

## **Alumni and partner event at Porvoo Campus and development of alumni network activities in Haaga-Helia**

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<p>This thesis is a written report on organising an alumni and partner event in Haaga-Helia Porvoo Campus and developing alumni network activities in Haaga-Helia through research. The results and development ideas from this thesis can be used further in the development of alumni network activities in Haaga-Helia. Thesis project was commissioned in February 2015, by Haaga-Helia Porvoo Campus.</p> <p>The thesis introduces the thesis process and the aims of the event and the research, as well as the commissioner. The theoretical framework of this thesis focuses on alumni network activities in general and in Haaga-Helia, networking and customer relationship management.</p> <p>Spring Mingle @Porvoo Campus Alumni &amp; Partner event was held on Friday 8th of May 2015 at Porvoo Campus. It was for the alumni, partners and personnel of Haaga-Helia Porvoo Campus. The event consisted of info session, guest lecture and networking activity. Evening also included food, beverages and networking. The aim of the event was to maintain customer relations and to offer networking possibilities for alumni, partners and staff members of Haaga-Helia Porvoo Campus.</p> <p>Method chosen for the research was survey. It was conducted online via Webropol survey software. Both qualitative and quantitative questions were used. The objective was to find out how well do alumni know the offered alumni network activities and what added value they get from them. The survey was sent to 1352 alumni of Porvoo, 97 responses were received.</p> <p>The survey results indicate that the alumni are overall satisfied with the offered alumni network activities, but there is lack of knowledge concerning some of the activities. Information of further education, events, and project co-operations are found the most useful activities, whereas mentoring, LinkedIn group and recruiting students are the least acknowledged activities. Networking is seen as the main added value. Communication and mentoring programme should be improved. Alumni wish to be combined more with students, and to have more events. Development ideas are presented at the end of the thesis.</p>	
<b>Keywords</b> Alumni, alumni network activities, networking, customer relationship management, event management	

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# 1 Introduction

This thesis is commissioned by Haaga-Helia Porvoo Campus. It was given to writers on February 2015. This thesis aims at organising alumni and partner event in Haaga-Helia Porvoo Campus and developing alumni network activities in Haaga-Helia through research. Spring Mingle @Porvoo Campus Alumni & Partner event is held on Friday 8<sup>th</sup> of May 2015 at Porvoo Campus. It is for the alumni, partners and personnel of Haaga-Helia Porvoo Campus.

Haaga-Helia has approximately 25 000 alumni all around the world and the aim is to stay in contact with all of them. Therefore Haaga-Helia has variety of activities to offer for alumni varying from events to further education possibilities. Currently the biggest challenges of alumni network activities in Haaga-Helia lay in the lack of knowledge about the offered activities and deficiency in communication. Development ideas are going to be found through research and based on the results concrete suggestions will be made.

This thesis will be beneficial for the commissioner Haaga-Helia University of Applied Sciences, as the thesis is about the alumni network activities they offer. It will benefit the alumni coordinator of Haaga-Helia University of Applied Sciences in any plans of further development and hereby the alumni network activities and alumni as well. Haaga-Helia Porvoo Campus will benefit from this, as the results from the survey offer valuable information for customer relationship management purposes in Haaga-Helia Porvoo Campus. As alumni network activities in Finland have not been operating for so long, the writers hope that this thesis will be beneficial in development of alumni network activities offered in other universities and universities of applied sciences in Finland.

This topic has several results when doing a search in Theseus, but there are not many thoroughly done researches on this matter since there is a lack of written material of alumni activities in Finland, knowledge is often based on websites of universities. Theses found are often focused on the writers host universities.

The second chapter reviews the theoretical topics relevant with this thesis for the reader to be able to understand its content better. It includes theory about alumni network activities, specifically in Haaga-Helia, networking and customer relationship management. Chapter 3 concentrates on the planning process of the event. Practicalities and implementation of the event are presented in chapter 4. In addition, it contains future development suggestions for upcoming alumni events. Chapter 5 consists of the survey for developing the alumni network activities, and the collected data. Development ideas based on the research are presented in chapter 6. References and appendices are found at the end of the thesis.

## **1.1 Commissioner**

Commissioner of this thesis is Haaga-Helia University of Applied Sciences, Porvoo Campus. Their request is to arrange the third annual alumni event for Haaga-Helia Porvoo alumni, held in Porvoo Campus. This time partners of Haaga-Helia Porvoo Campus are invited to the event as well. Other request is to develop the alumni network activities. Contact person on behalf of the commissioner is Lis-Marie Enroth-Niemi, Director of Haaga-Helia Porvoo Campus. The alumni coordinator of Haaga-Helia, Eva Loippo-Sännälä, is the main source of information when it comes to the alumni network activities in Haaga-Helia.

Haaga-Helia Porvoo Campus offers tourism, business and sales study programmes in both Finnish and English, for approximately 1 100 students. Study method in Porvoo Campus is inquiry learning. Approximate time of studies is three and half years. (Haaga-Helia 2013a.)

## **1.2 Aim of the event**

The aim of the event is to maintain customer relations and to offer networking possibilities for alumni, partners and staff members of Haaga-Helia Porvoo Campus. Strengthening the brand image is also one of the aims of Spring Mingle @Porvoo Campus event, as it presents the skills and knowledge the organisers have learned in Haaga-Helia. The event aims at collecting contact information of alumni who are interested in co-operating with Haaga-Helia, in forms of giving lectures, giving project/thesis commissions, being mentor and recruiting employees from Haaga-Helia students.

## **1.3 Aim of the research**

The aim of this research is to evaluate already existing alumni network activities, find strengths and weaknesses in them, i.e. to find out how alumni see the offered activities, such as events. Research problem is how well the alumni know the offered alumni network activities in Haaga-Helia and how to develop them. The research aims also at finding out what added value alumni gain through the alumni network activities. Results will be used to develop those activities. Contact information of the alumni who are interested in co-operating with Haaga-Helia are also collected through the research to create a database out of them. Method used to conduct the research is survey, consisting of qualitative and quantitative questions.

## **2 Alumni network activities**

An alumnus or an alumna for female origins from Latin words pupil and foster son. More often it is used in plural as alumni. Nowadays the word 'alumni' is used when referred to a person who has attended and/or graduated from a particular school, university or college. It is also used from a former member or employee. (Merriam-Webster 2015.)

Alumni activities date back to 18<sup>th</sup> century when the first alumni associations were formed in the United States of America. Even though alumni activities have a long history in USA, in Finland it started in the 1970's in the universities and in 1990's in the universities of applied sciences (UAS). So concerning the UAS, the alumni network activities are still quite young, and not much thorough research has been done on the subject. In Finnish universities and universities of applied sciences the history of utilising the alumni networks are quite short comparing to the United States of America or United Kingdom. When comparing the alumni network activities in the UK and USA with Finland the main focus in UK and USA is on the monetary value, whereas in Finland on the social capital. In UK and USA the alumni are a great financial asset for the universities and alumni are seen as a great source for donations. In Finland the alumni create a broad network beneficial both for the alumni and the university. (Hopia & Laitinen-Väänänen 2010, 2.)

As Härkönen (2003, 49-50) states, benefits that the alumni and alumni network activities create for universities can be extensive:

- Maintain connections between graduates and the school
- Prevent dropouts
- Speed up the graduation of students
- Improve chances of employment through direct connections of the alumni network
- Create a direct channel for getting internships and thesis subjects from alumni
- Motivate student on their field by explaining concretely where the studies led to
- Create good reputation for universities

### **2.1 Alumni network activities in Haaga-Helia**

Haaga-Helia has approximately 25 000 alumni all around the world. To the alumni network belong all the graduates of Haaga-Helia, as well as the graduates of previous institutes Haaga and Helia. Alumni network was initially activated at Haaga institute as part of networking of hospitality management bachelors. First hospitality management students started their studies in 1969, and they are seen as the first alumni of Haaga institute. The present Haaga-Helia alumni network was established 1<sup>st</sup> of January 2007. Haaga-Helia has an alumni database of Haaga-Helia graduates with their contact information to keep in contact with them. Joining the alumni network is optional and free of charge. All graduates get a brochure informing about the possibilities alumni network has to offer. They can join

alumni network by allowing their contact information to be transferred into the alumni database. (Loippo-Sännälä 13.10.2015.)

Haaga-Helia has variety of activities to offer for alumni, benefiting both parties. Haaga-Helia connects alumni with current university students, giving the alumni opportunities both to give project or thesis commissions, and to recruit students to do their work placement in their company. Haaga-Helia also offers a programme for alumni to volunteer as mentors for current students. The aim of the mentoring programme is to connect a student at the end of his/her studies with an alumnus for guidance and support when entering working life, building a career or other aspects in their life (Loippo-Sännälä 13.10.2015). Information about further education in Haaga-Helia, such as master's degrees, vocational teacher education, non-degree programmes and eMBA in service excellence is also distributed for alumni. Haaga-Helia also wishes the alumni to act as guest lecturers sharing their experiences in business life and their career stories for the students (Haaga-Helia 2015a). Networking in a social media platform is possible in official LinkedIn page for Haaga-Helia alumni (Haaga-Helia 2015b). In addition to smaller events throughout the year, such as seminars or specific campus/degree programme events, every year an annual alumni gala evening is organised for all Haaga-Helia alumni, and there the alumni of the year is announced (Haaga-Helia 2015a). Twice a year the alumni receive Signals-magazine aimed for the stakeholders of Haaga-Helia, and since 2008 the alumni have received a monthly newsletter, e-Signals, by e-mail (Haaga-Helia 2015c; Haaga-Helia 2015d).

Haaga-Helia's aim is to maintain alumni relations between the alumni and Haaga-Helia, and between alumni themselves. Among other things, through the network Haaga-Helia wants to gain help for the current students of the university. (Haaga-Helia 2013b.)

According to the alumni coordinator, expanding international alumni network and forms of communication need to be developed. Smaller events should be developed more, for instance events combining students and alumni from same degree programmes or campuses. Database and database system need to be updated and to be more automatic. Important target of development is fundraising specifically creating foundation for it. The intention is to find out what the purpose of fundraising is, how to raise the funds, and where it will be orientated, e.g. is it from alumni to students or from alumni to alumni. (Loippo-Sännälä 13.10.2015.)



## **2.2 Networking**

The term networking is often used when talking about individuals, groups and institutions that exchange information and services among each other's to generate productive relationships for employment or business (Merriam Webster 2015).

Networking is developing relationships which can support you, and in which you can provide support to others, in every area of life. The wider and stronger our networks, the more capacity and opportunity we have to live life richly and to make life easier for others and ourselves. Networks for great causes and deeper purposes, whether large or small, have the potential to change our world. (D'Souza 2011, xii)

Networking is an essential part of today's world, and even more so in business. It is said many times it is not about how many people you know but who you know. As written by Zack (2010, 4) "networking is the art of building and maintaining connections for shared positive outcomes".

Events provide a great chance for likeminded people to meet and to expand their networks. Successful networking becomes a circle, circle of new people and new business opportunities and this continues on and on (Kintish 2014, xv). This is also the main goal for the Spring Mingle @Porvoo Campus Alumni and Partner event, to provide a platform for people with the same educational background to meet and create new connections. From the point of view the commissioner, Haaga-Helia Porvoo Campus, the aim of the event is to broaden the alumni network.

When carefully designing the conditions and activities for networking, it can create deeper connections when people can experience and share something together (D'Souza 2011, 260). This is why it is important to thoroughly plan the course of the event and to create best possible conditions for successful networking. In the case of Spring Mingle the emphasis is on the guest speaker and networking activity, which can work as great conversation starters. The guest speaker of the event, Linda Liukas, is known for being very inspiring, which will hopefully give good foundation for flourishing conversations and successful networking among the guests.

### **2.2.1 Formality of networks**

Different networks can roughly be divided into two parts, official- and unofficial networks. The biggest dividing factor between these two is the level of formality in them. Official networks such as board of directors, the government, registered associations and founda-

tions are formal and their operations are guided by decisions and regulations. Unofficial networks on the other hand are more informal and can be formed by people who get together for a mutual cause for example a hobby. (Silvennoinen 2008, 10.)

Official networks are based on stability and regularity of its actions. These networks affect not only its members but also people and conditions outside the network. Communities, procedures, policies, and co-operation and information channels are often well established in official networks and they operate most effectively on predictable and recurring situations. Because of the more closed nature of official networks joining and leaving these network is not as easy as in unofficial networks. In official networks and in organizational networks there are many levels of hierarchy that affect the efficiency sharing information whereas in unofficial networks the distribution of information is more equal. (Silvennoinen 2008, 10-11.)

Unofficial networks have many purposes, they can work as information source, exchange expertise and know-how, share mutual interests or provide pleasure and relaxation to its members. One network can also serve several purposes. Unofficial networks are formed informally and joining a network is usually easy and effortless, and the same applies when leaving the network. Unofficial networks have developed and become broader by the rise of social media networks and usage of applications such as Facebook, LinkedIn, Twitter, YouTube and Snapchat. The added value of unofficial networks is diverse, they bring people together, create a sense of community and in best case they can offer access to information that could be nearly impossible to get from official networks, since official networks often share information that is only beneficial for them. (Silvennoinen 2008, 12-14.)

### **2.2.2 Vertical and horizontal networks**

The value of horizontal networks is well explained on a blog article by Fisher & Plaxen (25.2.2011). One's horizontal network consists of many weak links, people you somehow know and share something in common, in contrast to one's vertical network that consists of people you know well. Horizontal networks unite several weak links that consists out of people each having their own strong ties in their vertical networks. That is where the real value is found, by engaging with the horizontal network you get access to the vertical networks. This is one way of reading Figure 1.

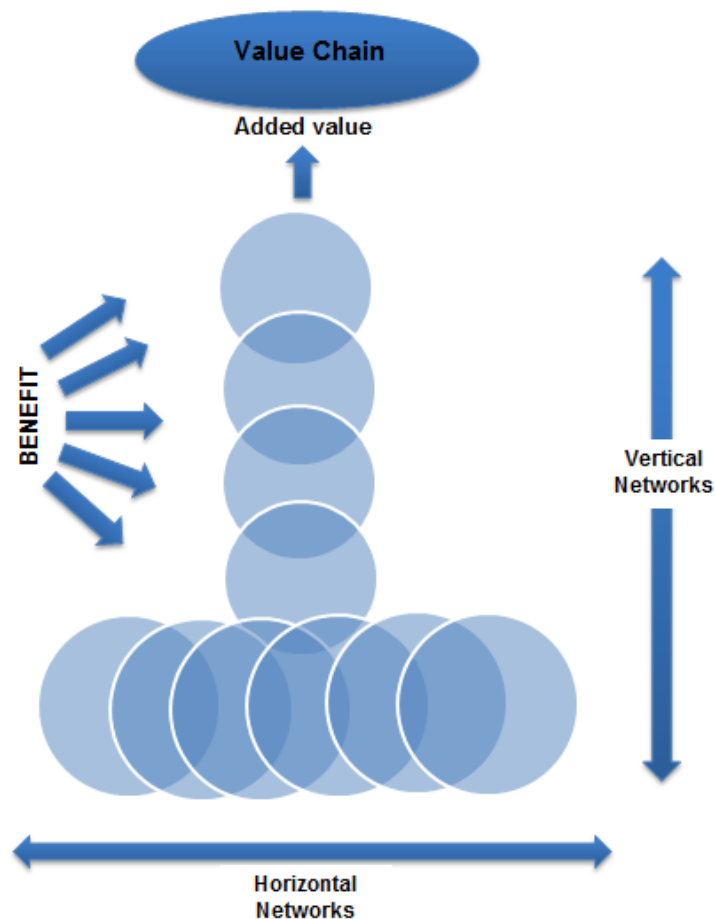


Figure 1. Diverse Networks (Niemelä 2002, 19)

Other way of reading Figure 1 is from a point of view of a company network and how it is structured. Vertical network combines different companies working in the same value chain or production. Each of the links contributes to the final product by a different function. Horizontal network connects parallel operators, services and products from a certain stage. Different contributors work side by side to reach mutual goal. This model can be applied to other and more creative company models. (Niemelä 2002,18-20.)

### 2.3 Customer relationship management

Customer relationship management (CRM) can be defined as a continuously on-going generic process in a company or an organisation, that includes identifying customers, creating customer knowledge, forming customer relationships, and modifying their perceptions towards the company or organisation. It is the way of managing the relationships with customers, whether it is attracting new ones, analysing them, or keeping them satisfied. IT-tools are very useful tools in CRM, but even the best tool can not benefit the company or organisation if they do not have connection with the customer. The main elements, on which CRM is based, are customer knowledge, relationship strategy, communi-

cation and the individual value proposition. To be able to create working and productive CRM strategy, all these elements need to have balance between each other. Equally much should be invested to each of them when developing the process. (Peelen 2006, 3-10)

Dyché (2002, 5) lists some of the objectives which are wished to fulfil with customer relationship management process as follows:

- To understand customers' needs
- To increase customer satisfaction
- To improve customer service
- To gain new customers
- To get revenue-generating contacts

With successful CRM process a company or an organisation can gain a lot. In large scale, it may increase customer satisfaction or sales revenue, or more specific, it is possible for instance to develop better communication channels or to collect customer data (Tutorial-Reports 2013).

As stated by Payne (2006, 23), there are three main types of customer relationship management: operational CRM, analytical CRM and collaborative CRM. Operational CRM can be determined as the 'front-office CRM', meaning the practical operations that are meant to serve the customer, such as contact centres or webpages. With analytical CRM is meant the process of analysing and utilising the data gathered from the operational form of CRM to be used in developing for instance the customer knowledge and customer service, etc. Collaborative CRM is the method of direct communication between company or organisation and its customer. It aims at maximizing the profitability and customer satisfaction. (Straight Marketing 2010a; Straight Marketing 2010b; Straight Marketing 2010c.)

In this thesis case, the most relevant types are analytical and collaborative CRM, as the survey is to find out how the already existing alumni network activities are seen by the alumni, who in this case are the customers, and based on their answers the alumni network activities are developed in desired direction. The alumni network activities will be developed in a way that will also benefit the commissioner, Haaga-Helia, as much as possible, since they want to gain the maximum benefit from the alumni network activities as well. In the survey the alumni are asked to leave their development suggestions and to tell what added value the alumni network activities give to them. According to those answers the activities can be developed further. In other words, the alumni are involved in the development process and their needs and wishes are taken into consideration. In addition, with the survey customer knowledge will also be expanded.

What comes to the event, it is a direct way of the commissioner to get in touch with the alumni, as the personnel of Haaga-Helia is also attending the event, networking and representing the commissioner party. During the event the alumni are actively asked and advised to co-operate with Haaga-Helia. With the amount of money the commissioner invests on the event, they wish naturally to get return on investment (ROI). ROI is a metric, which is used to measure the effectiveness of a company's or organisation's investment on something, in other words, what is gained from it and how it will benefit you (Investopedia 2015). ROI can be measured by the changes seen in customer service, satisfaction and retention, and in overall company performance, as well as in customer profitability (Payne 2006, 315-316). The commissioner will not gain any monetary ROI on short-term-view, as the event is free of charge for the guests. Main return on investment for them is broadening their network and managing their customer relations. As ROI the commissioner is also looking for to get co-operations with the alumni, e.g. new project commissions and guest lecturers amongst the alumni, and of course they wish the alumni to further educate themselves in Haaga-Helia.

### 3 Planning the alumni and partner event on Porvoo Campus

In this chapter the process of planning the Spring Mingle @Porvoo Campus – Haaga-Helia Porvoo Campus Alumni & Partner event is described. The task to organise the annual alumni event of Porvoo Campus was given to the organisers on 10<sup>th</sup> of February 2015. The event was held on Friday 8<sup>th</sup> of May 2015.

Main tool used when planning the event is the event plan (Attachment 1). It was created at the very beginning of the planning process, and is updated continuously along the way. It includes all information concerning the event.

When planning an event it is very important at the beginning of the process to answer the five basic questions: what, who, when, where and why. The answers to those questions give the foundation and starting point to the whole event process. They will help doing the event plan and determining things such as costs and marketing plan, et cetera. (Schiraldi 17.5.2012.) In Figure 2 is seen the answers to questions concerning the Spring Mingle @Porvoo Campus event.

What	Who	When	Where	Why
<ul style="list-style-type: none"><li>•Annual Alumni Event</li><li>•Organised as a bachelor's thesis project</li></ul>	<ul style="list-style-type: none"><li>•Graduates, partners and staff from Haaga-Helia Porvoo Campus</li></ul>	<ul style="list-style-type: none"><li>•Friday 8th of May 2015</li><li>•17.30 – 20.00</li></ul>	<ul style="list-style-type: none"><li>•Haaga-Helia Porvoo Campus lobby</li></ul>	<ul style="list-style-type: none"><li>•Networking</li><li>•Customer relationship management</li><li>•Development of alumni network activities</li></ul>

Figure 2. Five W's of the event

#### 3.1 Organisation

As seen in Figure 3, organisers Emma Heinonen and Sara Virtanen, international tourism students specialising in event planning and management, are responsible of planning and conducting the event. Thesis supervisor is Monika Birkle. Catering is ordered from Kokin taidot –course, group of eight students, who are responsible for catering event. Their supervisor is Päivi Forsblom. Throughout the process the organisers have had meetings with the commissioning party: with programme directors Kaija Lindroth, Reija Anckar (former Sandelin) and Heljä Mäntylä, and the director of Haaga-Helia Porvoo Campus Lis-Marie Enroth-Niemi. They have expressed their expectations and feedback, as well as provided their ideas and tips.

Meetings are also held with the project supervisor Monika Birkle, as well as with Chryssa Skodra, teacher of Haaga-Helia. Both of them help with matters concerning the event, Chryssa mostly with the use of social media for marketing, and Monika in all general matters. The organisers also took part in development meetings of Haaga-Helia Porvoo Campus, with programme directors and other personnel involved, sharing the planning process and receiving feedback and ideas. Also the alumni coordinator of Haaga-Helia, Eva Loippo-Sännälä, is involved in the process. She has shared her ideas and hints, and is the one sending the invitations to alumni through the database.

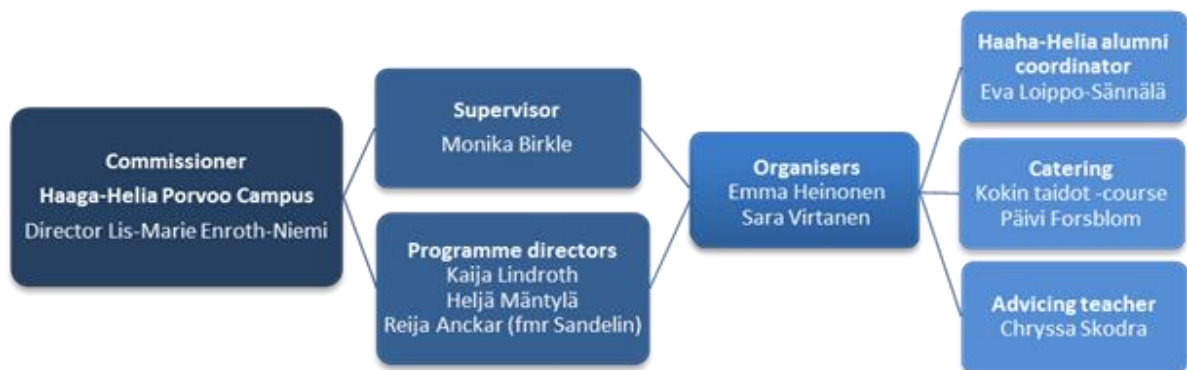


Figure 3. Organisation chart

### 3.2 Stakeholders

Stakeholders are the individuals, groups and organizations who can be impacted by the event or who can have an impact on the event (Ferdinand & Kitchin 2012, 33). In this stakeholders map (Figure 4) are presented the main stakeholders of the event.

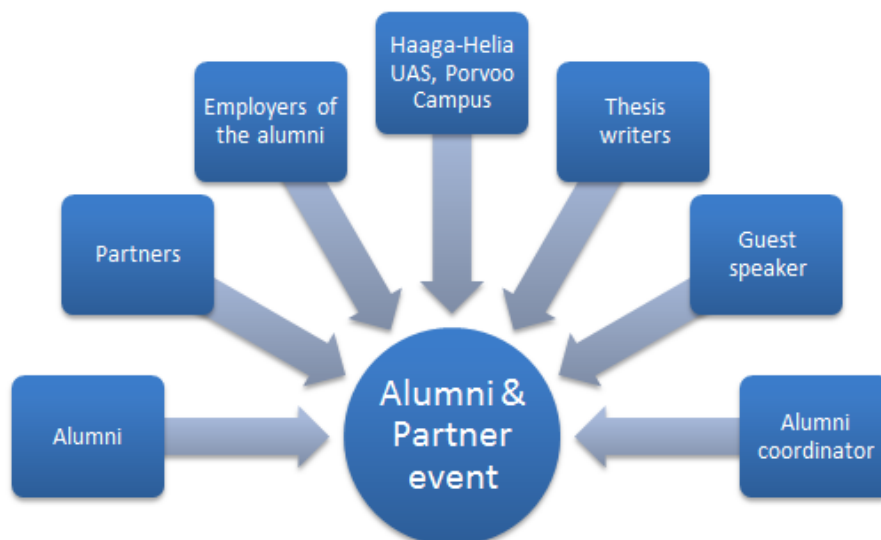


Figure 4. Stakeholders of the event

The number of alumni attending the event makes a huge impact, as the alumni are the main target group. The event is organised mainly for them, as it is an annual alumni event, and the point is to keep the alumni in connection with the university. Along the alumni come also the employers of them, as they are the work places of the alumni, which might have new commissions or work placement positions to give for the university students.

Partners of Haaga-Helia Porvoo Campus are also invited this year for both networking and customer relationship management reasons. The partners bring more added value to the event by broadening the networking opportunities both for alumni and for the Haaga-Helia Porvoo Campus staff. Bringing all of these people together enhances the social capital value this event offers for all of the stakeholders.

Being the commissioner of the thesis, Haaga-Helia Porvoo Campus is one of the main stakeholders. Since the event is being held in their premises and done by their funding they have an enormous impact on the event and the other way around. Thesis writers as the organisers of the event will have the greatest impact on the events content as they are responsible of organising the whole thing, according to the commissioner's needs. While planning and conducting the event, they have to make sure it will meet all the expectations and aims of the commissioner, and also the expectations of other stakeholders as well. Alumni coordinator of Haaga-Helia has a great insight on matters concerning alumni network activities in Haaga-Helia and will provide valuable information to the organisers.

Linda Liukas as the guest speaker is one of the biggest selling points of the event. Her successful career in such a young age is inspiring and will hopefully attract more guests. Her speech will also have an impact on the event itself, it will set atmosphere and hopefully generate great discussions. The event will also give her great publicity and raise awareness for her upcoming book.

### **3.3 SWOT analysis of the event**

SWOT analysis can be defined as follows:

A SWOT analysis focuses entirely on the four elements included in the acronym, allowing companies to identify the forces influencing a strategy, action or initiative. Knowing these positive and negative elements can help companies more effectively communicate what parts of a plan need to be recognized. (Business News Daily 2015.)



This SWOT analysis shows the strengths, weaknesses, opportunities and threats of the event.

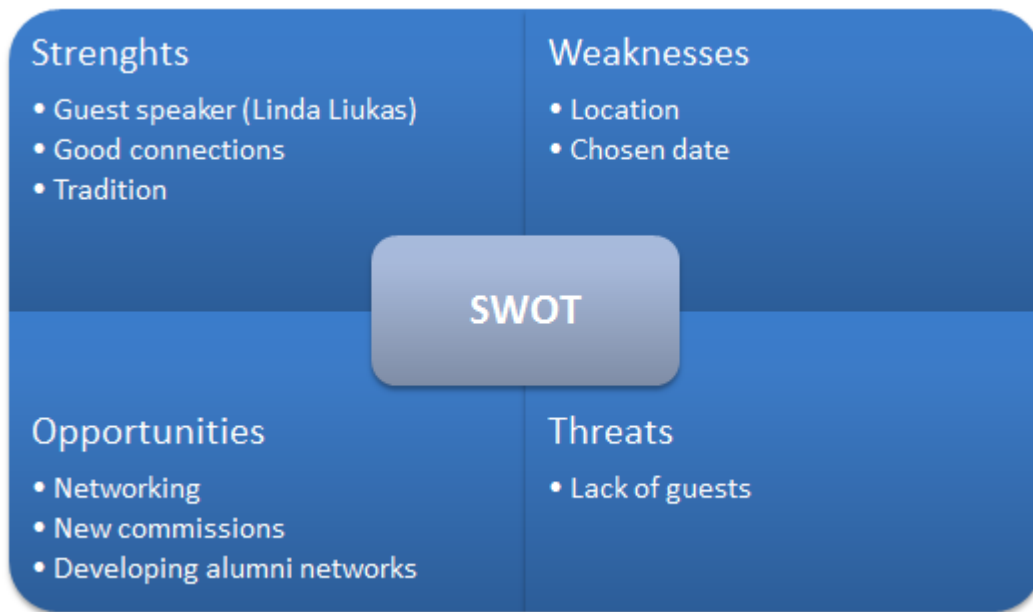


Figure 5. SWOT analysis of the event

Biggest strength for this event is the guest speaker Linda Liukas. Carefully chosen guest speaker who has achieved a lot in such a young age is very appealing to alumni. Good connections have impact to the number of guests, as the personnel of Haaga-Helia Porvoo Campus, such as the programme directors, have their own professional networks and are able to invite them to come to the event. In addition, a fairly new tradition of annual alumni event can be seen as one of the strengths.

It was recognized early during the planning process of the event that the location of the event can be a weakness due to transferring issues. Most of the guests would arrive from Helsinki and the distance could cause a problem for them. Also the date set for the event can be seen as weakness as it is at the same weekend mother's day takes place, and also during that time it is the beginning of cottage season in Finland. These might affect the amount of guests as people may not be interested in coming to the event if they need to travel to see their relatives/mothers, or go to their cottages on the same weekend.

Main opportunity of the event is networking. Networking for all the alumni, partners and for the organizing body. Event offers a great opportunity to meet likeminded people with diverse connections with a combining contact to Haaga-Helia. Through networking there is possibility for the commissioner, Haaga-Helia Porvoo Campus, to gather and maintain customer relations. By getting to know the alumni better and finding out what do they ex-

pect from alumni network activities, the alumni network activities can be developed more efficiently. In addition, the event offers an opportunity for the university to receive new commissions from the alumni or the partners, benefiting both of them.

The biggest threat is thought to be lack of guests, as the success of the event is directly proportional with the amount of guests. Naturally the commissioner wants to get return on investment, and in this case it is measured by the amount of guests participating.

By carefully looking through all of these aspects, visualized in Figure 5, in the early stage of planning, it makes it possible to focus on utilising the defined strengths, for instance in marketing. Knowing the opportunities provided by the event, it will able the organisers to work towards achieving the goals and to best benefit from the opportunities in hand. In addition, by acknowledging the weaknesses and threats there is time to work on minimizing them.

### **3.4 Marketing**

Marketing practicalities of event depend on the type of the event and what is expected to gain from the event. The goals of all stakeholders need to be kept in mind when marketing events. When marketing individual event, there is no place for adjusting the marketing strategy according to customers' demands, as there is only one event (=product) which will be consumed while it is produced. That said, the marketing needs to be well planned beforehand to make sure to gain the most profit from it. (Ferdinand & Kitchin 2012, 114-115.)

Nowadays social media has big role in marketing products and events. When using social media as the main marketing tool, a social media marketing plan should be created. As stated by LePage (2014), social media marketing plan consists of all practicalities to be conducted in social networks and the goals you are hoping to reach with them. If the plan is detailed and well done, it is easy to follow and it will help by guiding the actions and being measurement tool when determining the success of the use of social media in marketing.

The alumni got the invitation to the event four times in to their e-mails, first one was a 'Save the date' –invitation, second one was the actual invitation with the registration form and all the necessary information, and the last two were reminder letters. The invitations were sent through Haaga-Helia's alumni coordinator who has the alumni database.

Social media was used as the main tool when marketing the event. An editorial calendar (Attachment 2) was created to make the social media marketing process efficient and structured. The organisers created a hashtag “#HHSpringMingle” to be used in the social media posts. The event has its own Facebook-page, which was marketed in Haaga-Helia Porvoo Campus Facebook-page. Event page was updated constantly; there were post for instance about the event itself, information about Porvoo and tips for the guests. The information about the event was shared in Haaga-Helia’s official webpages, as well as in Haaga-Helia’s official alumni LinkedIn-page. Also, the organisers made Twitter posts in their own Twitter accounts. Goal of the marketing was to attract as much people as possible to attend the event.

### 3.5 Budget

Budgeting is important tool of event management. With events that need funding, a budget needs to be done to ensure the wise and efficient use of money. One of the reasons for budgeting is the event stakeholder’s interest towards the spending of money. Budget needs to be determined already at the beginning of the event planning process to ensure efficient management of the event. For smaller events the budget can be done rather quickly, whereas for bigger and more significant events it needs to be done with great care and precision. (Ferdinand & Kitchin 2012, 137-138.)

The budget for the Spring Mingle @Porvoo Campus event was never agreed in specific numbers, but the organisers and the commissioner were in the mutual understanding of the budget being kept as low as possible. Most of the budget was used on a good guest speaker and in catering of the event (Table 1). In the early stages of planning the event Linda Liukas was chosen to be the guest speaker and her salary was 2480 € plus traveling expenses, in total of 2535.65 €. The catering was organised in co-operation with Kokin taidot -course which helped keep the costs low.

Table 1. Budget of the event

Budget for Alumni & Partner event 08.05.2015	
Guest speaker	2 535,65 €
Food & drinks (including laundry invoice)	1 232,64 €
Flowers from Plantagen & pots from Ikea	29,04 €
S-Market (giftbags, napkins, staff food)	27,00 €
<b>Total</b>	<b>3 824,33 €</b>

### 3.6 Planning tools

The planning tools that were used in the planning of the event Spring Mingle @Porvoo Campus Alumni and Partner event are gathered in the Figure 6 below. It shows all the most relevant tools that were used to comprehend the event as a whole. By visualising all plans the implantation is easier and more structured.

Event plan	Runsheets	Service blueprint	Editorial calendar	Safety plan	Budget	Staffing plan
<ul style="list-style-type: none"><li>• Main tool used during planning process</li><li>• Updated along the process</li><li>• Includes all the important information about the event</li></ul>	<ul style="list-style-type: none"><li>• Tool for setting a clear timetable for the event</li><li>• Given to everybody working at the event</li><li>• States specific tasks and times</li></ul>	<ul style="list-style-type: none"><li>• Extensive view of the event</li><li>• Tool for visualising all the actions that take place during the event from several aspects</li></ul>	<ul style="list-style-type: none"><li>• Calendar for social media marketing</li><li>• Planned times and topics for each publication</li></ul>	<ul style="list-style-type: none"><li>• Done to ensure the safety of the guests and organisers</li><li>• Beforehand assessed risks, consequences and actions</li></ul>	<ul style="list-style-type: none"><li>• Done to visualise and gather the money being spend on the event</li><li>• To ensure prudent usage of funding</li></ul>	<ul style="list-style-type: none"><li>• Tool for calculating the amount of staff needed</li><li>• States tasks, needed time and number of workforce</li></ul>

Figure 6. Planning tools

## **4 Spring Mingle @Porvoo Campus event**

This chapter portrays practical arrangements of the event, the product of this thesis, as well as the actions of the event day and the event itself. It also indicates the actions done after the event, the evaluation of the event, and gives development suggestions for future alumni events.

### **4.1 Event practicalities**

According to the name of the event Spring Mingle @ Porvoo Campus, as well as the on-going time of year, spring was chosen to be the theme of the event. White and green were chosen as theme colours and that was very much visible from everything all the way from invitations to the decoration of the event. The theme colours appeared in the invitation and survey, in the decoration with white tablecloths and green plants and greenery to bring the outside in. The event took place on 8<sup>th</sup> of May in the lobby of Porvoo Campus, utilizing the already existing furniture there. Tables for drinks and buffet were borrowed from Amica cafeteria. Decoration was very simple, as the campus itself is beautiful and unique. Excess costs were minimized by using items and furniture found in campus. What comes to the decoration, only centrepiece greeneries for the tables were bought. Layout and placement of furniture and decorations can be seen in the floorplan (Attachment 3).

Fitting to the spring theme the offer request for catering contained light cocktail food, preferably vegetable based, dessert included. Sparkling wine and soda water with apple juice was chosen as refreshments, coffee and tea with the dessert. Price request per person was 12 €, including the drinks. The menu (Attachment 4) and other plans developed along the way through meetings and e-mails with Päivi Forsblom, supervisor of the Kokin taidot - course. Along planning the menu, new ideas came up and were accepted, such as the welcoming drink from apple juice and soda water. Because of the circumstances, there was no tasting of the menu as first was supposed to. Co-operation between the catering group and the organisers worked well, and all the ideas and executions were mutually agreed.

Based on staffing plan (Table 2) created for the event the need of volunteers was calculated. Volunteers are usually used as extra help in events as stated in TriplePundit (2012). With Spring Mingle @Porvoo Campus event only volunteers were used as the actual staff, including photographer and music performers, as no money was to be used for paying staff salaries. When using volunteers recruited from external sources, the reliability of the staff is not so certain. When the staff does not get paid, they may not feel any responsibil-

ity to fill their tasks. (Conway 2009, 181-182.) This is why the volunteers were all recruited from peers of the organisers. Most of them are specialising in event planning and management as well, so the organisers knew and trusted all of them to have the needed qualities.

Table 2. Staffing plan

Task	Number of workforce needed	Time
Registration/ Welcoming	2	1,5h
Setting up	6	4h
Preparing drink buffet and serving sparkling wine	2	4h
Blocking and washing the dishes	2	4h
Hosts	2	4h
Photos	1	4h
Clearing up	6	1,5h

Volunteers were needed to ensure good service to the guests. Beforehand, volunteers were provided with guidelines and information about the event, and their tasks were distributed. They received safety plan of the event (Attachment 5), which was also handed out to the info desk of Campus. Timetable for each task can be seen in runsheet (Attachment 6). To support the runsheet, service blueprint (Attachment 7) of the event was also made. Thorough briefing was held during the event day, helping them to know where they should be and when. Their tasks took place before, during and after the event. Before the event all of the volunteers were helping in the set-up and during the event each volunteer had own assigned tasks. After the event volunteers were needed in clearing and cleaning the lobby. As rewards for their efforts, all the volunteers got to eat the leftover foods after the event, and got liquorice from the event's sponsor Makulaku. They all got project certificates indicating their volunteering in the event.

## 4.2 Event description

Practical arrangements of the event started on Thursday evening with setting up the stage. Also all the technical equipment such as TV and sound system were installed at the same time. After the stage set-up all the plates, cutlery and sparkling wine glasses were polished. The dishes and glasses were polished and counted to make sure there were enough of them and to make sure they were clean and shiny at the event to ensure the

best quality of service for the guests. These tasks were done on Thursday because they were the most time-consuming part of the event preparations.

On the event day, the organisers arrived on campus at 11.00 and started working on the remaining practical arrangements such as decoration and moving the furniture according to the floor plan. The schedule for the event day was busy so they had to make sure to stay on schedule. All eight volunteers arrived on campus at 13.00 to help with all the decoration, moving furniture and so on. When most of the preparations were done, final briefing for the staff was held. Team went thoroughly through the runsheet of the event and the tasks. After the briefing, a walkthrough of the event was held from the point of guest arriving to campus till the end of the event and guests leaving.

After 17.00 the guests started arriving. According to the programme (Attachment 8) the event started at 17.40 with the info session about further education possibilities in Haaga-Helia, as well as co-operation with Haaga-Helia in forms of work placements and theses. Evening was started by the hosts, the organisers Emma and Sara, who presented the speakers of the info session. Info session was held by principal lecturer Jarmo Ritalahti speaking about master's degrees and vocational teacher education, and he was followed by programme director Reija Anckar (former Sandelin) speaking about aviation business and eMBA. Last speaker was lecturer Maria Ruohutula, who talked about work placements and theses co-operation. The aim of the info session was to educate the alumni how they can be in contact with Haaga-Helia, either by further education or by being in co-operation by recruiting students of Haaga-Helia Porvoo Campus, or giving thesis topics to them.

After the info session, the evening was officially opened by the hosts welcoming the guests to the event. The hosts talked about the programme of the evening, and advised the guests to leave their business cards/contact information into a bowl reserved for them if they are interested in co-operating with Haaga-Helia. After that, programme director Reija Anckar (former Sandelin) gave a short welcoming speech, in all three languages of the offered degree programmes in Porvoo Campus, Finnish, English and Swedish.



Image 1. Principal lecturer Jarmo Ritalahti giving his speech during info session



Image 2. Linda Liukas giving her speech



Then it was time for the highlight of the evening, speech from guest speaker Linda Liukas. Among many other things Linda is author of Hello Ruby, a book for children about computers and programming, which is Kickstarter's most funded children's book. She is also one of the founders of Rails Girls, an international movement to teach programming for women. In addition she has been named as the Digital Champion of Finland. She has studied business, design, engineering and product engineering in Aalto University and in Stanford University. She gave an energetic and inspiring speech telling about her and how she got there where she is now. She talked about being brave and believing in yourself. The guests and personnel were very pleased with the speaker.



Image 3. Cocktail food buffet

After the speeches it was time to enjoy cocktail food buffet and sparkling wine. The buffet was opened earlier, as the event was running ahead of schedule. During the dining there was entertainment in form of a music performance by Anna Alferova. She was accompanied by Linh Duong. Unfortunately, as opposed to the plan, during the dining people went to eat to the cafeteria, as it was easier for them to sit while eating, and the lobby stayed quite empty.



Image 4. Music performance by Anna Alferova and Linh Duong

Next on the program there was a paper plane networking activity led by the hosts. The activity started a bit later than it was supposed, because the eating took more time than expected, and the organisers gave the guests time to finish eating and move back to the lobby. During the activity the guest were advised to fold paper planes from the different colour papers provided, form two lines facing each other and throw the paper planes in air and try to catch one. After everyone had a different colour plane, the guests formed groups of five with everyone having a different colour paper plane. Then the groups were asked to discuss based on questions the hosts asked.



Image 5. People networking during paper plane activity



After the activity it was time for the dessert, coffee and tea. The dessert was brownies with strawberry and melon salad. While having dessert guests had the opportunity to network and talk about the previous paper plane activity.



Image 6. Dessert

Shortly after the dessert it was time to have a group picture. The picture was taken in the lobby from second floor, and in the picture the guests were holding nine pieces of blue and green papers forming the logo of Haaga-Helia.



Image 7. Group picture at the end the event

Then it was time for the hosts to give thank you speech, to thank everybody for coming and welcome them back again next year, as well as thanking everyone who had been involved in the process. When leaving, the guests were given the Campus magazine and small bags of liquorice from the sponsor of the event, Makulaku.

The clearing and cleaning of the lobby was then done together with the volunteers. All the furniture were moved back to their places. Only technical equipment were told to be left there, as Dan Rönneck, technical support of the event, promised to take care of them on the coming Monday. After the event, organisers went through the event and feedback with the volunteers. All of the staff enjoyed the leftovers from the event and rejoiced the job well done.

#### **4.3 Post event actions**

Thank you –post was posted to the event’s Facebook page right after the event. Pictures of the event were shared in Facebook few days after the event. Press release (Attachment 9) was written and sent after the event to few regional newspapers Uusimaa, Itävyäylä and Östnyland. Unfortunately media did not find the event newsworthy for them, so it was published nowhere. This might be due to the fact that the event concerned only small group of people and was closed from public. Event had a specific target audience and was by invitation only. This was unfortunate since the guest speaker herself was

newsworthy in the opinion of the organisers, but for some reason the press were not interested on this topic.

The organisers went through the contact information collected during the event, as well as those collected from the survey, and formed a database of them. Then the database was sent forward to the programme directors of Haaga-Helia Porvoo Campus to be used further.

#### **4.4 Evaluation**

One of the aims set out for the alumni and partner event was to get hundred guests to arrive on the event. Invitations were sent to 1352 Haaga-Helia Porvoo alumni. In total there are around 2500 graduates from Porvoo, but many of those have not given or updated their e-mail addresses, and about 200 do not want to receive any newsletters. In total 115 registrations were received. 92 of them were alumni, 5 were partners and 18 were personnel of Haaga-Helia. Actual number of guests in the event was 85.

The feedback from the event, which the organisers received verbally and from feedback wall (Attachment 10) was really positive both from guests and from the commissioner. Evening went smoothly and there were no complications during the event. The guests were especially pleased with the paper plane activity, guest speaker and the group picture at the end. The organizers were really pleased with the event in total. Everything went as planned, though the timetable for the event was not followed to the minute, which was expected. The programme was made more loose towards the end, which was a good decision since the eating took more time than expected. Some of the food ran out because the guests might have misinterpreted the nature of the offered buffet table. Buffet table consisted of cocktail food, but part of the guests expected bigger portions. In conclusion, that may not have been communicated well enough.

All in all the evening was a success and filled the aims of providing alumni network activities, networking, and maintenance of customer relations. Also, the goal of receiving contact information of those interested in co-operating with Haaga-Helia was filled. In total 27 alumni gave their contact information, five of them during the event, rest through the survey. All the contact information's received during the event and through the survey were forwarded to the commissioner.

#### **4.5 Suggestions for future development**

Since the event is planned to be organised annually, here are development suggestions for the organisers of the future events.

For future record, the date chosen for the alumni event was not the best possible: it was same weekend with mother's day, week after May Day, and the beginning of cottage season. Those might have affected the amount of guests. Starting time 17.30 was maybe too close to the time when working day ends, as most people travelled from Helsinki, and people may need time first to go home before entering the event. But on the other hand, people started to leave earlier than 20.00 (the supposed ending time). That leaves the question whether the time set for the event was too late. In conclusion, when planning the next alumni event, date and time should be considered more closely, to get more guests.

Other suggestions that came up are testing the schedule beforehand, giving more time for eating and less for the speeches. Also, the venue should have more seats and tables for people to be able to eat comfortably, as now in this case people went eat to the cafeteria where the tables are, and the lobby was quite empty. It was harder to get people back there to the lobby when the programme continued. One suggestion, which came from the feedback received from guests, was to send reminder e-mail a week before the event, as everyone are not that active in Facebook.

## **5 Developing alumni network activities**

This chapter presents the research part of the thesis. The research aims at developing the alumni network activities in Haaga-Helia. Below are described the objective of the research, methods used, conducting the research, and finally, the data is analysed and results presented.

### **5.1 Research objective**

The objective of the research is to develop alumni network activities in Haaga-Helia. It focuses on solving the problem how well the alumni know the offered alumni network activities in Haaga-Helia and how to develop them. The research aims at understanding how alumni see the already existing alumni network activities: events organised for them, mentoring programme, project co-operations with students, further education informing, guest lecturing, LinkedIn network, and student recruitment. Based on the results, the alumni network activities are developed. In addition, through the research is collected contact information of those willing to co-operate with Haaga-Helia.

### **5.2 Survey as research method**

Survey was chosen as method for the research, as it can provide broad sampling and is fairly quick to construct and implement. Survey conducted online is easy to share by e-mail, and it reaches the target group easily. From respondent's point of view, online survey is simple and straightforward to answer.

Survey is one of the three main styles of research methods used in social sciences, along with experimental and ethnographic methods. It is also the most used one in the field of leisure and tourism. Surveys are questionnaires with beforehand carefully determined questions, which are asked from selected target group. When same questions are used for all respondents of the survey, it allows comparison between individual answers. Surveys can be conducted as administered questionnaires, such as interviews, or as in this case, self-completion questionnaires. (Finn, Elliott-White & Walton 2000, 34.) Usually surveys are conducted with large group of respondents, and that said, "research based surveys are usually used to generalise from the sample to a larger population." (Finn et al. 2000, 87)

When choosing the approach for research is good to keep in mind the differences of each approach. Quantitative approach to a research follows a structured and rational design, the collected data is measured in numbers and the setting of the research is impersonal,

controlled and manipulative. Qualitative approach follows a more free-formed and intuitive design, collected data consist of words and the setting is more interactive, personal and natural. Even though both approaches are good and can make a successful research a combination of two approaches or more can be beneficial to maximise the strengths and minimise the weaknesses of the method. (Finn et al. 2000, 8-9.)

### **5.3 Implementation**

Data was collected through survey questionnaire conducted online. The survey was sent to the alumni as part of the registration invitation to the Spring Mingle @Porvoo Campus event, first time on 27<sup>th</sup> of March. Second time the survey was sent through a reminder invitation on 14<sup>th</sup> of April, the third time was 23<sup>rd</sup> of April. It was sent to all Haaga-Helia Porvoo alumni through the alumni coordinator of Haaga-Helia. All alumni were asked to answer the survey, even if they would not participate at the event. Link to the survey was also actively shared on the Facebook-page of the event.

The survey was created online using Webropol survey software. It was gathered and questions determined fairly quick, as the invitation to the event was to be sent as soon as possible. Questions were, despite the hurry, considered carefully so the results would be as relevant as possible. Questions were chosen so that the answers would reflect the alumni's opinions in the best possible way. Scale questions had clear statements and pre-set answer options that were easy to understand and quickly responded. Open-ended questions were chosen to allow the alumni to freely express their opinions and ideas. Number of questions was kept low to set the answering time to minimum so as many as possible would respond. The survey was modified several times before sending to improve layout and to ensure the functionality. Thesis supervisor Monika Birkle gave feedback and tested the survey, and gave her approval.

The survey started with the registration to the alumni event. If the respondent was to participate the event, he/she was asked to give his/hers contact information. And if not, he/she was straight moved to the research questionnaire. The actual research questionnaire consisted of questions about personal information (age, sex) of the respondent and about their education (degree, year of graduation). After that, the questionnaire focused on the alumni network activities and how the respondents see them: what do they know about them and do they gain benefit from them. Questions about the alumni network activities were in forms of scale questions, open ended questions and multiple choice questions. The survey was conducted anonymously. Only those who wanted to co-operate with



Haaga-Helia, and those who wanted to receive the results of the survey, were asked to leave their e-mails for further use.

The survey (Attachment 11) was conducted online via Webropol. Alumni coordinator sent the survey to 1352 Porvoo alumni who had given their e-mail addresses and permissions to send newsletters for them. Respondents had time from 27<sup>th</sup> of March until 30<sup>th</sup> of April to answer the survey and register for the event. Out of the 1352 surveys that were sent, 97 responses were received from the alumni of Porvoo Campus, which makes the total response rate 7%. The survey had all in all 120 respondents, from which 23 were not alumni, who did only the registration for the event, this raises the response rate to 9%. The survey also got responses from few alumni, who answered the survey but did not attend the event.

#### **5.4 Validity and reliability**

When doing a research, validity and reliability should always be discussed. From these two, reliability is easier to assess because it answers how reliable the research is. In a reliable research participants would give the same answers each time. Validity of a research finds out if the answers give the results that they were supposed to give. (Finn et al. 2000, 28-29.)

The research survey was made with great care. The survey was tested several times with supervisor and the commissioner to ensure the reliability and validity. There are many things that can affect the validity of a research. In the case of this research the validity was improved by combining different approaches in the survey. Both quantitative and qualitative methods were used to triangulate the results. Triangulation appears when using two different approaches to collect data that will complement each other and therefore make the research more valid (Finn et al. 2000,9). Chances of misinterpretations in the answers were possible. Question about mentoring might have unreliable responses since there appeared to be some lack of information about the topic.

External validity of the conducted survey was affected by the uneven ratio of population, substantial amount of the respondents were young and female. The low total response rate was one affecting factor. Total response rate was 7%, as 97 out of 1352 alumni answered the survey. The low response rate was expected since online surveys have tendency of having low response rates. During research it became apparent that vast amount of the emails that contained the link to the survey ended up in the junk mail folders of the receivers.

Ethical concerns need to be addressed while designing any research and the participants need to be informed well enough about the research and they need to give consent to take part. This requires honesty from the researcher. The participants of this research were told the researchers role in the research, aims of the research, how the participants were selected and what happens to the results. By reading the given information and continuing with the survey the participants were seen to have given their consent. (Finn et al. 2000, 36.)

There are two ethical issues that need to be taken into consideration when conducting a research: confidentiality and anonymity. They protect the participants from any harm once the results are published. All the personal details and information of the respondents are kept secret. (Finn et al. 2000, 37.) In this research the first part of the survey collected contact information and personal details from those attending the event. This information was not used at the second part that was the main survey for the alumni. Second part was filled anonymously. If the respondents wish, they are able to receive the results of the survey.

## 5.5 Analysing the data

In this chapter the data collected through the survey is analysed and presented in figures.

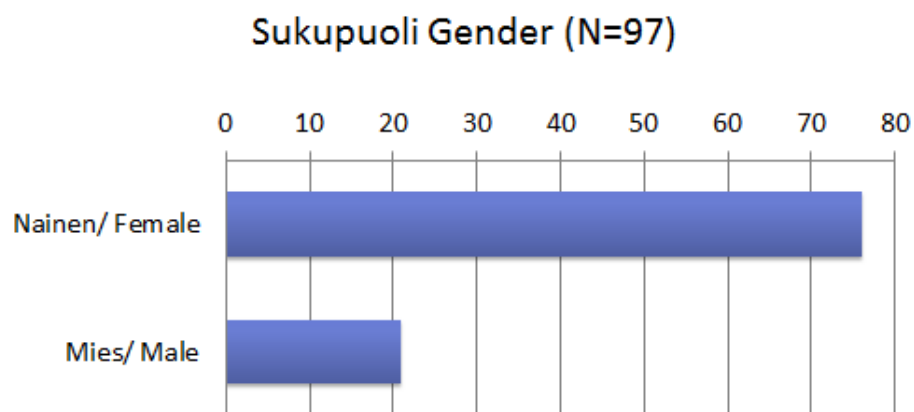


Figure 7. Gender of respondents

Out of all the respondents of the survey 78% were female and 22% male. In total 21 male and 76 female responded to the survey. Based on Figure 7 it seems that female alumni are more actively involved in alumni network activities.

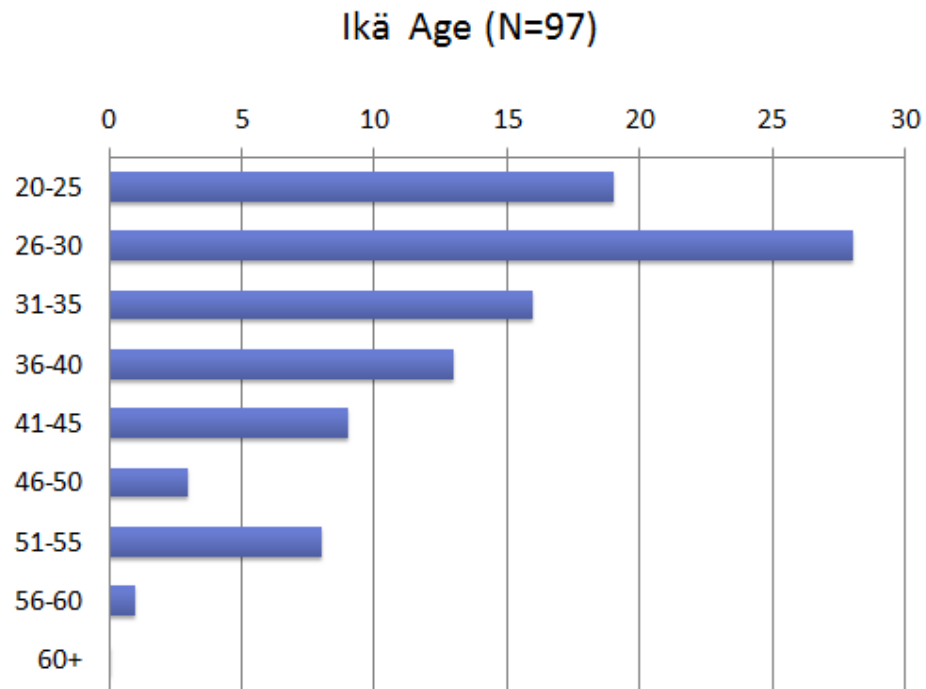


Figure 8. Age groups of respondents

As seen on Figure 8 the age distribution in the survey was from 20-60+ years. Responses were received from every age group except the 60+ years. 49% of the respondents were 20-30 years old. 29% of the respondents were 31-40 years old. Fewer answers were received from the older age groups, 12% from ages 41-50 and 9% from ages 51-60. More answers from the younger age groups might be due because younger people are more active online and most of them have graduated recently and thus have their contact information up-to-date in the alumni register.

### 5.5.1 How useful do you find the alumni network activities?

Table 3. Respondents' opinion of the usefulness of specific alumni network activities

Kuinka hyödyllisenä näet seuraavat alumnitoiminnat:

How useful do you find the following activities:

1 = Hyödytön/Not useful 5 = Erittäin hyödyllinen/Very useful

0 = En osaa sanoa/No experience (N=97)

	1	2	3	4	5	0	Keskiarvo/ Average
Tapahtumat/ Events	1	2	16	36	34	8	3,78
Mentorointi/ Mentoring	2	5	11	35	21	23	2,99
Projektiyhteistyö/ Project co-operation	1	1	14	41	26	14	3,49
Tietoa jatkokoulutuksesta/ Information of further education	1	1	12	31	45	7	4
Vierasluennot/ Guest lecturing	2	8	12	33	28	14	3,36
LinkedInHaaga-Helia Alumni Network (Official)	5	11	21	25	13	22	2,63
Opiskelijoiden rekrytointi/ Recruiting students	0	3	19	31	24	20	3,16

As seen on the Table 3, information of further education was found the most useful activity having the average rating of 4. Out of the respondents 78% found this useful to very useful, 45 replied it being very useful and 32 replied it being useful. Information of further education was rated as fairly useful by 12% of respondents. Only 2% found information of further education not so useful, one responding it being useless and one relatively useless. 7% have no experience about it.

Alumni were pleased with events as an activity since the average rating was 3,78 (Table 3). 72% of the respondents found events useful to very useful, as 34 rated it as very useful and 36 as useful. Events were rated as fairly useful by 16% of the respondents. 3% found it not so useful. 8% have no experience about it.

69% found project co-operation possibility useful to very useful, as 26 rated it as very useful and 41 as useful. 14% rated project co-operation as fairly useful. 2% found it not so useful, one responding it being useless and one relatively useless. 14% of respondents don't know about it or have no experience about it. Overall average rating given to this activity is 3,49.

Guest lecturing got the average rating of 3,36. It was found useful to very useful by 63% of the respondents, 28 rating it as very useful and 33 as useful. 12% rated guest lecturing as fairly useful. 2% found it not useful and 8% fairly useless. 14% of respondents don't know about it or have no experience. As shown in the Table 3 this activity is among the activities that received more lower ratings.

Recruiting students was found useful to very useful by 57% of the respondents. 24 rated it as very useful and 31 as useful. 22% gave this activity lower ranking as in relatively useless to fairly useful. None of the respondents found it useless. It appears that this activity is not so well-known among the alumni as 21% of the respondents don't know about it or have no experience about it. Recruiting students got the average rating of 3,16.

With the average rating of 2,99 mentoring programme was second to last rated activity with some dispersion within the responses. 58% of respondents found it useful to very useful. 11% rated mentoring as fairly useful and 7% found it not so useful. Mentoring programme is the most unknown activity to the alumni as 24% of the respondents don't know about it or have no experience about it.

As shown in the Table 3 LinkedIn was found as the least useful activity as it has the lowest overall average rating of 2,63 and more lower ratings in comparison to other activities. Only 13% found it very useful whereas 5% useless. 11% found it as relatively useless. 47% of the respondents found LinkedIn to be fairly useful to useful. 23% don't know about it or have no experience about it.

### 5.5.2 How beneficial do you see alumni network activities in general?

Table 4. Respondents' opinion of the usefulness of alumni network activities in general

Kuinka hyödyllisenä näet alumnitoiminnan kokonaisuutena?  
How beneficial do you see alumni network activities in general?  
(N=97)

	1	2	3	4	5		Yhteensä In total	Keskiarvo Average
Hyödyttömänä Not useful	0	2	22	46	27	Erittäin hyödyllisenä Very useful	97	4,01

Table 4 shows how useful the alumni see the alumni network activities in general. The overall average rate was 4,01 out of 5, which shows that the alumni of Haaga-Helia Porvoo Campus find them beneficial. The rate 4 was given by 47% of the respondents, 28% of them gave the rate 5 and 23% the rate 3. Only 2% gave an overall rate of 2 and no-one found the alumni network activities useless.

### 5.5.3 What added value does alumni activities offer to you?

Analysis of the answers to this open-ended question was relatively easy to do, since there were lot of similarities in them, and the responses repeated same topics. Clear majority of the respondents named networking as the main added value they gain from alumni network activities. Nearly every answer included the word 'networking'. Meeting former classmates and friends was also seen as added value. Information of further education and industry, as well as events are also added value to the alumni.

"At events there are possibilities to network with other students and through them with other companies, and to receive information about further education possibilities."

"Additional opportunities for the future, new contacts and networking."

Few answers also mentioned that they would like to improve their knowledge about alumni network activities, and for now had not gained any added value from it. This may be affected by the fact that considerable number of respondents is fairly young and recently graduated, and do not have much experience of being alumni yet.

"Nothing so far to be honest, but let's see about the future."

#### **5.5.4 How would you improve alumni network activities?**

In this question the alumni got to give their development ideas and express their opinions about alumni network activities. These answers will be utilised in the development ideas for alumni network activities, which can be found in the Chapter 6 of this thesis.

According to the alumni, overall development of alumni network activities is needed. The content should be more attractive and engaging.

"I would renew it and make it more interesting, feels like it is stuck and stayed the same for years."

Common topics for improvement gathered from the responses are communication, need for information and bringing alumni and students together. Many issues concerning the alumni network activities culminate in the lack of information, or that the information does not reach its target audience, already starting during study times. Channels for communication need to be developed, since e-mails alone may not be sufficient enough.

"Informing about events could be more versatile, as e-mails tend to end up into folders that are not read so often..."

"Information about alumni network activities already during the studies."

Part of the answers pointed out the concern of today's employment situation and what will happen after graduation, if there are no job positions available. Their request is to bring up the other side of the reality where there are no jobs in your field.

"Employment increasing impact, especially for young unemployed in the tourism industry, should be improved and developed at all times."

Since networking is the main added value received from alumni network activities, the alumni expressed their desire and need for events, where networking is possible. Room for improvement is also seen in bringing alumni and students closer together, which could be implemented for example through the mentoring programme. Also the mentoring programme itself is seen as an area that needs to be developed.

### 5.5.5 As alumni I am interested in

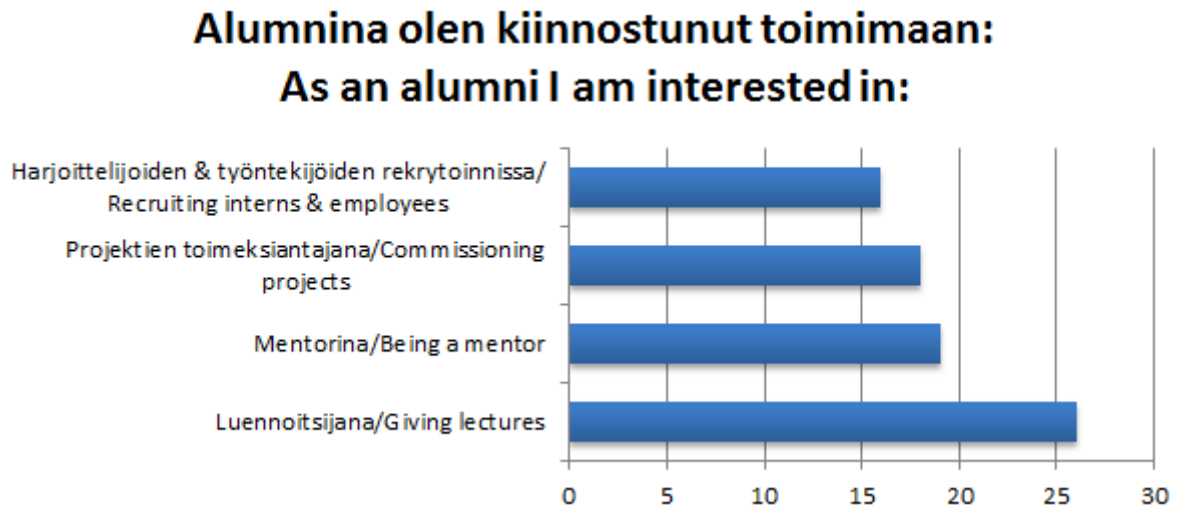


Figure 9. Respondents' type of interests towards co-operating with Haaga-Helia as alumni

In this question, not being mandatory, the alumni had an opportunity to show interest towards co-operating with Haaga-Helia in the future. The respondents had the chance to select from several forms of co-operation. If interested in co-operation, they were asked to leave their contact information. From the ones who responded 16 alumni were interested in recruiting interns and employees, 18 alumni were interested in commissioning projects, 19 alumni were interested in being a mentor and 26 alumni were interested in giving lectures.

### 5.5.6 Have you participated in the previous alumni events in Porvoo?

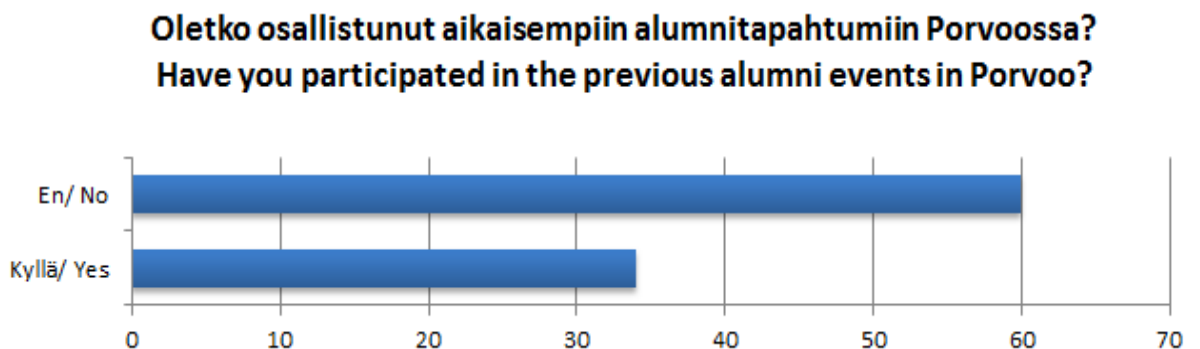


Figure 10. Respondents' previous attendance in alumni events held in Porvoo

The aim of this question was to find out do the alumni attend the alumni event annually, is the customer relationship management working, are there returning customers? As seen in Figure 10, 64% have not participated and 36% have participated in the previous alumni events at Porvoo Campus. The low returning rate may be due to the fact that the event



has been organised annually only two times before, and that the respondents are fairly young (49% of them being 20-30) and newly graduates, meaning that they most likely have not had the chance to attend the event previously as alumni. But it is positive that so many new alumni participated the event this year.

## **5.6 Results**

Overall the alumni network activities are found useful, as overall average rate was 4,01 out of 5. The alumni found some activities more useful than others. Information of further education, events and project co-operation are seen as the most useful activities. The fact that information of further education is seen as the most useful activities might be due to the fact that most of the alumni who answered the survey are 20-30 year old and continuing their studies might be relevant to many of them. Also in today's world improving ones professional competences in form of further education is appreciated in the professional field. Events were also found very useful since one of the main reasons of alumni network activities is to grow networks, and events offer a great place for that, and to meet old friends. Project co-operation is seen useful activity, as it is beneficial for both parties, alumni and students. Alumni benefit from it through the resources Haaga-Helia has to offer.

The alumni found mentoring and the LinkedIn group to be the least useful activities. One of the reasons for this might be the lack of knowledge about these activities. Both mentoring and LinkedIn got quite many 0 answers meaning that people did not have experience about the activity. This indicates that these two activities have the most room for improvement. Even though mentoring was not so acknowledged along the respondents, 20% of them were interested in being a mentor.

All of the activities still have room for improvement since none of them got the rate five as being very useful. One important finding through this survey was the information that none of the offered activities did not get rate lower than 2, so the overall satisfaction of the offered activities is good.

Along with the research, contact information of alumni interested in co-operating with Haaga-Helia in the future were collected. Suggested forms of co-operation were recruiting interns and employees, commissioning projects, being a mentor and giving lectures. In total 27 contact information were received, 22 from the research and 5 from the event.

From qualitative questions became clear the added value alumni network activities offer to the alumni. Networking came up as the main added value alumni gain. Other added values the alumni named were information of further education, meeting old acquaintances and events. Few of them also expressed their lack of knowledge about the alumni network activities. Targets for development that rose from the responses of alumni are as follows:

- communicating better about the alumni network activities
- improving mentoring programme
- combining more the alumni and students
- organising more events

Suggestions for development are presented in next chapter.

## 6 Development ideas

This chapter includes the development ideas constructed for the alumni network activities. The ideas are categorized in Figure 11 by the basis of their origin/source.

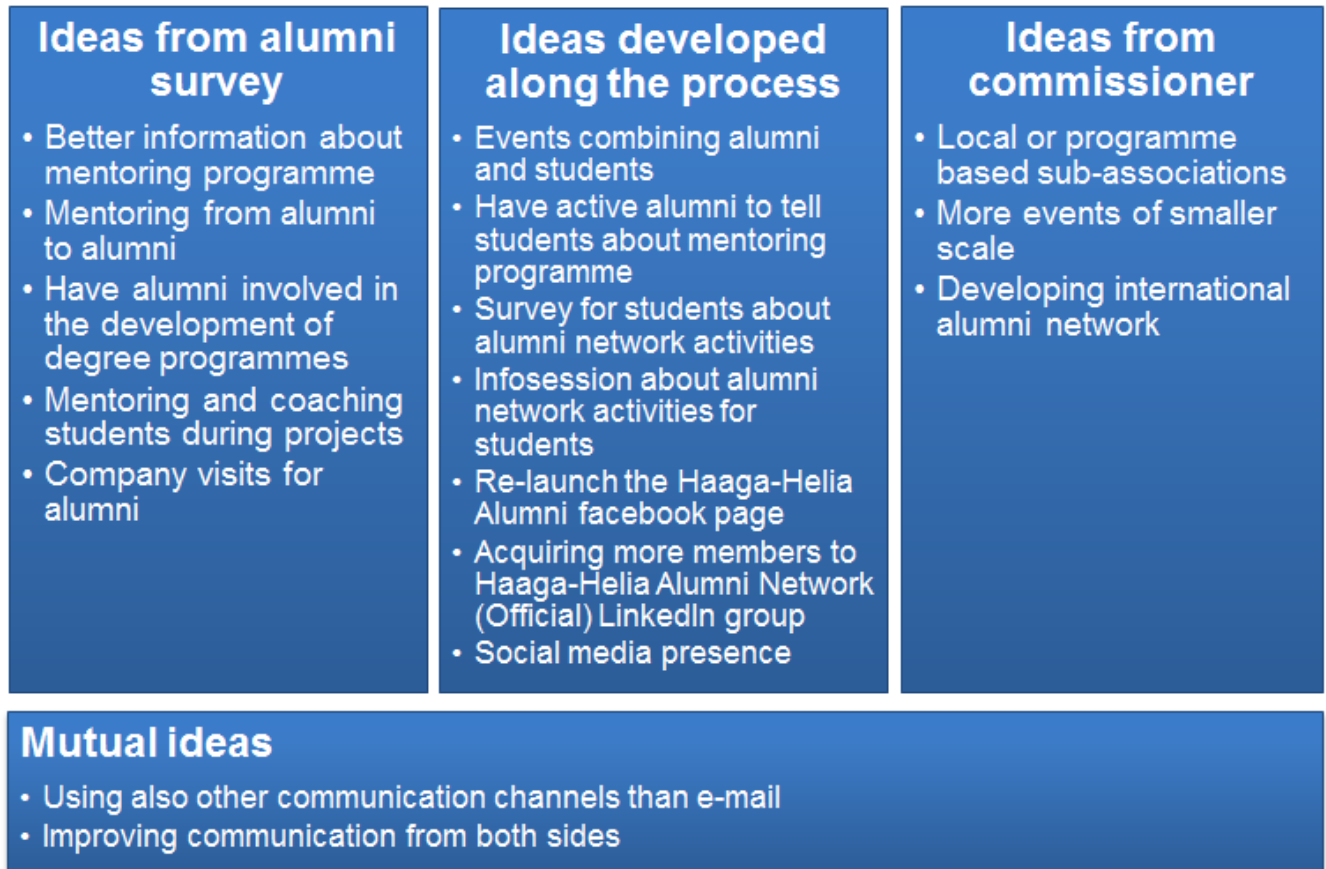


Figure 11. Categorized development ideas

Development ideas from alumni are gathered from the alumni survey. At the open ended questions the alumni had written several good suggestions for future development of the alumni network activities. As seen from the results of the survey alumni desire more information about mentoring programme. Mentoring programme raised many questions and had the most unawareness among the alumni. Biggest issue in mentoring programme seems to be the lack of knowledge about the topic. The information about mentoring needs to be made easily accessible and the goals and purposes need to be clearly identified. Another development idea suggested in the survey was to create a group of alumni that would somehow be involved in the degree programme development. Alumni who have studied by inquiry learning could mentor/coach students during project work, as they are experienced in that specific way of learning. Alumni also suggested company visits for alumni, guest lectures from successful start-up entrepreneurs and mentoring from alumni to alumni, where newly graduated alumni could be mentored by more experienced alumni.

Along the process the writers have come up with some development ideas as well. One idea is to organise events that combine alumni and students, as the alumni wish to be connected more with students. Those events could also be communication channel between alumni and students, and students would get information about alumni network activities during their studies. For example, alumni of Porvoo Campus could be invited to the Grand Opening of the Academic Year on Porvoo Campus event. As information about alumni network activities is needed already during studies, the writers suggest to organise info sessions about them, as that is good way of sharing the information instead of only giving out brochures and having the information in webpages. Also, their suggestion is to have active alumni to tell about the mentoring programme to students, since it is an activity which benefits both sides. It would also be beneficial to ask students, as they are upcoming alumni, how they see the alumni network activities, what do they know about them, and what are their expectations. As seen from the results of the survey, alumni did not find LinkedIn group so useful and there was lot of unawareness. LinkedIn group should be more on display and promoted to gain more members, to become more active, as more members create more content. For example, it would be good to mention the group in the alumni brochure that is distributed for graduating students. All in all, social media presence should be improved to be more active. Re-launching the Haaga-Helia Alumni Facebook-page could be relevant, as in today's world Facebook is significant communication tool. Specific Facebook-page for alumni only would allow more interaction.

Ideas from the commissioning party include development ideas presented by alumni coordinator and representatives of Haaga-Helia Porvoo Campus. One idea to make alumni network more active is to establish local or even programme based sub-associations. This would provide more small events for alumni, which is something the alumni coordinator wishes to happen. The alumni coordinator is working on to develop and broaden the international alumni network. There are already existing tools and platforms for that, such as Global Signals which is a stakeholder magazine written in English. Events that are easily accessible and welcoming for international alumni, such as the Spring Mingle @Porvoo Campus, that are hosted in English could be used more to develop the international network.

From all of these arise one major topic for development: communication. Alumni network needs more communication channels, as now communication happens mostly through e-mails, which is not the most efficient channel. Sending information only through e-mails has its disadvantages, as there is possibility of them ending up to junk mail or they might not be read at all. Used together with some other channels, communication could be made much more effective. Social media platforms could be used more, as nowadays

sending e-mails is not enough and social media is used more actively. Mutual communication is easier to achieve by using social media platforms as it creates possibility for both sides to communicate openly with each other.

## 7 Reflection

The process of planning and implementing the bachelor thesis event Spring Mingle @Porvoo Campus was great experience. By having the specialisation in event planning and management the decision to do a product based thesis was quite easy. Spring Mingle @Porvoo Campus was the first event that either of us have organized by ourselves from the very beginning. We have gained the foundation of needed competences during our studies from previous projects of organising events. The event was a success and went according to our plans. The process of planning the event was challenging at times but all in all the whole process was rewarding and thus we feel more competitive and capable to work in this field in the future. Event production is an interesting field and by organising the event we got to experience a small piece of it.

Alumni network activities in Haaga-Helia as a topic was interesting and challenging since we did not have much experience or knowledge about it. Through the writing of this thesis we have learned a lot about the topic and have grown an interest towards it since we are both graduating soon and will also be alumni and part of the network. Alumni network activities are relatively young in Finland and therefore gathering information about it was a bit challenging. This thesis aimed at answering the problem that how well do alumni know the offered alumni network activities and along the process also we raised our knowledge a lot, for example we did not know about the mentoring programme. We are very optimistic about the future development of the alumni network activities in Haaga-Helia since there is already some progress happening at the moment. The new alumni coordinator has taken action and the new database for contact information will soon be introduced. This will hopefully improve communication and maintain functionality of the database. For future reference we would recommend investing in the use of social media. In today's world social media is a great way of communication and spreading information. Since communication seems to be the main area that needs improvement we would highly recommend reducing the number of e-mails by posting some of the information on social media. This would prevent information going to junk mail or to emails that are not used anymore and help to spread the word faster and further. More researches should be done to map other aspects of the topic, for example a research to find out the perspective, expectations and awareness of students about the alumni network activities, since there seems to be lack of knowledge about this topic.

During the writing process of this bachelor thesis we have improved ourselves in many areas. Professional growth came along the process since we were responsible of the success of the project. By doing a product based thesis we were able to use all the tools and

skills we have learned during our studies in Haaga-Helia, and now feel confident using them in future. Understanding event planning and management as a whole and increasing knowledge about the alumni network activities are the main learning outcomes of this thesis for us. As another valuable learning outcome we have learned the value of networking, as that was the focus on our event and in the survey it was seen as the main added value that alumni network activities has to offer. Biggest issue that occurred during the process was time management. From the beginning there was a rush to get the event organised and thus the thesis writing process did not go according to our plans. Summer vacation delayed the finishing time of the thesis since working took time from writing. Overall we are pleased with the success of the event, research and the results.

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## Attachments

### Attachment 1. Event plan

# Spring Mingle @Porvoo Campus – Haaga-Helia Porvoo Campus Alumni & Partner event 8.5.2015

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## Introduction

This plan is about event organised for Haaga-Helia Porvoo Campus tourism and business degree programme graduates, as well as for the partners of Haaga-Helia Porvoo Campus. Event will be held in Porvoo Campus on 8<sup>th</sup> of May 2015. Event will also work as part of the organising team's thesis.

## Aim

The aim of this event is to offer alumni network activities for the alumni of Haaga-Helia Porvoo Campus, as well as to enhance the relationship of the alumni and Haaga-Helia, and the partners and Haaga-Helia: encourage them to recruit new employees from the students and to give Haaga-Helia semester project commissions. We are also aiming to develop the alumni network activities and to find a focus in the operation especially in Haaga-Helia Porvoo Campus.

## Organisation

### *Organising team*

We, Emma Heinonen and Sara Virtanen, are the team responsible of organising this event. We have studied in Haaga-Helia Porvoo Campus since autumn 2012 in the Degree Programme of Tourism. We both chose our specialisation to be Event planning and management. Working with the event, we are meeting at least 3 times per week, working at least 5 hours per time. We are also both working at home, at least 10 hours per week.

Our thesis supervisor is Monika Birkle.

We are working closely with the Kokin taidot –course, eight student's group, who are responsible of the catering of the event. Their supervisor is Päivi Forsblom.

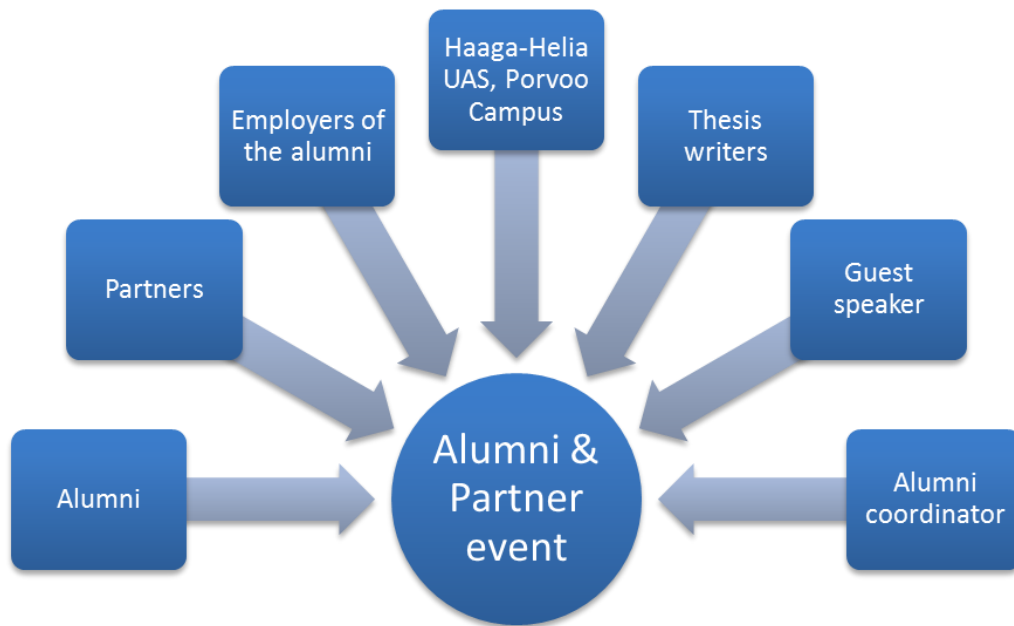
### *Commissioner/customer*

Commissioner of this event is Haaga-Helia Porvoo Campus, contact person is Lis-Marie Enroth-Niemi. They request us to arrange get-together evening for their alumni and partners to maintain the relations between all of them.

Haaga-Helia Porvoo Campus offers tourism and business study programmes in both Finnish and English, (Swedish programmes were terminated in 2013) for approximately 1 100 students. Study method in Porvoo Campus is inquiry learning.

## Stakeholders

In this stakeholders map are presented the main stakeholders of the event.



## Sponsors

We are planning to ask sponsors to provide us with flower décor and giveaways. As return to them we could offer advertising them in our social media platforms, Facebook and Twitter.

We contacted Plantagen, Porvoon kukkatalo, Kukkakauppa Peikonpähkinä, Brunberg, Makulaku, and Pieni suklaatehdas. Makulaku provided us with 200 small bags of liquorice.

## Schedule for thesis process

Months	Planning process activities
<b>February</b>	<ul style="list-style-type: none"><li>- 10.2 Receiving the topic for thesis</li><li>- Writing the subject analysis</li><li>- Screening ideas</li><li>- Planning the event</li></ul>
<b>March</b>	<ul style="list-style-type: none"><li>- Writing subject analysis</li><li>- 6.3. submitting subject analysis</li><li>- Meetings</li><li>- 9.3. save the date –e-mail</li><li>- 11.3. first thesis seminar</li><li>- Interviews</li></ul>

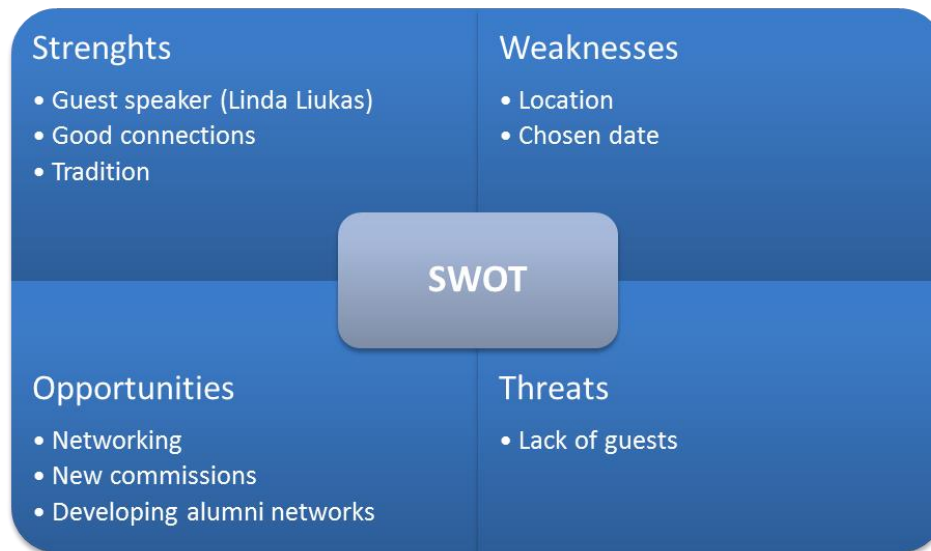
	<ul style="list-style-type: none"> <li>- Recruiting volunteers</li> <li>- Practical issues</li> <li>- 30.3. sending invitations/registrations</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>- Meetings</li> <li>- Searching and writing theory</li> <li>- Interviews</li> <li>- 23.4. second thesis seminar</li> <li>- Collecting data</li> <li>- Practical issues</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>- Finalising the plans</li> <li>- Meetings</li> <li>- Practical issues</li> <li>- Induct the volunteers</li> <li>- Rehearsal of the event</li> <li>- 8.5. the event</li> <li>- Collecting data</li> <li>- Writing theory</li> <li>- Analysing data</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>- Writing theory</li> <li>- Analysing data</li> <li>- Finalising thesis</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>- Finalising thesis</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>- Finalising thesis</li> <li>- Maturity exam</li> <li>- Submitting the thesis</li> </ul>

## Planning the event

The alumni & partner event is going to be held in Porvoo Campus, on 8<sup>th</sup> of May 2015 at 17.30 - 20.00. Our target group is the graduates of tourism and business degrees from Haaga-Helia Porvoo Campus, the partners of Haaga-Helia Porvoo Campus, as well as the staff of our school. The event will be bilingual, in Finnish and in English.

## SWOT

In this SWOT-analysis we have enlisted the strengths, weaknesses, opportunities and threats of the event.



## Venue

Event is held in the lobby of Porvoo Campus.

## Invitation

First we are sending “Save the date” –invitation for the guests (9.3.), which don’t include much more than the date, for them to be able to book the evening already for the event. Second invitation is the actual invitation (including more information about the event) with the registration link, as well as the link to the Facebook-page of the event. (27.3.) We are also sending two reminder invitations for alumni with the link to the registration. (First one on 14.4. and second one on 2.4.)

The invitations are sent through Haaga-Helia’s alumni register, through alumni coordinator.

The registration is done via Webropol survey software. The registration will also include a small survey about alumni network activities, only to be filled by the alumni.

<https://www.webropol-surveys.com/S/A6F91ADA01EC27F8.par>

<https://www.facebook.com/events/610204345782162/>

## Guest speaker

The main attraction in our event will be our guest speaker Linda Liukas, the founder of [Rails Girls](#), author of the children’s book [Hello Ruby](#), and the Digital Champion of Finland. Her topics are creativity, entrepreneurship, successful women entrepreneurs, social media and European startup-culture.

## *Activity*

We are going to have some activity for the guests at the event, something network-related, for them to be able to meet and chat with new people.

### **Paper plane networking activity**

Guests are provided with papers (4 different colors: white, pink, yellow and green) and instructions to fold paper planes, and if they want to, decorate them as well. Then guests will form a circle, and throw the paper planes. Then they will catch one plane, or take one from the floor. After that, we ask them to form group of four people, with planes of each different colors. Once the groups are formed, we provide them questions/conversation starters.

### **Business card cup**

We are having bowl for people to leave their business cards, if they are willing to co-operate with Haaga-Helia. People are also asked to specify and write behind their business cards, what they would be interest in to do, for example giving guest lectures etc.

## *Catering*

The catering is ordered from Kokin taidot –course. With an offer request we asked from them catering for 100 guests. We asked cocktail buffet with light and fresh finger food, preferably vegetable based. Their plans are:

- Gazpacho
- Rye bread buttons with smoked fish filling (also gluten-free)
- Mushroom pie (also gluten-free)
- Asparagus salad
- Vegetables with dip
- Salmon bread rolls
- Brownie (also gluten-free)
- Strawberry & watermelon salad

Welcoming drink is apple juice with soda.

We are serving sparkling wine, two glasses per each. Coffee and tea is served with dessert.

## *Other plans*

At the door will be welcoming table with list of guests and name tags for them. We will have two volunteers at the table, distributing the nametags.

We will work as host (Emma Heinonen and Sara Virtanen).

Evening will start with info session about further education possibilities in Haaga-Helia and co-operation with Haaga-Helia. Speakers are Jarmo Ritalahti (Master's degrees, Vocational teacher education), Reija Sandelin (Aviation business & eMBA) and Maria Ruotula (co-operations: internships, theses, project commissions).

Kaija Lindroth will do the opening speech in Finnish, English and Swedish.

At the event we are going to have live music performed by Anna Alferova.

Feedback from the guests is gathered to a feedback wall with post-its. There they can leave their comments or greetings etc. for us.

### *Recruiting volunteers*

We are going to recruit some volunteers to work in our event, in positions such as welcoming the guests and distributing name tags, setting and clearing up the venue, serving sparkling wine and blocking dishes (and taking them to the kitchen).

Dress code of the volunteers is black/dark trousers/jeans and white dress shirt.

Photographer is Emma Raivio.

### *Staff Plan*

Staffing plan for the day of the event

Task	Number of workforce needed	time
Registration/ Welcoming	2	1,5h
Setting up	6	4h
Preparing drink buffet and serving sparkling wine	2	4h
Blocking and washing the dishes	2	4h
Hosts	2	4h
Photos	1	4h
Clearing up	6	1,5h

### *Service blueprint*

Service blueprint for this event is done and needs to be edited along the process.

### *Runsheet*

Runsheet for this event is done and needs to be edited along the process.

### *Marketing*

In Facebook, which we are using for content sharing, we have own event page for our event (will be opened when the registration invitation is sent), where all our guests can join after registration. As we don't know who the guests are, we can not invite them there, so the event page has to be public. On our page we are sharing some information about the upcoming event, sneak



peaks about food, music performance, etc. We are also providing the guests with information about bus timetables, and hotels and restaurants in Porvoo. We try to post on Facebook almost daily to maintain good visibility, to stay in the minds of the guests and to attract as many guests as possible.

Twitter is used for marketing the event by sharing information about the upcoming event, focusing more on sharing our event for bigger audiences. (Through Haaga-Helia staff to important partners, etc.)

We have sent press invitations to Uusimaa, Borgåbladet, Yle, and Itävyäly. Press release will be written and sent after the event.

### *Risk assessment/safety plan*

First we need to identify the possible risks, such as personal safety, health, technical, environmental and financial. Then we need to analyze the likelihood and the impact. (scale 1-5)

Some risks to be considered:

- Time management issues
- Communication problems
- Insufficient marketing
- Technical problems
- Weather
- Food poisoning

Risk	Likelihood	Impact	Priority	Preventing actions
Staff unaware of schedules/tasks	3	3	9	Thorough briefing of the staff. Distributing tasks clearly to all. Making sure every volunteer knows their task.
Lack of guests	2	2	4	Marketing the event well beforehand, e.g. in social media. Encouraging Haaga-Helia staff to actively invite their own connections.
Technical difficulties	1	2	2	Go through with the technical things beforehand, thoroughly learn how everything works, testing everything right before the event.
Speaker etc. cancellation	1	4	4	Making plan B in case of cancellation, e.g. substitute speaker or extra activity.
Food poisoning	2	3	6	Hygiene passports needed for the ones handling food. Overall good hygiene.

Problems with alcohol (too drunk people)	1	3	3	Staff is guided to serve only two glasses of sparkling wine for each guest.
Attack of sickness (e.g. heart attack, asthma attack)	1	4	4	Staff includes members who have certificated first-aid skills.
Attack of sickness caused by food allergies	1	4	4	Guests were asked to tell their possible food allergies, so the food can be prepared to be suitable for everyone.
Accidents (e.g. slipping)	1	3	3	Floors will be kept clean and clear. Staff includes members who have certificated first-aid skills.

## Programme

17.15	Registration and nametags
17.40	Info session
18.00	Welcoming drinks
18.05	Opening speech
18.15	Guest Speaker
19.00	Music performance
19.05	Food
19.20	Activity
19.40	Dessert
19.55	Closing the event
20.00	Event ends

## Budget

Budget for Alumni & Partner event 08.05.2015	
Guest speaker	2 535,65 €
Food & drinks (including laundry invoice)	1 232,64 €
Flowers from Plantagen & pots from Ikea	29,04 €
S-Market (giftbags, napkins, staff food)	27,00 €
<b>Total</b>	<b>3 824,33 €</b>

## After the event

- Posting photographs to Facebook
- Write and send thank you –letters for speaker, sponsors and volunteers.
- Forming a database of the alumni who are interested in co-operation with Haaga-Helia

## Attachment 2. Editorial calendar

Title	Topic	Publishing Channels
<b>Tuesday 7.4.</b>		
Post about Porvoo Campus	New Campus (Have you all seen our new ...)	Facebook
<b>Thursday 9.4.</b>		
Post about hotels	hotel offering in Porvoo	Facebook
<b>Sunday 12.4.</b>		
Post about alumniregister	alumnit, saithan kutsun tapahtumaan myös sähköpostitse? Jos et, muista päivittää tietosi alumnirekisteriin! Tietojen ylläpitämienn kannattaa: ajankohtaista tietoa tarjotusta alumntitoiminnasta, kutsuja hienoihin juhliin etc.	Facebook LinkedIn
<b>Tuesday 14.4.</b>		
Reminder letter	webropol link	E-mail Facebook Twitter
<b>Wednesday 15.4.</b>		
Makulaku post		Facebook
<b>Thursday 16.4.</b>		
Registration closes day muuttuu!!	Huomasittehan...	Facebook
<b>Friday 17.4.</b>		
Welcoming video Kaija	Greetings from one of our programme directors!	Facebook
<b>Saturday 18.4.</b>		
Post about Linda	more information from her? Her topic?	Facebook Twitter
<b>Monday 20.4.</b>		
Welcoming video Heljä	Terveiset Heljä Mäntyläältä!	Facebook
<b>Wednesday 22.4.</b>		
Welcoming video Reija	Hälsningar från Reija Sandelin!	Facebook

### Friday 24.4.

Post about bus schedules	schedules from matkahuolto (hki-pvo-hki) onnibus	Facebook
--------------------------	--	----------

### Sunday 26.4.

Post about restaurants	restaurant offering in Porvoo	Facebook
------------------------	-------------------------------	----------

### Monday 27.4.

Post about further education possibilities in HH	<-	Facebook
--	----	----------

### Tuesday 28.4.

Last times to register!	remind that registration closes on Thursday!!	Facebook Twitter
-------------------------	---	---------------------

### Thursday 30.4.

Vappu greetings	Viettäkää niinku opiskeluaikoina etc.	Facebook
-----------------	---------------------------------------	----------

### Friday 1.5.

Registration has closed	Thank you for all of your registration... !	Facebook
-------------------------	---	----------

### Monday 4.5.

Reminder about the event	welcome, etc	E-mail Facebook Twitter
--------------------------	--------------	-------------------------------

### Tuesday 5.5.

Bus schedule reminder	<-	Facebook
-----------------------	----	----------

### Thursday 7.5.

Pictures	food preparing	Facebook
----------	----------------	----------

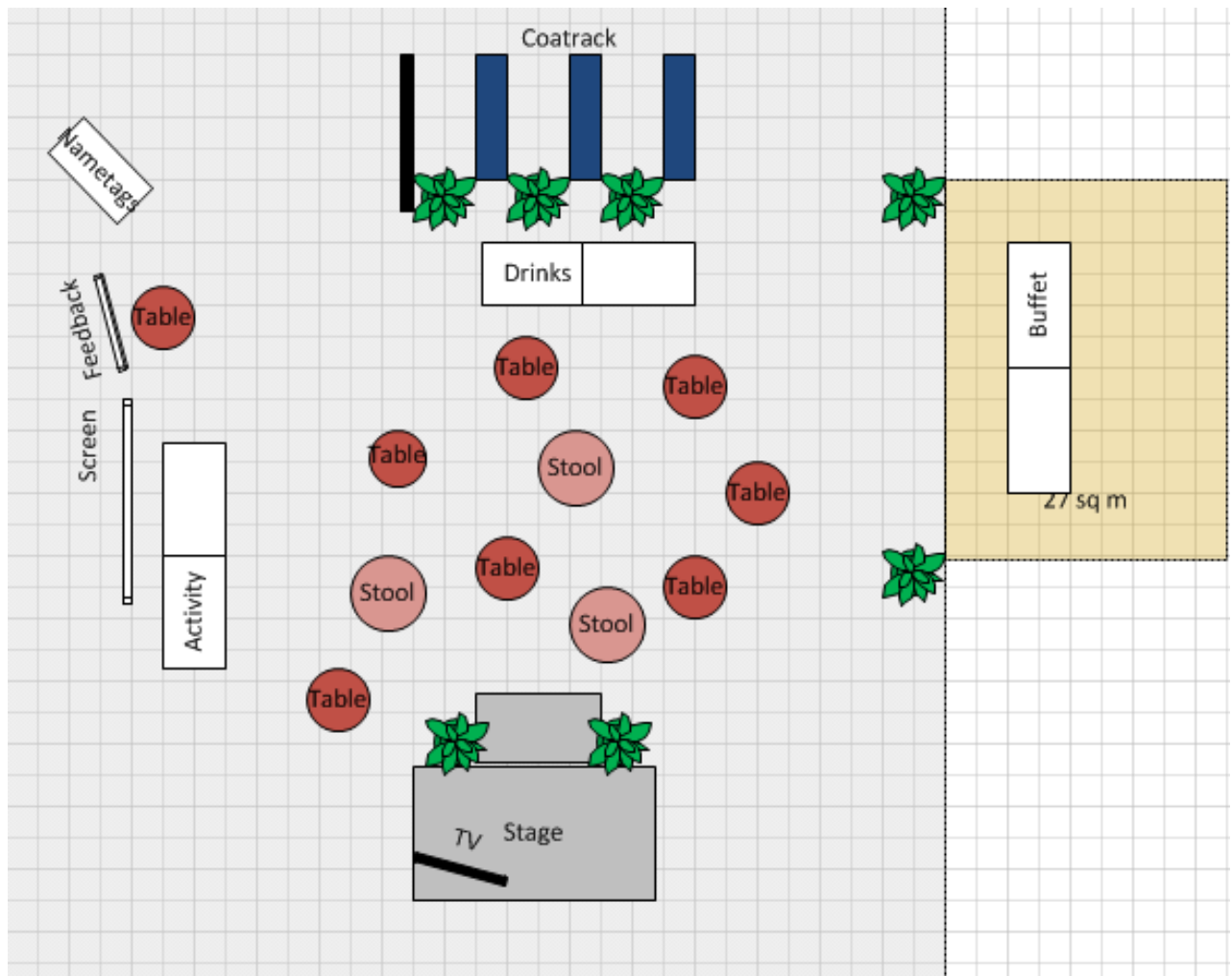
### Friday 8.5.

Pictures	setting up, etc at the event today is the day...	Facebook
----------	--	----------

### Saturday 9.5.

Pictures	thank you, all pictures from event	Facebook
----------	------------------------------------	----------

### Attachment 3. Floorplan of the venue



#### Attachment 4. Menu of the event



# Safety plan

## Spring Mingle @Porvoo Campus

8.5.2015

17.30 – 20.00

Haaga-Helia University of Applied Sciences

Porvoo Campus, Taidetehtaankatu 1, 06100 Porvoo

## Content

1. PURPOSE OF THE SAFETY PLAN
2. GENERAL INFORMATION
3. EVENT'S PERSONNEL CONTACT INFORMATION DURING THE EVENT
4. EVALUATION OF POSSIBLE RISKS, CONSEQUENCES AND MEANS OF PREVENTION
5. SAFETY ARRANGEMENTS

# 1. PURPOSE OF THE SAFETY PLAN

The purpose of this safety plan is to ensure the safety of the guests and organizers of Spring Mingle @Porvoo Campus. When the risks are assessed beforehand, we are able to prevent and minimize them. If anything should happen, we are prepared to act as required. Safety plan assists organizers and guests in possible emergencies.

Safety plan is available in the info desk of Porvoo Campus during the event and in the event folder at the registration table.

The persons in charge of tasks distribution and implementation are Emma Heinonen and Sara Virtanen, the project managers.

The safety issues have been introduced to the staff on 4.5.2015.

# 2. GENERAL INFORMATION

## **Name of the event**

Spring Mingle @ Porvoo Campus – Haaga-Helia Porvoo Alumni & Partner Event

## **Organizer**

Haaga-Helia University of Applied Sciences, Porvoo Campus

## **Event's place**

Haaga-Helia Porvoo Campus, lobby  
Taidetehtaankatu 1, 06100 Porvoo

## **Date and time**

8.5.2015 at 17.30-20.00

## **Number of personnel and other additional information**

- Personnel: 20
- Guests: approx. 100
- Alcohol will be served at the event



### 3. EVENT'S PERSONNEL CONTACT INFORMATION DURING THE EVENT

#### Project managers

Emma Heinonen	050	[REDACTED]
Sara Virtanen	050	[REDACTED]

#### Project supervisors

Monika Birkle	[REDACTED]
Päivi Forsblom	[REDACTED]

#### Staff

Mirka Kangasaho	[REDACTED]
Katja Mäkinen	[REDACTED]
Saara Kähkönen	[REDACTED]
Juuso Nikkanen	[REDACTED]
Imran Khan	[REDACTED]
Tiina Heinola	[REDACTED]
Anna Rantakivi	[REDACTED]
Niko Tummala	[REDACTED]

#### Contact persons in case of emergencies

Emma Heinonen	[REDACTED]
Sara Virtanen	[REDACTED]

## 4. EVALUATION OF POSSIBLE RISKS, CONSEQUENCES AND MEANS OF PREVENTION

<b>Risk factors</b>	<b>Likelihood (1-5)</b>	<b>Impact (1-5)</b>	<b>Precautions</b>
Food poisoning	2	4	Hygiene passports needed for the ones handling food. Overall good hygiene.
Problems with alcohol (too drunk people)	1	3	Staff is guided to serve only two glasses of sparkling wine for each guest.
Attack of sickness (e.g. heart attack, asthma attack)	1	4	Staff includes members who have certificated first-aid skills.
Attack of sickness caused by food allergies	1	4	Guests were asked to tell their possible food allergies, so the food can be prepared to be suitable for everyone.
Accidents (e.g. slipping)	1	3	Floors will be kept clean and clear. Staff includes members who have certificated first-aid skills.

## 5. SAFETY ARRANGEMENTS

### First-aid kit and skills

First-aid kits are located at the info desk and in the kitchen.

Person's with certificated first-aid skills:

Emma Heinonen	( [REDACTED] )
Mirka Kangasaho	( [REDACTED] )
Saara Kähkönen	( [REDACTED] )
Sara Virtanen	( [REDACTED] )

Emergency number	112
------------------	-----

### Evacuation place

Aleksanterinaukio Square (Läntinen Aleksanterinkatu 1, 06100 Porvoo)

### Escape routes

In case of emergency, exit through the nearest emergency exit. Elevators are not to be used.

### Alerting in case of emergency

Alerting is done through loudspeakers. Actions according to the emergency plan of Porvoo Campus. In an emergency, call 112.

Date \_\_.\_\_.2015

Event's project managers and writers of the safety plan

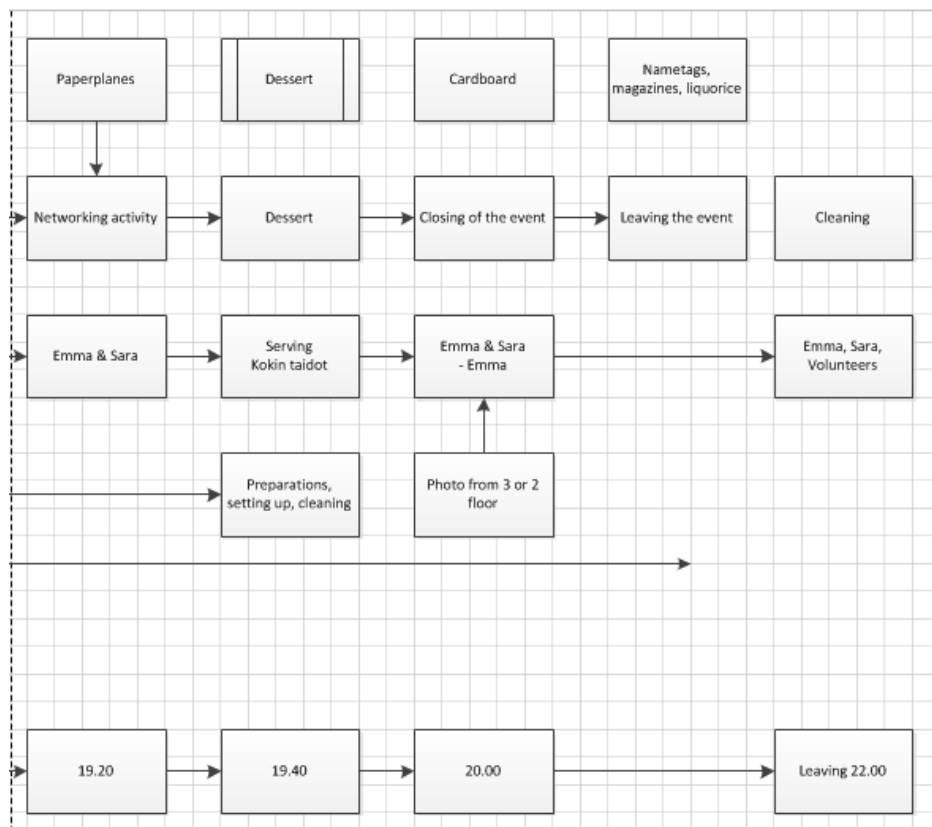
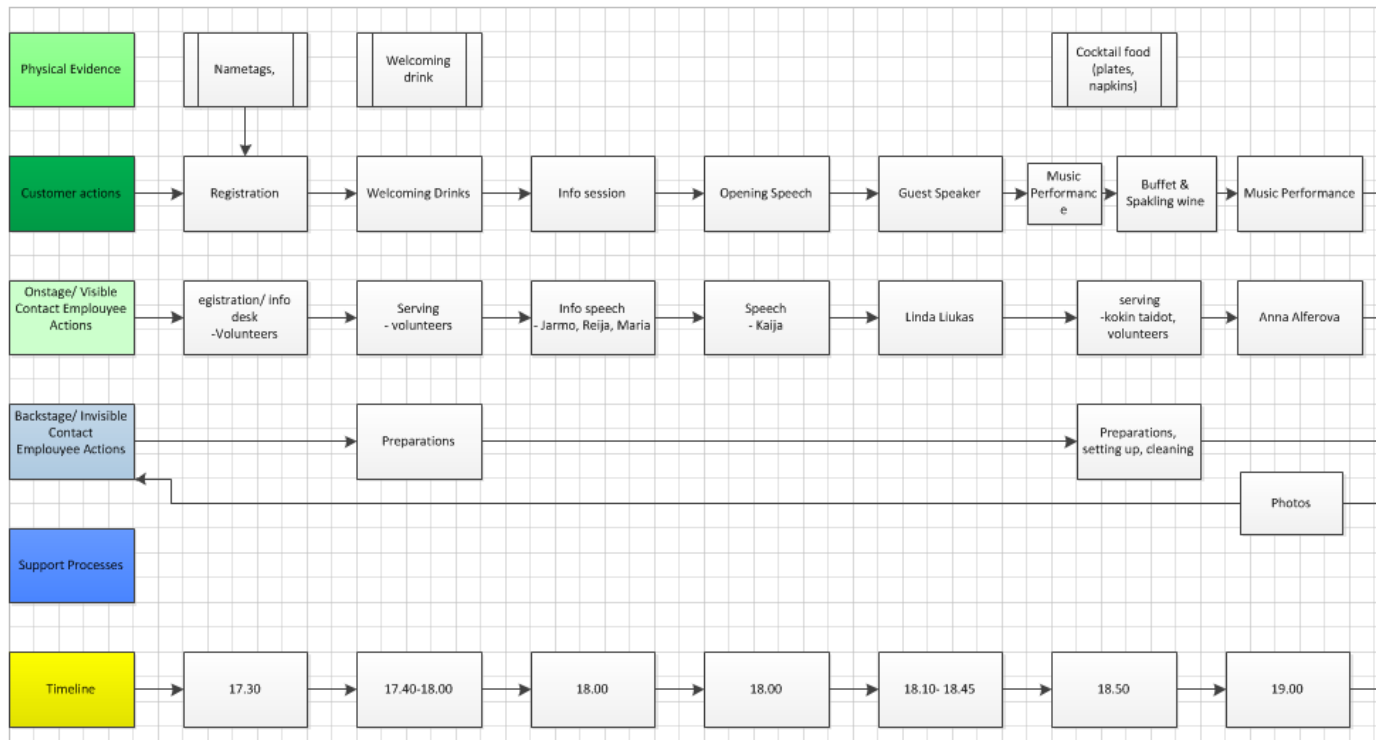
Emma Heinonen

Sara Virtanen

## Attachment 6. Runsheet

Time	Item	Length	Person	Notes	Technical
12.00	Setting up		Emma, Sara, volunteers	Decorating, moving furniture, cables & other technical stuff (<-after floor cleaning)	
13.00	Cleaning the lobby floor		SQL		
14.30	Soundcheck	20min	Anna, Emma, Sara, Dan		2 mics, 1 madonna mic, music, TV-
14.50	Briefing staff	30min	Emma, Sara, volunteers	Giving the runsheet, explaining the event and timetable, giving tasks, questions	
15.20	Setting up		Emma, Sara, volunteers		
16.45	Registration and nametags	2h	2 volunteers registration, 1 volunteer coat rack	Welcoming the guests, registration and giving nametags (nametags in alphabetical order), helping the guests with coats	music on the background (Spotify)
16.45	Refreshment/welcoming drink		2 volunteers	Pouring apple juice and soda to plastic glasses	
17.40	<b>Info session</b>	30min	Jarmo Ritalahti, Reija Sandelin, Maria Ruoktula (Emma, Sara)	Emma and Sara will introduce the speakers, further education possibilities, co-operation with HH, workplacements & theses, showing webpages on TV-screen	music off, 2 mics, TV-screen
18.05	Opening speech	10min	Emma, Sara, Kaija Lindroth	Welcoming the guests, brief of the program, explaining the business card cup, introducing Kaija -> Kaija's speech -> and introducing Linda Liukas	2 mics
18.15	<b>Guest speaker</b>	45min	Linda Liukas	30 min speech, 10-15 min questions	TV-screen, madonna mic
19.00	Introduction speech		Emma, Sara	Thanking Linda Liukas, introducing Anna Alferova	2 mics
19.00	Music performance	5min	Anna Alferova, Linh Duong	2 songs, high chair, stand for lyrics	2 mics, cable for a guitar
19.00	Bringing the food	5min	Kokin taidot	Bringing the food to the buffet table during Anna's first 2 songs	
19.00	Sparkling wine		2 volunteers	Pouring sparkling wine in to glasses at the drink table	
19.05	Food	40 min	Kokin taidot, volunteers	Cocktail food served in a buffet table, introducing the buffet (-> Anna continues)	
19.05	Music performance	15min	Anna Alferova, Linh Duong	5 songs, high chair, stand for lyrics	2 mics, cable for a guitar
19.20	<b>Activity</b>	15min	Emma, Sara	Paperplanes leading to conversations, paper and pens, long table	2 mics, music on the background (Spotify)
19.20	Clearing tables		Volunteers	Clearing dishes from tables	
19.30	Bringing dessert and coffee, tea, etc.		Kokin taidot	Dessert to buffet table, coffee + tea to the drink table, volunteers will start to pour the coffee	
19.35	Dessert	20min	Kokin taidot, volunteers, Emma, Sara	Introducing the dessert, served from the buffet table after the activity	music on the background (Spotify)
19.55	Closing the event	10min	Emma, Sara, Emma (photographer)	Groupie with HH logo, explaining the feedback wall	music off, 2 mics
20.00	<b>Event ends</b>		2-3 volunteers	Returning nametags, Campus Life -magazine, Makulaku (bowls/etc. for nametags and liquorice)	
20.15	Cleaning	2h	Emma, Sara, volunteers	Taking down the stage, moving furniture back, cleaning everything	

## Attachment 7. Service blueprint



## **Spring Mingle @Porvoo Campus**

Info session

~

Linda Liukas

~

Music performance  
by Anna Alferova

~

Delicious Spring Buffet

~

Activity

~

Dessert and coffee

## Attachment 9. Press release

HAAGA-HELIA Ammattikorkeakoulu

Lehdistötiedote

9.5.2015

### Spring Mingle @Porvoo Campus – alumni- ja partneritapahtuma Campuksella

Haaga-Helian Porvoo Campuksella järjestettiin perjantaina 8.5. kolmannen kerran Haaga-Helia Porvoosta jo valmistuneille matkailun ja liiketalouden opiskelijoille suunnattu tapahtuma. Tällä kertaa mukaan kutsuttiin myös yhteistyökumppaneita. Tapahtuman järjesti kaksi kansainvälisen matkailun opiskelijaa opinnäytetyönään. Tapahtuman tavoitteena oli ylläpitää suhteita Haaga-Helian ja sieltä valmistuneiden, sekä yhteistyökumppaneiden välillä, ja tarjota heille mahdollisuus verkostoitua eri alojen ammattilaisten kanssa.

Tapahtuma keräsi Campukselle yli sata vierasta. Heille tarjottiin tietoa jatkokoulutusmahdollisuuksista ja yhteistyöstä Haaga-Helian kanssa, cocktail ruokaa ja kuohuviiniä, innostava puhe Linda Liukkaalta, ja ennen kaikkea mahdollisuus verkostoitumiseen ja uusien yhteyksien luomiseen ja aikaisempien ylläpitoon.

Illan kohokohtana kuultiin inspiroiva ja energinen puhe Linda Liukkaalta. Linda Liukas tunnetaan muun muassa lastenkirjailijana, ohjelmoijana sekä Suomen Digital Championina. Tällä hetkellä hän kirjoittaa lapsille suunnattua Hello Ruby ohjelmointikirjaa, ja saman teeman aiheista opasta vanhemmille. Projektin rahoituksen hän sai kerättyä Kickstarterissa ennätysrikkoon, tavoitesumma saavutettiin vain kolmessa ja puolessa tunnissa. Hänen tavoitteena on edistää ohjelmoinnin ja tietotekniikan yleistymistä muun muassa kouluissa, kirjastoissa ja kehitysmaissa.

Lisätietoa:

Emma Heinonen, tapahtumanjärjestäjä  
emma.heinonen@myy.haaga-helia.fi

Sara Virtanen, tapahtumanjärjestäjä  
sara.virtanen2@myy.haaga-helia.fi

Monika Birkle, vastaava opettaja  
monika.birkle@haaga-helia.fi

Haaga-Helia ammattikorkeakoulu kouluttaa liike-elämän ja palvelulinkeinojen asiantuntijoita, sekä tutkii ja kehittää näihin aloihin liittyvää osaamista ja toimintaa. Haaga-Helia Porvoo Campuksella voi suorittaa ammattikorkeakoulututkinnon suomeksi tai englanniksi, koulutusalat ovat matkailu ja liiketalous. Porvoo Campuksella opiskelee noin 1 100 Haaga-Helian opiskelijaa.

## Attachment 10. Feedback from the event

- "Puhuja oli todella hyvä, lisää jatkoa tälle!"
- "Juomatarjoilu loppui kesken"
- "Ruoka & Juoma loistavaa"
- "Esiintyjät mielenkiintoisia"
- "Paperilennokki ISO PEUKKU"
- "Pieni tauko alkuun puheiden väliin istumista varten OK"
- "Kiitos mukavasta ilmapiiristä, herkuista ja musiikista"
- "Kiitos hienosti järjestetystä tapahtumasta"
- "Infoa tilaisuudesta oli tarpeeksi, facebook oli erittäin aktiivinen (ehkä vähän liiankin välillä...)"
- "Istumapaikkoja enemmän → alkupuhe & muut puheet ei ollut kiva seistä tuntia korkkareissa."
- "Kiitos keväisestä tapahtumasta! ☺"
- "Enemmän aikaa seurusteluun! Ei ehtinyt tutustumaan/minglaamaan riittävästi"
- "Hyvin järjestetty tilaisuus. Muistutussähköposti esim. viikkoa ennen olisi ollut kiva. Ruoka oli hyvää ja puhuja (Linda Liukas) erinomainen valinta. KIITOS ☺"
- "Todella mielenkiintoinen puhuja! Loppuun enemmän aikaa jutusteluun ☺"
- "Hyvä ruoka"
- "Hyvä vieraileva puhuja"
- "Vähän enemmän aikaa ☺ Kiva ilta, Kiitos!"



## Attachment 11. Webropol survey



### *Spring Mingle @PorvooCampus Networking event for Haaga-Helia Porvoo Alumni & Partners*

Tervetuloa rekisteröitymään Haaga-Helia Porvoo Campuksen alumni- ja partneritapahtumaan!

Tämä tapahtuma järjestetään kahden Haaga-Helian opiskelijan opinnäytetyönä, johon liittyy tutkimus alumnitoiminnasta. Pyytäisimme alumneja täyttämään kolmannella sivulla olevan kyselyn.

Welcome to register for Haaga-Helia Porvoo Campus alumni and partner event!

This event is organised by two Haaga-Helia students as a part of their bachelor thesis. It includes a research about alumni network activities. We would kindly ask the alumni to answer the survey on the third page.

#### *1. Osallistuminen Participation*

\*

- ☒ Osallistun tapahtumaan  
I will participate
- ☐ En osallistu, mutta vastaan alumnikyselyyn  
I will not participate, but I will answer the alumni survey

(Sivu 1 / 4)

## 2. Yhteystiedot Contact information

Etunimi / Name *	<input type="text"/>
Sukunimi / Surname *	<input type="text"/>
Sähköposti / E-mail *	<input type="text"/>
Puhelin / Mobile	<input type="text"/>
Yritys / Company *	<input type="text"/>
Työtehtävä / Job title	<input type="text"/>
Maa / Country	<input type="text"/>
Kaupunki / City	<input type="text"/>

## 3. Erityisruokavalio Special diet

## 4. Mitä edustat? What do you represent?

\*

- ☐ Alumni
- ☐ Yhteistyökumppani / Partner
- ☐ Haaga-Helia henkilökunta / Haaga-Helia personnel

## 5. Mistä koulutusohjelmasta olet valmistunut? From which degree programme did you graduate?

- ☐ Matkailun koulutusohjelma
- ☐ Liiketalouden koulutusohjelma
- ☐ Degree Programme in Tourism
- ☐ Degree Programme in International Business
- ☐ Utbildningsprogrammet för turism
- ☐ Utbildningsprogrammet i företagsekonomi

## 6. Valmistumisvuosi Year of graduation

## *Spring Mingle @PorvooCampus*

### *Networking event for Haaga-Helia Porvoo Alumni & Partners*

Tämän kyselyn tavoitteena on kerätä tietoa Haaga-Helian Porvoon alumneilta mitä mieltä he ovat tarjotusta alumnitoiminnasta. Saatuja vastauksia käytetään alumnitoiminnan kehittämiseen. Vastauksia käsitellään anonyymisti ja luottamuksellisesti

The aim of this survey is to collect information about how alumni of Haaga-Helia Porvoo see the offered alumni network activities. The responses will be used to develop alumni network activities. The responses are handled anonymously and confidentially.

#### *7. Sukupuoli*

##### *Gender*

\*

- ☐ Nainen/ Female
- ☐ Mies/ Male

#### *8. Ikä*

##### *Age*

\*

- ☐ 20-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41-45
- ☐ 46-50
- ☐ 51-55

- 
- ☐ 56-60
  - ☐ 60+

**9. Kuinka hyödyllisenä näet seuraavat alumnitoiminnot:**

**How useful do you find the following activities:**

**1 = Hyödytön/ Not useful**

**5 = Erittäin hyödyllinen/ Very useful**

**0 = En osaa sanoa/ No experience**

\*

	1	2	3	4	5	0
Tapahtumat Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentorointi Mentoring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Projektiyhteistyö Project co-operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tietoa jatkokoulutuksesta Information of further education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vierasluennot Guest lecturing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn Haaga-Helia Alumni Network (Official)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opiskelijoiden rekrytointi Recruiting students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10. Kuinka hyödyllisenä näet alumnitoiminnan kokonaisuutena?**

**How beneficial do you see alumni network activities in general?**

\*

	1	2	3	4	5	
Hyödyttömänä Not useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllisenä Very useful

**11. Mitä lisäarvoa alumnitoiminta tarjoaa sinulle?**  
**What added value does alumni activities offer to you?**

\*

**12. Miten kehittäisit alumnitoimintaa?**  
**How would you improve alumni network activities?**

**13. Alumnina olen kiinnostunut toimimaan:**  
**As an alumni I am interested in:**

- ☐ Luennoitsijana  
Giving lectures
- ☐ Mentorina  
Being a mentor
- ☐ Projektien toimeksiantajana  
Commissioning projects
- ☐ Harjoittelijoiden/työntekijöiden rekrytoinnissa  
Recruiting interns/employees

*14. Jos olet kiinnostunut yhteistyöstä Haaga-Helian kanssa alumnina, kirjoita sähköpostiosoitteesi tähän:  
If you are interested in collaborating with Haaga-Helia as an alumni, please write your E-mail address here:*

*15. Oletko osallistunut aikaisempiin alumnitapahtumiin Porvoossa?  
Have you participated in the previous alumni events in Porvoo?*

- ☐ Kyllä/ Yes  
☐ En/ No

*16. Haluatko saada valmiin tutkimuksen tulokset?  
Do you want to receive the results of this research?*

- ☐ Kyllä / Yes (E-mail: )  
☐ Ei / No

(Sivu 3 / 4)



*Spring Mingle @PorvooCampus  
Networking event for Haaga-Helia Porvoo Alumni & Partners*

*17. Mitä odotat tältä tapahtumalta?  
What do you expect from this event?*

(Sivu 4 / 4)