

Planning, Producing and Managing a Charity Sports Event – Jumppaa Hyvän Asian Puolesta in Porvoo, Finland

| Hiltunen Nicole, Rantakivi Anna

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Author or authors Hiltunen Nicole Rantakivi Anna	Group or year of entry 2014
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Teacher/s or supervisor/s Monika Birkle	
Abstract <p>This thesis is a written report on how to plan, produce and manage a charity sports event. This event was commissioned by the City of Porvoo – Sports department and also in cooperation with Charity Organization Rotary Club located in Porvoo, Finland.</p> <p>For the past twenty years, the city of Porvoo has provided the citizens free outdoors aerobic classes during the Summer. The event managers contacted the city of Porvoo to inquire about the possibility of combining their annual public park aerobics together with the event manager’s ideas. The events manager’s ideas consisted of creating a charity sports event, by combining Porvoo’s last park aerobics of the season with the charity to raise funds for the New Children’s Hospital.</p> <p>The events end goal was to bring the city of Porvoo together to spread awareness regarding healthy lifestyle, and to also raise money for the New Children’s Hospital. Jumppaa Hyvän Asian Puolesta - event took place on August 21st 2014.</p> <p>The goals were met and exceeded in the eyes of the stakeholders and of course the event managers. The event managed to raise over 2000 euros to go towards the New Children’s Hospital foundation. It also successfully managed to create a fun and welcoming experience for the 400+ guests who attended.</p> <p>This report starts with an introduction of the project background explaining the aims and objectives for this event. Following the project background is the theoretical framework which consists of the stages of the event management and planning process. In the reports next section the event managers explain how they implemented event planning, producing and managing in practice during Jumppaa Hyvän Asian Puolesta. Ending this report will sum up and analysis the results of the event success and of course failures.</p>	
Key words Charity Events, Sport Events, Events Management, Event planning	

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1 Introduction

Jumppaa Hyvän Asian Puolesta – event had two clear objectives. The first objective was to increase awareness of healthy lifestyle through education and aerobic classes. Throughout the world obesity and overweight related health problems are annually increasing throughout the world, and Finland is no exception. According to Health Statistics of OECD (Finnish Health Statistics, 2010), the percentage of adult obesity rates has raised over the past three decades. The percentage has increased from 6.6% recorded in 1978 to 15.9% in 2009.

The other objective for this event was to bring the community of Porvoo together to help raise money for the New Children’s Hospital, which will be built in Helsinki in 2017. The New Children’s Hospital foundation is a charity that touches the heart of the vast majority of Porvoo citizens. Almost everyone either has their own children, brother, sisters, cousin or some relative and family member that can benefit from the New Children’s Hospital from being built.

Sports event are quite common in the Porvoo cities region throughout the year. Unfortunately the same thing cannot be said in regards to charity event events. This is an issue the event managers believe needed to be addressed, as it helps out the community and overall wellbeing of Porvoo’s citizens.

The development of Jumppaa Hyvän Asian Puolesta was done over five months; April – August 2014. The process began with creating the initial idea and concept for the event. This was done by intertwining the event manager’s ideas along with the wishes of the events commissioners. Once that was completed the event managers needed to conduct market research in order to better understand the events target groups needs and wants.

The structure within this report can be used as a guide line on how to plan, produce and manage a charity sports event. The first section of this report will begin with the theoretical background of event management. This section was used as a guideline to

plan Jumppaa Hyvän Asian Puolesta. Each section within the theory section supports each crucial step through the events life.

The following section; planning process goes through and supports the theoretical background with the events practical procedures. The planning process section is categorized in chronological order through the events life timeline. This section gives a clear image of all the imperative steps in planning an event such as Jumppaa Hyvän Asian Puolesta.

Presentation of the product follows the planning process in this report. This section is a presentation of the actual of Jumppaa Hyvän Asian Puolesta - event. It will be displayed in the following sections; Event setup, Event duration, Event set down.

In the last section of this report, the event managers with analysis the process and product of Jumppaa Hyvän Asian Puolesta. The type of analysis will be done objectively through conversation and other methods. This section will also present the results of the guest's experience of the event through an online survey.

Jumppaa Hyvän Asian puolesta- event had two commissioners: the city of Porvoo's sport department and the Charity Organization Porvoo's Rotary club. The City of Porvoo already had a suitable venue for the event, since they organized park aerobics through out the entire summer season. Event managers did close co-operation with the city of Porvoo's sport department to make sure that the event would satisfy their already existing park aerobics attendees. The goal was to create a new larger event around the usual park aerobics session. Also to attract more local people to attend and to raise funds to the New Children's Hospital.

City of Porvoo's sport department takes care of all the sport venues of the city, for example swimming hall, football courts, sports halls, walking and skiing routes and ice rinks. There is multiple opportunities to do sports in Porvoo. Sports department also organizes aerobics and other sport classes for Porvoo citizens in all ages. Sport department has also close co-operation with local sport associations. Through them there

is variety of more than 80 different sports where to choose from. (Porvoo kaupunki 2014)

City of Porvoo's weekly park aerobics has been very popular summer activity within the local people. Every week approximately 250 people attend the outside work out session. There is no actual data of how many years park aerobics have been organized in Porvoo. However, according to the commissioner (Sports department) at least 20 years.

Second commissioner for the event was a local charity organization Rotary club. They were handling the funds that were raised at the event to the New Children's hospital foundation. It was important to have a non-profit organization behind the event, due to complex charity law in Finland. Without non-profit organization legal permissions would have been very challenging to get and the funds would have needed to be paid taxes of.

Porvoo's Rotary club is part of Rotary International, which was established in Chicago 1905. At the moment Rotary international has more than 1.2 million members. Rotary club is a non-profit organization. They support both local and global causes focusing for example in providing clean water, saving mothers and children, supporting education, and growing local economies. First Rotary club in Finland started in Helsinki in year 1926. Nowadays there is six Rotary districts in Finland and Porvoo's Rotary club is part of Southern Finland's district. (Rotary Finland 2014)

Event managers contacted Porvoo's Rotary club in March 2014 to inquire what kind of charities they support, especially to help children. The president of Rotary club informed that the club has been already supporting the New Children's Hospital 2017 foundation. It was an excellent charity cause for the event as well and the co-operation started.

2 Event planning and management

This chapter offers a theoretical framework of event planning and management which will be the structure of the report. The chapter contains relevant information that can be used as guidelines when organizing sports and charity events. Later on this framework will be followed as a structure in planning and managing the event Jumppaa Hyvän Asian puolesta.

2.1 Sports events & Charity events

This chapter explains the terms sports and charity. These terms are the key definitions of the thesis. The chapter also describes common types of charity events in Finland and mentions Finland's largest charity organizations.

The term sport is not so simple to define even for the experts. There has been a lot of debate around the term. However, we prefer to adopt the following definition: "Sport is an institutionalized competitive activities that involve vigorous physical exertion or the use of relatively complex physical skills by individuals whose participation is motivated by combination of individuals whose participation is motivated by a combination of personal enjoyment and external rewards" (Coakley 2001, 20). The reason why event managers prefer this definition is how close it is to our understanding of the purposes of sports: exercise, enjoyment, rewards, and motivated participation.

Sports events are also divided into active and passive sports events. The division is based on attendee's participation or non-participation. In active sports events participant will have physical involvement in competitive or non-competitive sports. Passive sports event is an event where attendees come to watch sports, but they are only observing and not physically doing sports. (Hinch & Higham. 2011, 40). Event managers believe that seeing sports event as active or passive is a good way to differentiate our event from other sport events.

We also believe that explanation of the term charity is important, since Jumppaa Hyvän Asian Puolesta- event combines sports with charity. Charity can be explained as "The

altruistic provision to others of the means of pursuing a common or universal good.” (Chapman, Jim Phillips & David Stevens. 2001, 251) Nevertheless, the definition of charity varies depending of the context; if it is social or legal.

One type of charity events is a charity concert, and in Finland charity concerts are a common way to raise funds for different charities. One of the most known charity concert in Finland is called Elämä Lapselle. It has been organized in Finland once a year already for more than 20 years. It has been raising funds to the five children’s clinics in Finland. The charity organization behind the concert is Lastenklirikoiden kummit ry and it has raised more than 30 million euros to help children and young people. (Lastenklirikoiden kummit ry. 2014)

In Finland there are also various other charity organizations which help children. There is for example: Sos-lapsikylä, Pelastakaa Lapset ry and The New Childrens’ hospital 2017 ry, just to mention few. However, probably the largest and most known charity organizations in Finland are Unicef and the Red Cross. All the funds raised in Jumppaa Hyvän Asian Puolesta were donated to support the New Children’s hospital.

Sports and charity events are a good way to raise funds quickly and to create awareness about the charity cause. It is important to choose the cause well. The event organizer must be passionate about the charity cause, to make it through all the challenges. It is good to consider what kind of sport events would be popular in the area and what the target group of the event could be. There are multiple ways to raise funds, such as lottery or entrance ticket sales. The event organizer can choose the best suitable way of raising funds in their specific event. (How to organize a charity fitness event 2014)

The sports and charity events are special events and require perhaps longer planning and preparation period. Many times these events have a lower budget for the event and various aspects of the event must get covered by sponsorships. Another challenge is the complex charity law in Finland. The permission applications require large amount of information about the event organizer and handling time of the permissions at the police station takes time as well. Later on this report gives more information about all

these important aspects that are common features in organizing sports and charity event such as sponsorship, volunteering and legal issues.

2.2 Event management

Event management plays a very important role in the event world. Event managers hold the responsibility to oversee and coordinate all the tasks and activities that are needed to execute an event. More specifically they are in charge of the events strategy, planning, implementation and control.

Besides basic planning, the event manager is responsible to observe areas regarding information transparency and all documentations. It is important that the Event Manager is able to clearly vocalize and inform the participants or other event related members clearly on what needs to be done. (Event Management, 2014, 40-41)

2.2.1 Event aims and objective

Arranging an event requires setting an event objective. Event objective is something that it is important to keep in mind during the entire event's life, during the planning and the implementation of the event. It consists of the purposes and the goal of the event. The time to clarify event objectives belongs to the earliest planning of the event.

When starting to think about the possible event objective, it is good to start by asking the reason of running this event. It can be something very simple and concrete. The motivating factor will lead to the answer. It is also important that the objective is easy to understand for everyone working with the event.

When the objective is defined, it has to be published within all event team from the management to the staff. It would be good to have the event objective somewhere visible during the entire planning process. Otherwise it might be easy to lose the sight of the objective at some point.

In the Book Event Manager's Bible there is a good example of losing sight of an objective. In the example the event's objective was to raise funds for a local charity. In such a case the idea is not to offer free meals for all the competitors and exhibitors nor to

fly a famous artist on a first class ticket to perform at the event. A better way would be to use volunteer staff and to invite local artists. The local artist might be keen to get positive visibility and perform for free. (Conway 2006, 13-15)

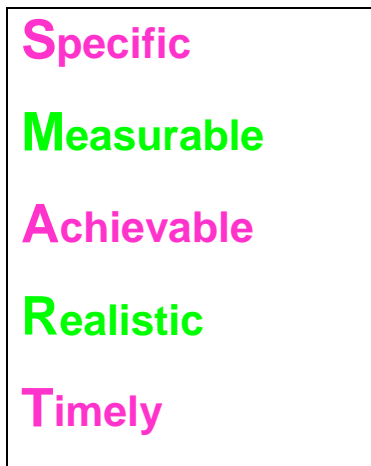


Figure 1. SMART model

There is various ways to measure goals. One good tool to use when measuring event's goals, is a SMART tool (Figure 1 above). SMART tool guides towards goals that are specific, measurable, achievable, realistic and timely.

Specific goals are concrete and they have a better chance of being accomplished than general goals. When goals are specific, there is little room to interpret whether the goals have been reached or not. This way a good goal must answer the following six “W-questions”:

- **Who** is involved?
- **What** is to be accomplished?
- **Where:** Identify a location.
- **When:** Establish a time frame.
- **Which:** Identify requirements and constraints.
- **Why:** Specific reasons, purpose or benefits of accomplishing the goal.

To make the goals measurable, there needs to be concrete criteria of measuring the progress. Goals should be accountable. Goals also need to be feasible, to avoid disap-

pointment and disillusionment. Event goals can be challenging, but they still need to be realistic. It might be a good idea to make a timeframe and break the goals into short term and long term goals. (Barker, R 2003, 75)

2.3 Target group

Target group is the event audience, which is creatively and strategically segmented. Defining the target group for the event is one of the first tasks to be accomplished after defining the aim for the event. Segmentation can be done by using traditional or modern approach. Some researches show that the traditional division, such as income or education are not necessarily the best ways of defining the events target market anymore. Nowadays modern segmentation is focusing more about the lifestyle. (Scheff Bernstein, J 2014, 41)

If the event is run annually, it is easier to define the target audience. It might be a good idea for the event organizers to consult the previous event team and to use their last years documentation as a tool to get to know the audience. Plans, reports and accounts from the previous event will give a good start to plan the next event. It will also create a good starting point for the new market research.

Also very important when planning an event is to estimate the age range of the audience, for instance when considering the entry fee for the event. For example adults are more likely willing to pay an entry fee than school kids.

The more diverse and complex the event is, the more difficult the planning process gets. Marketing costs might also increase, when having to advertise through more channels to reach the diverse audience. Although, when the marketing costs rise, so will the entrance fees and thus the possible event attendees may get fewer. (Conway 2006, 52-55)

2.4 Sponsors

Sponsorship can be seen as cooperation between a business who can provide funding, services or resources in exchange for marketing or visibility at a function or event. Of course depending on the type of event the sponsor may want different type of return of the sponsorship investment.

Before contacting your potential sponsors the event team must determine how much money or other resources they need to make their event possible. The event team must also be ready to answer a series of questions that their possible sponsor may want to know, such as;

- How many people are you estimating to attend this event?
- What type of media coverage will this event receive?
- Who is your target group?
- What can my company benefit from by sponsoring this event?

To be able to confidently answer such questions as these the event team should have done research of the previous year, if it was an annual event. If it is a first time event, the event team should do research on their target group to estimate the outcome of attendee's. As for the media, to predetermine how interested writers will be to cover the event it is a good idea to create a press release. Once sent it is important to then follow up to know if this is something they would be interested in attending, and write about. (Events Managements 2014, 177-179)

Sporting events and sponsorship, usually go hand in hand. You can see during some of the largest sporting event, sponsorship logos plastered along the building and around the field. This is a great way for those companies to gain visibility with a guarantee of thousands up to millions of people watching live or on T.V. It also is an opportunity for those companies to create a positive image, for supporting such events.

2.5 Legal issues; permissions & licensing

When organizing any event, there is most certainly a need for some permissions or approval from several authorities. The type of permissions needed vary depending of the size, location and the content of the event. It is good to start with applying the permission well before starting to spend any money for the event. Unfortunately there is always a possibility that the permission will be denied.

When trying to figure out which permissions are needed for particular event, it is good to start by asking advice from the local authorities. There are two kinds of events that must always be formally licensed; events that include music and events that include some contact sports (such as boxing or karate).

Fire service and police are in charge of deciding whether the event needs to be licensed. The event organizer might experience large problems with just assuming that permissions are not needed. Law issues are very complex and it is good to make sure permissions are done properly to make sure the event runs smoothly.

The main concern for the authorities is the safety for the public, that explains why there are so many rules and regulations. Carefully made safety plan is a good way to start; since it is something that event organizer must consult with the local authorities; fire service and police to make sure everything is safe and made correctly. The main goal is to make the event safe for everyone involved. (Conway 2006, 141-151)

The table below shows the most common permissions, announcements and documents that are needed when organizing an public event in Finland. It explains when they are needed and where to apply them from. In chapter 3.9 there is more information about those permissions and applications that were needed in Jumppaa Hyvän Asian Puolesta- event.

Permission/ announcement/ documents	When needed and where to get?	Needed in the Jump- paa Hyvän Asian Puo- lesta- event?
Announcement of the public event	Any public event From the police	Yes
Safety plan	Any public event Attachment to the an- nouncement of the pub- lic event	Yes
Emergency plan	Any public event To the fire service	Yes
Permission to play music	If music is played at the event Teosto	Yes
Permission to serve food	If serving food at the event Evira	No
Permission to serve alcohol	If alcohol is served at the event Valvira	No
Lottery permission	When there is a lottery at the event From the police	Yes
Permission for fireworks	If there is fireworks at the event Fire service	No

Table 1. Legal event permission

(Tapahtumajärjestäjän käsikirja 2014)

2.6 Budgeting

When planning an event one of the very first things that you should take into consideration is of course, the budget. The budget is made up of establishing the sales forecast, it is a prediction of what the event might generate in income. There may be different elements that may decipher the amount of revenue made such as; economic conditions, recession or a boom. (Nicole Ferdinand & Paul J. Kitchen 2012)

Budgets will pre-determine what limitations you may have when planning the event. Also it is very important to remember that most major events have stakeholders that invest and want to see how their money is being spent and how much will be made in return of their investments.

One negative side for having a budget is that, it can be time consuming for the management to agree on the final budgeting plan, there for wasting time that could be used elsewhere. When having such a strict budgeting plan it may also interfere and restrict the event team's creative thoughts and ideas.

(Nicole Ferdinand & Paul J. Kitchen 2012)

2.7 Marketing

“Marketing is concerned with satisfying customer’s needs and wants by exchanging goods, services or ideas for something of value” (Festival & Special Event Management 2010 :258) Depending on the type of event or ‘Product’ you are trying to sell to the consumer, may result in a interchange of money or only the consumers time in exchange for your events experience.

To fully understand what the need’s and expectations are from your desired target group, it may be wise to conduct some form of research. Market research is a way to reduce the risk of producing an event below the standards you have hoped to achieve. One of the most effective and commonly used market research tool used in the event industry to gain such information is the questionnaire. A well made and formulated questionnaire can be a great tool to use pre event to understand your desired target group, and also post event to collect feedback. (Events management 2012 :166)

The style or type of marketing you use may depend on the scale or reason for your event. As a small free community event may not have the resources in budget to pay for their marketing, as an annual festival may have. This is why it is important for any small scale event to do their research on their target group, this way they can use the most appropriate platform’s to reach their desired customers. (Festival & Special Event Management 2010 :258)

2.8 Volunteering

It is close to impossible to run an event without staff. People are needed for various tasks from welcoming guests to helping with setting down after the event. However managing people and especially volunteers might create some challenges. Managing people even in the smallest event is a significant task. “The more people you have, the bigger your problem is.” (Conway 2006, 172)

Using volunteers might bring challenges, and usually there is a need for two or three volunteers to cover every single shift. It is good to have perhaps more volunteers and keep their shifts quite short. This way volunteers do not have to spend too much of their time. It is also easier to attract volunteers with shorter shifts. However, the event organizer must keep in mind that this will increase the challenges in managing staff.

There is always a risk that all the volunteers shall not show up or some of them might be late. This is why the event manager should not completely rely on volunteers. It is easier to rely on paid staff. In the book *Event Manager’s Bible* there is an example of an event where the weather happened to be cold and wet: “11 out of 16 volunteers simply decided that they had better things to do than stand around in a cold wet field that day. The event had to be cancelled.”

It is good to have extra volunteers and back up people to avoid the type of risks mentioned above. The first briefing should be organized already couple of weeks before the event to make sure that volunteers intend to come to the event. (Conway 2006, 172-192)

2.9 Recruiting volunteers

Recruitment process for event volunteers means attracting the right people to the appropriate positions. It makes sense to plan recruitment process carefully, since poorly handled recruitment might prevent new volunteers from applying and disappoint previous volunteers.

First of all the need for volunteers needs to be clarified; how many volunteers are needed for the event and what those positions are. Specified task descriptions help to find the right people for the right positions. There can be two types of volunteers: professional volunteers and the so-called enthusiastic volunteers. Professional volunteers usually have a special role in the event according to their expertise in a particular field. In contrast, enthusiastic volunteers are good in areas that do not need so much expertise, but rather enthusiasm and positive attitude. (Lorri & Andres 2014, 81-86)

Introducing new volunteers to the organization and to their tasks takes time, but it is crucial for the event's success. Volunteers need to get familiar with the event folder, where all the contact information and safety guidelines are found. Supervisor should make volunteers comfortable and give them all the necessary information. For example to provide an informal tour of the area (including rest rooms, place to store their personal belongings and coffee/lunch area) and to introduce them to the staff and other volunteers. The supervisor should also make sure that the volunteers understand their own responsibilities at the event.

Management has an important role when trying to keep volunteers committed and motivated. Event manager should make volunteers feel welcome, secure and respected. Good management style with volunteers is a blend of choice and control, flexibility and organization and informality and efficiency. (Sequiera 2008, 140-167)

2.10 Event design

Event design and production can be seen as one of the most important and daunting tasks that an event planner must face when planning an event. One reason why is that client's expectations are constantly expanding and wanting their events to be bigger, better and more unique for their guests.

In most cases the event designer and producer will be two different persons. This is due to the fact that each of these important roles needs to have different skills and thinking processes. 'Event design' in this case refers to the idea which is created by the event designer, than later told to the responsible persons in the event team to imple-

ment those ideas. As for 'Event production' in theory means the actions it takes to build or engineer the events structures, as told by the designers idea.

Before there can be any type of event designing or ideas created, the event team must decide on the events concept and theme. While the theme and concepts are two different tasks in the designing process, both work together. The theme can be seen as the driving tool where the outcomes of the event are hoping to be achieved. The picture shown below by Goldblatt (2005) is used as helpful framework for most event planners. Goldblatt has named this tool the '5Ws' where event planners must ask themselves crucial questions before any event design planning decisions should be made.

Why must we hold this event?	Who will be the stakeholders for this event?	When will the event be held?	Where will the event be held?	What is the event product that is being developed and presented?
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Table 2. The 5 W's (Goldblatt, 2005: Modified by Nicole Hiltunen, 14.10.14)

2.11 Risk management

“The art and science of identifying, analyzing and responding to risk factors throughout the life of a project and in the best interest of its objectives” (Pinto, 2010: 221)
 Problem related risks can happen in the smallest events, this is triggered by uncontrollable events and occurrences connected to timing, changes and resources due to the uncontrollable macro environment.

To help deter such uncontrollable issues, the event team must try to predetermine such occurrences and find solutions to overcome those obstacles. It is important for the event team to think of all aspects of their event from; Venue, staff, attendee's, weather and whatever else they may have.

Once such issues are addressed, it is crucial to use your problem solving skills to determine a solution in which the problem may be resolved. To do so, it is important for any event manager to place these issues into a table where it is clear and legible for all event members to understand in such an occurrence may happen.

(Events Management 2012 :40-41)

The table below displays some of the following risks that may have occurred in Jump-paa Hyvän Asian Puolesta. The table was sectioned into four parts displaying the Risk's, Probability of such occurrences, How it can be Prevented and How the event is prepared for such risks.

Risk	Probability	Prevention	Preparedness
tripping	3	To remove all the tripping hazards	Store equipment properly
Sprains	4	To keep an eye on crowd management	First Aid
fall	4	To keep an eye on crowd management	First Aid
wound	2	To have strong supervision on children	First Aid
Fight / dispute	1	To create friendly atmosphere	Security
concussion	2	Soft grass ground	First Aid
Rain	2,5	Plan B (inside venue)	Contract
vandalism	2	Monitoring guests who come in	Security
Performer does not show up	1	Contact information	Plan B performer
Large crowd	5	Crowd management	Enough security
Staff illness	2,5	Keeping healthy life style	Back up staff

Table 3. Risk Management

It is very important to make estimates of the audience size, because overcrowding might create massive problems. In the book Event Manager's Bible it was mentioned that it would be good to have at least three different methods for making calculations

to estimate the audience size. It might sound tempting to have ten thousand extra visitors to pay the entrance fee, but it creates more problems, when considering for example parking or audience space.

There is also all kinds of laws and regulations, that should be kept in mind when planning an event. There might be limitations for the audience size because of law or space. Venues usually have regulations of how many visitors there can be at the same time. (Conway 2006, 56-64)

2.12 Event evaluation

Event evaluation is a crucial step in the event planning process as it determines the success and or failures of the event, by using your initial goals and predictions as a benchmark. Depending on the stakeholders who have invested their time money or resources on the event, this is a way for them to see if their investment was profitable or not.

The evaluation of an event is known to take place at the very end to determine the success or failures. Although it is also observed and monitored through the life of the event in three stages; Pre-event evaluation, monitoring and control process and lastly post-event. (Festivals and Special Event Management 2010, 492)

3 Planning process

This chapter presents the planning processes that were used to create Jumppaa Hyvän Asian Puolesta – event. This section reflects the theoretical framework used in the above chapter. The event managers write in detail a step by step guideline of the events whole planning process. The table below is a timeline of important moments that took place during the life of Jumppaa Hyvän Asian Puolesta. The table is divided in the the following months that took place pre and post event.



Beginning of events life

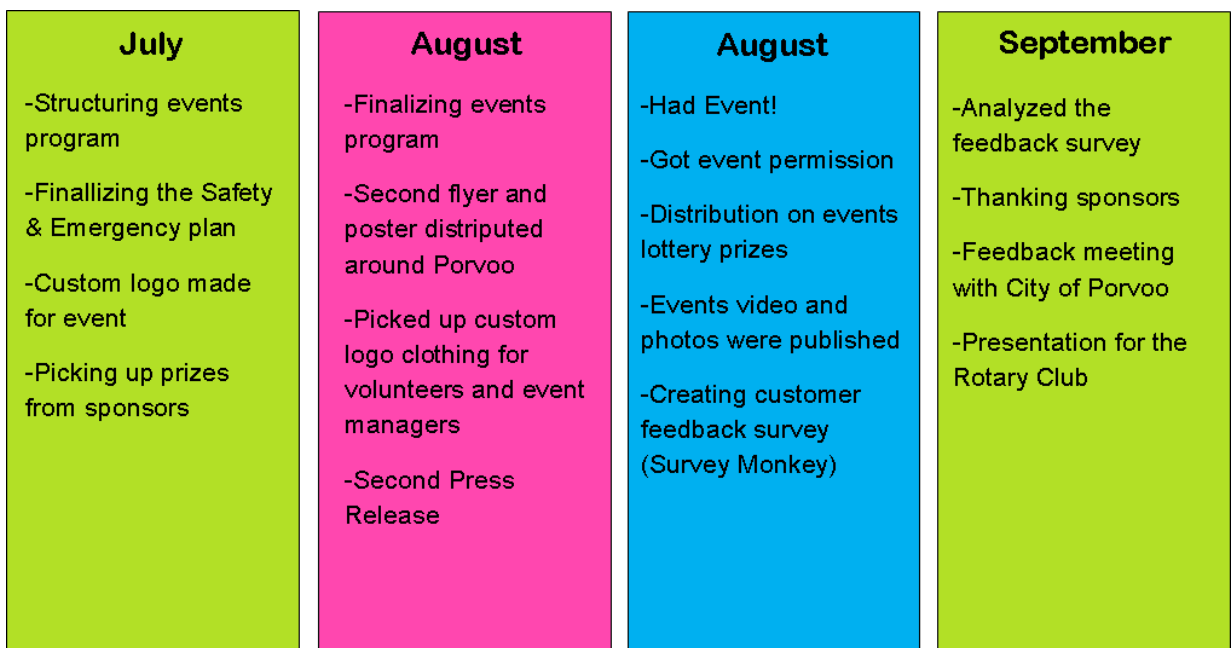


Figure 1. Important stages of the Event Timeline.

3.1 Tools and methods implemented

The table below displays the tools that were used in the Jumppaa Hyvän Asian Puolesta- event. On the left hand side there is mentioned the tool and on the right hand side there is description of what it was used for.

Leap was essential for event managers to share information within each other and for working in distance. It is a platform to share information and to edit documents. All the event documents were saved to the event Leap page (for example budget, weekly schedule and the contact list)

Facebook and website were used to share information for the event audience and to the volunteers. Both were also used heavily for marketing the event, since all free marketing was essential due to small event budget.

Questionnaires were in an important role as well. For the market research event managers used written questionnaire designed with Microsoft publisher (attachment 11). After the event there was a feedback survey made with Survey Monkey and it was again shared in Facebook.

<i>Tools</i>	<i>Methods</i>
Facebook	Communication with volunteers, Marketing, Sharing information
Website	Marketing, Sharing information
Excel	All budgeting for event
Questionnaire	Market research
Weekly schedule & to do lists	Documentation of event planning process To remember important tasks
Contact list	To keep track of all communication with sponsors
Powerpoint	Volunteer & commissioner presentations
Leap	Platform which the event manager used for event documents
Survey Monkey	Post event feedback survey

Table 4. Tools and methods implemented

3.2 Charity sports events

As mentioned in chapter 2.1 Charity sports events are an attractive way to raise funds quickly. At the same time the event attendees can enjoy exercising and support an important charity cause.

There are various events held in Porvoo every year, also quite a few sports events, but there is still a lack of charity events. Local people are very much into sports and healthy lifestyle. Since the City of Porvoo's park aerobics was so popular, event managers thought it would be a great idea to create a charity event around the last park aerobic class of the season. There was already a good base for attendees for Jumppaa Hyvän Asian Puolesta- event.

City of Porvoo's sports department was very keen on being part of the event as well as being the commissioner for the event together with local charity organization Rotary club. The event was decided to be an ending celebration for the park aerobics season. Charity event supported the New Children's hospital foundation in Helsinki. The decision about the charity cause was clear from the beginning, since there is an urgent need for funding at the New Children's Hospital in Helsinki.

Jumppaa Hyvän Asian Puolesta was a free event and the funds were raised purely with the sales at the event. The main channel to raise funds was a big lottery, where prizes were given from various event sponsors. To make the most of it in the four hour event, there was 10 lottery ticket sellers. There was also other sales to raise money for the New Children's hospital at the event such as; 15min neck massage, drinks & beverages and two time yoga tickets.

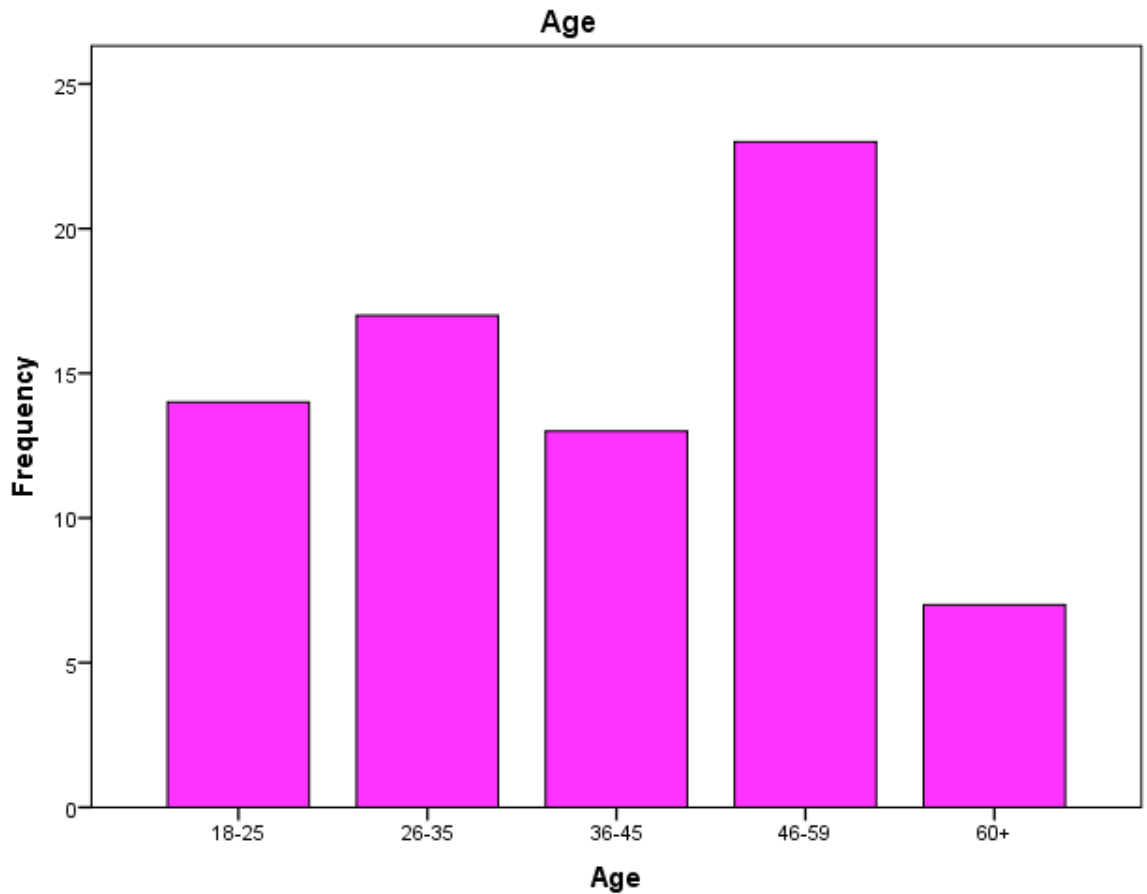
3.3 Target group

As mentioned in chapter 2.3 defining the target group for the event is one of the first tasks in the event planning process. Target group for Jumppaa Hyvän Asian Puolesta-

event was defined based on the market research and the discussion with the commissioner. In this chapter there is explained the conclusions based on the market research.

Market research for Jumppaa Hyvän Asian Puolesta- event was conducted in May 2014 to define the events target group and to find out about their wishes for the event. The research got 74 responses and it gave a better understanding of the target audience. Since event managers wanted to reach the active and sporty audience, the research was conducted at several gyms in Porvoo. Written questionnaire was used as a research method in this project. Questionnaires were distributed by event managers and at the same time it was good marketing for the event.

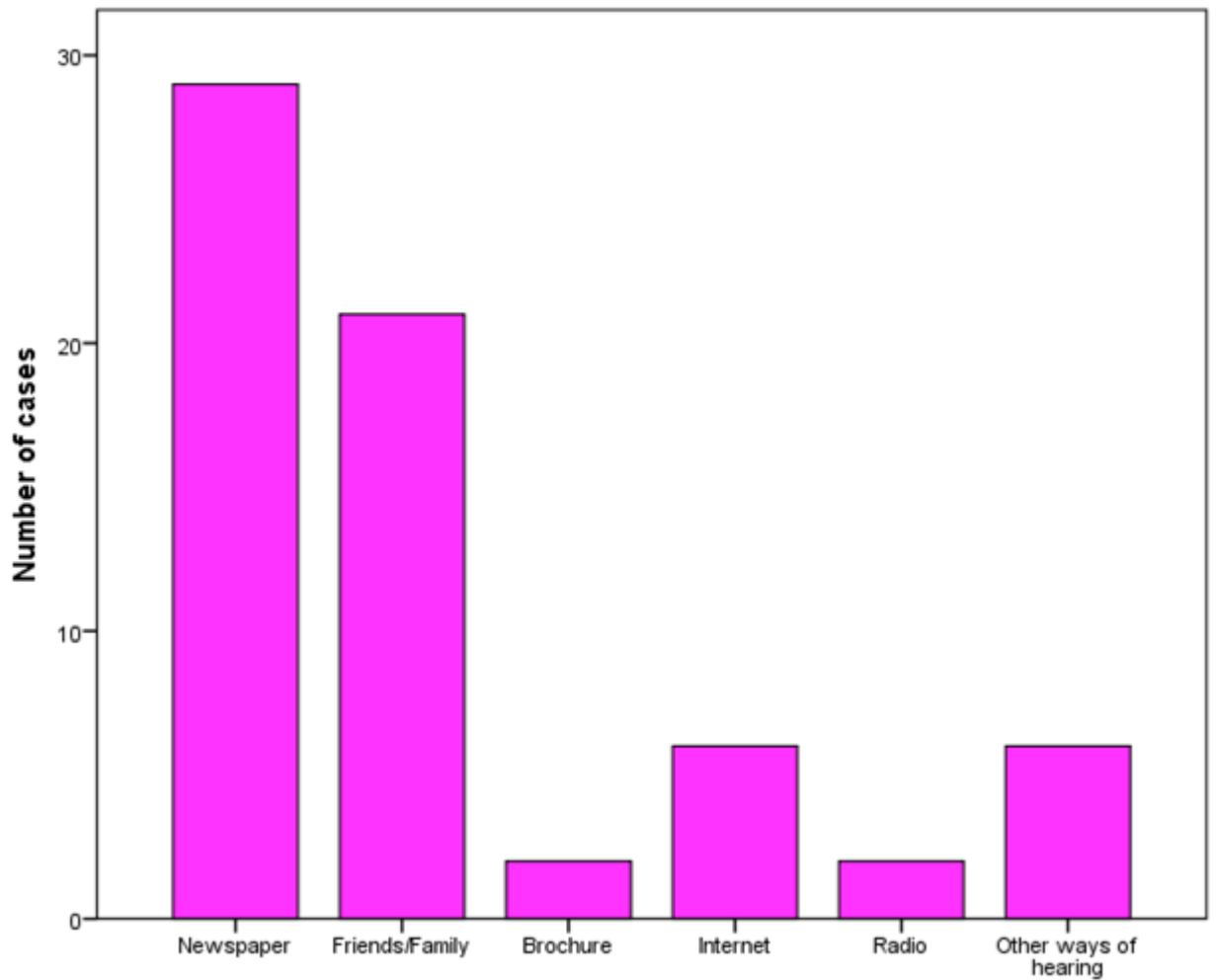
First questions at the questionnaire were about the demographics; such as sex and age of the respondent. There was also question whether or not the respondent has heard about the park aerobics and also from where. Last part of the questionnaire was open ended questions concerning the wishes for the event program. The results of the survey were analyzed by using SPSS program and they are explained below. The questionnaire can be found as an attachment number 11.



Graph 1. Market research of age demographics

The graph above shows the age distribution of the questionnaire respondents. The graph displays the age division of those who usually attend park aerobics, organized by City of Porvoo. As shown above, the graph displays the number of responses on the Y axes and the age groups along the X axes.

The graph shows that the largest age group according to the market research was women between ages 46 to 59. The second largest group was attendees between ages: 26 to 35. There was also part of respondents over 60 and some under 18. In conclusion, the target audience for Jumppaa Hyvän Asian Puolesta- event was mostly women (only very few male responses) and between ages 18 to 60+.



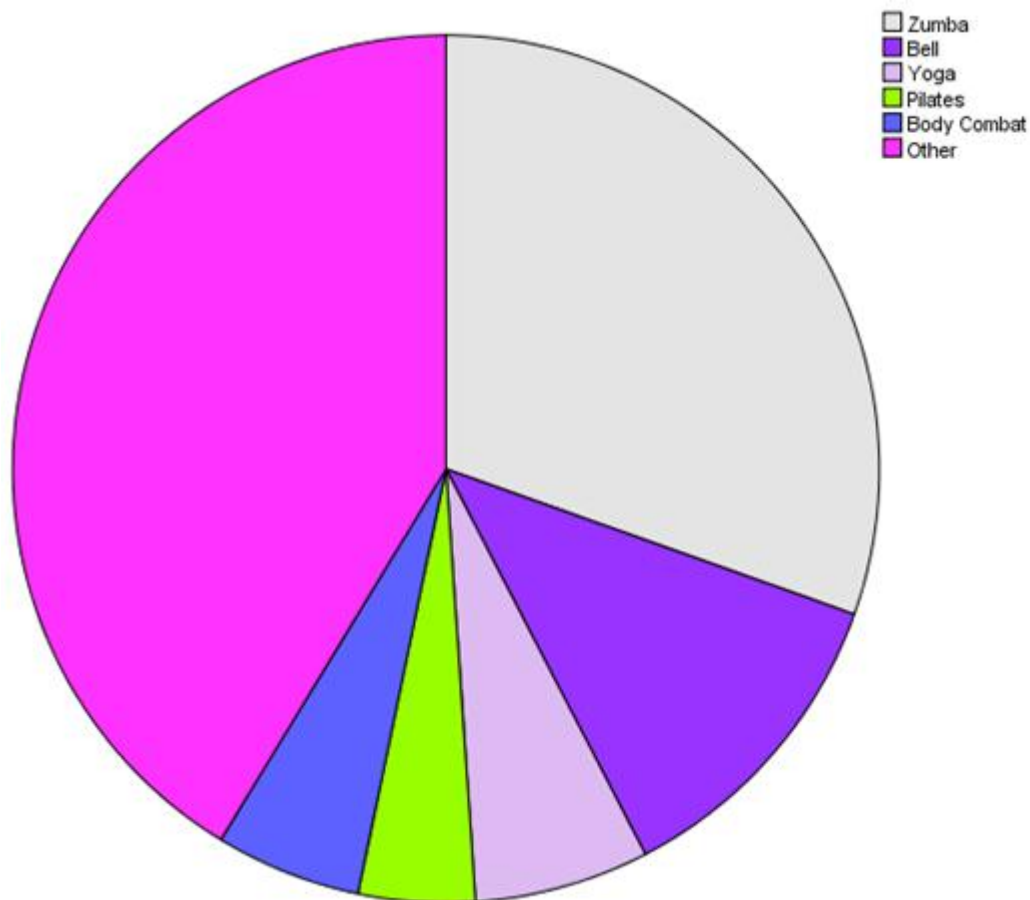
Graph 2. Market research of information channels

The graph above shows the information channels, of where the target audience have found out about the park aerobics. As shown above, the graph displays the number of responses on the Y axes and the information channels in the X axes. Newspaper had clearly reached out most of the respondents. The research showed that more than 50% of all respondents between ages 26 to 60+ did read about the park aerobics from the local newspaper.

The second largest information channel was word of mouth, especially within respondents between ages 18-26. More than 60% of them had heard about the park aerobics from friends or family members. Based on the questionnaire the third largest information channel was internet and it seemed to be the most common channel within respondents between ages 26 to 35. Event managers made the marketing plan based

on these results and there is more information about the marketing in the next chapter

3.4.



Graph 3. Division of desired aerobics classes

The program for the event was designed based on the results of the market research. The chart above shows the division of desired aerobics classes by survey respondents. As shown above, the chart displays the chosen aerobic classes by color codes, which are explained on the left hand side of the chart. Since it was possible to write many options, there is a large variety of answers and most of the classes got only few votes. It explains why there is so many responses of “other”.

However, Zumba was evidently the most popular of the classes according to the research. It got 28 votes of 74 responds. The second most request class was kettle bell, with 11 responses. Unfortunately there was no possibility to bring kettle bells for the large audience. The third most popular response was yoga.

In conclusion, the survey helped to design the program for the event. Especially event managers took into account the wishes of the desired aerobic classes and other additional wishes. Accordingly the program met the needs and wishes of the target group. The event program included the two most wished aerobic classes that were possible to organize for the large audience, which were zumba and yoga. Likewise live music was a request in several questionnaires. Live music became also a big part of the event with two local artists performing at the Jumppaa Hyvän Asian Puolesta- event.

3.4 Marketing

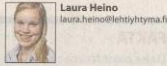
The marketing aspect in Jumppaa Hyvän Asian Puolesta played a key factor to the overall success of the event. Since Jumppaa Hyvän Asian Puolesta was a first time event, it was crucial to spread awareness to the City of Porvoo and of course our desired target group.

The first step the event managers took was to conduct market research to find out more about the events target group. The tool that was used to conduct the research was a questionnaire. The event managers designed a series of questions to find out the most vital information in regards to the needs and wants of the potential event participants. After the questionnaire was completed the event managers visited many local gyms in the Porvoo region. Not only was that beneficial to the planning process of Jumppaa Hyvän Asian Puolesta, but it also served to promote the event to all questionnaire participants.

After the required target group information was collected and analyzed, the event managers were able to know the best marketing platforms to use to connect with their target group. Since the group consisted of almost purely women ranging from ages 20-60 the event managers knew that a large sum of their target group may not be active with social media. So, to reach everyone the event planners had to use every resource possible such as; Facebook, Event website, Flyers, Posters, Local media and of course word of mouth.

Lee Angel tähdittää hyväntekeväisyysjumppaa

Opinnäytetyö kerää varoja Uudelle Lastensairaalle



Laura Heino
laura.heino@helsinki.fi

PORVOO | Porvoossa järjestetään suuri liikunta-, hyvinvointi- ja hyväntekeväisyystapahtuma Lastensairaalan tukemiseksi 21. elokuuta. Tapahtuman suunnitteluvoimina on kaksi tyttöä eri puolilta maailmaa: ivalolainen Anna Rantakivi ja Kanadan Vancouverin saarelta kotoisin oleva Nicole Hiltunen.

Haaga-Helium matkailun opiskelijat ja tapahtumajärjestämiseen erikoistuneet Rantakivi ja Hiltunen suunnittelevat tapahtuman opinnäytetyönä. Työt ovat suunnitelleet iltatapahtuman täyteen mukaansatempaavaa ohjelmaa. Mukana on jumppaa, live-musiikkia ja muita liikuntaan ja hyvinvointiin liittyviä aktiviteetteja.

– Ohjelmassa on kaksi jumppatuntia. Teimme taitatutkimusta kuntosalilla ja toimen tunteista tulee olemaan zumba. Tapahtuman pääesintyjänä on Lee Angel, ja myös muita esintyjä tulee.

Pääväylyä jolla tapahtumassa kerätään rahaa Lastensairaalle, on suuri arvonta, johon useat yritykset Porvoon ja Helsin-



Haaga-Helium matkailun opiskelijat ivalolainen Anna Rantakivi (oikealla) ja Kanadan Vancouverin saarelta kotoisin oleva Nicole Hiltunen järjestävät opinnäytetyönään liikunta-, hyvinvointi- ja hyväntekeväisyystapahtuman, jolla kerätään rahaa Uudelle Lastensairaalle.

gin alueelta ovat lahjoittaneet palkintoja.
– Paljon on ollut työtä, mutta

todella hyvin olemme onnistuneet. Meillä on nyt mukana 30 sponsoria, Rantakivi sanoo.

Rantakiven ja Hiltusen visio on saada porvoolaiset jumppamaan yhdessä hyvän asi-



The Voice Voice of Finlandissa pitkälle edennyt Baton Rouge Morguen solisti Lee Angel on hyväntekeväisyystapahtuman pääesintyjä.

an puolesta ja välittää tietoa ja liikunnan tuomaa hyvää oloa kaikille sekä samalla kerätä rahaa, jotta uusi Lastensairaala saadaan rakennetuksi pienille potilaille. Aktiivisina liikkujina tytöt uskovat, että on hyvin tärkeää inspiroida ihmisiä liikkumaan. Parasta on tietysti se, jos liikkumisella ja yhteisön voimalla voi tehdä paljon hyvää myös toisille.

Rantakivi ja Hiltunen valitsivat Lastensairaalan hyväntekeväisyyskohteekseen, koska uudelle Lastensairaalle on akuutti tarve. Ilman yksityistä rahoitusta uuden Lastensairaalan rakentaminen siirtyy pitkälle tulevaisuuteen.

Tapahtuman päämarkkinointiväylät ovat Facebook, flyerit,

julisteet ja tapahtuman omat nettisivut. Tapahtuma järjestetään jo entuudestaan suosittu Puistojumpan yhteydessä. Rantakivi ja Hiltunen odottavat innolla tapahtumaa ja ovat valmiita tekemään paljon töitä, jotta tapahtumasta tulee menestys.

– Tällä hetkellä teemme paljon töitä lupa-asioiden kanssa, tapahtuman markkinoinnissa, vapaaehtoisten rekrytoinnissa ja virallisen ohjelman aikatauluttamisessa. Ensimmäiset flyerit ovat lähössä jakoon, Rantakivi kertoo.

Tapahtuman toimeksiantaja on Porvoon Rotaryklubi ja Porvoon kaupungin liikuntapalvelut.

Article 1. Uusimaa news artical

3.4.1 Online marketing

The events Facebook page and website was created shortly after the event managers obtained the commissioners for Jumppaa Hyvän Asian Puolesta, since it was important to try and reach a large audience for the event. To do that the event managers contacted and invited all of their friends and family to join the Facebook event's page and to follow the website. This was the starting point of reaching the events desired audience.

Throughout the months leading up to the event, the event managers posted updates and pictures to engage the people who were following the Facebook page and website.

Such updates included;- Flyers or posters, Program updates, Information about the charity Lottery prize information and much more.

In total we reached 226 followers on the Facebook event's page. The event managers see that as a success as the approximate guest count for the event was around 400. Even after the event, the number of followers has continued to rise by two or more per week.



Image 1. Website front page

3.4.2 Other marketing tools

During this event there was many different marketing strategies the event managers took into account to reach their desired target group. That was challenging since the target groups ages ranged from 20 to 60+. So to reach those who are unfamiliar or those who do not use the internet or social media, it was important to know how to reach them also.

Throughout the five months that Jumppaa Hyvän Asian Puolesta – event was planned the event managers created two different posters and flyers. The first set of flyers was created at the end of May and the others in the beginning of August. The event man-

agers for both set of flyers and posters distributed them across the Porvoo region to all sponsors and busy visible areas in town. The first flyer was announcing the event to take place and general information, including links to both the Facebook page and Website. The second flyers were providing the program and more concrete event information.

Since there was no budget for the marketing, it was important to take advantage of all free media attention as possible. To do this the event managers made two different press releases, one in May and another one week before the event. To entice the newspapers to write about the event, it was important to create something that was exciting and new that would empower the media to write about. In the end the the event had seven newspaper articles written and several radio announcements.

Other forms of marketing that were used were announcements and word of mouth. The event planners attended several park aerobics sessions during the summer to announce the event and to hand out flyers.



Image 2. Jumppaa Hyvän Asian Puolesta Facebook page

3.5 Volunteering

To have Jumppaa Hyvän Asian Puolesta run smoothly it was important to recruit reliable and trustworthy volunteers to make the event a success. To do that, the event managers needed to look at the overall event plan to make an appropriate approximation of how many volunteers would be needed. After going through required positions needed to fulfill the areas of the event such as; Welcoming persons, field sellers, lottery desk personnel, snack and drink bar personnel, teddy bear mascot and teddy bears assistant.

To find the volunteers the event managers contacted friends, family and other student colleges from HAAGA-HELIA Porvoo campus. From those sources they were suc-

successful in finding thirteen reliable staff. To help update the volunteers in all the changes in Jumppaa Hyvän Asian Puolesta – event, a Facebook group was created.

Approximately one week before the event the event managers asked all volunteers to attend a staff meeting, to go over all positions and required information for the event day. The event managers also wanted to show their gratitude for their support during the event and participation in the meeting. To do that, the event managers baked different treats for the volunteers to eat during the meeting.

On the event day all staff members were asked to start at 3:00pm. Once all volunteers arrived, the event managers delegated tasks that needed to be completed before the event started. At 4:00pm all volunteers gathered in a meeting room where a final meeting took place to go over all positions once again. This was also the time where volunteers could ask any final questions regarding their duty's. At this time the photographer and videographer were also given a timetable of the event day so all the needed shots could be taken.

During the event we also provided sandwiches, snacks and drinks for all volunteers. At the end of the event the volunteers were able to keep their custom logo t-shirt as a keep sake.



Image 3. Selling lottery tickets during event

3.6 Communication

Communication is one of the most important factors for the success of any project. In Jumppaa Hyvän Asian Puolesta- event internal communication means communication between event managers. External communication is communication between event managers and commissioners, stakeholders, sponsors, volunteers and event attendees.

3.6.1 Internal

Internal communication in the Jumppaa Hyvän Asian Puolesta – event, in this case communication between event managers worked very well. It was handled with countless face to face discussions, phone conversations, Skype meetings, emails and occasionally Facebook messages. All the documents concerning the event were saved to the

leap page which is a learning platform that the event managers used to share and edit all events documents.

3.6.2 External

External communication at the Jumppaa Hyvän Asian Puolesta –event was handled with face to face meetings, phone conversations, emails, Facebook posts and with other event marketing. In the beginning of the event planning process, event managers had meetings with commissioners. Later on communication between commissioners and event managers was taken care of through emails and phone conversations.

A large part of communication was between event managers and event's close to 40 sponsors. It was very time consuming especially in the beginning of the project. Communication was made through emails, phone conversations and face to face discussions.

Communication between event managers and event attendees was handled mostly through social media, in this case Facebook. Event updates were announced both at the event's Facebook page and at the event's website. More information about the event marketing can be found in chapter 3.4.

Communication channel between event managers and volunteers was a Facebook page made for volunteers. Orientation meeting was held a week before the event. At the meeting, event managers introduced the event and the specific tasks for everyone. Contact list was created including the contact information of event managers and all of volunteers. In the event it was placed in the event folder.

3.7 Event design

The event design was important in order to draw guests into our event. Not only were the event managers trying to successfully engage their guest with a great program, but to also give them an overall experience. For that to be done properly the event plan-

ners used the research they conducted on their target group to better understand what would capture their attention.

The program was one of the first visual introductions into Jumppaa Hyvän Asian Puolesta events design the guests would experience. Also was the events bright and cheerful logo that would follow through as the events main colors. It was important for the event managers to choose colors that resembled summer, freshness and life since that was what Jumppaa Hyvän Asian Puolesta theme embodied. The colors consisted of; Neon pink, blue and lime green.

During the actual event the decorations were quite minimalistic. With the venue being so large it would have taken a lot of time and other resources to highly decorate the area. Instead the event managers wanted to keep the simplistic beauty of the outside venue, with only accentuating the key areas like; Snack bar, Lottery table.

The staff during the event wore matching white shirts with the Jumppaa Hyvän Asian Puolesta logo. This also helped create a warm friendly atmosphere, while also providing the guests with help regarding any issues they may have.

Since Jumppaa Hyvän Asian Puolesta was also targeted for families it was important to have some element pertaining to the children. To do this we had a bear mascot who walked around handing out balloons to the children who attended the event.



Image 4. Snack bar during event

3.8 Budgeting

As mentioned in chapter 3.6 budgeting is a crucial step in any event's success. For Jumppaa Hyvän Asian Puolesta this was especially true, since the event managers were working with an extremely small budget of 1000€.

Thankfully a wonderful company (Borealis) provided the event with 1000€ sponsorship. As this was the only company who provided cash sponsorship, the event planners

needed to be strict with the overall budgeting for the event. This meant trying to find sponsorship to cover almost all other aspects of the event as possible.

The areas that the budget were used for was; Decorations, legal permissions, staff clothing, speaker equipment and gift cards for musical performers, videographer and photographer. It was important to keep documentation every time money was withdrawn from the events account. The event managers knew the responsibility of keeping track of all budgeting should be left to one of them. Nicole took control of accounting for all event expenses and receipts. To be able to see clearly what the balance was the event managers made an Excel document containing all expenses for the event. The Excel file contained -all the different categories of the expenses such as; Legal, Decorations, Staff clothing, Other event expenses.

In total the event managers spent 812.96€ of their 1000€ budget. The rest of the money went straight in with the charity donations. Budget sheet is shown in attachment 20.

3.9 Legal issues

Most events need some kind of permissions or approval from authorities as mentioned in the chapter 2.5. Jumppaa Hyvän Asian Puolesta- event needed two permissions; notification of the public event and a lottery permission. Event managers contacted local authorities well in advance and scheduled a meeting to ask advice about the permissions. The meeting took place in the middle of May at the police station of Porvoo.

Applications for the permissions needed to be applied by the event organizer, in this case Charity organization Rotary club. However, Event managers did all the applications in behalf of Rotary club. Notification of the public event requested various attachments of permissions, notifications and documents from different authorities. For instance since the event included music, a permission was needed from environmental board. Other legal issues that needed to be taken into consideration were; tax information, insurance for the event (it was taken from Pohjola), permission to play music (Teosto) and permission to sell snacks and beverages at the event (Evira).

One of the most time consuming, yet one of the most important documents was safety and emergency plan for the event. It needed to be sent to the police and to the fire service. Safety plan was placed in the info folder during the event. It included for example contact information of event managers and responsible persons for safety and First Aid, risk assessment and instructions in the case of an emergency. The main purpose for the safety plan is to make sure that the event is safe for everyone it involves, as mentioned in the chapter 2.5.

Lottery permission needed various documents from the charity organization (Rotary Club) such as information about the organization, meeting minutes where they stated that they are going to hold the event and last year's accounting. Lottery permission was a bit challenging since it needed to be very detailed with information about the organizer.

Jumppaa Hyvän Asian Puolesta- event got the lottery permission a week before the event and the public event permission on the event day. Due to summer holidays, the local police station had lack of staff and getting the permissions took longer than expected.

3.10 Sponsors

Jumppaa Hyvän Asian Puolesta- event in total had 36 sponsors. Getting the sponsors for the event took a large amount of time and effort, but at the same time it was very rewarding. All of the event's sponsors were from Porvoo and Helsinki's region.

First step when contacting possible sponsors was sending out a sponsorship letter through email or to directly visit the company with the sponsorship letter. The second option seemed to be much more effective in many cases. After sending out the sponsorship letters, event managers followed up by either phone call or visiting the company, in most cases within a week. Some companies needed to be contacted quite a few times before getting an answer.

When contacting the companies they usually had similar questions concerning the event as described in the chapter 2.4. They wanted to know estimations about the size of the audience, the target group, how the marketing is planned to be done and most importantly what they can benefit from sponsoring the event. It was an excellent learning experience to get more confidence and to learn how to sell the vision of the event to each company in the most appealing way.

Since Jumppaa Hyvän Asian Puolesta was a Charity event it needed sponsoring for most things. Most sponsors gave prizes for the lottery which was the main channel to raise funds for the New Children's hospital. Main prize at the lottery was an year membership to fitness center Verde, which was one of the main sponsors at the event. Porvoo's massage school was also helping to raise funds at the event by offering 15 minute neck massage for 5€ donation for the Children's hospital.

For covering the event costs, there was 1000€ sponsoring from local company called Borealis. Event got sponsors for printing out the marketing materials and a graphic designer who created the logo for the event and also designed the second flyer and poster.

Additional sponsoring for the event were; videographer and photographer who both worked during the event and additional editing work after the event. Event got also the needed security from a sponsoring security company. The number of sponsors was growing during the whole event planning process depending of the event needs.

Event managers offered sponsors positive visibility. Sponsor logos could be seen at the event's web page, event's Facebook page and in flyers and poster (two times: in the beginning of the summer and in August before the event). Moreover sponsor logos can still be seen in the event video in Youtube (shared also in Facebook and sent to all the sponsors). All the sponsors seemed very positive after the event. The final list of sponsors can be found as an attachment 8.



Image 5. Staff from Verde interacting with event guests

4 Presentation of product

After five months of planning Jumppaa Hyvän Asian Puolesta- event took place on the 25th of August 2014. This chapter presents the actual event day from event set up to the take down. The chapter is divided into three sections according the time frame; starting from the event set up and ending for a event take down.

Below there is a link to the official event video of Jumppaa Hyvän Asian Puolesta. It will describe the planning process in more detail and lead you to the atmosphere of the event day. Video was published after the event in YouTube, where it has been watched 243 times. Video was shared also in the event's Facebook page and sent to all the sponsors via email. Videographer is Hannu Mikkola and he was one of the event sponsors.

Link to the event video: http://youtu.be/jCMUi_wXEh0

4.1 Event set up

Event set up took place in the morning of the event day. The venue for the event was booked from 9 am. Event managers picked up the needed permissions from the police station and prepared the event folder for the event, including all the necessary information, such as; permissions, all the contact information and the safety- and emergency plan.

Event managers took care of preparing the area for the event, with the help of few volunteers. Football goals were moved away and tables were carried to the right spots for the snack bar, lottery and for the sponsor booths. Due to the heavy wind in the event day, some of the visual elements had to be left out; such as photo wall.

Event managers had briefing for the volunteers, when they arrived at 3pm. Briefing consisted of revising of tasks and responsibilities and familiarizing with the venue and the event folder. Custom made event T-shirts were given to all volunteers to put on. Snacks were provided for volunteers before the event. Volunteers helped with the final

preparations for example with filling up the balloons for the kids and organizing the snack bar and lottery area.

Event's sound system arrived from Helsinki couple of hours before the event. Technician made the sound check together with the headlining artist. There were some issues with the speakers, but those got solved out just before the event started.

Photographer and videographer arrived before the event and event managers had small briefing with them. All the sponsors came between 4pm and 4:30pm and event managers welcomed them and introduced their booth locations.

4.2 Event duration

The audience started to arrive just before 5 pm. The event managers opened Jumppaa Hyvän Asian Puolesta- event just after 5 pm by welcoming the audience in three languages (English, Finnish and Swedish). The event started with Yogibic, which is a new work-out class combining yoga and aerobics. After the first work-out class event continued with a speech about the New Childrens' hospital 2017 foundation held by Peter Floman from the charity organization Rotary club.

Lottery tickets were sold during the entire event at the lottery desk and amongst the audience. Ten volunteers were selling the lottery tickets for the entire four hours of the event to raise money for the New Children's hospital foundation. There were also snacks and beverages sold at the event and all the proceeds went to support Children's hospital as well.

Another channel to raise funds for the Children's hospital at the event was a 5€ neck massage. Porvoo's massage school had a tent close to the stage where they provided 15 minute neck massages. They had four masseurs (masseuses), two at a time, working during the entire event. The massage seemed to be highly popular amongst the attendees and it was sold out already during the first hour.

The first live music performance started at 6:15 pm by local troubador Christo Sebastian. He played the guitar and sang for the audience. Unfortunately there was not so much audience at that moment. After the musical performance, there was a motivational speech about leading energy by Magnus Lönnqvist. He spoke about healthy lifestyles and the importance of following a healthy diet.

There was more and more audience arriving all the time and when Zumba started at 7 pm there was already a much larger audience. After Zumba, the original and the last park aerobics of the season started. The audience had got even larger and people were working out together. Lastly, the headlining artist Lee Angel started at 8:15pm. Unfortunately most of the people started already heading home, probably because it got quite chilly outside.



Image 5. Young girl playing during aerobics class

4.3 Event take down

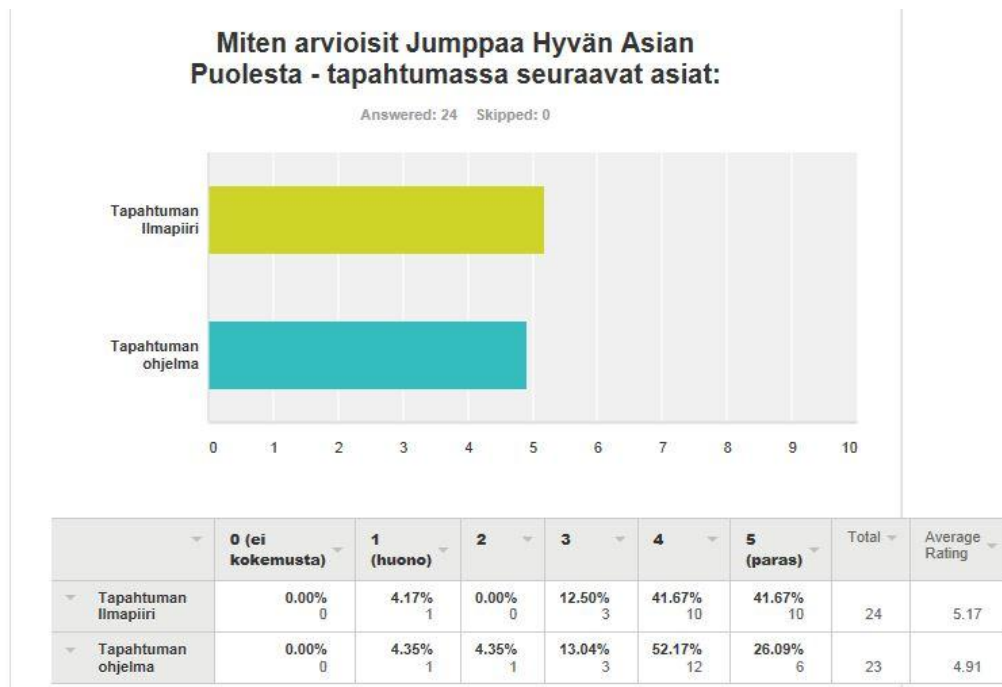
Event take down took place straight after the event from 9pm to 11pm. All the volunteers made accounting of their sales before leaving. Event sponsors took down their booths. Event managers thanked all the sponsors, volunteers, artists and aerobic instructors. Some of the most enthusiastic volunteers stayed longer and helped event managers to take down all the rest of the design (tables, chairs, sponsor flags, rest of the beverages) and packed them into the car. All the set down was done in couple of hours.

5 Analysis of the process and product

The main objective in which the event managers wished to achieve for Jumppaa Hyvän Asian Puolesta were certainly achieved and surpassed. In this following chapter the event managers will display all of the final outcomes of the event, and what was achieved.

5.1 Goals

One of the main objectives for Jumppaa Hyvän Asian Puolesta, was to create a fun, welcoming and family friendly event for all guest. To know the exact satisfaction on the events guest, the event managers created an online feedback survey after the event to collect feedback. The tool that was used was SurveyMonkey, which is an online free survey creator. The chart below asked the guest of their overall experience of the event and the satisfaction of the event program. The results display that the majority of the answers given regarding the overall experience were quite high, with 41.67% answering 4 and 41.67% answering 5.



Graph 4. Post event feedback survey

The other important objective for Jumppaa Hyvän Asian Puolesta was to raise funds for the New Children's Hospital in Helsinki. The overall funds that was raised from this event was 2,132.35€. The funds were gained from the sales of lottery tickets, snack bar, Porvoo's massage school and the money left over from the event budget.

At the end of the event, the staff and event managers estimated the guest count to be approximately 400 during the event. This is merely an approximation, since it was too difficult to keep a proper head count.

The media attention for Jumppaa Hyvän Asian Puolesta was quite successful. In total the event managed to have 7 newspaper articles written pre and post event. Porvoo's local radio station also made announcements before the event. All newspaper articles can be found in attachments 2,3,4 and 6.

Porvoossa jumpataan hyvän asian puolesta

PORVOO Hyväntekeväisyystapahtuma Jumppaa hyvän asian puolesta järjestetään torstaina 21.8. kello 17-21 Kokkonien kentällä.

Tapahtuma tuo yhteen porvoolaiset jumppaamaan ja nauttimaan live-musiikista. Tapahtuman tarkoitus on motivoida ihmisiä liikkumaan ja samalla kerätä rahaa, jotta uusi lastensairaala saadaan rakennetuksi pienille potilaille.

Tapahtuman takana on kaksi tyttöä eri puolilta maailmaa: **Nicole Hiltunen** Kanadasta Vancouverista ja **Anna Rantakivi** Ivalosta. Tytöt ovat opinnoissaan Haaga-Heliassa erikoistuneet tapahtumajärjestämiseen ja Jumppaa hyvän asian puolesta tulee olemaan heidän opinnäytetyönsä.

Visio tapahtumasta nousi opiskelijoiden omasta innostuksesta liikuntaan ja terveelliseen elämäntyyliin.

- Hienointa on motivoida myös muita tekemään

hyvää sekä itselleen, että muille, Anna Rantakivi sanoo.

Tapahtumaa ennen opiskelijat tekivät tutkimusta potentiaaliselle kohde-

ryhmälle jonka pohjalta tapahtuman ohjelma on suunniteltu.

Tapahtumassa on **Heidi Haimin** ohjaaman perinteisen puistojumpan lisäksi zumbaa **Satu Partasen**

kanssa.

Lisäksi on mahdollisuus kokeilla uutta yogibiciä, joka yhdistää joogan peruselementtejä aerobisen jumpan kanssa. Ohjaajana toimii **Saara Lavonen**.

Jumppaamisen ohella osallistajat pääsevät nauttimaan myös live-musiikista ja pääartistina esiintyy Voice of Finlandista tuttu **Lee Angel**, joka liikuttaa yleisöä upealla lauluäänellään.

- Tavoitteena on saada mukaan 600 jumppaajaa ja kerätä 5000 euroa lastensairaalalle. Sen lisäksi toivomme että tapahtuma lisää ihmisten innostusta liikkumiseen ja että kaikki nauttivat tapahtumasta, Nicole Hiltunen kertoo.

ITÄVÄYLÄ
Jumppaa hyvän asian puolesta Kokkonien tekonurmikentällä (Jääkiekkotie 4) 21.8. klo 17 alkaen. Lisätietoa www.facebook.com/jumppaa4u. Tapahtuman toimeksiantajat ovat Porvoon Rotary Klubi ja Porvoon kaupungin liikuntapalvelut.



Jumppaa hyvän asian puolesta -tapahtuman järjestävät Nicole Hiltunen ja Anna Rantakivi.

Article 2. Itäväylä pre event article

5.2 Overall reflection of event

From the beginning of Jumppaa Hyvän Asian Puolesta, it was important for the event manager to reach the desired goals and objectives that were set at the beginning of the planning stage. Now that the event is over, the event managers are able to analyze all aspects of the event to measure the following successes and challenges that were faced.

Overall the goals that the event managers set were achieved and surpassed. The event was able to spread awareness of healthy lifestyle to over 400 guests during the event. Jumppaa Hyvän Asian Puolesta was also able to raise over two thousand euros for the New Children's Hospital foundation in Helsinki.

Although the event was overall successful, there was of course some obstacles in which the event managers faced through the planning process. One of the biggest problems during the planning process was the legal issues. The event managers struggled to obtain the correct information to successfully complete the legal forms. Although it was challenging, the legal documents were finally completed and issued for Jumppaa Hyvän Asian Puolesta.

The success of Jumppaa Hyvän Asian Puolesta was also important to the events stakeholders. To help the event manager's determine the outcome of all parties invested, meetings were held to inquire about their feelings after the event.

The event managers held meetings with the two commissioners, Rotary Club and Porvoo City's sports department. In these meetings the overall events success and failures were discussed. The general outlook from both commissioners was extremely positive. The main issues that were raised from the City of Porvoo were regarding the time-table of the event.

In regards to the sponsors and stakeholders, some of the sponsors and stakeholders have been contacted to know the outcome of the event. Through these general conversations, the overall consensus of the event was positive and inspiring.

5.3 Professional development

In respect to the professional developments the event managers gained through planning Jumppaa Hyvän Asian Puolesta was immeasurable. This event gave the event managers a chance to implement the tools they had been learning through their studies. It also gave the event managers an outlook on what skills they exceed with, and what they need to work on.

In the table below displays two sections; Skills and In practice. The two sections represent the following skills the event managers gained and examples to support how they needed to use those skills. The following skills are something the event manager will benefit from in their near professional careers.

<i>Skill</i>	<i>In Practice</i>
Networking	Getting contacts for all aspects of event e.g. Security, Performers, Venue supervisor
Legal Knowledge	Learning about Finnish legal issues regarding events in Finland.
Marketing	Making: Press release, Flyers, Poster, Event logo
Conducting research	Market research (designing questionnaire) + Feedback survey
Communication	Communicating efficiently with 40 sponsors and commissioners. Volunteers and event participants.
Management	Taking control during of planning and producing the event
Teamwork	Both event managers working professionally with one another
Time management	Keeping deadlines for commissioners
Sales	Selling the idea of the event to all possible sponsors and others

Table 5. Skills that event managers gained through planning event

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Attachments

Attachment 1. First press release Finnish & Swedish

Porvoo 19.5.2014

Porvoossa Jumpataan Hyvän Asian puolesta!

Kaksi tyttöä eri puolilta maailmaa suunnittelee suurta Liikunta-, Hyvinvointi- ja Hyväntekeväisyystapahtumaa Lastensairaalan tukemiseksi 21.8.2014. Tytöt ovat HAAGA-HELIAN, Porvoo Campuksen matkailun opiskelijoita ja erikoituneet tapahtumajärjestämiseen. Nicole Hiltunen tulee Kanadasta asti, Vancouverin saarelta ja Anna Rantakivi on aito Lapintyttö Ivalosta. Tapahtuma järjestetään Porvoossa ensimmäistä kertaa ja se tulee olemaan Annan ja Nicolen opinnäytetyö.

Annan ja Nicolen visio on saada Porvoolaiset jumppaamaan yhdessä hyvän asian puolesta ja välittää tietoa ja liikunnan tuomaa hyvää oloa kaikille ja samalla kerätä rahaa, jotta uusi Lastensairaala saadaan rakennetuksi pienille potilaille. Tytöt ovat molemmat aktiivisia liikkujia uskovat että on hyvin tärkeää inspiroida ihmisiä liikkumaan. Parasta on tietysti se jos liikkumisella voi tehdä hyvää myös toisille. Anna ja Nicole uskovat että yhteisön voimalla on mahdollista tehdä paljon hyvää.

Anna ja Nicole valitsivat Lastensairaalan hyväntekeväisyiskohteeksi, koska uudelle Lastensairaalle on akuutti tarve. Ilman yksityistä rahoitusta uuden Lastensairaalan rakentaminen siirtyy pitkälle tulevaisuuteen.

Anna ja Nicole ovat suunnitelleet iltatapahtuman täyteen mukaansatempaavaa ohjelmaa. Tapahtumassa tulee olemaan jumppaa, live-musiikkia ja muita liikuntaan ja hyvinvointiin liittyviä aktiviteetteja. Pääväylä jolla tapahtumassa kerätään rahaa Lastensairaalle, on suuri arvonta, johon palkinnot ovat lahjoittaneet useat yritykset Porvoon ja Helsingin alueelta.

Tapahtuman päämarkkinointiväylät ovat Facebook, flyerit, julisteet sekä tapahtuman omat nettisivut: <http://nicole-hiltunen.wix.com/jumppaa4u>

Tapahtuma järjestetään jo entuudestaan suosittu Puistojumpan yhteydessä. Anna ja Nicole odottavat innolla tapahtumaa ja ovat valmiita tekemään paljon töitä, jotta tapahtumasta tulee menestys. Nicole kertoo työntäytteisestä suunnitteluvaiheesta: ”Tällä hetkellä meillä kädet täynnä lupa-asioiden kanssa, tapahtuman markkinoinnissa ja vapaaehtoisten rekrytoinnissa.”

Tapahtuman toimeksiantaja on Porvoon Rotaryklubi ja Porvoon kaupungin liikuntapalvelut.

Lisätietoja:

Anna Rantakivi, p. 040 512 8065 anna.rantakivi@myy.haaga-helia.fi & Nicole Hiltunen, p. 044 080 8365 nicole.hiltunen@myy.haaga-helia.fi (projektipäälliköt)

Borgå 19.5 2014

I Borgå gympar man för ett gott ändamål!

Två tjejer från olika delar av världen arrangerar 21.8 2014 ett stor idrotts-, Må Bra- och välgörenhetsevenemang för att stöda det Nya Barn sjukhuset. Tjejerna är turismstuderande vid HAAGA-HELIA Borgå Campus och specialiserar sig på evenemangsproduktion. Nicole Hiltunen kommer ända från Kanada från ön Vancouver och Anna Rantakivi är en tjej från Ivalo i Lappland. Evenemanget arrangeras för första gången i Borgå och det är tjejernas lärdomsprov.

Annas och Nicoles vision är att få människor att röra på sig tillsammans för den goda sakens skull, ge information om betydelsen av motion och samla pengar för Barnsjukhuset 2017. Tjejerna är båda aktiva inom idrott och tror att det är viktigt att inspirera människor till att motionera. Det bästa med allt är möjligheten att hjälpa andra.

Anna och Nicole valde att stöda Barnsjukhuset eftersom där finns ett stort behov av finansiering. Utan den flyttas planerna långt fram.

Anna och Nicole planerar ett evenemang fullt av spännande program. I evenemanget ingår förstås gympa, men även live-musik och andra idrotts- och Må Bra-aktiviteter. Det viktigaste sättet att samla in pengar för Barnsjukhuset är ett stort lotteri, till vilket företag från Borgå och Helsingfors har donerat priserna.

Marknadsföringen sköts via Facebook, flyers och affischer och evenemangets egna hemsidor: <http://nicole-hiltunen.wix.com/jumppaa4u> Evenemanget arrangeras i samband med den mycket populära parkgympan. Anna och Nicole ser fram emot evenemanget och är färdiga att jobba mycket så att evenemanget ska vara en succé. Nicole berättar om planeringen: ”Nu har vi bråttom med att ansöka om lov, med marknadsföringen och med rekrytering av frivilligarbetare.”

Uppdragsgivare för evenemanget är Borgås Rotaryklubb och Borgå stads idrottstjänster.

Mera information:

Anna Rantakivi, tfn 040 512 8065 anna.rantakivi@myy.haaga-helia.fi & Nicole Hiltunen, tfn 044 080 8365 nicole.hiltunen@myy.haaga-helia.fi (projektledare)

Attachment 2. Uusimaa news paper article pre event

UUSIMAA | Lauantaina 31. toukokuuta 2014

Lee Angel tähdittää hyväntekeväisyysjumppaa

Opinnäytetyö kerää varoja Uudelle Lastensairaallalle

Laura Heino
laura.heino@lehtiyhtymä.fi



PORVOO | Porvoossa järjestetään suuri liikunta-, hyvinvointi- ja hyväntekeväisyystapahtuma Lastensairaalan tukemiseksi 21. elokuuta. Tapahtuman suunnitteluvoimina on kaksi tyttöä eri puolilta maailmaa: ivalolainen Anna Rantakivi ja Kanadan Vancouverin saarelta kotoisin oleva Nicole Hiltunen.

Haaga-Helican matkailun opiskelijat ja tapahtumajärjestämiseen erikoistuneet Rantakivi ja Hiltunen suunnittelevat tapahtuman opinnäytetyönään. Tytöt ovat suunnitelleet ilta tapahtuman täyteen mukaansatempaavaa ohjelmaa. Mukana on jumppaa, live-musiikkia ja muita liikuntaa ja hyvinvointiin liittyviä aktiviteetteja.

– Ohjelmassa on kaksi jumppatuntia. Teimme taustatutkimusta kuntosalilla ja toinen tunneista tulee olemaan zumba. Tapahtuman pääesiintyjänä on Lee Angel, ja myös muita esiintyjä tulee.

Pääväylä jolla tapahtumassa kerätään rahaa Lastensairaallalle, on suuri arvona, johon useat yritykset Porvoon ja Helsingin alueelta ovat lahjoittaneet palkintoja.

– Paljon on ollut työtä, mutta todella hyvin olemme onnistuneet. Meillä on nyt mukana 30 sponsoria, Rantakivi sanoo.

Rantakiven ja Hiltusen visio on saada porvoolaiset jumppaamaan yhdessä hyvän asian puolesta ja välittää tietoa ja liikunnan tuomaa hyvää oloa kaikille sekä samalla kerätä rahaa, jotta uusi Lastensairaala saadaan rakennetuksi pienille portilaille. Aktiivisina liikkujina tytöt uskovat, että on hyvin tärkeää inspiroida ihmisiä liikkumaan. Parasta on tietysti se, jos liikkumisella ja yhteisen voimalla voi tehdä paljon hyvää myös toisille.

Rantakivi ja Hiltunen valitsivat Lastensairaalan hyväntekeväisyyskohteekseen, koska uudelle Lastensairaalle on akuttu tarve, ilman yksityistä rahoitusta uuden Lastensairaalan rakentaminen siirtyy pitkälle tulevaisuuteen.

Tapahtuman päämarkkinointiväylät ovat Facebook, flyerit, julisteet ja tapahtuman omat nettisivut. Tapahtuma järjestetään jo entuudestaan suosittun Puistojumpan yhteydessä. Rantakivi ja Hiltunen odottavat innolla tapahtumaa ja ovat valmiita tekemään paljon töitä, jotta tapahtumasta tulee menestys.

– Tällä hetkellä teemme paljon töitä lupa-asioiden kanssa, tapahtuman markkinoinnissa, vapaaehtoisten rekrytoinnissa ja virallisen ohjelman aikatauluttamisessa. Ensimmäiset flyerit ovat lähössä jakoon, Rantakivi kertoo.

Tapahtuman toimeksiantaja on Porvoon Rotaryklubi ja Porvoon kaupungin liikuntapalvelut.

The Voice Voice of Finlandissa pitkälle edennyt Baton Rouge Morguen solisti Lee Angel on hyväntekeväisyystapahtuman pääesiintyjä.

Porvoossa jumpataan hyvän asian puolesta

PORVOO Hyväntekeväisyystapahtuma Jumppaa hyvän asian puolesta järjestetään torstaina 21.8. kello 17-21 Kokkonniemen kentällä.

Tapahtuma tuo yhteen porvoolaiset jumppaamaan ja nauttimaan live-musiikista. Tapahtuman tarkoitus on motivoida ihmisiä liikkumaan ja samalla kerätä rahaa, jotta uusi lastensairaala saadaan rakennetuksi pienille potilaille.

Tapahtuman takana on kaksi tyttöä eri puolilta maailmaa: **Nicole Hiltunen** Kanadasta Vancouverista ja **Anna Rantakivi** Ivalosta. Tytöt ovat opinnoissaan Haaga-Heliassa erikoistuneet tapahtumajärjestämiseen ja Jumppaa hyvän asian puolesta tulee olemaan heidän opinnäytetyönsä.

Visio tapahtumasta nousi opiskelijoiden omasta innostuksesta liikuntaan ja terveelliseen elämäntyyliin.

- Hienointa on motivoida myös muita tekemään



Jumppaa hyvän asian puolesta -tapahtuman järjestävät Nicole Hiltunen ja Anna Rantakivi.

hyvää sekä itselleen, että muille, Anna Rantakivi sanoo.

Tapahtumaa ennen opiskelijat tekivät tutkimusta potentiaaliselle kohde-ryhmälle jonka pohjalta tapahtuman ohjelma on suunniteltu.

Tapahtumassa on **Heidi Haimin** ohjaaman perinteisen puistojumpan lisäksi zumbaa **Satu Partasen**

kanssa.

Lisäksi on mahdollisuus kokeilla uutta yogibiciä, joka yhdistää joogan peruselementtejä aerobisen jumpan kanssa. Ohjaajana toimii **Saara Lavonen**.

Jumppaamisen ohella osallistujat pääsevät nauttimaan myös live-musiikista ja pääartistina esiintyy Voice of Finlandista tuttu **Lee Angel**, joka liikuttaa yleisöä upealla lauluäänellään.

- Tavoitteena on saada mukaan 600 jumppaajaa ja kerätä 5000 euroa lastensairaalalle. Sen lisäksi toivomme että tapahtuma lisää ihmisten innostusta liikkumiseen ja että kaikki nauttivat tapahtumasta, Nicole Hiltunen kertoo.

ITÄVÄYLÄ
Jumppaa hyvän asian puolesta Kokkonniemen tekonurmikentällä (Jääkiekkotie 4) 21.8. klo 17 alkaen. Lisätietoa www.facebook.com/jumppaa4u. Tapahtuman toimeksiantajat ovat Porvoon Rotary Klubi ja Porvoon kaupungin liikuntapalvelut.

Porvoossa jumpataan hyvän asian puolesta

Kaksi tyttöä eri puolilta maailmaa suunnittelee suurta liikunta-, hyvinvointi- ja hyväntekeväisyystapahtumaa lastensairaalan tukemiseksi 21. elokuuta. Tytöt ovat Haaga-Helian matkailun opiskelijoita ja erikoistuneet tapahtumajärjestämiseen. Nicole Hiltunen tulee Kanadasta Vancouverin saarelta ja Anna Rantakivi on aito Lapin-tyttö Ivalosta. Tapahtuma järjestetään Porvoossa ensimmäistä kertaa ja se tulee olemaan tyttöjen opinäytetyö.

Parasta on tietysti se, jos liikkumisella voi tehdä hyvää myös toisille.

NICOLE HILTUNEN JA ANNA RANTAKIVI
Opiskelijoiden visio on saada porvoolaiset jumpaamaan yhdessä hyvän asian puolesta, sekä välit-



Porvoossa opiskelevat Anna Rantakivi ja Nicole Hiltunen järjestävät Porvoossa elokuussa hyväntekeväisyysjumppan, jolla kerätään varoja uudelle lastensairaalle. Kuva muutaman vuoden takaisesta Unicef-kävelystä.

Tällä hetkellä meillä on kädet täynnä lupa-asioiden kanssa, tapahtuman markkinoinnissa ja vapaaehtoisten rekrytoinnissa, Nicole Hiltunen kertoo.

Tapahtuman toimeksiantajat ovat Porvoon Rotaryklubi ja Porvoon kaupungin liikuntapalvelut.

live-musikkia sekä muita liikuntaan ja hyvinvointiin liittyviä aktiviteetteja.

-Pääväylä, jolla tapahtumassa kerätään rahaa uudelle lastensairaalle, on suuri arvonta, johon palkintoja ovat lahjoittaneet useat yritykset Porvoon ja Helsingin alueelta.

Tapahtuman päämarkkinointiväylät ovat Facebook, flyerit, julisteet ja tapahtuman omat verkkosivut. Tapahtuma järjestetään jo entuudestaan suosittu puistojumpan yhteydessä. Tytöt odottavat innolla tapahtumaa ja ovat valmiita tekemään paljon töitä, jotta tapahtumasta tulee menestys.

Tytöt valitsivat lastensai-
raalan hyväntekeväisyyskohteekseen, koska uudelle sairaalle on akuutti tarve. Opiskelijat ovat suunnitelleet iltatapahtuman tiyteen mukaansa tempaavaa ohjelmaa. Tapahtumassa tulee olemaan jumppaa,

Attachment 5. Second Finnish press release

Porvoo 15.8.2014

Ensimmäistä kertaa Porvoossa: Jumppaa Hyvän Asian puolesta!

Porvoossa järjestetään ensimmäistä kertaa Hyväntekeväisyystapahtuma Jumppaa Hyvän Asian Puolesta 21.8.2014 klo 17–21. Tapahtuma tuo yhteen Porvoolaiset Jumppaamaan ja nauttimaan live-musiikista. Tapahtuman tarkoitus on motivoida ihmisiä liikkumaan ja samalla kerätä rahaa, jotta Uusi Lastensairaala saadaan rakennetuksi pienille potilaille.

Tapahtuman takana on kaksi tyttöä eri puolilta maailmaa. Nicole Hiltunen Kanadasta Vancouverin saarelta ja Anna Rantakivi lapintyttö Ivalosta. Tytöt ovat opinnoissaan HAAGA-HELIA:ssa erikoistuneettapahtumajärjestämiseen ja Jumppaa Hyvän Asian Puolesta tulee olemaan heidän opinnäytetyönsä. Visio tapahtumasta nousi opiskelijoiden omasta innostuksesta liikuntaan ja terveelliseen elämäntyyliin. ”Hienointa on motivoida myös muita tekemään hyvää sekä itselleen, että muille.” Anna Rantakivi.

Tapahtumaa ennen opiskelijat tekivät tutkimusta potentiaaliselle kohderyhmälle jonka pohjalta tapahtuman ohjelma on suunniteltu. Tapahtumassa on Heidi Haimin ohjaaman perinteisen Puistojumpan lisäksi Zumbaa Satu Partasen kanssa. Tapahtumassa pääsee kokeilemaan myös uutta Yogibiciä, joka yhdistää joogan peruselementtejä aerobisen jumpan kanssa. Ohjaajana Saara Lavonen.

Tapahtumassa pääsee nauttimaan myös live-musiikista ja pääartistina esiintyy Voice of Finlandista tuttu Lee Angel, joka liikuttaa yleisöä upealla lauluäänellään.

Jumppaa Hyvän Asian Puolesta järjestetään suosittu Puistojumpan yhteydessä ja tytöt odottavat innolla tapahtumaa. Nicole: ”Tavoitteena on saada mukaan 600 jumppaajaa

ja kerätä 5000€ Uudelle Lastensairaalle. Sen lisäksi toivomme että tapahtuma lisää ihmisten innostusta liikkumiseen ja että kaikki nauttisivat tapahtumasta.”

Tapahtuman toimeksiantajat ovat Porvoon Rotary Klubi ja Porvoon kaupungin liikuntapalvelut. Tapahtuman järjestetään Kokkonniemen tekonurmella, osoite Jääkiekkotie 4, 06100 Porvoo.

Tapahtuman päämarkkinointiväylät ovat Facebook (www.facebook.com/jumppaa4u), flyerit, julisteet sekä tapahtuman omat nettisivut: <http://nicolehiltunen.wix.com/jumppaa4u>

Tapahtuman ohjelma alla.

Lisätietoja:

Anna Rantakivi, p. 040 512 8065 anna.rantakivi@myy.haaga-helia.fi & Nicole Hiltunen, p. 044 080 8365 nicole.hiltunen@myy.haaga-helia.fi (projektipäälliköt)

Attachment 6. Uusimaa post event news article



4-vuotias Emilia Björkhem löysi kaverin Haaga-Hellan m

Zumbaten ja jumpaten hyvän asian puolesta

PORVOO|Liikunta ja hyväntekeväistyivät torstaina Kokonniemella hausalla tavalla, kun uupensairaalle kerättiin varoja juIllan pääesiintyjänä kuultin Llla.

Mahtava ajatus yhdistää liikunta ja hyväntekeväisyys tällä tavalla.

Ann-Sofie Björkhem

–Mahtava ajatus yhdistää liikunta ja hyväntekeväisyys tällä tavalla, hän kiitteli puolen tunnin puistojumpan ja 15 minuutin hieronnan jälkeen.

Puoliso Daniel Björkhem huolehti samaan aikaan perheen pienimmistä ja kertoi, ettei jumppa riittäisi hänen sykkeensä nostoon. Monipuolisesti liikuntaa harrastava nuori isä on juuri valmentautunut 140 kilometrin Tour de Helsinki –maantiepyöräajoon.

Illan erikoissanastoon kuului muun muassa yogibic, jooigan ja aerobisen jumpan yhdistelmä.

Fuutra puolestaan vahvistaa ryhti lihaksia: tanko käteen ja rauhallinen pyöräytys päähän yllä selkäpuolelle – tuntuu varmastilapaluissa. Jani Paju Club Verdestä opasti kentän laidalla tämän uudehkon harjoitusmetodin saloihin.

–Jos on parikymmentä vuotta tehnyt istumatyötä hartiat lysässä, niin uuden ryhdin harjoittelu on kuin opettelisi ajamaan uudestaan pyörällä, hän vertaili.

Vauhdikkaan hyväntekeväisyystapahtuman päätti Voice of Finlandista tuttu porvoolainen Lee Angel. Hänen viimeaikainen liikuntansa on keskittynyt soittimien roudaamiseen. Kokonniemestä oli suuntana suoraan Järvenpää ja siellä myöhäinen keikka Dimi Dallasin kanssa.

–Tällaisia tapahtumia voisi olla enemmänkin. On absurdiä väittää, että meillä Suomes-



Daniel ja Ann-Sofie Björkhemille liikunta on tärkeä osa elämää.



Vauhdikkaan tapahtuman projektipäälliköillä Anna Rantakivellä (vas) ja Nicole Hiltusella oli hetki aikaa pysähtyä kuvaan.

Attachment 7. Sponsorship email

11.4.2014

HAAGA-HELIA AMK

Hyvä vastaanottaja,

Porvoon kaupungin liikuntatoimi yhteistyössä HAAGA-HELIAN kanssa järjestää elokuussa Liikunta- ja hyvinvointitapahtuman, jonka tuotto menee lyhentämättömänä Lasten sairaalan tukemiseen. Lähtekää mukaan liikuttamaan Porvoolaisia hyvän asian puolesta!

Olisiko yrityksenne kiinnostunut osallistumaan kyseiseen tapahtumaan? Tämä hyväntekeväisyystapahtuma järjestetään jo entuudestaan suositun puistojumpan yhteydessä 21. elokuuta 2014. Tapahtuma on samalla kesän jumppakauden lopetus ja ohjelmassa on paljon muitakin aktiviteetteja joilla kerätään rahaa Lasten sairaalalle. Meidän mielestämme tämä on loistava hyväntekeväisyyskohde, joka on varmasti lähellä sydäntä monille. **Tapahtumassa tulee olemaan suuri arvonta, jolla kerätään varoja Lasten sairaalalle. Haluaisimme teiltä arpajaisvoitoiksi... Olemme toki myös avoinna teidän ehdotuksillenne!**

Hyvän mielen lisäksi, tapahtumaan osallistuminen toisi yrityksellenne positiivista näkyvyyttä. Pidämme huolen siitä että sponsorit saavat näkyvyyttä niin tapahtumassa paikalla, kuin myös markkinoinnissa ennen tapahtumaa; sosiaalisessa mediassa, mainoslehtisissä ja julisteissa joita jaetaan Porvoon alueella. Odotamme tapahtumaan vähintään 300 kävijää.

Olemme HAAGA-HELIAN toisen vuoden kansainvälisen matkailun opiskelijoita ja erikoistumisalamme on tapahtumajärjestäminen. Tämä hyväntekeväisyystapahtuma tulee olemaan opinnäytetyömme.

Jos kiinnostuitte yhteistyöstä, tulemme mielellämme tapaamaan teitä paikanpäälle. Voitte ottaa yhteyttä joko puhelimitse tai sähköpostitse, yhteystiedot alla. Olemme teihin myös aktiivisesti yhteydessä, näin voimme ideoida teille sopivaa yhteistyömuotoa. Kiitos ajastanne!

Odotamme innolla yhteydenottoanne,
Anna Rantakivi & Nicole Hiltunen

Attachment 8. Final list of events sponsors

Sponsors



2 X Leffa Boxi



2 X Gift Card



3 X 1 Month membership



3 X 10 pass



3 X 1 Month membership

Lähellä sydäntä



Speech about health—
Magnus Lönnqvist



5 X Family pass

VERO MODA®

10 X Mix bag of products



3 monthly cards + 1 year



1 X Kalevalakoru



1 X Gift Bag



200€ Gift card for food



Jewlery = 1 watch + 1 necklace



12 X Gift Bag



30 € Gift Card



1 Purse = 150€

Haikko
Manor

1 Night stay in
superior room



100€ Gift card



Gift cards = 4 x 50€



2 X Hair product prizes

VIKING LINE

2 X Helsinki to Tallinn and
5 x Helsinki to Stockholm

SALON 33

Hair product prize =
30€



Message students

SKIDI
lastenvaatteet

2 X 50€ gift cards



1x 1 night gift card



VISUAL VORTEX

Videography for event



BOREALIS

1000€ !!

Keep Discovering



Lee angel =
Performance

**ETELÄ-SUOMEN
TURVAPALVELU**

4 security guards



Printing 4 staff
clothing

WhyPrint.fi

30 posters, 500
flyers



30 Posters, Roll-up for
sponsors

Jooea
Qeroo

Yoga class from Saara

**FRIDA LÖNNROOS
PHOTOGRAPHY**

Photography of event

Laura Matikainen

Graphic artist / made logo
+ flyers/posters

Attachment 9. Lottery prize list

<u>Prize</u>	<u>Company</u>	<u>Price</u>
1 year membership (gym)	Verde	740,00 €
Stockholm-Helsinki	Viking Line	340,00 €
Stockholm-Helsinki	Viking Line	340,00 €
Stockholm-Helsinki	Viking Line	340,00 €
Stockholm-Helsinki	Viking Line	340,00 €
Stockholm-Helsinki	Viking Line	340,00 €
Haikko (1 night)	Haikon Kartano	236,00 €
One night stay	onni-pariisin ville	182,00 €
Necklace	Karvonen	119,00 €
Purse	Cisar	100,00 €
Gift certificate	Sinne	100,00 €
Waterpark family ticket	Serena	94,00 €
Waterpark family ticket	Serena	94,00 €
Waterpark family ticket	Serena	94,00 €
Waterpark family ticket	Serena	94,00 €
Waterpark family ticket	Serena	94,00 €
1 Month gym membership	Ladyline	89,00 €
1 Month gym membership	Ladyline	89,00 €
1 Month gym membership	Ladyline	89,00 €
1 Month gym membership	Body Tonic	67,00 €
1 Month gym membership	Body Tonic	67,00 €
1 Month gym membership	Kunto Klubi	54,00 €
1 Month gym membership	Kunto Klubi	54,00 €
1 Month gym membership	Kunto Klubi	54,00 €
Helsinki-Tallinn	Viking Line	52,00 €
Helsinki-Tallinn	Viking Line	52,00 €
Gift certificate	Stadium	50,00 €
Gift certificate	Stadium	50,00 €
Gift certificate	Stadium	50,00 €
Gift certificate	Stadium	50,00 €
Gift certificate	Skidi	50,00 €
Gift certificate	Skidi	50,00 €
Leffaboxi	Biorex	50,00 €
Leffaboxi	Biorex	50,00 €
Paul Frank Watch	Tiimantiset	45,00 €
Product bag	Tee tee shop	40,00 €
Hair product	Hairlekiini	34,00 €
Hair product	Hairlekiini	34,00 €
Gift certificate	Esprit	30,00 €
1 Month gym membership	Easyfit	29,90 €
1 Month gym membership	Easyfit	29,90 €
1 Month gym membership	Easyfit	29,90 €
Hair product	Salon 33	20,00 €
Hair product	Salon 33	20,00 €
Hair product	Salon 33	20,00 €
Silver necklace	Tiimantiset	19,00 €

Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Health products	Life	9,90 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €
Product bag	Vero Moda	5,00 €

5 249,40 €

Attachment 10. Lottery sign up sheet



#	Name/Nimi	Phone/Puhelin
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

Arvonnan järjestää: Porvoon Rotary klubi
Arpamyyni lahjoitetaan kokonaisuudessaan Uudelle Lastensairaalalle
Arpoja myydään Itä-Uudenmaan poliisilaitoksen alueella 11.8–21.8.2014
Arvan hinta: 5€
Arpojen lukumäärä: 1000
Arvonta suoritetaan Itä-Uudenmaan pi, Porvoon poliisiasemalla myyntiajan jälkeen 26.8.2014
Arvonnessa on mukana 70 tavara/lahjekortti palkintoa, joiden yhteenlaskettu arvo on 5 249,40€
Voitot voi hakea HAAGA-HELIA Porvoon campukselta 27.8, 28.8, 29.8 klo 17-19 välisenä aikana
Voittajille ilmoitetaan henkilökohtaisesti

Attchment 11. Demographic Research

Demographic Research

Female Male

Age:

18-25 26-35 36-45 46-59 60+

Occupancy

Student Employed Retired Other _____

Do you know that ~~Banyo's~~ City has free ~~Bujista~~ Jumba every summer?

Yes. : Where did you hear it from? _____

No. : Is this something you would be interested in? _____

If no, why? _____

We are planning an end of the summer celebration charity event with ~~Banyo's~~ city's ~~Bujista~~ Jumba that will combine different aerobic classes, live music and huge lottery full of lots of great winnings. We would like to ask you a few questions in order to better better understand our potential audience, and to know what you want!

What type of classes would you like during the event? – Do you have a favorite? (Different type of aerobic classes)

Do you have any further comments on what you would like to see during the event?

Thank you for your time and information, we appreciate your co-operation in our research! ☺

Attachment 12. Event logo



Attachment 13. Event Poster



- 17:00** Yogibic
Saara Lavonen (oma joogamatto mukaan!)
- 18:00** Tietoa Lastensairaalaista
Peter Floman, Porvoon Rotary klubi
- 18:15** Live-musiikkia
Christo Sebastian
- 18:35** Motivaatiopuhe: Lead Your Energy
Corporate motivator Magnus Lönnqvist
- 18:55** Perinteinen Puistojumppa
Heidi Haimi
- 19:35** Zumba
Satu Partanen
- 20:15** Illan päärtisti
Voice of Finlandista tuttu Lee Angel

16:30-21:00
Arpojen myyntiä, jaossa 70 upeaa palkintoa,
joiden arvo on yhteensä yli 5000€, arvan hinta 5€

17:00-20:30
Porvoon Hierojakoulu tarjoaa rentouttavaa niskahierontaa
(Hinta: 5€:n lahjoitus Lastensairaalle)

Missä?
Kokkonniemen tekonurmikentällä Jätkiekkotie 4,
06100 Porvoo (Sateen sattuessa tapahtuma järjestetään
Kokkonhallissa)

Lisäinfoa: <http://nicole-hiltunen.wix.com/jumppaa4u>
& käy tykkäämässä meistä www.facebook.com/jumppaa4u

Tapahtumassa käy vain käteinen.

Tapahtuman koko tuotto lahjoitetaan lyhentämättömänä Uuden Lastensairaalan tukemiseen!



Attachment 14. Event flyer



17:00 Yogibic
Saara Lavonen (oma joogamatto mukaan!)

18:00 Tietoa Lastensairaalaista
Peter Floman, Porvoon Rotary klubi

18:15 Live-musiikkia
Christo Sebastian

18:35 Motivaatiopuhe: Lead Your Energy
Corporate motivator Magnus Lönnqvist

18:55 Perinteinen Puistojumppa
Heidi Haimi

19:35 Zumba
Satu Partanen

20:15 Illan pääartisti
Voice of Finlandista tuttu Lee Angel

16:30-21:00

Arpojen myyntiä, joissa 70 upeaa palkintoa,
joiden arvo on yhteensä yli 5000€, arvan hinta 5€

17:00-20:30

Porvoon Hierojakoulu tarjoaa rentouttavaa niskahierontaa
(Hinta: 5€:n lahjoitus Lastensairaalle)

Missä?

Kokkonniemen teknurmikentällä Jaakkiekkotie 4,
06100 Porvoo (Sateen sattuessa tapahtuma järjestetään
Kokkonhallissa)

Lisäinfoa: <http://nicole-hiltunen.wix.com/jumppaa4u>
& käy tykkäämässä meistä www.facebook.com/jumppaa4u

Tapahtumassa käy vain käteinen.
Tapahtuman koko tuotto lahjoitetaan lyhentämättömänä Uuden Lastensairaalan tukemiseen!



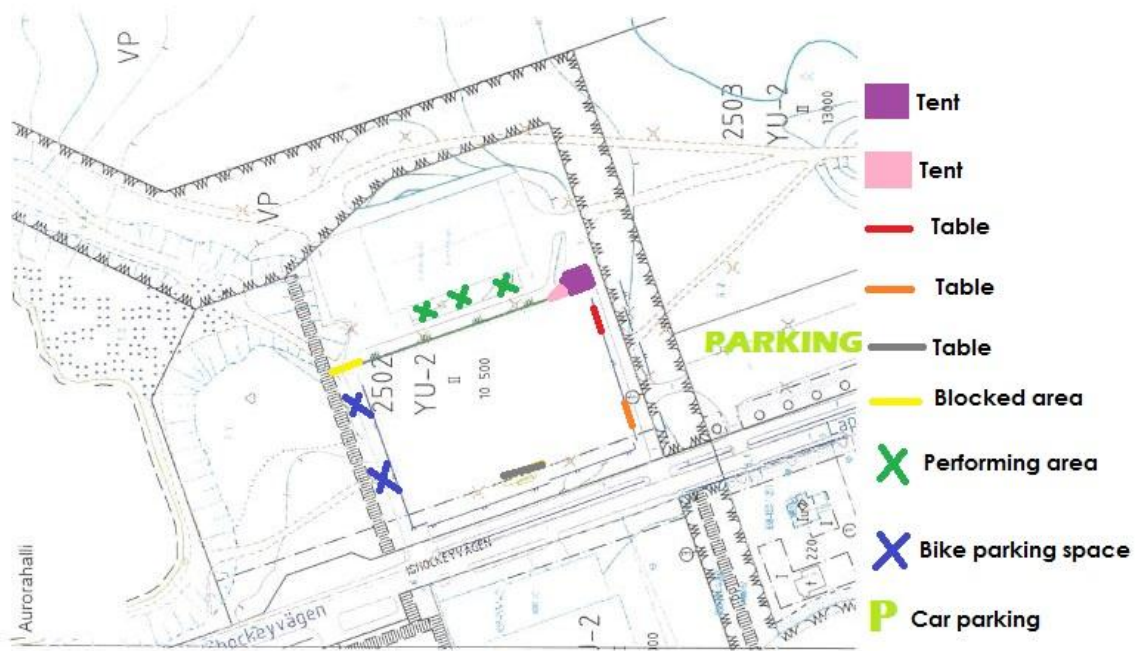
Attachment 15. Volunteer custom event t-shirts



Attachment 16. Event managers custom event sweatshirts



Attachment 17. Map of venue



Attachment 18. Volunteer staffing areas and responsibilities

Jumppaa Hyvän Asian Puolesta - Staffing areas and responsibilities

Drink + lottery table (2) -1 fin + international

- Selling refreshments – selling lottery tickets

Lottery desk (2) - 1 fin + international

- Selling lottery tickets – keeping track of all lottery stubs and cash

Giving out balloons (shift change with bear) (1)

- Handing out balloons – Taking care of the bear!

Bear (Shift change with balloon person) (1)

Walking around, creating good spirit! – hugging everyoneeeee!!! – joining the photo wall photos

Welcoming persons (3)

- Handing out programs – answering info – guiding guests where to purchase lottery tickets – setting up feedback table at the end of the event – assisting with other event related tasks

Lottery sellers (in crowd 2 persons)

- Promoting selling lottery tickets – talking to guests – providing information to those who need it (program, washrooms ...etc.)

Traffic (2)

- Insuring that all traffic needs are met.

Attachment 19. Volunteer meeting Power Point presentation



Staff orientation meeting 12th of August 2014

Vision:

To bring the City of Porvoo together to create awareness of a healthy lifestyle & to help support a great charity cause

Additional Event Program

- **Massage School:**
17-20:30, guest may get 15 minute neck massages for 5€
- **Lady Line:**
They will be attending the event with their own stand
- **Verde:**
They will be attending the even with their own stand, also with a fustra personal trainer.



Tasks during event

- Lottery desk (2)
- Lottery field sellers (2)
- Drink bar + lottery (2)
- Bear mascot (1)
- Bear assistant + handing out balloons (1)
- Welcoming/info (3)
- Set up (1)

Jumppaa Hyvän Asian Puolesta!

- Fitness Charity Event to support the New Children's Hospital
- Commissioner of the Event: Porvoo's Rotary Club & City of Porvoo
- The End Celebration of last Puistojumppa of the season



Program

- 17:00 Yogibic - Saara Lavonen (oma joogamatto mukaan!)
- 18:00 Tietoa Lastensairaalasta - Peter Floman, Porvoon Rotary Klubi
- 18:15 Live-musiikkia - Christo Sebastian
- 18:35 Motivaatiopuhe: Lead Your Energy - Corporate motivator Magnus Lönnqvist
- 18:55 Perinteinen Puistojumppa - Heidi Haimi
- 19:35 Zumba - Satu Partanen
- 20:15 Illan pääartisti - Voice of Finlandista tuttu Lee Angel

Lottery

- Lottery tickets cost 5€ each
- This event has 40 sponsors, approximate total prize value: 5,250€ = 70 prizes
 - Available tickets 1,000
- All sales are going to the New Children's Hospital foundation

Additional staff information

- We will be providing snacks/drinks before the event.
- Shift times: 15:30-21:30
- Breaks will be permitted if there is an opportunity, and of course when needed.
- All staff should have a program at hand to be aware of events timetable
- All staff must have phone numbers of all responsible persons.

Attachment 20. The event budget

budget for jumppa event 1 200 €

Legal expenses

	25,00	
Notification of public event application	€	
	59,00	
Lottery permission application	€	
Event insurance	120,00 €	
	35,00	
Teosto	€	
	60,00	299,00
Police lottery time (picking the winners)	€	€

Decorations

	4,59	
Big Balloons	€	
	5,38	
Star Balloons	€	
	3,71	
Blue Balloons	€	
	2,58	
Pink Balloons	€	
	4,67	
Green Balloons	€	
	4,00	
Curtin gray	€	
	19,20	
Tiger craft supplies	€	
	15,96	
Hong kong equipment	€	
	4,00	
Sign	€	
	15,20	
Tiger craft supplies	€	
	2,00	81,29
tape	€	€

Staff clothing

	20,92
Sweater x 2	€
	60,75
Shirts X 11	€

Parking safety vests X 2	€ 2,00	€ 83,67
Snack bar	200 €	
Other event expenses		
Number counter (for guests)	€ 3,00	
20€ gift card for Christo, frida + hannu	€ 60,00	
Lee's food	€ 30,00	
Balloon sticks for kids	€ 3,50	
Speakers	150,00 €	
Gas	€ 70,00	
Staff meeting groceries	€ 14,50	
food for event day	€ 18,00	€ 349,00

812,96 € < total amount s