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An Event Manual

Case: International Week at Laurea Kerava

Buchmann-Lenkkeri, Katrin

2015 Laurea Kerava



Laurea University of Applied Sciences
Kerava

An Event Manual
Case: International Week at Laurea Kerava

Katrin Buchmann-Lenkkeri
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Katrin Buchmann-Lenkkeri

An Event Manual, Case: International Week at Laurea Kerava

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The purpose of this thesis was to create a manual for an international scientific and educational event at a higher educational institution. The manual is based on the experiences gathered from an annual International Week at Laurea Kerava, in which the author of this thesis acted as the Student Project Manager for three consequent years. The content of the manual was developed to assist future event organizers in preparing and managing similar events. The commissioner of this thesis was Laurea University of Applied Sciences.

The thesis consists of two parts: theoretical framework for event management and a practical manual in a digital form. The theoretical part explains the Event Management phenomena and gives an overview of the International Weeks from the last 3 years. The Event Manual is a digital version containing plans, templates and other support documents. The aim of the Manual was to provide each planning step with reference material, checklists and advice. It is expected that the user will adapt the Manual and customize the templates to a particular event. The digital version of the Event Manual is free to use and can be found at: https://www.dropbox.com/sh/zvlwz8mf0txnc91/AAD6qdaE_xK-_Eq4hLjHfklVa?dl=0

This thesis is project-based and is intended for practical use. Materials used for the thesis have been created based on Laurea UAS internal document standards.

Keywords: manual, event management, time management, international, communication

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1 Introduction

The purpose of this thesis was to create an event manual to provide support material for an international scientific and educational event at a higher educational institution. The manual is based on the experiences gathered from an annual International Week at Laurea Kerava, in which the author of this thesis acted as the Student Project Manager for three consequent years. The content of the manual is based on her experience, her knowledge and her own ideas. However the manual may also be used for any other kind of event, for example for a conference. The commissioner of this thesis was Laurea University of Applied Sciences.

This thesis is mainly for practical use and shows that there are multiple ways to conduct a thesis. The thesis consists of two parts: theoretical framework for event management and a practical manual in a digital form. The theoretical part explains the Event Management phenomena and gives an overview of the International Weeks from the last 3 years. The Event Manual is a digital version containing plans, templates and other support documents.

The idea for this thesis came from the need to make the event management process more efficient and to utilize knowledge and feedback from the previous International Weeks. The aim of the Manual was to provide each planning with step reference material, checklists and advice. It is expected that the user will adapt the Manual and customize the templates to a particular event. The digital version of the Event Manual is free to use and can be found at: https://www.dropbox.com/sh/zylwz8mf0txnc91/AAD6qdaE_xK-_Eq4hLjHfklVa?dl=0

1.1 Event Management

Event Management is one of the most efficient marketing tools that some organizations can use to create awareness of their products, services or brands. There are various definitions but the author decided to use following one.

“Event Management is the application of management principals in planning, organizing, leading and controlling special events such as conferences, exhibitions, festival and other related functions.” (Smit 2012, 1)

The definition includes 6 key concepts of the industry: Event, Management, Planning, Organizing, Leading and Controlling. Event is seen as an unusual happening, something interesting and exciting. Management refers to the people in charge to carry out the Event. Planning should be the first step of any event manager before carrying out any other tasks. Anything is considers as organized if steps are taken in the right order. If the planning is not successful the organizing is impossible. Leading skills are the most essential characteristics for an Event

Manager. Controlling the steps and processes is a central task for an Event Manager. Only then he/ she can make corrections and ensure a smooth event progress. (Smit 2012)

History of Event Management

Looking back in history someone can say that events have always had a significant role to play in society, either to break up the routine of daily life or to emphasize some important person. For as long as humans have lived there have been celebrations of wedding, birth, religious ceremonies and more. Special events cover all kinds of human activity, such as culture and commercial or organization activities. For instance the ancient Olympic Games were held in 776BC. Nowadays the Olympic Games are a major economic activity. Furthermore fairs had been held for many centuries. The Great Exhibitions of London was held in a specially built hall, the Crystal Palace that housed around 13 000 exhibitors from all over the world. In many respects, modern events are not much different from those of ancient times. However increasing public knowledge and technology often mean higher expectations of modern events. The management of those events can be seen as a service. (Shone, Parry 2010)

1.1.1 The process of Event Management

Event management is a complex process that involves a number of activities. The management functions of planning, organizing, leading and controlling are all linked and without these the event will not be effective. Careful event planning is one of the most important steps towards a high quality and successful event. The process itself includes scheduling, facility assortments, arranging speakers, budgeting, time management, security and risk management, hospitality, event marketing and more. A proper planning will assist the event manager to achieve following steps.

- Clear goals and objective for the event.
- A clear statement of who is responsible for what activities during the event management process
- Decrease of possible risks that might have a negative impact on the event
- Suggestions of what is needed for the future success of the event
- Knowledge to identify opportunities and achievements for the event

Systematic detailed planning involves following steps. First step is a Situation analysis, which is conducted to find out what the position of the organization in relation to the external environment. The most common tool used is a SWOT analyses. Second step is to set the goals and objectives. The objectives should be clear and follow the SMART principle: Specific, Measurable, Achievable, Relevant and Time-Based. Step two is followed by a Stakeholder analysis and a Risk analysis, which will form part of the overall risk management plan. After the Risk analysis the operational plan is written. It provides guideline to the event management team on

the responsibilities of the event stakeholders. The plan is based on the situation analysis, the goals and objectives, the stakeholder analysis and the risk analysis. Next the Marketing communication plan is written. Marketing techniques includes: Event advertising, Event branding, Social media, Personal selling, Publicity, Sale promotion and Direct marketing. The plan itself intends to create a positive view of the organization, the event organizer and the event itself. The financial planning state includes not only the budget. Several times it includes the sponsorship strategy and financial issues regarding the event. The last step in the systematic detailed planning process is that of evaluation. Monitoring and evaluation should be done continuously through the implementation of the strategy to identify difficulty and to correct the strategy if required. As stronger the planning, the smother the journey to success will be. (Smit 2012)

1.2 International Week at Laurea Kerava

International Week is an annual event held at every Unit of Laurea University of Applied Sciences. Every year a new theme is decided by the staff members based on Laurea UASes strategic goals and current trends, as well as the unit's profiles in education and research. Yearly the project planners invite Laurea's staff members, students, as well as national and international co-operation partners from higher education and working life to the event. The main purpose is to bring students, partners and staff members together. The week gives also a new perspective on different cultures and countries. The first International Week in Kerava was held in 2010.

IW2012

In 2012 the theme of week was "E-Business, A broad Perspective: Ethical, Ecologic, Education, Entrepreneurship and Entertainment". The programme included lectures of Professors from Moscow, St. Petersburg and Iceland Universities, experts from Laurea's domestic cooperation partner companies and Laurea's own lecturers. Workshops, culture introductions, food tastings, information about student exchange as well as information about study programs were also included in the program. The week was held 05.11.2012 till 09.11.2012 and attracted 7 participants from different countries and about 200 students mainly from Kerava's bachelor degrees on Tourism, Biz Administration and BIT, but also students and staff members from other Laurea units took part. The first year tourism degree students were responsible for organising the week as a part of their studies.



Figure 1: Logo of the IW 2012 (Buchmann-Lenkkeri 2012)

IW2013

In 2013 the theme was: “Education for Employment”. The programme included: Links between working life and education, Laurea’s Learning by Developing in practice, Intercultural education and competences through gaming. Side attractions were a music quiz, a dance music game and a photo wall. The student restaurant made their menu according to the daily cultural themes: Mediterranean, Russia, Nordic and Asian. On the Swedish day on Thursday the lectures were only held in Swedish. The week was held 04.11.2013 till 08.11.2013 and attracted 17 participants from Poland, Hungary, Switzerland, Russia, Netherland, Iceland and Belgium and about 300 students mainly from Kerava’s bachelor degrees on Tourism, Biz Administration and BIT, but also Students from the Keuda School in Kerava as well as students and staff members from other Laurea units took part. The 105 students from different Degree Programmes were responsible for organizing the week as a part of their intercultural communication studies.



Figure 2: Logo of the IW 2013 (Buchmann-Lenkkeri 2013)

IW1014

Last year's topic was "Networking, globally and locally". The organizer decided to try something new and let the international guests be an active part of the programme. The outcome was a very interesting programme with topics like Entrepreneurship in Tourism and Catering, Financial Analytics in Belgian and Environmental Economics. The visitors had the chance to visit a Nepalese multisensory world created by Laurea's international students from Nepal. The week was again held in November, 03.11.2013 till 07.11.2013. The 17 international lecturers were from Poland, Switzerland, Russia, Netherlands, France, Germany, Czech Republic and Belgium. All students from Kerava's bachelor degrees on Tourism, Biz Administration and BIT, but also staff members from other Laurea units and international office took part. The whole week was organized by only few teachers, one tourism student and the author itself.

1.2.1 The author's role at the International Week 2012, 2013 and 2014

During the author's previous education in Austria she obtained a profound understanding of marketing and controlling, as well as project development, accounting, business studies and political economy. At the University of Applied Science in Kerava the main focus is to develop customer focused services in Tourism. Working in a dynamic, multicultural environment is one of the great benefits of the Bachelor program in Tourism.



Figure 3: Student Project Manager Katrin (Buchmann-Lenkkeri 2013)

In her past the author successfully put her knowledge of marketing and project development on numerous occasions into practice. Likewise during her studies, she has been three times a Student Project manager at the International Week in Kerava. The first two years (2012 and 2013) her teachers offered her the position. In 2014 she volunteered.

Someone may wonder why the author took the position three times. “Being part of such a big event brings a lot of responsibility with it and it is a great feeling that my teachers have such a big trust in me. Being a Student Project Manager helped me to develop my self-confidence, good group-leading skills and a sense for details. It a great opportunity to show your knowledge in practices and last but not least it is also fun.” states the author.

The Student Project Manager is the connection between the teachers and the students. Her main assignment was to cooperate between them. The project manager represents the teams and their task in official staff meeting, gives answers for open questions and guides each team through the week. Before and during the event the author kept the general overview. In the International week itself the author’s main task was to ensure that the event run smoothly, timetable is kept up and every student knows their task. As a project manager she spent a lot of her free time in meetings or at home preparing task for the next lecture.

In 2012 Katrin was not only the project manager; she also was the team leader for the VIP and contact team. Having 2 responsible positions were a bit stressful therefore Katrin decided to be only the project manager in 2013. Her previous experience made it easier to write an Event Action plan. 2 different programmes (one for students, one for international guests), host teachers additional to the student hosts and the Swedish day were the biggest changes to the previous year. Furthermore the Laurea photo wall was established. 2013 the biggest challenge for Katrin was to keep an overview of all the students, since the event was organized during our communication course. 105 students were attending and therefore it was

impossible for her to communicate with all students in person. She mainly communicated with the team leaders and the teachers. Facebook was a good tool to keep the communication easily and smoothly. Additionally an official Event Facebook page was created. It was the perfect tool to promote and inform about the Event. In 2014 Katrin kept the idea with the photo wall and the Facebook page 2013 was reused for the event in 2014. The most creative picture of the IW 2014 was voted on the Facebook page and the idea was well received. Since the international guests were at the time also the lecturer the interaction between students, teacher and guest was a big success.

Last year the author took special care about the feedback. 2 weeks after the IW 2014 the first feedback report was launched by Elviira Laitinen. The main purpose of this report was to get knowledge about the students, lecturers and teachers opinions about International Week 2014. For the research a qualitative and quantitative research methods was used. Qualitative research was made with questionnaire and quantitative research was made with feedback smileys. All in all 52 feedback smileys were marked in total. The surveyed includes students, teachers and lecturers. 73% gave International Week “Happy” smile, 23% gave “Ok” smile and only 4% gave “Unhappy” smile. (Laitinen 2014, 7.)

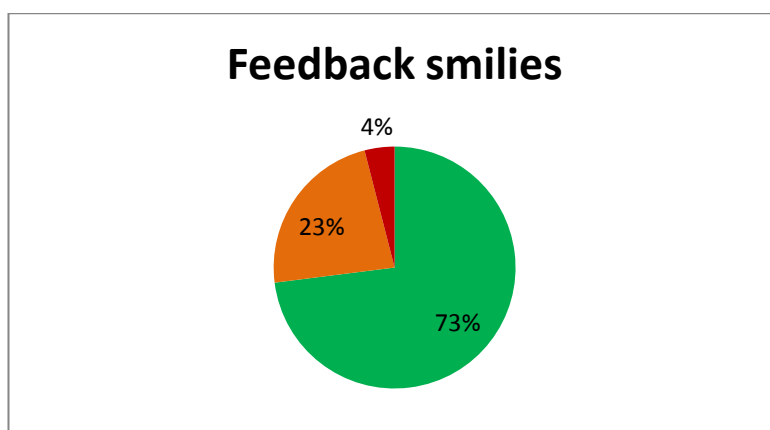


Figure 4: Distribution of answers (Laitinen 2014, 7.)

The last question of the questionnaire was: Could you describe the IW in 3 words? Two of the lecturers said International Week is interesting and they also thought that it is inspiring and challenging. 26% of the students said that International Week is interesting and 21% described it to be global. Most of the students also think it is educational and innovating. (Laitinen 2014, 8.) The whole Report and the feedback smiley form can be found in the digital Event Manual in the folder Feedback.

Since Laurea Kerava’s housekeeper only talks Finnish, the author got to practice her Finnish skills as well. In the end of each International Week she got rewarded by her teachers and some of the guests gave her satisfying feedback and small present from their country. In 2014

the author got even invited to visit one of the partner's Universities in Russia. All in all being a Student Project Manager is a challenging, fun, inspiring, educational and rewarding job and it gave the author an opportunity to create develop her skills and a useful Event Manual for the future.

2 The Event Manual

The Manual itself is a step-by-step online tool and it has been produced to assist with the event planning at Laurea University of Applied Sciences. The content of the Manual is based on the process of planning and organizing IWs three times; the Project Manager's own experience, her knowledge and improvement ideas based on the feedback. Primarily it is produced for the International Week however the Manual may also be used for any other kind of event, for example for a conference. The aim was to provide reference material, templates, checklists and advices. It is expected that the user will adapt the advice and customize the templates to a particular event.

The digital version can be found:

https://www.dropbox.com/sh/zvlwz8mf0txnc91/AAD6qdaE_xK-_Eq4hLjHfklVa?dl=0

The process of creating the manual can be described in the following steps:

- 1) collecting all materials available from the previous years
- 2) classifying these materials based on the stages of event planning
- 3) modifying the documents and creating templates based on those documents
- 4) creating digital version of the manual

2.1 The structure of the Event Manual

The structure of the Event Manual is shown in Figure 5.

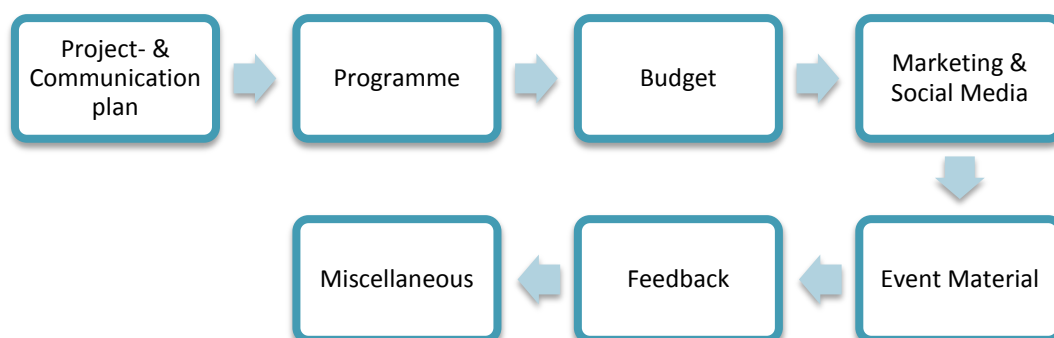



Figure 5: Structure of the Event Manual (Buchmann-Lenkkeri 2015)

2.2 Project plan

The project plan was developed based on the previous experiences. The templates for the plans can be found in the digital version of the Manual. The event project plan example is present in Table 1, Table 2 and Table 3.


Event Project Plan
1

The Project will be divided as follows:	Event	International Week																																
	Date of the Event	November 2015																																
	Updated on																																	
	Week	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Activity	Person Responsible																																	
Steering Meetings (including Project Manager & Team Leader)	Project Manager																																	
Project Plans of each team	Team leader																																	
Follow up Meeting with team	Project Manager																																	
Invite/ Contact International guest, teacher and lecturer	Project Manager																																	
Marketing Team																																		
• Write Invitation & send	Team & Project Manager																																	
• Send small feedback and thanks you text to guest and organizers																																		
• Design Logo & Programme layout																																		
• Create FB page & update it																																		

Laurea University of Applied Sciences |
 Phone +358 (0)9 8868 7150 |
 firstname.surname@laurea.fi |
 Business ID 1046216-1
Salatie 22, 01300 Vantaa, Finland |
 Fax +358 (0)9 8868 7200 |
 www.laurea.fi |
 Domicile Vantaa

Table 1: Event Project Plan Example part 1 (Buchmann-Lenkkeri 2015)

It is important that each team fill in its own team project plan. The template for such a plan is presented in table 4.

Name of the Team:	
Name of the project:	
Team leader:	
Team members:	
Starting date:	
End of project:	
Goals of the project:	
Responsible person:	
Project follow up meetings:	
Important Deadlines:	
Estimated use of time in the project:	
Total use of time?	

Table 4: Team Project Plan (Buchmann-Lenkkeri 2015)

2.3 Communication Plan

Communication is essential for the event planning. The main responsible person for the International Week is the Project Manager. His/her assistance is the Student Project Manager. The Student Project Manager coordinates the different teams and reports to the Project Manager. Each Team has a team leader, who reports to the Student Project Manager and coordinates the team's tasks. Agenda and meeting memo templates can be found in the digital version. A communication chart can be seen in Figure 6.

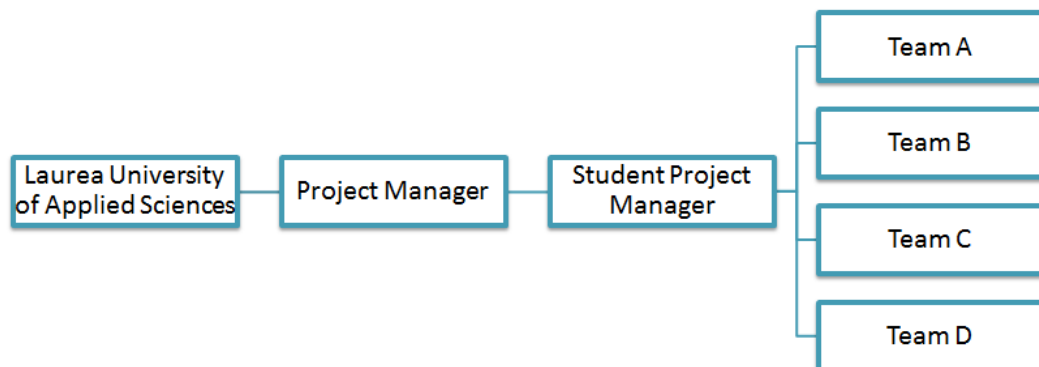


Figure 6: Communication Plan (Buchmann-Lenkkeri 2015)

2.4 Programme

Every Event is different. For that reason it is impossible to create useable template for a programme. When you start to design your programme keep following questions in your mind:

- What are the event's visions and mission?
- Who is my target group?
- What are the most important programme points?
- What is the theme of the event?
- Do you have an own logo for the Event?
- When and where will it take place?
- How long is the event going to be?
- Keep focus on the main points!
- Keep a fresh design!

Programmes should give full details of the event activities. Therefore they will be only produced when the full programme is confirmed. The programme should also act as a guide for the event itself. Programme examples from the last 3 years, guideline and logo examples can be found in the digital Manual. An example for International Week Programme can be seen at Figure 7.



Figure 7: Programme example IW 2013 (Buchmann-Lenkkeri 2013)

Every year the cultural excursion was one of the highlights at the International Week. Templates for the excursion and the enrolment can be found in the digital version. Figure 8 shows an example from the Cultural Excursion in 2014.



CULTURAL EXCURSION

Fri 7.11

11:30	Meeting at the MAIN HELSINKI RAILWAY-STATION
12:00 - 13:00	Visit to THE HELSINKI MUSIC CENTRE
13:00 - 13:30	MUSIC CENTRE - KAARNA
13:30 - 15:30	Lunch at KAARNA BAR & RESTAURANT

MUSIC HOUSE

A first class concert venue and meeting point, the Helsinki Music Centre also has a cafeteria, a restaurant, a shop and the Sibelius Academy Library for visitors to enjoy. Built in 2011, the Centre holds the Helsinki Philharmonic Orchestra, the Radio Symphonic Orchestra and the Sibelius Academy. The sculpture in the main lobby is called "Gaia" by Kirsi Kaulanen

KAARNA BAR & RESTAURANT

A laid-back Finnish restaurant with a Scandinavian twist. The restaurant opened offers simple and distinct flavors and the best produce of microbreweries. Because of its central location, Kaarna is an excellent place to meet, and its two floors offer an atmospheric setting for a longer get-together as well.

Figure 8: Cultural Excursion example IW 2014 (Buchmann Lenkkeri 2014)

2.5 Budget

The budget for the International Weeks was 3000 Euros. For that reason it is essential to keep track of the current outgoings and earnings. In 2013 a sponsor and in 2014 the participant fee were additional income. The template for the budget plan, examples of a coffee voucher and lunch voucher were saved in the digital version of the Manual. The template is an Excel file which calculates everything automatically. A budget plan example can be seen in Figure 9.

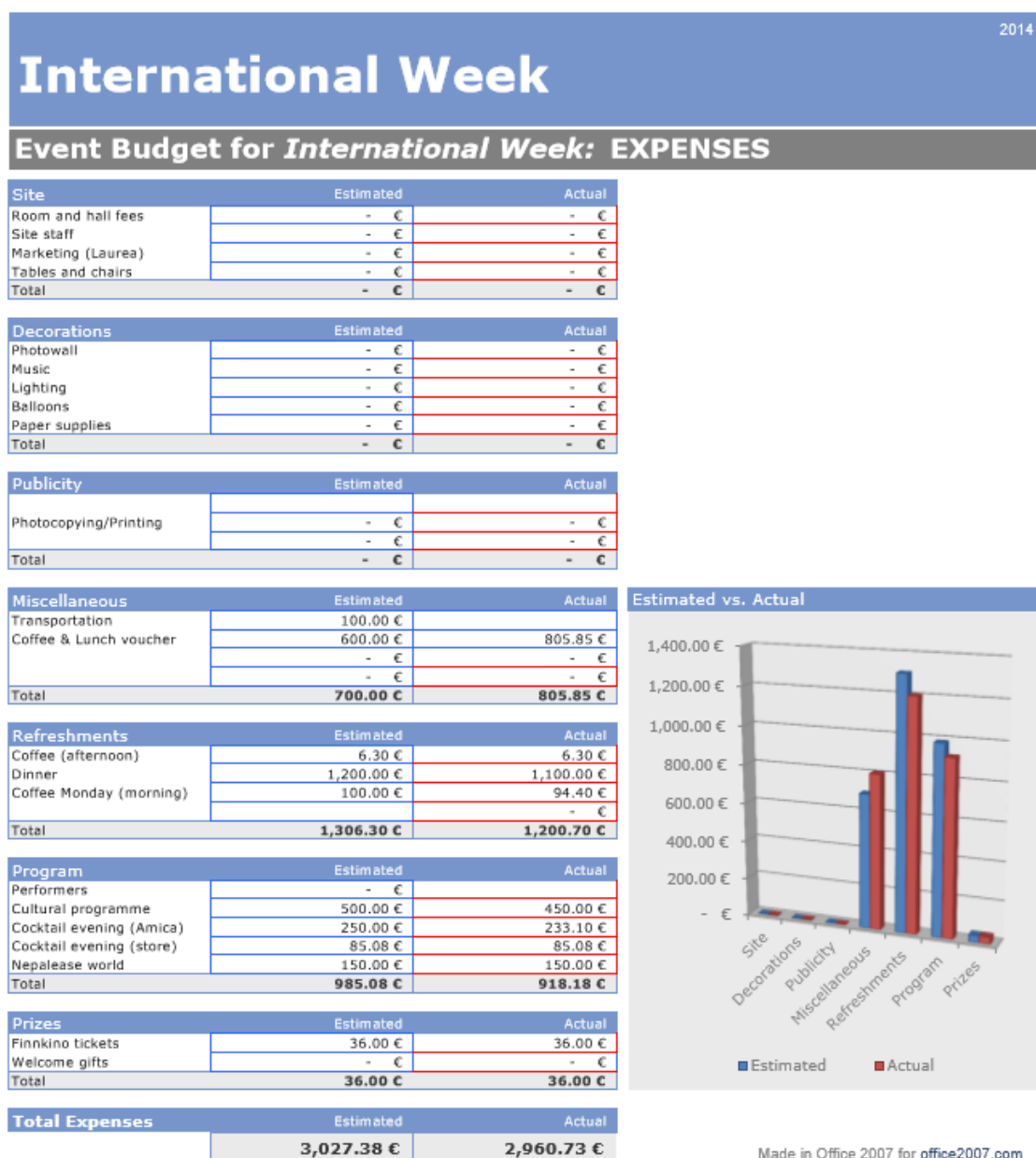


Figure 9: Budget plan example (Buchmann-Lenkkeri 2014)

2.6 Marketing

Marketing plan

The development of an efficient marketing Plan is necessary for the delivery of a successful event. The guidelines for the Marketing Plan and an example template for a Media Action Plan can be found in the digital Manual but also in Figure 10 and 11. Additionally, the user can find different marketing material such as poster examples and templates in the digital Version.

Target group - who do I want to reach with my marketing plan?

First you have to answer you 2 important questions.

- Where is your target market?
- Who is your target market?

Marketing Mix - what makes people attend our event?

The 4 P's are influencing the attendance of your guests and therefore they are very important for your marketing strategy.

1. Price:
 - How much does it cost to attend?
 - Are there any extra costs?
 - Do you offer any incentives?
2. Product:
 - What does the event offer?
3. Place
 - Is it easy to attend at the event?
 - Make sure you give enough travel, accommodation and location information!
4. Promotion:
 - Who is your target group?
 - How can you reach them?
 - Which marketing tool you need for it?
 - Why should you attend at the event?

Marketing Tools:

Here are some of the most used marketing tools:

- Print: posters, leaflets, programmes
- Email distribution
- Media advertising: newspaper, radio and TV
- Social Media: Facebook, Twitter, blog
- Media releases

Advertisement

First step is to think about which advertisement form would be the best for your event. Daily newspapers have a high readership but think carefully of the right ones for your target group are.

Also Email is a comparatively low cost and flexible solution. Mailing lists make it easier to send out information and keep the guests up to date.

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Figure 10: Marketing Plan, page 1 (Buchmann-Lenkkeri 2015)

The internet is an increasingly essential marketing tool. A good Facebook page can reach much more people in a week than a local newspaper. Important is that you use the page professional and Also a blog account or a twitter account are good options to follow up with the event.

Media Action plan - example

Media Action plan					
Event Title:					
Event Date:					
Date	Action	Target	Publication Dates	Status	Notes
Sept xx	Press release	Uusimaa Newspaper	2 weeks before the Event	Draft approved	Call contact person
	etc.				
	etc.				

Figure 11: Marketing Plan, page 2 (Buchmann-Lenkkeri 2015)

Invitation

In order to reach the staff members and international guests it is inevitable to send a short but attention-grabbing invitation. Figure 12 shows an example invitation of the IW 2014. The

templates, examples and registration form for the international guests can be found in the digital Manual. After the event a thank you letter needs to be sent.

Laurea Kerava International Week 2014

Welcome to the 5th annual international week in Kerava, Finland,
Nov 3rd - 7th 2014

The theme of the week
*Networking
Locally & Globally*

Lectures and workshops in Marketing, Cross-cultural communication, International accounting, International aspects of HRM, Management of organizations, Change management, Supply chain management, Website design, Visual design, Video design, Language studies etc.

We invite lecturers, administrative staff and students to participate from your university
Register now or latest Friday, Oct 3rd, 2014
More information:
Eija Lipasti, eija.lipasti@laurea.fi +358 46 8567631 or
Julia Nevmerzhitskaya, julia.nevmerzhitskaya@laurea.fi

Laurea Kerava
Keskikatu 3 a
04200 Kerava Finland

 **LAUREA** KERAVA
CUSTOMER FOCUSED
SERVICES

Figure 12: Invitation example IW 2014 (Buchmann-Lenkkeri 2014)

Press Release

In order to write a basic Press Release the user should follow following steps:

- Use Laurea's standard paper (headed paper)
- Type the date of issue
- Use a strong, clear, attention grabbing but still relevant title
- Add an explanatory sub title if it needs it
- Cover the What, Where, Why, When and Who right away in the beginning
- Put there all relevant information but keep it to the point
- Use quotes from the event director or funders as appropriate
- The Release should not be longer than one page
- Always include details of the event press officer/contact for further information - name, company, phone number and email address

- Mention the event webpage

An example for an English Press Release can be seen in Figure 13. More examples can be found in the digital Manual.



PRESS RELEASE
14.10.2012

International week at Laurea's Kerava Unit

Laurea University of Applied Sciences organizes International Week at Kerava Unit on 5.-9.11.2012. The theme of the week is E-Business, Abroad Perspective: Ethical, Ecologic, Education, Entrepreneurship, Entertainment. The program includes lectures of Professors from Moscow's, St. Petersburg's and Iceland's Universities as well as Laurea's own teachers and experts from Laurea's domestic cooperation partner companies. Workshops, culture introductions and food tastings, information about student and teacher exchange and information about study programmes are also included in the week's program. The student restaurant has exotic dishes during International Week.

The priority of the week is to create an exuberant and innovative atmosphere as well as develop networks according to Laurea's learning philosophy Learning by Developing. Lecturer Leena Kuosmanen states that *the event is planned professionally and creatively utilizing genuinely the joy of making and learning by foreign and Finnish students. Instead of traditional lectures, practical learning is sensible and productive.*

Practicalities are taken care of by the first year Tourism English Degree students in cooperation with Business and Information technology study programmes. The program of the week is held in English at Keuda-house. All events are free of charge and open to everyone. More information about the week's program is available from Leena Kuosmanen and International Week page on Facebook.

More information

Leena Kuosmanen
Lecturer
046 856 79 26
leena.kuosmanen@laurea.fi

Facebook: <https://www.facebook.com/WeekLaureaKerava2012>

Laurea - Prime mover

Laurea University of Applied Sciences
Keskikatu 3a, 04200 KERAVA

Figure 13: Press Release example IW 2012 (Buchmann-Lenkkeri 2012)

2.7 Social Media

The social Web provides us with a new way to bring our identities and relationships to the forefront of technology and to make technology people-centric. (Shih 2011, 5.)

Setting up a Facebook page does not take long. The way Facebook is currently set up requires a log in. The author recommends that the existing Facebook page should be reused for the following International Events. The page should be activated 1 month before the Events starts. All international guests should be invited to join the page. Post regularly, also during the event itself, but not too much and only relevant topics. Post videos, statements and share pictures. Always make sure that you have the permission to post pictures or videos. The Facebook page layout can be seen in Figure 14.



Figure 14: Laurea International Week Facebook page (Buchmann-Lenkkeri 2015)

2.8 Feedback

To collect feedback is a significant step in the development of future events. A feedback questionnaire template and the Feedback Report of the IW 2014 can be found in the digital Manual. The Feedback smiley template can be seen in Figure 15.



Figure 15: Feedback smiley template (Buchmann-Lenkkeri 2015)

2.9 Material for the event

In the folder material for the event the author collected all important belongings for the event itself. Nametags example and templates, signs for the host spot and the info desk, participant's list example and template as well as a welcome package check list can be found in the digital Manual. Figure 15 shows an example of a nametag and Figure 16 shows an example of a participants list.



Figure 16: Nametag example (Buchmann-Lenkkeri 2012)

List of participants

Name	Country, University
Michal Tomczak	Poland, Gdansk University of Technology
Jana Lebedová	Czech Republic, Tomas Bata University in Zlin
Jana Doleželová	Czech Republic, Tomas Bata University in Zlin
Ivana Pejřová	Czech Republic, Tomas Bata University in Zlin
Marek Kubalčík	Czech Republic, Tomas Bata University in Zlin
Bronislav Chramcov	Czech Republic, Tomas Bata University in Zlin
Frederik Verplancke	Belgium, University College Ghent
Stefanie De Bruyckere	Belgium, University College Ghent
Ulrike Rosenbaum	Switzerland, University of Applied Sciences FHS St.Gallen
Peter Rijcken	Netherlands, University of Applied Sciences Leiden
Marjolein Schut	Netherlands, University of Applied Sciences Leiden
Aurélie Bonneau	France, University of Bordeaux
Carmen Lavieri	Netherlands, Saxion University of Applied Sciences
Manfred Schorb	Germany, Karlsruhe University of Applied Sciences
Ekaterina Egorova	Russia, St.Petersburg Institute of Hospitality
Anna Bardashevich	Russia, St.Petersburg Institute of Hospitality
Sonja Strübe	Germany, Friedrich Alexander University Erlangen-Nürnberg

Figure 17: Participants List IW 2014 (Buchmann-Lenkkeri 2014)

2.10 Miscellaneous

In the miscellaneous folder of the digital Manual the user can find pictures of the IW 2011 - 2014 as well as audio visual material. Additionally there is a direct link to the blog of the IW 2012. Figure 18 shows the International guests of the IW 2013.



Figure 18: International guests IW 2013 (Buchmann-Lenkkeri 2013)

3 Conclusion

Based on the Event Manual development process and the author's own learning experiences being a Project Manager, the SWOT analysis of the IW as an educational event was made. The analysis is present in Table 5.

<p>Strengths</p> <ul style="list-style-type: none"> ▪ International environment ▪ Networking ▪ LBD in practice ▪ Integrating events into study units ▪ Enthusiastic students ▪ connect all Degree Programmes together more responsibility for students 	<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Not enough participants ▪ Lack of motivation to participate ▪ Lack of collaboration between staff members and students
<p>Opportunities</p> <ul style="list-style-type: none"> ▪ building up a new Network outside and inside of Finland ▪ develop customer service skills ▪ Promoting Laurea UAS as an international HEI 	<p>Risks</p> <ul style="list-style-type: none"> ▪ Kerava is a small Unit ▪ Financial Risk ▪ No responsible staff members

Table 5: SWOT analysis of the IW (Buchmann-Lenkkeri 2015)

LbD is a pedagogical model that is based on learning through R&D. Both students and teachers can develop their competencies by participating in different types of development projects that address the phenomena and problems of real-life workplaces. (Laurea 2013) The International Week is one of best example to show how it works in practice. The students take responsibility, improve their communication and team working skills; they are part of an international environment and succeed in real life situations. It is great to see so many enthusiastic students, said one of the international guests in 2013 to the author. The event is also a way to connect the students from different Degree Programmes together. The workshop on “going for exchange” was fully booked in every International Week.

The program was filled with interesting, educational, informative lecturers each year. However there is still room to improvement. It is important to take time for the programme design, the marketing and provide written feedback from every year. The last year showed that there should be no overlapping in the time schedule. One of the international guest mentioned that not all students share the same motivation and it would be great to give those personal feedback about their impact on the event. As a result they can improve their skills.

One of the most significant challenges in future is to make the program even more interesting for students and let them take more part of it. Kerava is a very small Unit and therefore it is important that all staff members work together. It would be profitable for the upcoming International Week to have on teacher, who is permanently responsible for the project. The author as well as many of the International guests would wish for more interacting between students and guests.

In conclusion, it can be said that International Weeks are an innovative, useful, very inspiring and successful events and such events should also be arranged in the future at Laurea University of Applied Sciences.

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