion show idea, I sent emails to the shops asking if they were interested in the matter. Right away I got positive response about the suggestion and many shops wanted to attend.

### **3.4 Planning the sets, walks, music and rehearsal**

The planning of the Fashion Show began. First we defined the concept as shown in the figure below.





Figure 10. What, Why, How, When?

As shown in the figure above, the Fashion Show concept developed from the will of wanting to increase the publicity and the profit of the Art Factory's shops. The aim of showing the latest trends was not only to increase the amount of customers visiting the event and the stores but also to make the customers want the clothes.

After deciding the concept a Fashion Show plan was made. The plan included an operational plan, a marketing plan and a financial plan.



Figure 11. The Fashion Show plan.

The committee had its concerns about having the event under the Porvoon Päivät concept since the concept is well known and it hadn't been organized before at the Art Factory. The committee was worried that the visitors wouldn't have enough time or energy to go and visit the Art Factory also.

SWOT analysis helps to identify the strengths, weaknesses, objectives and threats of the project. This SWOT analyses this project.



Figure 12. SWOT analysis

The Fashion show is held for both genders, who are seeking for new out fits. Fashion shows increase buyers interests towards the latest trends. By organizing the Fashion Show, I aim to increase the sales of each participant shop.

As shown in the figure, a clear strength of the Fashion Show is that the event is for both men and women. Even though in cases that the male do not have a big interest towards out fits, if the women see something that could fit their other half, they will buy it for them.

From my point of view the weak point of the project could have been the unprofessional models. However this can be seen also as a strength, as the models appear more equal to the spectators.

When talking with the board about joining the Porvoon Päivät concept, we saw it as an opportunity as well as a threat. The SWOT shows that the publicity could have been an issue. The reason for this is that the happening got a lot of publicity, but the Fashion Show itself is a smaller event in the promoted concept. Furthermore, Porvoon Päivät has never been arranged in the Art Factory area before. Even though the plan was to get the visitors to walk through the centre area to the river side and from there to the Art Factory, there was a risk that the visitors would not have had the energy to walk through all of the areas. However, I tried to minimize the risk by publishing a Face Book event of the Fashion Show.

It was stated that the shops had to get their own models (preferably the models to be sales persons) and write their own speeches to the fashion show. However, the host would be organized in behalf of the Länsirannan yrittäjähdistys. My tasks included organizing the event and coordinating and managing the shops, models and the fashion show concept as whole.

The speaker was decided to be Thai Quatch, who approached me as well due to Porvoon Päivät. Thai hosted the whole happening at the Art Factory.

### **3.4.1 The walks**

I sent to every store an email, asking them to fill in a form which stated their amount of models, the amount of sets and the contact persons. With this I found out which companies commit to the fashion show and that how big will the show be.

Overall the fashion show will have 6 sets per company, and 6 companies. The amounts are stated in the document x as an attachment. After watching at fashion shows, and being a model at the Wedding fair, I understood which walking routine I wanted to see on the stage. I draw a picture on the programme called paint (also as an attachment). The document visualizes, that the model walks first to the middle of the stage, where she/he poses, then walks to the front of the stage (where the speaker will be) and poses there. When the first model is leaving the front stage, the second model will start walking, and they will meet and pose together in the middle of the stage. After this the

first model will continue walking to the other side of the stage (and off the stage) while the second model continues to the front of the stage.

### **3.4.2 The sets**

I went to the companies that I had recruited, to ask about their sets and to show my idea of the routine. After visiting the companies, it was clear that every company had two sets of beach wear, two sets of casual city wear and 2 sets of evening wear. This concluded to the decision that first goes two models to the stage from one company, and then two from the second company and etc. I put the models to an order of two per company, for example, first goes two beach wear models from Vero Moda and then two beach wear models from Seppälä. This makes the fashion show more clear, by showing all the same kind of sets at the same time. This system also gives the models time to change their clothes.

### **3.4.3 The music**

The director of the Art Factory gave me the contact details of the company that provides the stage to the fashion show. She also asked me to organize and mix the music. I knew beforehand that I wanted the music to be fast but known hits. I started to browse different songs and artists on YouTube. When listening to each song, I walked the routine that I had planned and posed as required. I made a list of songs that were good to walk to and which had the same kind of tempos. Afterwards I asked my friend, a former DJ, to mix the songs for me.

I asked one of the directors, about the legal side of playing music at a public fashion show. She answered to me, that I could make the music as I wished, and after it was mixed I had to send it to her, in order to pay the Teosto payment.

### **3.4.4 The rehearsal**

I decided to arrange a rehearsal for the models before the actual Fashion Show in order to make the models more confident and to make the Fashion Show succeed.

I contacted the stage company called AK Sound, and asked an employee about the time schedule of the building of the stage. He answered that the stage would be ready approximately at 11 o'clock. After receiving the current information, I asked permission for the rehearsal from the Art Factory's Director. Her positive reply reminded me of the installation of the music equipment which was going to take place meanwhile.

Afterwards I sent an email to the entrepreneurs, requesting them to attend the rehearsal.

### 3.5 Marketing the event

Even though Porvoon Päivät had a lot of marketing done, mainly by newspapers, it was sure that the fashion show would not stand out enough from all the activities promoted. This is why I suggested to make a Facebook event of the Fashion Show. My commissioner agreed with the thought.

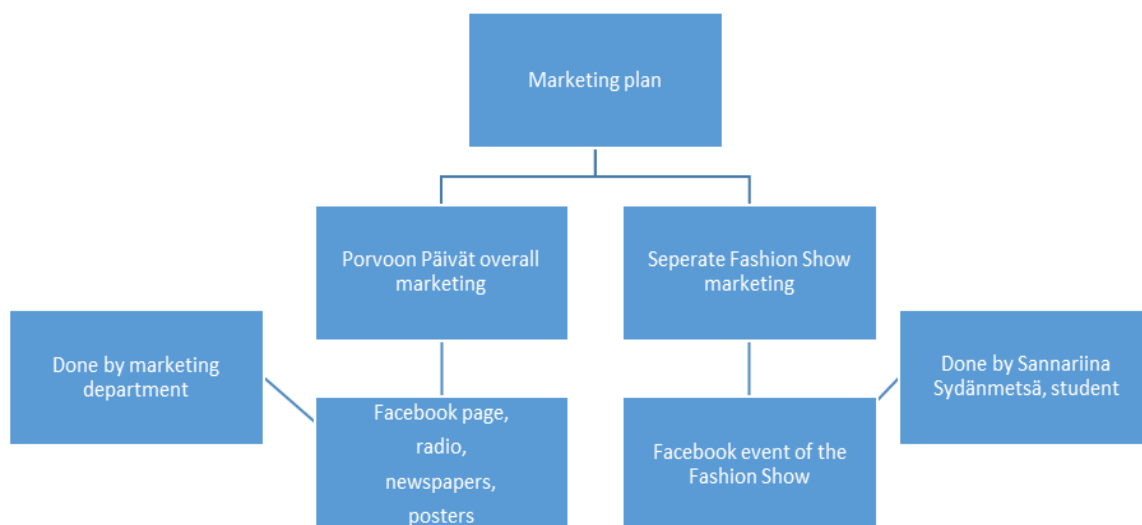


Figure 13. Marketing plan.

The target market was aimed to be the whole family since Porvoon Päivät as an event is advertised as a family event. I decided to lounge the event on the 30<sup>th</sup> of May, a week

before the event. The reason for this was, that a week would be enough time for the potential clients to plan to come to the event, but a week is a short enough period of time not to forget about the event.

I started to make the Facebook event by making the cover photo. I made the cover photo which says: "FASHION SHOW 7.6" with the programme Paint. I did not have any pictures from the shops, and since it was a public event, I could not use any pictures from the internet. This is why I used Paint. Pink and black make the cover seem more important and luxurious. However my goal was to get pictures from the shops, in order to make the Face Book event more interesting and lively. Afterwards I designed the text to the event page. I wrote:

Tule kokemaan Taidetehtaan muoti sensaatio Porvoon Päivillä! Luvassa uusimmat trendit niin naisille kuin miehille!

Muotinäytös järjestetään kahdesti päivässä 12:00 sekä 13:00. Tapahtuma on ilmainen.

Come and experience the Art Factory's Fashion sensation at Porvoon Päivät. We will display the newest trends for both women and men!

The Fashion Show will be held two times, at 12:00 and 13:00. The event is free.

As one can see, I wrote it in both English and Finnish, in order for all the visitors to understand what the event was about. I decided that it was vital to inform the visitors that the event is free of charge, since many people wouldn't have wanted to pay to go to the event.

I invited via Facebook all of my friends who live in Porvoo or Helsinki, and I also shared the event on my page.

## 4 Implementing the Fashion Show

The day of the Fashion Show began at 10 am when I arrived at the Art Factory, gave the mixed CD to the DJ and got the keys for the appointed changing rooms for the models. I had requested the models to come at 10:30 am, but unfortunately all of them came at different times. Finally the stage was ready and all of the models had arrived with their hair and make-up done as requested. Even though we were late from the schedule, we had enough time to rehearse.

First, I showed all the models the walking plan that I had made and walked myself accordingly. I also told the models their walking order and arranged them into a queue. The models rehearsed a couple of times without music and afterwards the DJ finally allowed a couple of times with music. Then I showed the dressing rooms and the models rehearsed the walk from there to the stage. The dressing rooms were not so close to the stage, which meant that the models had to be in a little hurry. The steps to the stage were a bit wobbly and there for the smallest kids were helped to the stage by their parents.

At 12 o'clock was the time to start the Fashion Show. I asked the models to get changed approximately half an hour before the show. Afterwards I gather all of them and lined them up in the according order. Due to that we were well in time. After waiting for a while the earlier performance ended and Thai Quatch, the host, announced the Fashion Show to begin.



Picture 1. The host. Photographer Sannariina Sydänmetsä.



The young kids started the show. Below a picture of Fanny and Nelly, the oldest of the kids showing their cloth sets. The girls were modelling for Skidi –store. All together Skidi had 6 models showing the latest trends.

The kids only performed in round 1.



Picture 2. Kids wear by Skidi. Photographer Sannariina Sydänmetsä.

And then the women continued the show with round 1: Beach Wear, round 2: Street wear and round 3: Evening wear. In the picture below, two models are presenting their Evening wear collection. The women's sets were by Seppälä, Vero Moda, Cubus and Esprit.



Picture 3. Women's Evening wear. Photographer Sannariina Sydänmetsä.

The men participated in all three categories. Jack & Jones provided the male models and the clothes. All together there were three male models in the Fashion Show.



Picture 4. Men's wear. Photographer Sannariina Sydänmetsä.

The Fashion Show required a lot of coordinating and taking care that the models are ready for the next rounds. This meant that I was making sure that the next models were already waiting behind the stage and when they weren't I went to get them from the dressing room.

Below one can see a page of the time table of Porvoon Päivät.

<b>JOKIRANNASSA</b>	
Lauantaina 7.6.	
klo 10-16	<b>JOKIMARKKINAT</b> Jokikadulla Mannerheiminkadun sillan lähellä, myytävänä käsitöitä, mm kierrätysmateriaalista tehtyjä, kirjoja, koruja, makeisia, herkkuja ym. Paikalla myös kahvio. järj. Lions Club Porvoo Borgoensis
klo 10-16	<b>TURVAPÄIVÄ</b> laivasataman luona. Paikalla Itä-Uudenmaan pelastuslaitoksen ja Porvoon VPK:n kalustoa, paloautoja ja veneitä esillä, sekä alkusammutusnäytöksiä
Sunnuntaina 8.6.	
klo 10-16	<b>JOKIMARKKINAT</b> Jokikadulla Mannerheiminkadun sillan lähellä, tuotto hyväntekeväisyystee järj. Lions Club Porvoo Borgoensis myytävänä käsitöitä, koruja, herkkuja ym.
<b>TAIDETEHTAALLA</b>	
lauantaina 7.6. klo 12-21	
klo 12 - 14	<b>ALEKSANTERINAKION LAVALLA</b> juontajana Thai Quach Muotinäytöksiä Taidetehtaan tanssikoulun oppilaat esittäytyvät Kimmo Taikon
klo 14 – 21	<b>PORVOOLAISET BÄNDIT LAVALLA</b> Block of Flats The Onetimer No Nuts for the Monkeys The Hoven Monos Reiluorkesteri Stella & Streamline Spittfires
klo 14 – 16	<b>TAIDEHALLISSA</b> Lasten oma piirustusnurkka
klo 11 – 16	Saara Piispan taidenäyttely
klo 18 asti	<b>KAUPPAKUJALLA TAPAHTUU, PIHALLA MUUMIHIEKKAVEISTOKSIA JA PARKKIHALLISSA 2 TUNNIN ILMAINEN PYSÄKÖINTI KOKO PÄIVÄN</b>

Figure 14. Preliminary timetable of Porvoon Päivät.

## 5 Evaluation

### 5.1 Survey results

I made a Webropol survey in order to find out the managers' opinions on the show and further more if they would be willing to participate again next year. Below you can see the results of the survey.

You can view the whole survey and report from the attachments.

#### 1. Kuinka muotinäytös mielestäsi sujui?

Number of respondents:

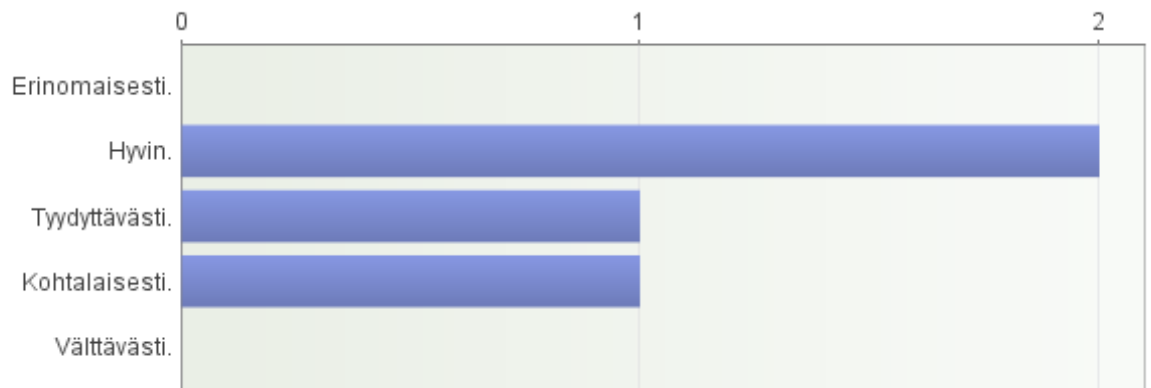


Figure 15. How did the Fashion Show go in your opinion?

As the figure demonstrates, 50% of the respondents thought the Fashion Show went well, and 25 % thought it went satisfyingly and another 25 % thought it went moderately.

## 2. Mitä toivoisit parannettavan?

Number of respondents: 4

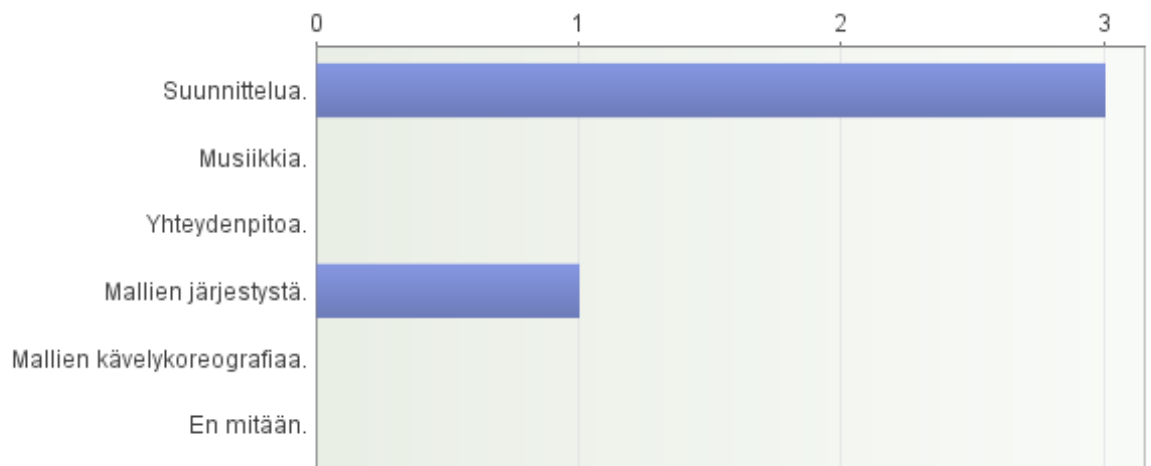


Figure 16. What would you like to improve?

The figure shows that 75% of the respondents would have wanted the Fashion show to be planned better. 25% answered that they would improve the order of the models.

## 3. Oliko mielestäsi hyödyllistä osallistua muotinäytökseen?

Number of respondents: 4

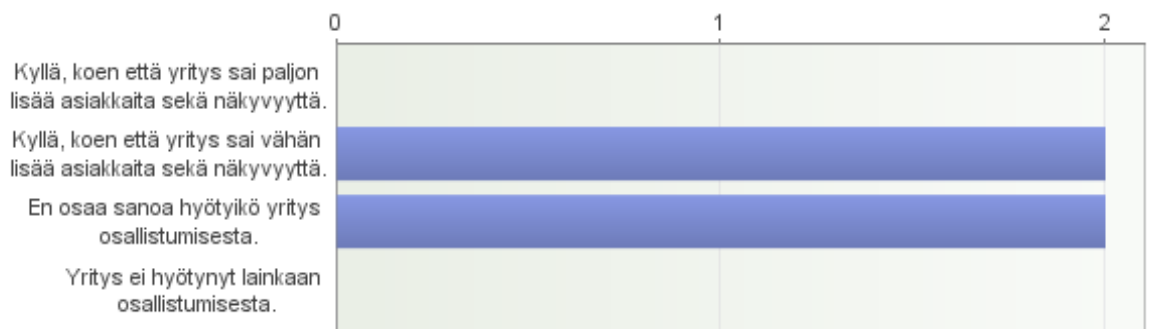


Figure 17. Was it beneficial to participate in the Fashion Show?

50 % of the respondents answered that their company received a little bit more clients and visibility, however other 50% said that they do not know if they benefited from the Fashion Show.

#### 4. Saiko yritys lisämyyntiä?

Number of respondents: 4

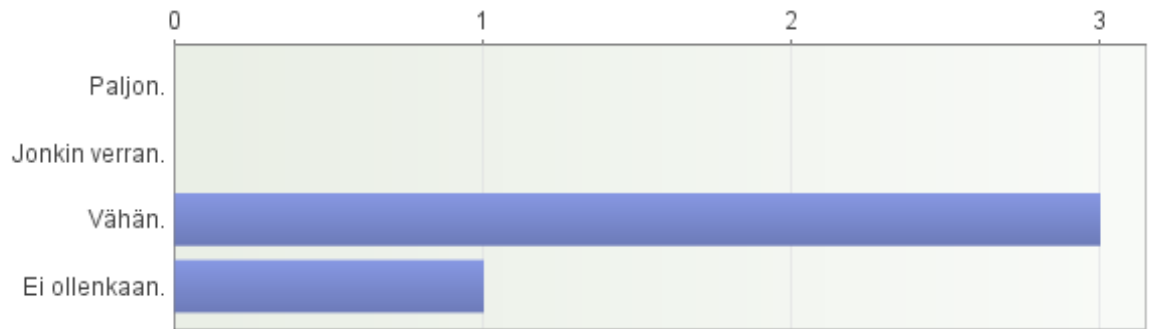


Figure 18. Did your company get more sales?

75% of the respondents thought they got a little bit more sales and 25% said their company did not get more sales.

#### 5. Osallistuisitko ensi vuonna uudestaan?

Number of respondents: 4

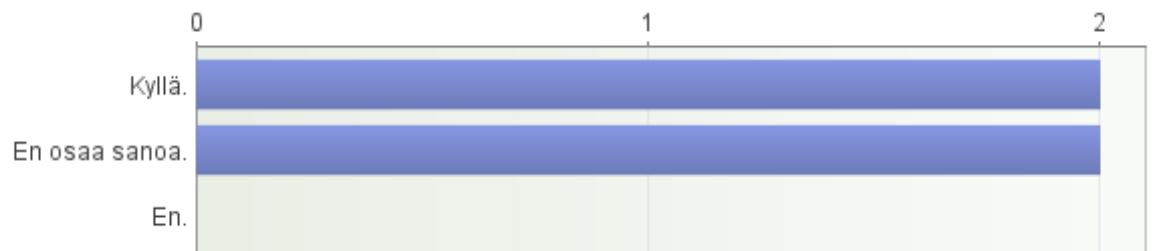


Figure 19. Would you participate next year again?

50% of the respondents said that they would participate next again and another 50% said that they do not know.

## 5.2 Reflection

After organizing the Fashion show and analysing the questionnaire, I came to the conclusion that most of the results were positive, since none of the respondents answered that they would not participate the following year. It is true to say that three out of four participants wanted to include more planning to the Fashion Show, including me. However, the project was defined poorly and therefore the implementation was difficult. Furthermore it impacted throughout the whole process.

Overall, I think the Fashion Show went successfully, and the audience was pleased. The timings were right, the music suited the atmosphere, clothes and models. Any major problems did not occur. In my opinion the walking order and the walk routine was well planned, and they suited this particular show. However, the changing rooms were not close enough to the stage, which caused rush between the rounds.

Reflecting on my work, next time I would organize the rehearsal at least a day earlier, since the models did not come on time. I would also request the models contact details, such as phone numbers, since I only had the stores' managers'/ entrepreneurs' contact details.

The Webropol survey contained all the relevant questions to analyse the success of the Fashion Show. The questionnaire was done properly and effectively, since I have experience of creating surveys before.

What comes to the amount of respondents, I would have hoped that everyone would have answered it. Next time I will send reminding messages in order to get higher amount of respondents.

In conclusion I received a lot of knowledge of Events Management, specifically of the coordination process of a Fashion Show.

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# Attachments

## Attachment 1. Preliminary form

Hyvä vastaanottaja,

Olemme järjestämässä Kesä Bubbles- tapahtumaa(7.6.2014), ja toivomme että Taidetehtaan kaupat lähtisivät tapahtumaan mukaan. Tavoitteena on saada liikkeet järjestämään pieniä aktiviteettejä kaupakivijalla (katoksen alla). Aktiviteetit voivat olla esimerkiksi meikkausta, stalausta, minigolfia, ilmapallojen jakelua ym.

Pyydämme Teitä täyttämään alla olevan esitietolomakkeen, jossa kartoitamme kiinnostustanne osallistua Kesä Bubbles- tapahtumaan.

### *Esitietolomake*

<i>Yritys</i>	
<i>Sähköpostiosoite</i>	
<i>Haluatteko lähteä mukaan tapahtumaan?</i>	
<i>Jos kyllä, mitä aktiviteettejä voisitte järjestää?</i>	

Attachment 2. Ideas list

Yritys	Osallistuminen	Ideat
Coffee house	Kyllä	DJ terassille
Dressmann	Kyllä	Tarjous kampanja, rekki ulos
Emotion	Kyllä	Pikameikki
Tiger	Kyllä	Ilmapallojakehu jos tulee yhteisiä
Stadium	Kyllä	Ilmapallojakehu (on omia), jalkopallomaali (kustannukset!)
Seppälä	Kyllä	Tarjouksia
Verzo Moda	Kyllä	Ulkorekki, ilmapalloja, muotinäytös
H & M	x	x
J & J	Kyllä	Muotinäytös
Skidi	Kyllä	Ilmapallojen tai muiden oheistuotteiden jako, lapset tanssii heidän vaatteissaan/ muotinäytös?
Cubus		
Sinse	Kyllä	Nyrkkeilytapahutuna
Esprit		
Vitriini		

### Attachment 3. Fashion Show form

Muutamiyötö: 7.6.2014

Täytäthän alla olevan lomakkeen tietokoneella ja palautat sähköpostitse osoitteeseen:

[sannaana.sydänmetta@myy.haaga-helia.fi](mailto:sannaana.sydänmetta@myy.haaga-helia.fi)

Yrityksen nimi	Yhteyshenkilö ja yhteystiedot	Mallien määrä	Settien määrä	Lisätietoja

Attachment 4. Facebook page



## **Tyytyväisyyskysely 7.6.2014 muotinäytöksestä**

1. Kuinka muotinäytös mielestäsi sujui? \*

- Erinomaisesti.
- Hyvin.
- Tyydyttävästi.
- Kohtalaisesti.
- Välttävästi.

2. Mitä toivoisit parannettavan? \*

- Suunnittelua.
- Musiikkia.
- Yhteydenpitoa.
- Mallien järjestystä.
- Mallien kävelykoreografiaa.
- En mitään.

3. Oliko mielestäsi hyödyllistä osallistua muotinäytökseen? \*

- Kyllä, koen että yritys sai paljon lisää asiakkaita sekä näkyvyyttä.
- Kyllä, koen että yritys sai vähän lisää asiakkaita sekä näkyvyyttä.
- En osaa sanoa hyötyikö yritys osallistumisesta.
- Yritys ei hyötynyt lainkaan osallistumisesta.

4. Saiko yritys lisämyyntiä? \*

- Paljon.
- Jonkin verran.

- Vähän.
- Ei ollenkaan.

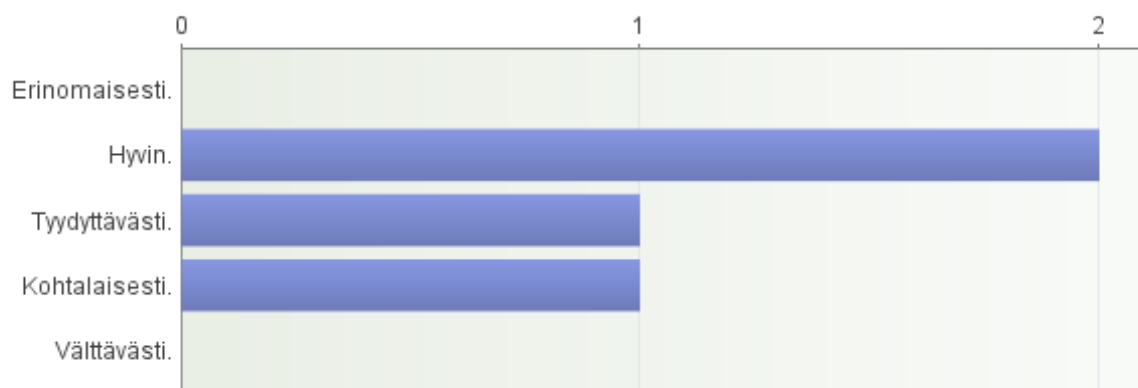
5. Osallistuisitko ensi vuonna uudestaan? \*

- Kyllä.
- En osaa sanoa.
- En.

## Tyytyväisyyskysely 7.6.2014 muotinäytöksestä

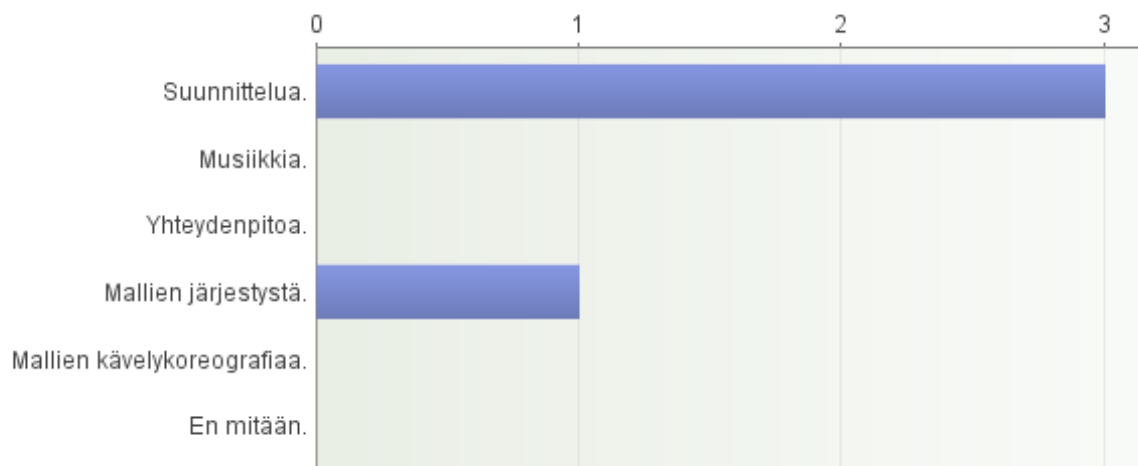
### 1. Kuinka muotinäytös mielestäsi sujui?

Number of respondents: 4



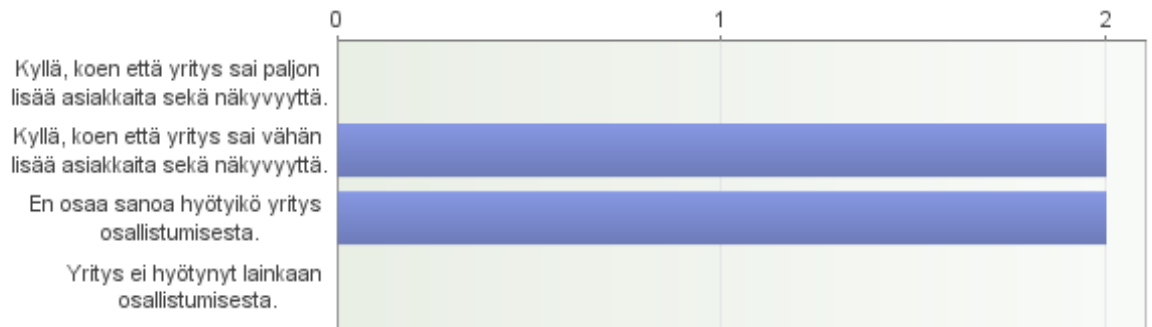
### 2. Mitä toivoisit parannettavan?

Number of respondents: 4



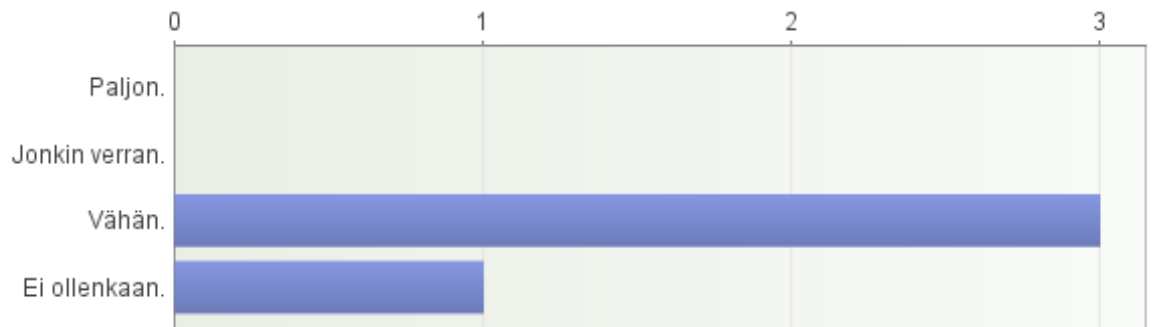
### 3. Oliko mielestäsi hyödyllistä osallistua muotinäytökseen?

Number of respondents: 4



### 4. Saiko yritys lisämyyntiä?

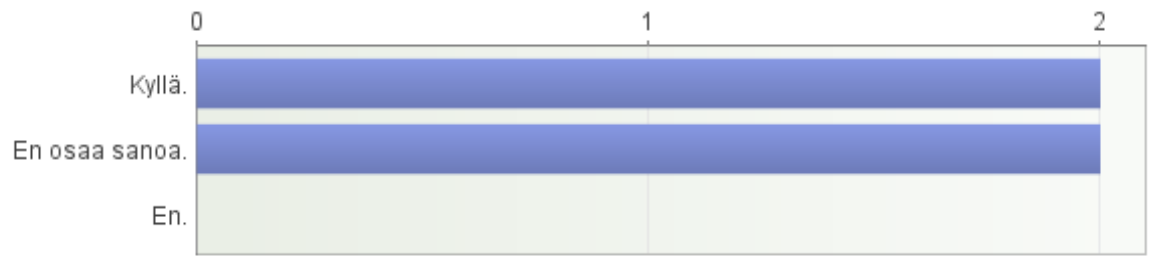
Number of respondents: 4



### 5. Osallistuisitko ensi vuonna uudestaan?

Number of respondents: 4





Attachment 7. Model order

## Muotinäytöksen mallit järjestyksessä

### 1. Lapset

1. Eddie
2. Konrad
3. Fanny
4. Nelly
5. Bo
6. Majken

### 2. Beach wear

1. Karo - beach wear (cubus)
2. Cindy - beach wear (cubus)
3. Ada - beach wear (esprit)
4. Stina - beach wear (esprit)
5. Julia (seppälä)
6. Frida (sep)
7. Frans Orig (jj)
8. Nico Orig (jj)

### 3. Street wear

1. Karo (cubus)
2. Cindy (cubus)
3. Ada (esprit)
4. Stina (esprit)
5. Cennet (vm)
6. Suvi (vm)
7. Tian Ye (vm)
8. Julia sep
9. Frida sep
10. Joonas Core (jj)
11. Frans Core (jj)

### 4. Evening wear

1. Karo - evening wear (cubus)
2. Cindy - evening wear (cubus)
3. Ada - evening wear (esprit)
4. Stina - evening wear (esprit)
5. Cennet (vm)
6. Suvi (vm)

7. Tian ye (vm)

8. Julia (sep)

9. Frida (sep)

10. Nico – Premium (jj)

11. Joonas – Premium (jj)

Attachment 8. Runway

