

Developing the business representative morning of Kotimaan Matkailu trade fair

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<p>The aim of the thesis is to develop a business representative morning of Kotimaan Matkailu trade fair. This event is held for tourism professionals in Finland for networking and sales purposes in April, in Tampere. The final result of the thesis is to provide Tampere Trade Fairs Ltd., with suggestions on what and how the event could be developed and provide a suggested schedule for the morning.</p> <p>In order to understand the development needs, the theory presents trade fairs in general. It presents what positive impacts trade fairs can offer to companies. Basics of event planning and management are presented to further understand the aspects of the business representative event.</p> <p>Both quantitative and qualitative research methods are used in this thesis. A mixed method research is done to achieve an understanding of what the exhibitors and potential exhibitors think of the event. The exhibitors in this thesis are those who participated to the event in 2017. Potential exhibitors are those who could participate to the event next year. The data collection methods included two surveys which were done in Webropol, a meeting with the employees of Tampere Trade Fairs Ltd. and interviews with four tourism companies.</p> <p>The key findings were that the event would be useful for the exhibitors, if the execution of the event and marketing were improved. Furthermore, the wrong target group and non-professional programme were thought to decrease the willingness to participate to the event.</p>	
Keywords Event development, event planning and management, trade fairs, business event.	

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1 Introduction

This Bachelor's thesis is focusing on developing Kotimaan Matkailu trade fair's business representative morning. The event is targeted for tourism professionals and exhibitors to whom the event offers the possibility to meet and discuss about their products and services. Tampere Trade Fairs Ltd. has organised the event twice. The commissioner considers that the event has a huge potential. As it has been a small part of the trade fair, the commissioner would like to put more effort to this event.

The aim of the thesis is to provide the commissioner with development suggestions how the event could be improved. A suggested schedule for the morning will be created based on the data collected. The thesis focuses on exhibitors' point of view. A research is done to find answers to the following questions:

1. Is the event useful for the exhibitors?
2. What is needed to improve in order to increase the usefulness of the event and how it will be done?

The suggestions for the commissioner will be based on data which is collected through various methods. Both quantitative and qualitative methods will be used to provide a wider understanding of the different aspects of the event. The data is collected to understand how the exhibitors and potential exhibitors view the event. The exhibitors in this case are those who exhibited in the event in 2017. Potential exhibitors are those companies which could participate to the event in the future. Nevertheless, a meeting with the employees of Tampere Trade Fairs Ltd. is used as a data collection method to understand what they would suggest as improvements for the event. First quantitative method will be used in the form of survey. After this, the qualitative data will be collected through a meeting and later on interviews.

The trade fair, the business representative morning and the commissioner will be presented first in this thesis. This is done to provide a background for the project. After the background, key theories will be presented. These theories will be focusing on trade fairs and event planning and management. This will be helpful to understand the event and what needs to be taken into consideration when planning an event.

The data collection methods and research will be presented in chapters 5 and 6. The analysis of the data will be in chapter 7. The chapter 8 will present the plan of the morning

event and improvement suggestions. Finally a conclusion and evaluation will be presented.

2 Background

In this part of the thesis, the background for the project is presented. It includes introducing the trade fair, the specific event in which this thesis is focusing and the commissioner.

2.1 Kotimaan Matkailu Trade Fair

Kotimaan Matkailu (Travelling in Finland) trade fair is one of the sub fairs of the Supermessut which is organised every year in April in Tampere. The trade fair is rather unique as usually trade fairs are focusing on specific topics. The Supermessut trade fair is a three day event which has four different sub fairs at the same place and at the same time. The sub fairs are focusing on gardening, design and handicrafts, travelling in Finland and antique collection. However, another sub fair will be added to the combination in the year 2018. The trade fair is open for public which means whoever can come and visit the event. Families and pensioners are the majority of the visitors, nevertheless variation of the sub fairs creates a wider focus group. (Supermessut, 18.9.2017).

The Kotimaan Matkailu trade fair is focusing on leisure travel in Finland and it collects the city councils, hotels, theatres and other tourism companies in Finland under the same roof. The target of the event is to improve domestic travelling and give ideas for visitors where to travel in Finland. (Supermessut, 6.5.2017). The whole trade fair is open for public from Friday until Sunday, however there is an exception with the first day of the Kotimaan Matkailu trade fair. A business representative morning is held during the first day before the trade fair opens for public.

2.1.1 The business representative morning

The business representative morning was first held in 2006. The event was organised every two years until the year 2014. It was organised by different organisations until 2016 when it moved to Tampere Trade Fairs Ltd. This event is held to gather the tourism professionals in Finland to the same place. The event is only focusing on domestic market and does not compete with companies abroad. The event is held, and now developed, to give extra value for the exhibitors. (Lindgren, 2017).

A tourism professional, in this case, is quite wide term as it includes all who are working somehow in the tourism field. Hotel managers, travel agencies and secretaries and assistants of companies and representatives of different organisations are counted as profes-

sionals. The business representative morning is focusing more on business travelling than on leisure travels. The event is held to enhance the networking within the field but also to create more business to business sales. Especially the event is targeted for the group trip organisers. It is open for people who have received the invitation sent by an exhibitor and who have registered to the event through that invitation. (Lindgren, 2017; Supermessut, 2017).

During the first year when the event was organised by Tampere Trade Fairs Ltd, there were only table places available for companies. However, there was a challenge that these table places were bought by the actual exhibitors of the trade fair who already had a trade fair booth. The second year when the event was organised by Tampere Trade Fairs Ltd there were table places offered. These were sold to other companies than the actual exhibitors as the whole Kotimaan Matkailu trade fair was open for the professionals two hours before the actual opening of the fair. In the year 2017, there was more effort put to the business representative morning as there was programme, media was involved and lunch was offered. (Lindgren, 2017)

2.2 Tampere Trade Fairs Ltd.

The Tampere Trade Fairs Ltd was established in 1967 to improve the trade fairs in Tampere area. It was founded by the city of Tampere with three other companies which all were and still are part of the business life in the area. The first trade fair organised by Tampere Trade Fairs Ltd was held in 1969. (Seppälä, 2007, 37-39).

Tampere Trade Fairs Ltd is Finland's second biggest trade fair organiser. (Tampereen Messut Oy, 8.5.2017). It is situated in Tampere by approximately two hour drive from Finland's capital Helsinki. 80 % of the Finnish people are living near Tampere which creates great opportunities for trade fairs. (Järvensivu, 2007, 8). As an organiser, the company coordinates approximately thirty different trade fairs. These include both professional and consumer trade fairs. Few of the trade fairs are internationally known such as Subcontracting and Finnclean. (Tampereen Messut Oy, 2017).

The revenue of the company was 8 million euros in 2015. The company has approximately 30 employees who are working in sales, marketing, customer service, technical management and as producers. (Tampereen Messut Oy, 2017)

3 Trade fairs

According to Cambridge dictionary a trade fair or a trade show is an event which creates more business to the companies which are attending to the event to present their products. (Cambridge Dictionary, 2017). De Pelsmacker, Geuens and Van den Bergh (2013, 459-476) define a trade fair as a media in which businesses meet each other or consumers. In the book, the trade fair is considered as an exhibition for professionals of the field, whereas general fairs are open for public. According to Vallo and Häyrinen general fairs often have a day or two reserved only for professionals of the field. (2014, 83-84).

The aims of trade fair participation can vary depending on the company, however the most common aims are creating sales leads, networking and marketing. (Cular Yee, 2016; Delaney, 2017). The trade fairs are considered as great sales tool, nevertheless trade fairs are also a big part of marketing. (De Pelsmacker & al. 2013, 459-479). The trade fairs are contact media and it creates more personal marketing and sales tool compared to other methods. (De Pelsmacker & al. 2013, 459-479; Järvensivu 2007, 12-13). According to Tanja Järvensivu people spend more time at the stands compared to other media, which creates a face-to-face meeting opportunity. Interaction is a very important part of trade fair marketing. (Vallo & Häyrinen, 2014, 83-84). This increases the importance of trained event staff to achieve the goals set for the trade fair participation.

Attending the trade fairs can give more positive impacts for businesses. Trade fairs are great opportunity to brand and/or test new products. This can help to understand whether or not the product is needed in the field. As it was earlier mentioned, trade fairs will have an effect on both sales and marketing of the product or service which the company is presenting. (Fenich, 2016, 87-96; Fill & Fill, 2005).

Other positive impacts are learning about the field, for example the current trends within the field. This can be achieved through additional programme which is provided by the trade fair organiser. According to George Fenich, programme is used as a marketing tool by the trade fair organiser to attract more visitors but it is also created to educate and entertain the visitors. Networking with existing and possible clients can be an important reason to participate in a trade fair as well. (Fenich, 2016, 87-96).

Trade fairs are a cost-effective marketing tool. (Brassington & Pettitt, 2005, 372). Even though there are higher costs to attend a trade fair, the return on investment of attending to those can be better compared to other media. The ROI is the measure of profitability

which helps the company to evaluate whether the investment is profitable or not. (Entrepreneur, 2017). Even though, it is stated that the trade fairs are cost-effective for companies, it requires a plan to succeed in trade fairs. The exhibitors are often under the impression that all the visitors are buyers. Companies assume that they are doing well in sales because they have developed a sales strategy for the trade fair. However, most of the visitors at the stand are not buyers, especially in public trade fairs. As the company is focusing on the sales they might forget to market themselves. This might lead into losing customers in the future. It is important that the manager responsible for the exhibition stand is aware of marketing possibilities of trade fairs. (Blythe 2009, 60-61).

Trade fair booth takes a large part of the budget. The booth needs to be carefully planned as there are variety of possible solutions. These possibilities include location of the booth, type and size of it and the design. One of the reasons to participate in a trade fair is to promote the service or product of the company or to build a brand image. This effects on the design and, possible activities which happen on the stand. The booth should be designed to strengthen the image of the company. When the brand of the company is clearly presented, people will have a clear understanding of the company. (Stevens, 2005, 87-96, 101).

The success of trade fairs is measurable when it is planned before the participation. It can be adjusted to the goals set for the trade fair. The previously mentioned ROI is one of the most used metrics at trade fairs. Social media interaction, responses to sales leads and, for example, cost-per-lead can be useful metrics. (Lada, 2016).

Nowadays there are more and more hosted-buyer programmes offered at trade fairs or instead of trade fairs. Hosted-buyer programme means that the host organisation is providing prescheduled meetings with exhibitors and buyers. The host organisation pays some of the attendance costs of the hosted buyers, and the buyer is required to attend the meetings that are scheduled. (Sorrells, 2014). Usually, an application is done to apply for the programme and it means that the host organisation selects the companies and people who can attend. The hosted-buyer programme helps also the exhibitors as these people who are part of the programme are those who are willing to do sales. (Lyons, 2014).

Trade fairs are events which require planning in advance by both the organiser and the exhibitor. The organiser of the trade fair focuses on the big picture which means the location, venue, contacting subcontractors if needed as well as marketing the event and creating additional programme. Even though the exhibitor focuses more on designing the

booth, the company has to also take into consideration the economic impact of the participation. Both the organiser and the exhibitor needs to be familiar with the basics of the event planning and management which will be presented in next chapter. (Fenich, 2016, 84-100).

4 Event planning and management

In this chapter some of the basics of event management and planning are presented. This will give the understanding of what is usually taken into consideration when planning an event. An event is a gathering for different purposes. These purposes can be, for instance, celebration, marketing or education. (Event Education, 2017). There are variety of terms which are related to event management and planning.

Event management includes everything with financial management and risk management such as marketing, legislation and production. (Brown & James, 2012). Event planning is the whole process of developing the concept and budgeting. (Woodward, 2017). According to Brown and James, event design is an essential part of event management because it combines all other aspects of event together. Thus, it is often forgotten by event managers. (Brown & James, 2012, 53, 59).

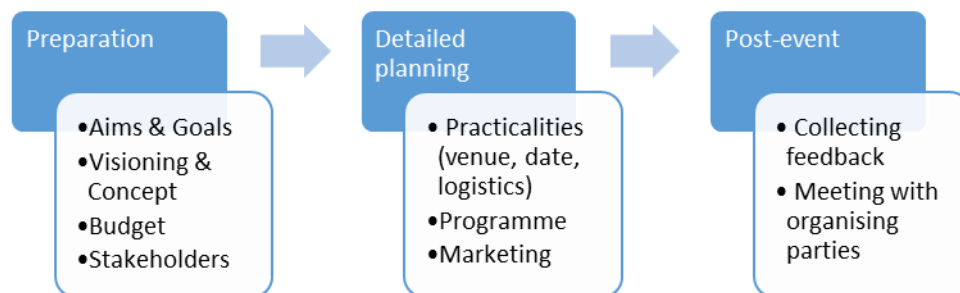


Figure 1: The Dowson and Bassett Event Planning Model (2015).

Event management and planning process can be roughly divided into three parts. This model is called Dowson and Bassett Planning Model and can be seen in figure 1. (Dowson and Bassett, 2015, 22). Ruth Dowson and David Bassett divide the event planning process into preparation, detailed planning and post-event.

4.1 Preparation

The event planning process starts by defining goals and objectives. It is important to understand who are the attendees and why the event is organised. It is the most significant part because without guests there is no event. Other important questions are

when and where the event will take place. (Rutherford Silvers, 2012; Vallo & Häyrinen, 2014, 103). It is also important to understand what are the needs and expectations of attendees. These are usually collected through the data from previous event. (Fenich, 2016, 154). These goals and objectives are also part of creating concept of the event. (Dowson & Bassett, 2015,24).

Objectives of the event can be attained through SMART method. This will create specific, measurable, achievable, relevant and time-related objectives which are important when reviewing the success of the event. (Fenich, 2016, 154-155; Rutherford Silvers, 2012). Creating objectives which are valuable for all parties involved in the event is important. It is easier to design a custom-made event when the aims and goals are clear. (Allen, 2008, 2-3).

An important part of the event planning is budgeting. It has a great impact on what kind of event one can host. (Allen, 2008, 5). Creating a budget begins by identifying the preliminary costs of the event. These costs can be divided in three categories: indirect costs, fixed costs and variable costs. Indirect costs include staff costs, fixed costs are for instance rents which are not related to the amount of participants when again variable costs are all the extra costs which vary based on the number of attendees. (Fenich, 2016, 158.) Judy Allen (2008, 22) states that in the preliminary budget are only the estimates of the costs as those will be changed later. Nevertheless, it is important to determine the budget at the beginning of the planning process and understand what is included and what is not. There is a high propability that there will be unexpected costs such as printing and photography. (Dowson & Bassett, 2015, 26-27).

4.2 Detailed planning

According to Paul Wren (2016) the date and venue are the first aspects of an event which are finalised in the planning process. The venue needs to be suitable for the purposes of the event.

Programme is one of the key elements of events. The programme should support the objectives of the event. (Dowson and Bassett, 2015, 96). George Fenich writes that when developing programme it is important to remember the level and type of the attendees. Key questions to choose suitable programme could be: what type of programme could be offered? What is the level of expertise of attendees? What is the reason the programme is offered? (Fenich, 2016, 160-162). There are variety of programme types from which event

planner can choose from. Programme can be lectures about general or specific issues, workshops, social activities or even food and beverage is considered as programme. (Fenich, 2016, 161; Dowson & Bassett, 2015, 82-95). Fenich states that it is important to attendees to know details about the programme before the event.

Event marketing can be defined in two ways. First definition is that an event is held for marketing certain product and/or service. Second definition is that event marketing is a process in which organisers understand different characteristics such as product and customer, to produce an event where the needs of both organisers and customers' are filled. (Allen, O'Toole & al, 2011, 158-159).

Event marketing is a strategically planned event in which the company meet and communicates with chosen target group or target groups. (Vallo & Häyrynen, 2014, 19). Through event marketing, customers get better understanding of the product or service. (Vallee & Westcott, 2002). The trade fairs are a part of the event marketing as those are organised for marketing purposes and to present the products of different companies.

Ruth P. Stevens presents 10 principles of business event marketing in her book Trade Show and Event Marketing: Plan, promote and profit (2005, 19-22). These marketing principles are applicable for the trade fairs as well. Company needs to remember these principles when they are conducting a marketing strategy. The principles can be found in figure 2. These can be applied by focusing on specific target group and analysing how to most successfully send the key message to them. If the event is marketed properly, the sales can increase as the guests have a positive image of the organiser.

The 10 Principles of Business Event Marketing
1. Hybrid events – Sales and marketing combined
2. It should be an integral part of the marketing
3. Targeting – selecting the right event to meet the right people
4. Clear Objectives
5. Focused and targeted business event marketing
6. Event marketing is a long process
7. Pre-promotion – attracting people to participate
8. Follow up with the contacts
9. People – right audience and motivated staff
10. Remember the sales goals

Figure 2: The 10 Principles of Business Event Marketing according to Ruth P. Stevens (2005, 19-22)

Allison Saget states in her book *Event Management: Beyond Logistics and Planning* (2006, 164) that events are an expensive marketing tool. She says that it is important that the event creates return on investment (ROI) for the company. In 2010, a study mentions that event marketing created the highest ROI compared to other marketing tools. (Fahmy, 2010). ROI can be calculated after the event if there are clear goals set up and plan how this are measured. (Stevens, 2017). A good goal can be, for example, getting leads from the event. The company's wish can be to get 100 new leads which makes the goal measurable. Data capturing can be done by asking the event staff to collect how many people they promised to contact after the event.

Even though there are higher costs to attend an event or a trade fair, there are more positive impacts for businesses. These positive impacts are meeting customers, improving sales, collecting marketing data and gain information about competitors within the market. (Fill & Fill, 2005).

During the process of planning an event marketing strategy, the event organisers can think of unique selling proposition (USP) and what is in it for them (customers). (Weil, 2011). These factors are important to acknowledge as these might effect on the participation rate of the event. This is also part of the Ruth P. Stevens' 10 principles as this creates focused marketing to the specific group. The USP can be as simple as programme of the event and the reason to participate can be educational. Allison Saget (2006) have suggested three simple questions for creating a successful programme for an event. These questions are "Who is my audience?", "What are the goals and objectives?" and "How will success be measured?"

As a part of event marketing strategy, it is important to set up good communication plan. This includes both internal and external communication. External communication is focusing on reaching the visitors. In the plan, it is typical to have a clear message which the company wants to communicate to its customers. It needs to be effective and informative. The plan could include event's USP, how the event is different from other similar events and is there some features that are unique for the event. These usually engage the customer in the event as s/he will assume to get something from the event by attending. (Gechev, 2012, 122).

There are variety of other tasks which needs to be considered. Invitations is one of these tasks. The invitation can be different depending on the type of the event and its guests. The invitation needs to be interesting and informative enough for the guest. One very

important task before the event is informing authorities. Organising events requires permissions from authorities. These are related to alcohol issues, risk management and music performances. (Vallo & Häyrynen, 2014, 128-131, 153-154).

4.3 Post event

Even though the actual event is over, there are tasks to do. Dowson and Bassett (2015) state that evaluation, debrief and follow-up are the tasks which are done after the event. Evaluation is done to understand what went well and what was not good in the event. It can be done by collecting feedback. Feedback from both guests and employees helps the organiser to plan the next event better. (Vallo & Häyrynen, 2014, 185). There are different metrics and analytics which can be used defining the success of the event. Metrics are the numbers which can tell, for example, if the company met the goals set in the beginning. The analytics are the mathematical patterns and can provide useful information in terms of future planning. (Martin-Bilbrey, 2017).

There are variety of questions which need to be taken into consideration when planning the evaluation process. These questions can be: How the feedback collection will be done, will it be anonymous and what kind of questions there will be? It is important to collect feedback, however it is also important how it is used. Dowson and Bassett suggests that some of the feedback should also be shared with the visitors. This feedback could be something that the visitors have had input. (Dowson & Bassett, 2015, 266-289).

After the event it is important for companies to analyse whether the event produced ROI or not. This can be done by few simple steps. As it was mentioned before, measuring ROI starts already in the planning phase when establishing the goals for the event. According to Ruth P. Stevens, there are few different approaches when measuring ROI. The first one is subtracting the event expenses with the gross margin. Then this number is divided with the amount of event expenses. The easiest one according to her is dividing sales revenue of the event by event expenses. (Stevens, 2017).

Debrief means meeting with the key stakeholders of the event. In the meeting, the stakeholders can discuss about the event and tell their opinions on what was done well and what should be taken into consideration next time. (Dowson and Bassett, 2015, 49-50).

Follow-up is also an important part of the post event tasks. The follow-up is a personal communication between the event organiser and the visitor. There is usually a thank you letter send to the guests. However, it can be something else as well, for instance a brochure or an invitation to the next event. (Dowson and Bassett, 2015, 50).

5 Methodology

This chapter includes the methods chosen to collect the data for the thesis. The aim of the thesis is to develop the business representative morning based on the exhibitors' point of view. The key questions are following: is the event useful for the exhibitors and how it could be developed to be more useful for them. Through the data collection, it is hoped to achieve an understanding of what aspects of the event have already been good and what have not. When the methods are presented, it is explained why the following methods are used to collect the data for the project. Explanations of how the methods are used will be in chapter 6.

5.1 Triangulation

John W. Creswell suggests in his book that every research project should start with understanding the philosophical worldview. He says it will help the researcher to understand which methods are most suitable for his or her project. There are four different worldviews which he mentions in the book; the postpositivist, the constructivist, the transformative and the pragmatic worldviews. (Creswell, 2014, 2-11).

Pragmatism finds using the mixed methods in a research as a way to better understand the research problem. There is a freedom of choice on how to collect the data in the most meaningful way, however there needs to be a purpose why combine both quantitative and qualitative methods. (Creswell, 2014, 11).

Triangulation means using different techniques to collect data which creates opportunity to understand different perspectives of data. (McMurray, 2004, 263). Even though triangulation provides overlapping information, it also enriches the data for evaluation (Nykiel, 2007, 72-73). R. Murray Thomas has written that "both methods can be used effectively in the same research project". (2003).

Triangulation can be intra-triangulation or inter-triangulation. The difference is the data collection methods. In the first one, all methods are either quantitative or qualitative whereas in inter-triangulation both methods are used. (McMurray, 2004, 263-264). There are variety of reasons why to use mixed methods in research. One of the reasons is that the one source of data might be insufficient. As both methods have problems (i.e. qualitative research cannot be generalised), it might be that it is more useful to have both methods used. Another reason for the use of mixed methods is that adding another meth-

od enhances the study. As the first method did not provide enough information to reach the research problem the other method is required. (Creswell & Plano Clark, 2011, 8-10).

In this project, triangulation is needed to achieve more valid data. Intra-triangulation is used due to the fact that the data collected by the first method is not giving enough answers to reach the aim of the project. The author of the thesis considers that using both methods gives more insights and deepens the knowledge of the project compared to using only one method.

5.2 Quantitative and qualitative methods

Quantitative methods are usually used to measure the certain aspects of a phenomena. (Murray Thomas, 2003, 2). Quantitative methods usually target a bigger crowd (Rudestam & Newton, 2014, 29) and give the researcher generalised results (Murray Thomas, 2003, 2). Quantitative method presents the results as numbers or, if there are open ended questions used, the results of those questions are transferred in numeric form. (Vilkka, 2007, 14). Quantitative method usually requires a large number of answers to give valid results which can be generalised. (Vilkka, 2007, 17)

According to Taylor, Bogban & DeVault (Introduction to Qualitative Research Methods: A Guidebook and Resource, 2015, 11) a qualitative method is a craft which can be used in many ways. This creates a data collection method which does not require structure. Qualitative methods are more empirical and these methods are used to collect more descriptive data. (Murray Thomas, 2003, 1-2; Taylor, Bogban & DeVault, 2015, 7-8). Qualitative method helps to develop understandings and concepts. It creates the opportunity to understand the experiences behind the data. (Taylor, Bogban & DeVault, 2015, 8). Qualitative research methods are thought to be more naturalistic which means studying the problem through daily life methods. Interviewing can be done more in a conversational way rather than answering only to ready-made questions. (Taylor, Bogban & DeVault, 2015, 7-11).

In this thesis, quantitative research method is used to collect views of two different target groups (exhibitors and potential exhibitors). It was chosen due to the high number of participants in the event. The target groups in this case are 151 exhibitors and over 1000 possible exhibitors. Two different surveys are developed to differentiate the two groups of respondents. Through this method it is hoped to get more insights and answers from variety of participants to understand what the exhibitors want from this event.

Furthermore, qualitative methods are chosen to achieve more insights on the topic. This method is used to elaborate the results gathered by the quantitative method and also achieving more concrete ideas for the final product of the thesis. The interviews will be semi-structured to give the opportunity to elaborate the conversation on the specific matter if something special arises during the interview.

5.3 Validity and reliability

A valid research has answered to the right questions. If the results of the research does not match the aim of the research, the study is not valid. (Hiltunen, 2009). In this case, the answers are rather valid. However, as event planning includes variety of aspects, the questionnaires were also longer which might effect on the focus.

When conducting a research, it is researcher's task to record the data. This should be done to ensure the data collection is done in proper manner. Recorded data enhances the reliability of the research as the records can be checked later if there are allegations towards the reliability and validity of the research. (Bushaway, 2005, 157-158). During the thesis process, survey data was collected in electronic form and therefore that data is recorded. Also the meeting was recorded, however the interviews were not recorded but the key words of the discussions were written down.

A research is reliable if the answers to the same or similar question are almost the same. This means also that the study can be done again in a way that the answers to the previously conducted research are nearly or exactly the same. (Bushaway, 2005, 157-158; Burns & Bush, 2013, 443). The research is quite reliable as it was noticed already during the data collection that the answers were similar regardless of the method used. If there was another research done on this topic, the answers might vary due to the developments.

The validity and reliability might have slightly been affected due to translating the results. As the data collection was done in Finnish, the translation was required in order to write the thesis in English. Furthermore, there was a small issue regarding the topic as the respondents confused the business event with the actual trade fair.

6 Data collection

In this chapter it is explained how the previously mentioned methods will be used to collect data. This is done in more detailed way and it includes also when and how the data is collected. The data collection will be done in Finnish as the target group consists of Finnish people. The surveys were sent in May 2017 and the last responses were collected in July. The meeting was organised in May and the interviews were done in September.

6.1 Survey for exhibitors

One of the main research problems of the thesis is to understand how the exhibitors view the Kotimaan Matkailu trade fair's business representative morning. The Webropol survey in Finnish can be seen as appendix 1.

The questionnaire is focusing on getting feedback of the previous business representative morning which was organised in April 2017. The questionnaire is a structured survey. First, there are questions to find out the background information which will give understanding on who are the ones answering and why they have participated to this event. After these questions, there is an open ended question to understand whether organising a business event in this field is useful or not.

Rest of the questions are related on different aspects of the event. These questions are related to the basics of event planning and management. The questions are designed to understand if the visitors matched the expectations, what they thought of the programme and marketing of the event. The last questions are related to the best and the most challenging aspects of the business representative morning. Most of the questions are open ended questions as it is hoped to get quality answers.

As there were 151 exhibitors at the Kotimaan Matkailu trade fair and they all participated to the business representative morning it is possible to get 15-20 % of potential answers. This would mean approximately 22-30 answers from the exhibitors. In this case the results would be only referential.

The survey was sent on 18th of May as a part of Thank You letter for the exhibitors. One reminder e-mail was sent to get more answers on 25th of May. It was noticed that there were not enough answers received on the first deadline. Collecting more answers was

done by phone calls and asking person to answer the survey. By this method the amount of answers rose by 40 percent (n=10).

6.2 Survey for potential exhibitors

Survey for potential exhibitors was sent to collect their opinion of the business representative morning. This is also done to discover why they did not participate to the event in 2017. The survey follows slightly the same structure as the previous survey for the exhibitors. The survey in Finnish can be found from appendix 2.

First there are questions to understand the background of the respondent. Rest of the questions are designed to find out their wishes and expectations of a similar event. There are questions related to programme, why they did not attend this time and what would be the three most important reasons to attend the event.

The hoped answer rate is the same as in the other survey. This would mean 2-4 % of the possible respondents. This survey was sent as an e-mail, based on the Tampere Trade Fairs Ltd.'s database on the 22nd of May. One reminder was sent. There was a challenge with getting enough answers. More answers were collected by calling to the potential exhibitors. This method helped to get 21 answers.

6.3 Meeting with employees of Tampere Trade Fairs Ltd.

A meeting with the employees of the Tampere Trade Fairs Ltd. was organised to understand their knowledge and ideas on this part of the trade fair.

The meeting was arranged on the 18th of May at Tampere Trade Fairs Ltd.'s office. Employees were invited by the contact person from Tampere Trade Fairs Ltd., Pauliina Lindgren. Employees who were invited working in different areas in the company such as marketing, customer service, sales and programme production. The structure of the meeting was following:

- description of the thesis project and the event
- identifying the positive and negative aspects of the event. This was done by giving time for everyone to think these aspects and writing it down on post it paper.
- examining the positive and negative things and discussing about these issues if necessary

The meeting was 1,5 hours and it was recorded to make sure there will not be misunderstandings later on the analysis.

6.4 Interviews

This method of data collection was added to this thesis project after the surveys did not offer enough data to achieve reliable information for the purpose of the project. Five different tourism companies were chosen to be contacted via e-mail. These five organisations were Visit Tampere, Visit Turku, Pyynikin kesäteatteri, Viking Line Abp and Pohjolan Matka. The companies were chosen during a meeting with the commissioner in July 2017. However, Pohjolan Matka was chosen later to have a fifth interviewee. The company was chosen to interview a potential exhibitor. However, only one company did not reply to the e-mail.

The interviews were semi-structured as it was hoped to have discussions about the topics. The topics were chosen based on the analysis of the surveys and the meeting. The results of the surveys created the understanding of what are the key issues and through the interviews it was hoped to further understand how these could be developed. These topics were following; importance of the event, expectations, marketing, programme and other key elements of the event. Interviews were done in Finnish to make it easier for the interviewees to answer the questions.

The schedule of the interviews was following:

When	Who	Company	The role in the company	Location
7.9.2017	Heini Vikström and Taina Hunnako	Viking Line Abp	Sales manager	Siilinkari Café, Tampere
8.9.2017	Hannele Sulin	Pyynikin kesäteatteri	Sales and marketing secretary	Pyynikin kesäteatteri's office, Tampere
18.9.2017	Liisa Kovanen	Pohjolan Matka	Area manager, group sales	Pohjolan Matka's office, Jyväskylä
25.9.2017	Satu Hirvenoja	Visit Turku	Sales and Marketing Manager	Phone interview

7 Analysis of the data

This part of the thesis presents the analysis of the data collected by previously mentioned methods. The data is analysed separately based on the method.

7.1 Survey for exhibitors

The survey is analysed by dividing it into two sections; background information of the respondents and the event. 10 people answered to the questionnaire which makes the results unreliable. Answers to the open ended questions can be found in appendix 3. The answers are in Finnish.

7.1.1 Background

Background information was collected based on the first four questions. In figure 3, it can be seen that most of the respondents are representing either accommodation companies or sub regions.

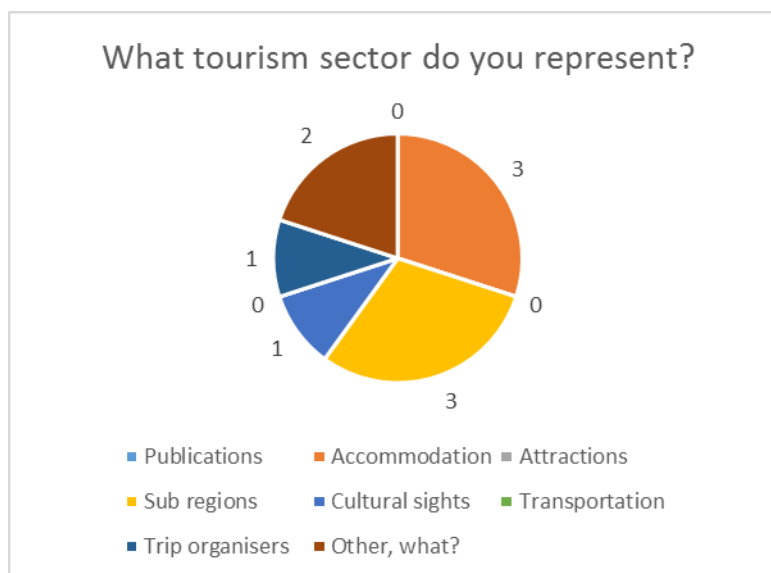


Figure 3: What tourism sector the respondents represent (n=10)

It can be said that the biggest reason to participate to a trade fair is marketing purposes. It can be seen in figure 4, that publicity and networking are also important factors to participate to such an event.

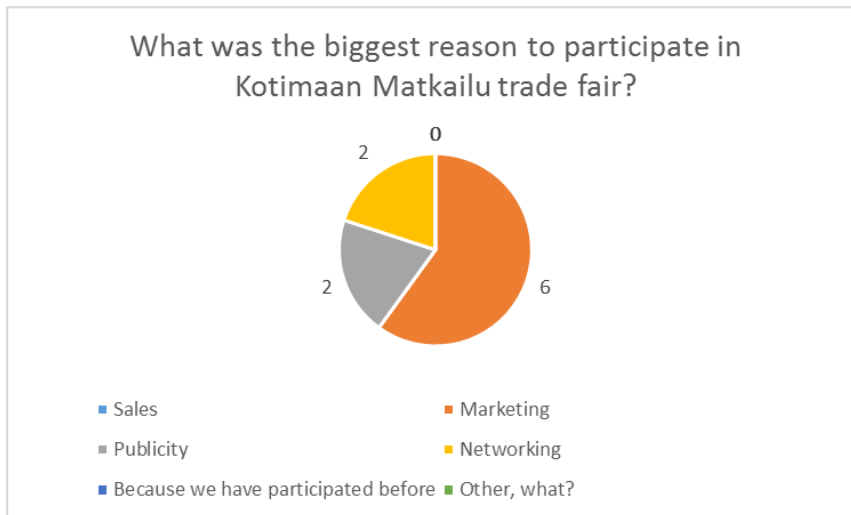


Figure 4: What was the biggest reason to participate in Kotimaan Matkailu trade fair? (n=10)

The question 3 in the survey asked whether they have participated to the Kotimaan Matkailu trade fair before year 2017. 9 out of 10 said they have participated to the trade fair before. Most of the participants are working with marketing. Sales representatives and others are also represented among the respondents.

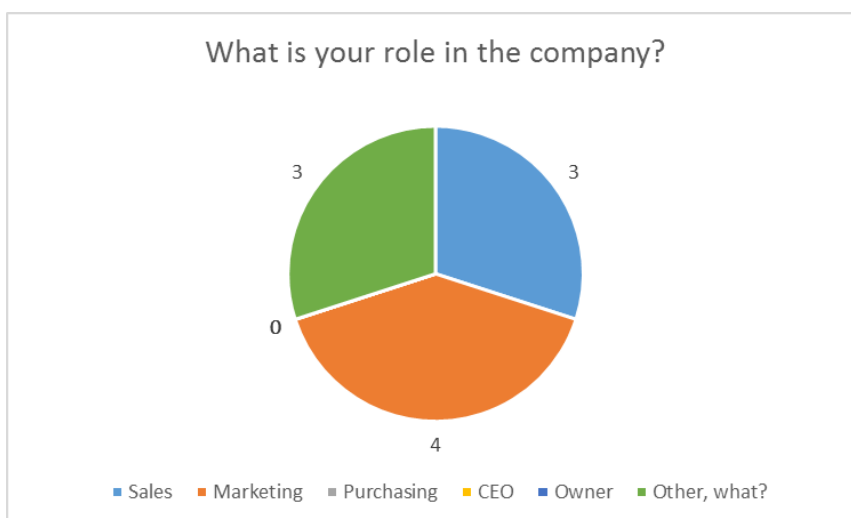


Figure 5: What is your role in the company? (n= 10)

7.1.2 The event

60 % of respondents thought it is useful to organise an event for tourism professionals. Meeting customers was thought as the most important aspect of the event. Different offerings and sales were also mentioned as positive aspects of the event. However, 40 % of

the respondents said that it is not useful to participate to this specific event due to wrong target group. It was hoped that there would be more media involved and less retired tourism professionals present.

Question number 6 was asked to find out if the morning event created extra work for the exhibitors. There were 8 answers and most of them answered that the event created 2 hours extra work. 8 and 30 hours of extra work were also mentioned.

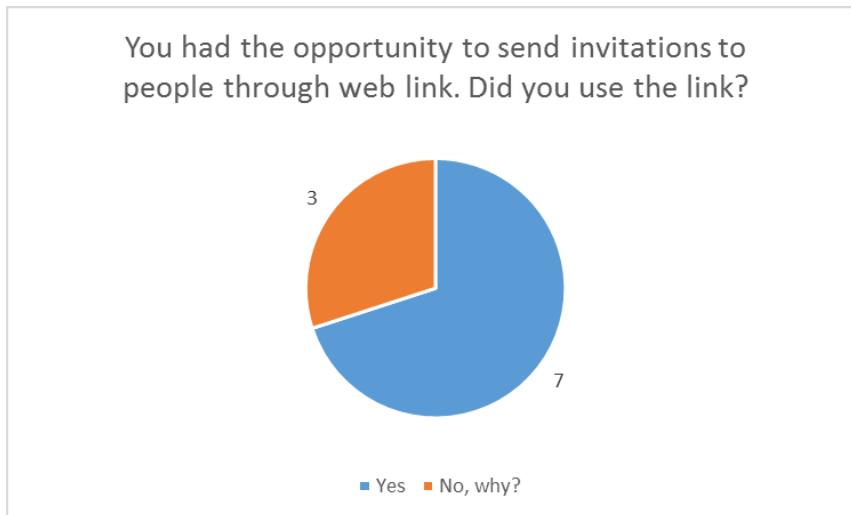


Figure 6: Usage of invitation link (n=8)

In figure 6, the usage of the invitation link can be seen. Most of the respondents used the link, however 40 % of them did not use it. When asked why they did not use it, it was said that they were too busy to invite people. It was also suggested that inviting visitors would be Tampere Trade Fairs Ltd.'s task as the company is more attractive for professionals than an exhibitor.



Figure 7: Expected visitors. (n=9)

Figures 7 and 8 present the respondents thoughts of the target group. The expected visitors were assistants and secretaries of companies, group travel and trip organisers. Press was also expected to be present at the event. It was also mentioned that vloggers and bloggers could participate to the event. However, almost half of the respondents were not able to define whether or not the visitors met the expectations.



Figure 8: Did the visitors meet the expectations? (n=9)

Question 10 was related to the target group as well. It was asked whether there is a need to differentiate the target group or not. 8 people answered to the question and they thought that there is no need to differentiate the target group. However, it was hoped that more people would participate to the event and that the visitors would actually be in the target group.



Figure 9: Opening hours of the event. (n=10)

A 2 hour event was appreciated as can be seen from figure 9. However, it was also thought that 2 hours was too long for the event and it was suggested that it could be only an hour long.

Questions 12 and 13 were focusing on the organising party, Tampere Trade Fairs Ltd. First it was asked if the exhibitors had any problems during the morning. The exhibitors did not necessarily have problems but it was more related to visitors and how the visitors experienced the event. It was said that the guidance was poor and the professionals were not aware of the discounts for them. Nevertheless, the exhibitors were happy with the organiser. Only one said there was problem with a host table at the restaurant. Figure 10 presents the satisfaction with the organiser.

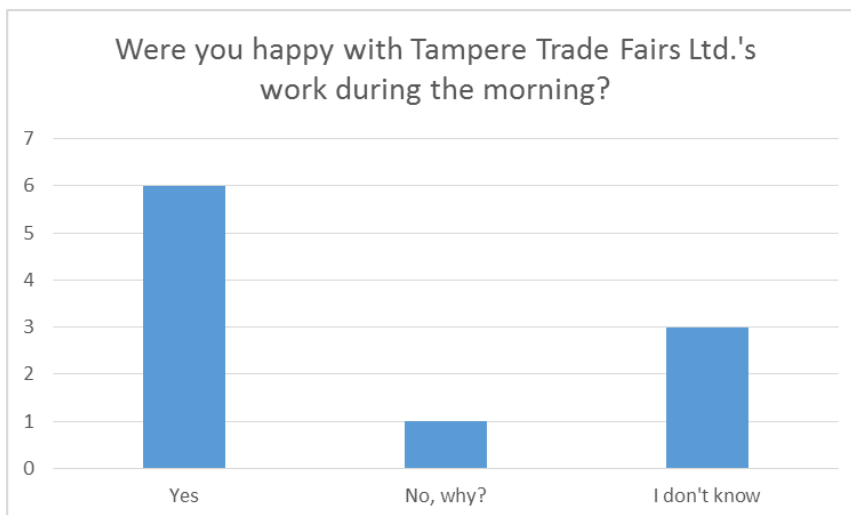


Figure 10: Satisfaction with Tampere Trade Fairs Ltd. (n=10)

The next two questions were related to programme of the event. Question 14 created the opportunity for respondents to give their own ideas for the programme when again question 15 offered multiple suggestions from which they were able to choose the most suitable ones. The results for question 15 can be found in figure 11. Nevertheless, people thought that the programme is not as important for the exhibitors because it might be disturbing the main idea of the event, networking. It was said that “if the event is only two hours long, there is no need to fill the time with other programme as the customers will not move then”. If there was some programme, it would be bulletins, speeches and competitions.

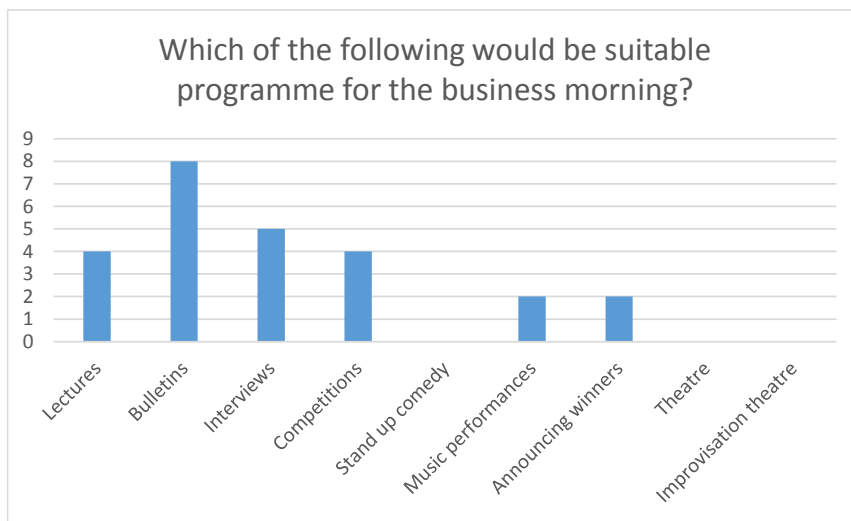


Figure 11: Suitable programme for the event. (n=9)

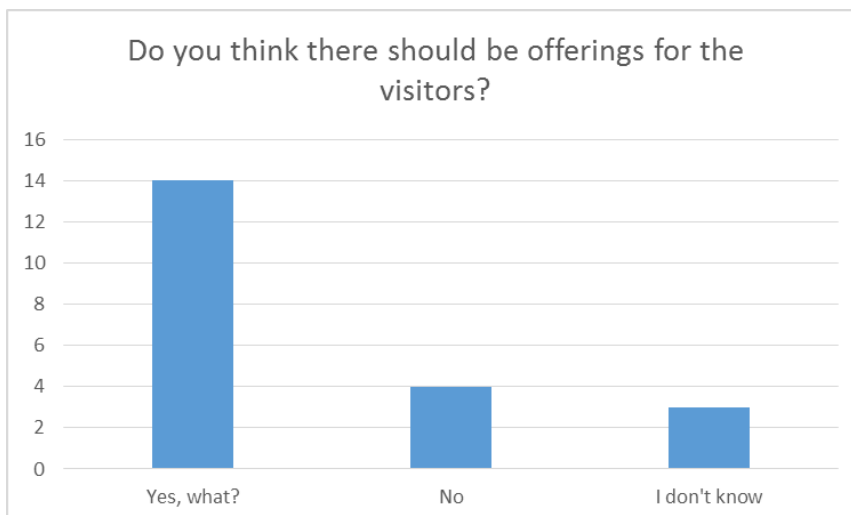


Figure 12: Opinion of offerings in the event (n=9)

According to respondents, it would be good to offer something for the visitors. However, in this case people answered quite widely to the question as there were suggestions of goodie bags and competitions. It was suggested that something small to eat would be appreciated.

When respondents were asked about the marketing of the event, they were not aware of how the event was marketed. Some thought that it was marketed enough but the main message was not clear. One of the respondents said following:

“It (marketing) did not target to us and therefore the final marketing was left unclear. However, many customers wondered that ‘what should be here at the business morning and what is happening...”

Respondents were asked to mention the top three things in which the event succeeded in year 2017. The question was analysed by dividing the answers to different groups based on the main idea of the answer. The results can be seen in figure 13. Target group, the amount of visitors and the practicalities were thought to be the most successful aspects of the event. The idea of the event and invitation were also mentioned few times.

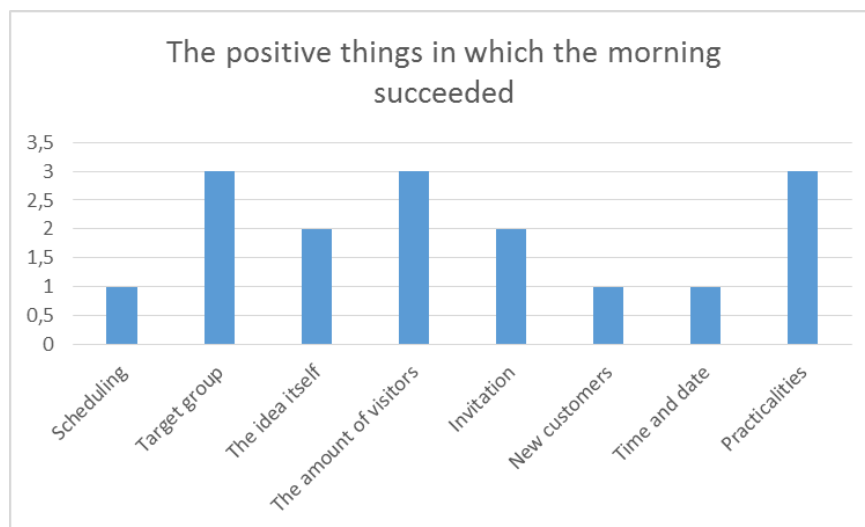


Figure 13: The most successful aspects of the event. (n=10)

The respondents were also asked to give 3 aspects which need to be developed. This question was analysed in the same manner as the previous question. The results can be seen in figure 14. The highest number of answers is in the planning and execution of the event. In this group it was said that there were confusion with table places and there should have been guidance throughout the hall. It was also hoped that the event would

not be 2 hours long. Target group of the event was thought to be unsuitable. According to few, the target group needs to be profiled and reached better. Both programme and communications and marketing were also mentioned few times. It was suggested that there should be a networking tool and speeches from exhibitors to make the programme more interesting. There were other suggestions of how the event could be developed. These included a name list of the visitors after the event and variation of the exhibitors. However, it was also mentioned that there should not be this kind of event at all.

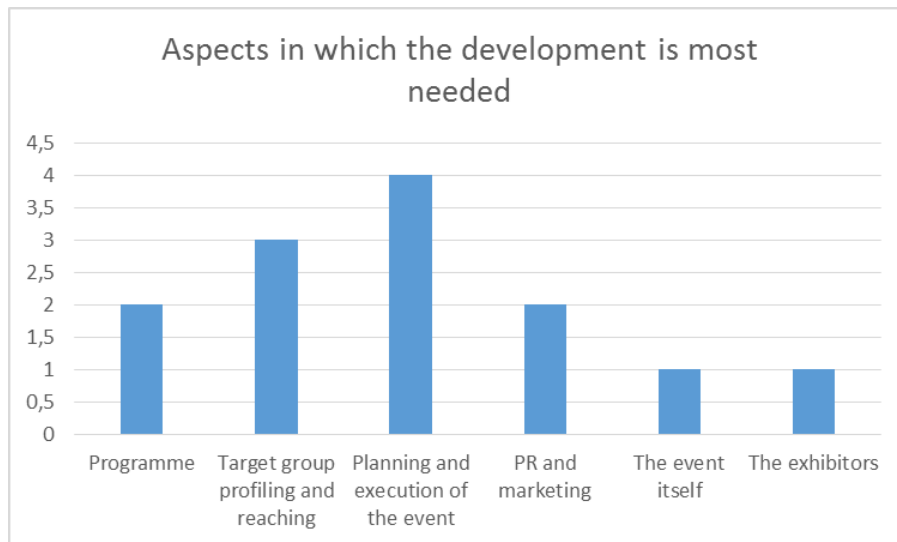


Figure 14: The aspects which need the most development (n=10)

7.2 Survey for potential exhibitors

Survey will be analysed in the same manner as the first questionnaire. 21 people responded to this survey which offers few opinions from the potential exhibitors, however it is not reliable due to the amount of possible respondents. The survey had also open ended questions and answers to those can be found in appendix 4. The answers are in Finnish.

7.2.1 Background

Others was the biggest group of the respondents represented. The respondents represented programme services, sales channel for tourism products, sports, caravan tourism, catering and a place to visit. However, sub regions were also well represented. High number of the respondents have participated to the trade fair before. These can be seen from figures 15 and 16.

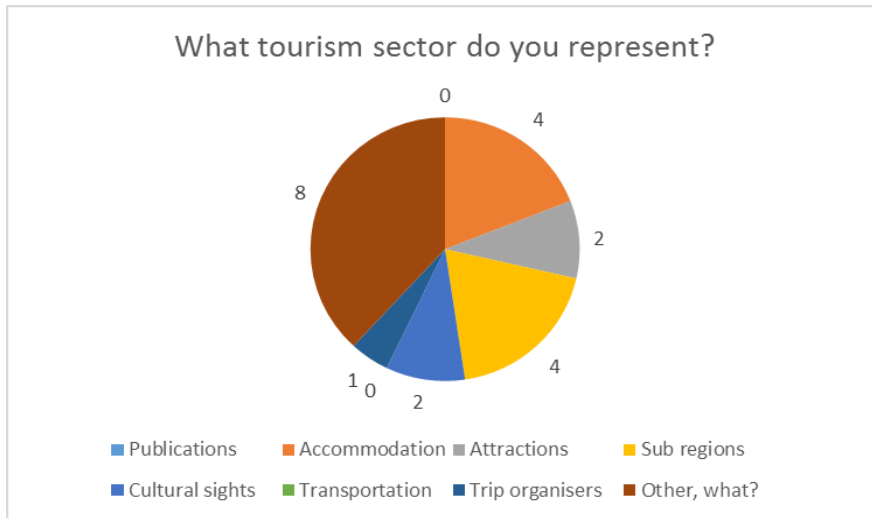


Figure 15: What tourism sector the respondents represent? (n=21)

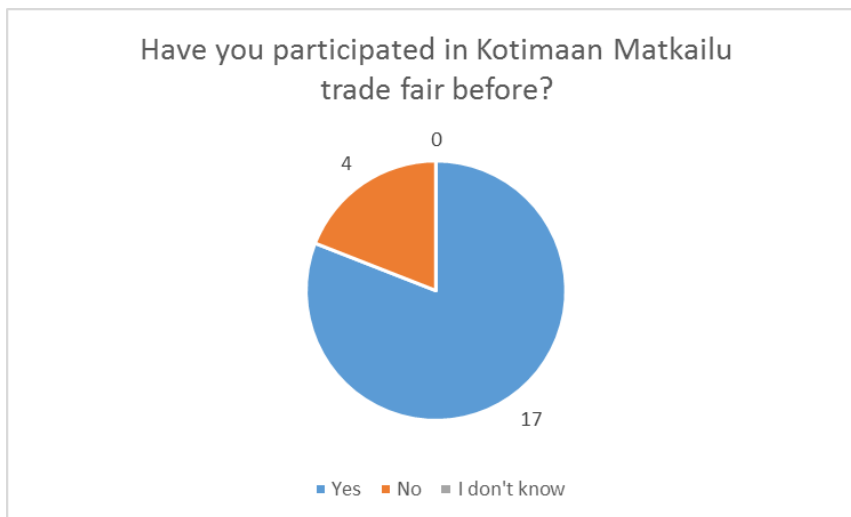


Figure 16: Participation to the event before (n=21)

In the survey it was asked if they are going to participate in the event next year. There were four types of participation options offered; business morning visitor, trade fair visitor, exhibitor and not participating. 10 out of 21 were saying that they will participate as an exhibitor to the event. 4 said they are probably not going to participate to the event at all. The explanations were quite wide. There were answers that the event does not work for their purposes and that Tampere is too far away. It was also mentioned that the company is focusing more on the foreign market so the participation to the event is not useful.

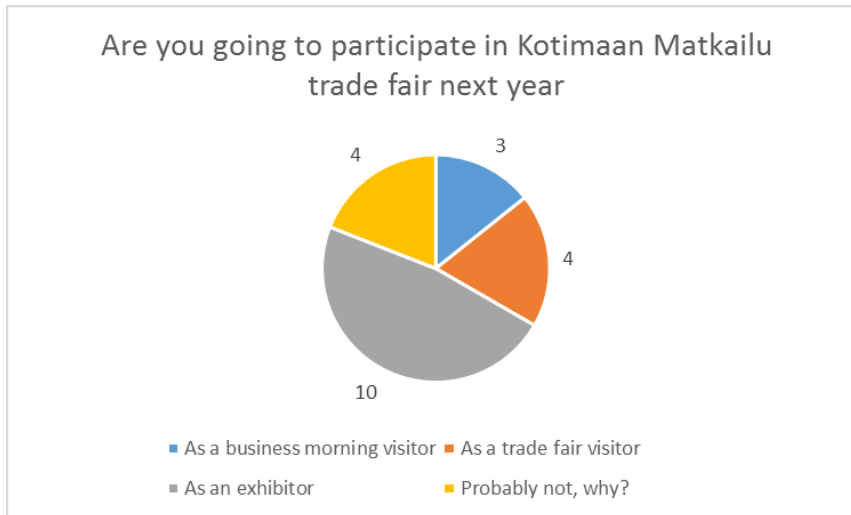


Figure 17: Participation to the event next year (n=21)

As can be seen in figure 18, most of the respondents have participated in a similar event before. Matka Travel Fair in Helsinki was most often mentioned as a similar event. Other trade fairs were also mentioned such as Erämessut in Riihimäki, Suoma and Satakunta hyvää kohdetta. However, also Supermessut was mentioned which can be considered as if the answer was Kotimaan Matkailu trade fair.

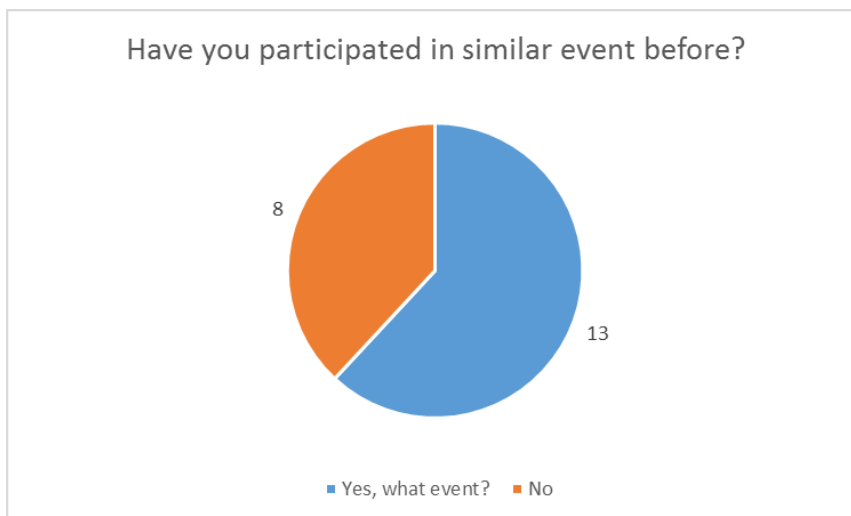


Figure 18: Participation to a similar event. (n=21)

7.2.2 The event

Based on the answers of 21 people, the event is useful. Especially, the networking and meeting opportunities were highly appreciated. Many people were saying that the event creates a great and peaceful opportunity to meet new people and discuss about offers. It

was also said that direct contact with the companies was an aspect which makes the event useful. However, there were few people who thought that the event is useless due to the wrong target group.

Questions 7 and 8 were focusing on the programme. They were asked to think what kind of programme they would like to have in a business event. The question 7 was an open ended question and the 8th question was with already given options. Answers to the question 8 can be seen in figure 19. It can be seen from the answers of both questions that bulletins and lectures are suitable as programme for the event. Bulletins and lectures should be with interesting topics such as future trends or company presentations. The following was also suggested:

“When thinking of the customers, there could be ‘tips for customers’ satisfaction’ or something like that, from which the secretaries and the assistants could gain tools for their work”

Interviews and winner announcements were also thought to be suitable for the purpose. However, there were suggestions that the programme is not a necessity as the emphasis of the event is in networking. Few of the respondents hoped that there would be a networking tool available. One of the respondents said following regarding the networking tool:

“There should be content, lectures/meetings, i.e. exhibitors and professionals could meet each other through speed dating”

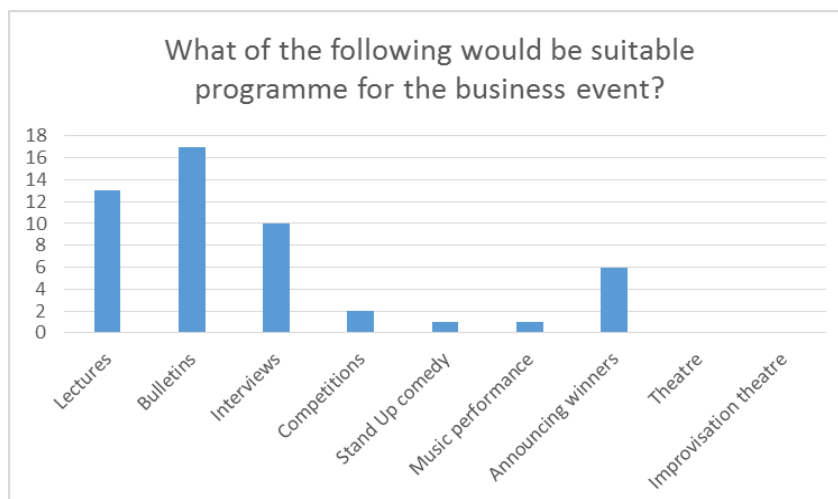


Figure 18: Suitable programme for the event (n=19)

Almost a half of the respondents said that there should be something to offer for the guests. Light breakfast was thought to be enough for the guests. Light breakfast could include salty bites, bread and smoothies with coffee and tea.

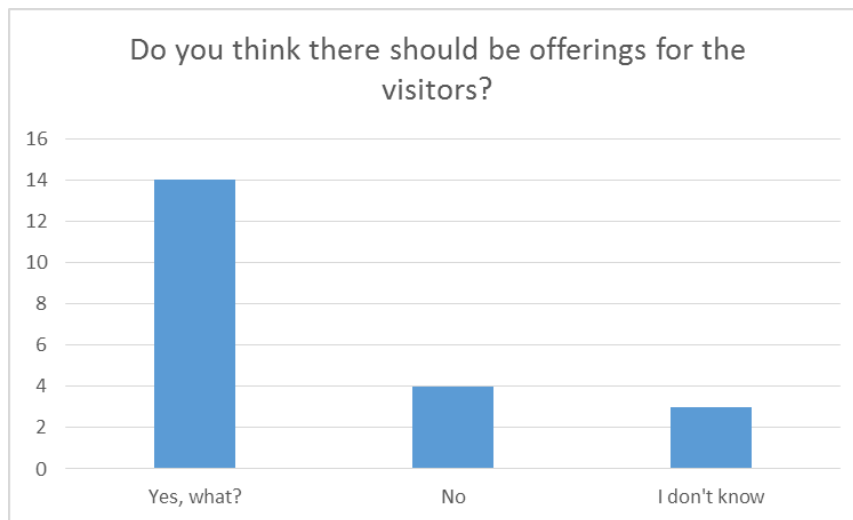


Figure 19: Food and beverage for the visitors (n=21)

Question number 10 was designed to understand why the respondents did not participate the event. 13 people answered to this question from which 2 said they had participated to the event in 2017. Nevertheless, for most respondents the date and time were not suitable and that was the biggest reason why they did not participate. The event also does not create enough profit to make it profitable to participate.

Figure 21 presents the aspects which were thought to be most important reasons for making a decision to participate to the event. The question was open ended question and the answers were divided into different groups based on the main idea and quantity of the answer. Here are two comments which sum up the reasons to participate the event:

“Potential customers and interesting content (interesting speeches)”

“– Interesting programme

- Benefit for continuing our operations/possibility to get good contacts

- Invitation to the event / advertisement of the time and date well in advance”

The most important aspect of the event according to this survey is interesting content. This included the programme, networking and exhibitors. In this case, group other is also quite popular. In this category, there were hopes for not having a professional morning,

work situation at the time of the event, location and lunch. Other reasons for participation is the visitors and time and date of the event.

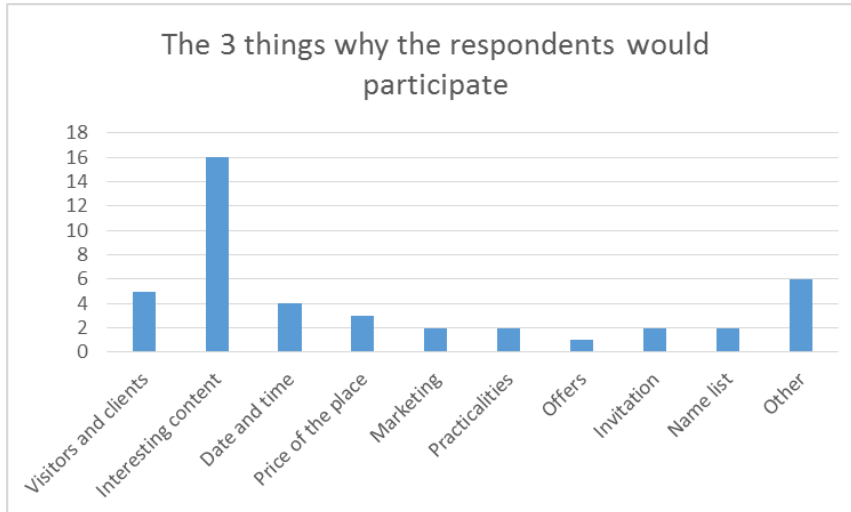


Figure 20: Reasons why people would participate to the event. (n=21)

7.3 Meeting

20 employees were invited to take part to this meeting. 8 people were able to attend to the meeting. The meeting was organised on 18th of May at 9.00 o'clock at the office of the Tampere Trade Fairs Ltd. The meeting followed the structure described in the research. The data is divided into positive and negative thoughts the employees had of the event and these thoughts are analysed based on the discussions in the meeting.

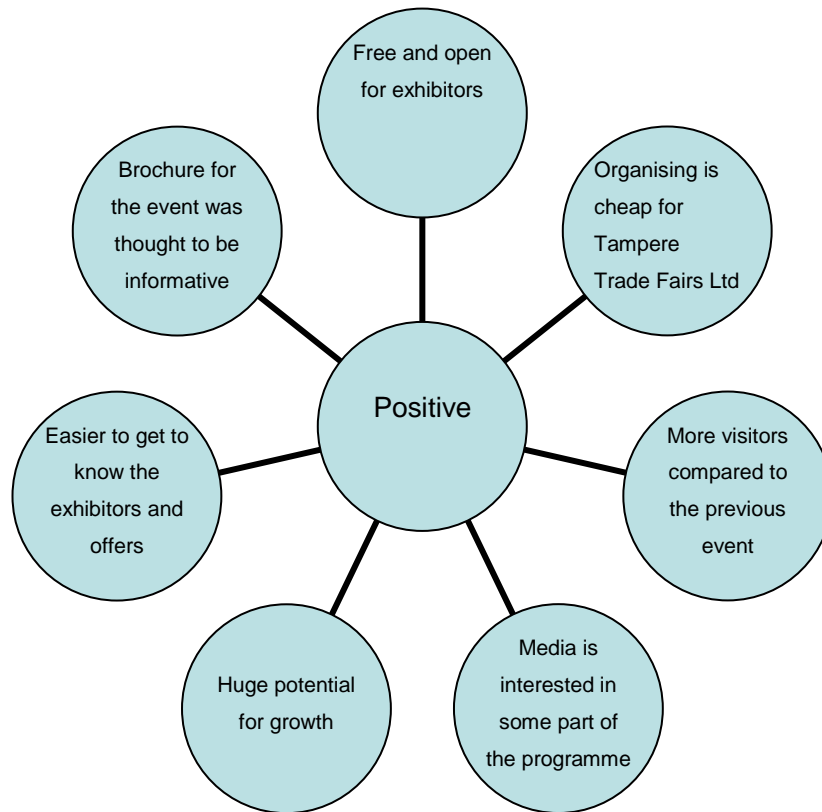


Figure 22: Positive aspects of the business representative morning according to the employees of Tampere Trade Fairs Ltd.

In the meeting few positive aspects of the event were mentioned. These positive aspects can be seen in figure 22. The first positive thought was that the event is free and open for all the exhibitors. This means that there is no extra costs from the organiser’s behalf to the exhibitor. This event is quite cheap for Tampere Trade Fairs Ltd because most of the logistics are ready on place due to the trade fair. This event also enhances the networking and sales within the field as there are only those who are willing to do sales.

Media is interested in the announcement of winners. However, there were not many winners in 2017. According to the PR people, the media could be more interested in the event if there was more buzz around the winners. This could be created through announcing the winners earlier or keeping the winners as “secret exhibitors”.

One big positive idea of the event was the potential of it. It has a huge potential for growth. In the meeting people were comparing this event to the business day of the Matka Travel Fair in Helsinki. The Matka Travel Fair is for companies and destinations in Finland and abroad, however the idea in both is mainly the same. The business representative morn-

ing in Tampere is focusing on Finnish market, which might be more useful and interesting for the companies which focus on Finnish market.

The brochure for the morning is on both positive and negative sides. This brochure includes basic information such as list of exhibitors, a map of the hall and discounts for professionals. It was thought as an informative for its purpose. However, the brochure was also thought a bit expensive when thinking of the content. It was suggested that the information could be available before the event in electronic form or there could be better invitation which would have all the necessary information.

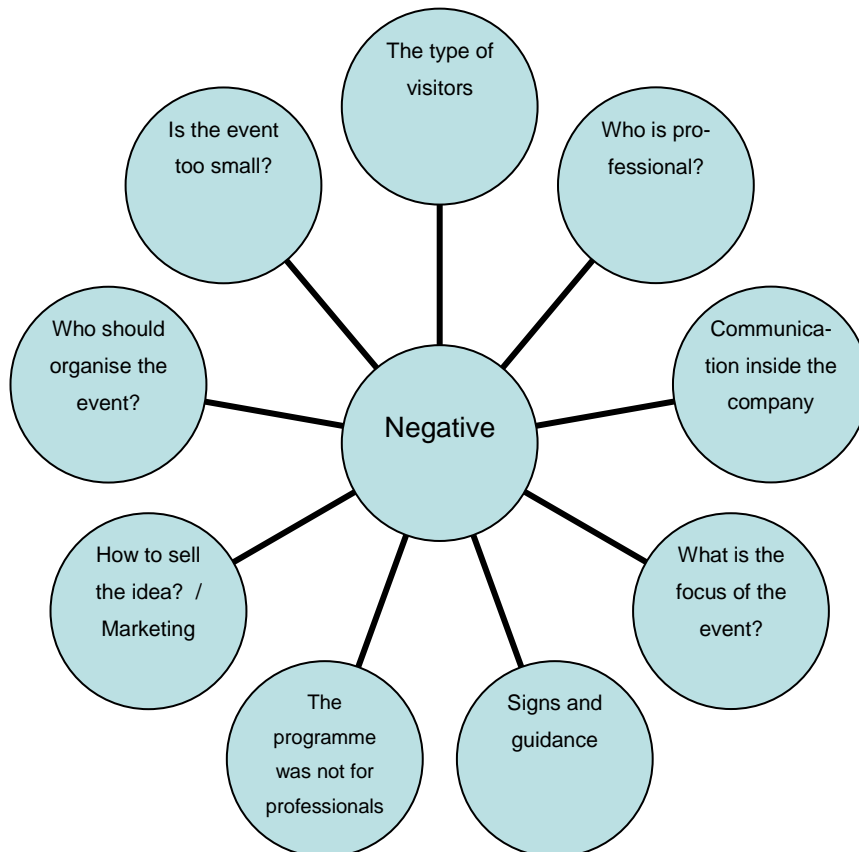


Figure 23: Negative aspects of the business representative morning according to the employees of the Tampere Trade Fairs Ltd.

The problems and challenges are presented in figure 23. One of the biggest issues that rose up was the communication inside the company. The focus of the event, brochure and other basic information of the event were not clear for the employees. Many of those who participated in the meeting had not seen the brochure before.

Other big problem was understanding the definition of professional. This was thought unclear and misleading as not many of those who in this case are considered as professionals think themselves as tourism professionals. According to the project manager of the trade fair, the professionals are group trip organisers which means also secretaries and assistants in companies. In the meeting, it was discussed whether the name of the tourism professional morning should be 'a morning event for invited guests' to minimise the confusion.

During the discussion it was mentioned that most of the guests were seniors. There were not young people who would be considered as professionals. As the exhibitors can invite the guests through a link, the visitors can be whoever the exhibitor considers as a professional. There was a discussion regarding that perhaps some schools could be invited so that there would be possibility for young people to enter the field.

As the exhibitors invite the guests themselves, the Tampere Trade Fairs Ltd does not get data on who is invited and who is participating. The data collection could be developed so that there would be a possibility to get proper list of who is participating with the basic information.

Signs and guidance was an issue in this event. The guests were coming from the wrong entrance and they were asked to go longer way. In 2016 there had been a person guiding the guests to the right entrance. This could be used next year as well.

In 2017, there was programme offered for the guests. This included announcing winners in two categories and a story from TV-host Janne Kataja. There were no opening speech nor lectures. The big question around this subject was whether to have programme or not. It was also unanimous that the programme needs to be more professional. Stories from companies that have succeeded well and lectures about the trends in the field were suggested to make the morning more professional. It was also suggested that the exhibitors could arrange some programme at their stands or offer it for the stage.

As the business representative morning is a small part of the trade fair there is a problem how to sell the idea for the exhibitors. Based on the discussion in the meeting it was clear that there needs to be a clear concept for the morning. This would also include development of all the issues discussed earlier. If there was a clear concept and perhaps a small brochure about it, the sales representatives of the Tampere Trade Fairs Ltd could market the event for other companies throughout the year in their business meetings.

The employees realised that this morning event should be thought as an independent event and not as a small part of the trade fair. This created the question of who should be organising this event. It was suggested that there could be partnership with Visit Finland or Visit Tampere to help with the organising it. However, as the Tampere Trade Fairs Ltd. has its own event organising company, Finland Events, the event could be organised by them with their knowledge.

To conclude the analysis of the meeting, it can be seen that there is a lot to develop already from the organiser's side. The most important is to develop the communication between departments and decide whether it is Tampere Trade Fairs Ltd who organises it or should it be some other organiser.

7.4 Interviews

The interviews are analysed by dividing these to different categories and comparing the answers from the interviewees. Most of the interviewees had participated in the event before the interview, however one exception was Pohjolan Matka Oy. All the interviewees had participated to a similar event before. Especially Travel Fair in Helsinki was mentioned. Five companies were contacted regarding the interview, 4 out of 5 answered.

7.4.1 Expectations of the event

The expectations towards this business event was asked first. Most of the answers were related to the target group. Especially there were expectations that there would be more visitors and those who attend would be in the target group. Differentiating the exhibitors and adding professional programme were also expected.

Those who had participated to the event said that their expectations were not met. When asked why, they answered that it was mostly due to the lack of visitors. It was also mentioned that there was not a clear division between professionals and public.

7.4.2 Usefulness of the event

The event was thought to be useful. It is important for sales and marketing purposes as by this face to face meeting opportunity the exhibitors can update their own customer address lists. Based on their list they can contact other companies after the event. The event

is also useful for networking. The professional morning was thought to be important for making contracts and find new cooperation partners.

Nevertheless, the interviewees thought that the event is not the most useful in the current form. Their concern was the type and amount of the visitors. They said that the event would be more useful if there were more people attending and those who attend were professionals. Programme would also improve the usefulness of the event. It was said that if the programme was more professional it would attract more visitors and it would be useful for both the exhibitors and visitors.

Few of the interviewees mentioned that the venue did not work this year. It was thought to be too big compared to the amount of visitors. It was suggested that the event could be in different venue, to where the exhibitors could buy a table place and/or time to introduce themselves. This way there would not be a difficulty in separating the professional visitors and the public.

7.4.3 Marketing and communication

Marketing was not good based on the interviews. It was said that the exhibitors know about the event as they are attending to it and the marketing should be more aimed at the visitors. However, it was also mentioned that the exhibitors did not know about the event in advance. It was said that the exhibitor had to ask about the event from the organiser. Potential exhibitor was not aware that this kind of event even exists. Some of the interviewees thought that they marketed more the event than their own product or service. It was thought that there needs to be more marketing done by the Tampere Trade Fairs Ltd.

When asked about the communication between the company and the Tampere Trade Fairs Ltd. it was stated that mostly the communication is good. However, this might be due to the fact that they have participated to the trade fair many times. Nevertheless, there were indications that the communication was not effective. It was said couple times that there should be more information about the business event available as the differentiation between the morning event and the trade fair was unclear.

Brochure and discounts were provided for the visitors. The exhibitors were not aware of these or they were not sure as the event was held long before the interview. However, it was stated that if there is a brochure next year it should be distributed to the exhibitors as

well. The discounts were not important to the interviewees as they have different discounts at their stands.

7.4.4 Other improvement suggestions

Programme of the event is a big part of event management and planning and in this case has to be taken into consideration. Professional programme is required to attract visitors, however as for exhibitors the programme is not important according to the interviewees. Bulletins and lectures were suggested as a professional programme. It was said that the programme has to give something for the participants as otherwise it is not attractive. It was also hoped that some of the exhibitors could introduce themselves or provide some kind of programme for the event.

As it was earlier mentioned, the amount of visitors was expected to be higher. The exhibitors had the opportunity to invite visitors through an invitation link and according to the interviewees it was used. However, it was thought to be odd that inviting visitors is exhibitors' task and not the organisers. It was said that the event is about making new contacts and not only inviting few already known contacts. It was suggested that the company should buy a register of the professionals in the area and invites people based on the list.

In events, food and beverage is important. It was stated by the interviewees that something needs to be offered because it attracts visitors. Even though lunch was thought to be a good thing, it was criticised because it was held in one place and it was the only reason for most of the visitors to attend the event. The exhibitors were not aware of the lunch opportunity as they were surprised that half an hour before the end of the event there were not many people left in the hall. It was suggested that light breakfast and a division to different food places would be better.

The interviewees were asked to state what should be done better next year. The answers were mostly related to the target group and amount of the visitors. Invitations should be divided clearly, now it was thought to be unclear (who invites and who are invited). Opening hours, venue and programme were also often mentioned. It was said that the opening hours of the trade fair was too long and those should be cut. The hall as a venue for this business event was too big and it should be changed according to the interviewees. Marketing of the event was hoped to be better next year and it was said that it should start earlier than a week before the event.

The biggest reason for Pohjolan Matka not to participate to the event was that the date and time of the event is not suitable for them. April is one of their busiest seasons and it is not possible for them to participate. The interviewee said that if the event was for example in March, they might participate.

8 Development plan and conclusion

In this chapter the results of data analysis are put to suggestions. The aim of the thesis was to help Tampere Trade Fairs Ltd. understand how exhibitors see the event and how it could be developed to be better for the exhibitors. It was also hoped to achieve a timetable for the event which is presented in conclusion. The development plan is divided into two parts; preparation and detailed planning and post-event. This is based on Dowson and Bennett's Event Planning model.

8.1 Preparation and detailed planning

In the Dowson and Bennett's Event Planning model this is divided into two parts, preparation and detailed planning. In this case, combining these two into one is more suitable. Based on the data collected, the objectives and goals of the event are not clear to provide a meaningful event. The concept of the event is, in a simple way, a networking event for tourism professionals in Finland. However, during the research it was clearly seen that the term professional was unclear for most of the respondents. As it was mentioned in the event management theory, it is important to know to whom one is organising the event. The visitors of the event are hoped to be buyers who are willing to buy the products and services from exhibitors. This means those who organise trips, recreational events or otherwise moves many people to different places. According to the analysis, the visitors would be assistants, secretaries, school representatives, media representatives and people from tourism companies. Nevertheless, Tampere Trade Fairs Ltd. has to create clear goals and objectives for this event as well as for the trade fair. This will help when analysing the success of the event.

Organising this event at the same time with the Kotimaan Matkailu trade fair is logical, however the date and time of the event effects on the participation rate. April was thought to be already a high season in tourism and for some companies this fact makes it almost impossible to participate to this event. According to the results, the venue of the event should be smaller. The trade fair hall was thought to be too big compared to the amount of visitors. There could be a different space for this specific event to which companies could buy a table place if they wanted to participate. This might also help the exhibitors to understand the difference between the business representative morning and the trade fair. As the event is mostly a networking event, the set-up of the venue should be enhancing the atmosphere of networking. It would also have an impact on the amount of contacts companies make.

Invitation policy for the event in 2017, was thought to be easy. However, the exhibitors were surprised that they had to invite the visitors to the event. They said that it was not useful for them as the main point of the event is to create new contacts. Tampere Trade Fairs Ltd. has to invite the visitors to the event to provide the possibility for new contacts between visitors and exhibitors. This could be done by inviting people through meetings or buying a register of people in Tampere area.

Even though programme happens during the event, it needs to be planned in advance. As Fenich (2016) mentioned, it is important to remember to whom the programme is developed. In this case, it needs to be useful and interesting as the professionals are participating to the event during their workday. Lectures and bulletins are the programme options for this event. Lecture could be about a current issue, for example, trends of group trips or how to organise a successful event. However, speeches and stories from exhibitors would also be appreciated. In the theory, it is mentioned that food and beverage is part of the programme. This needs to be taken into consideration and this could be done by offering a light breakfast at the beginning of the event. Even though, lunch was appreciated, it was the only reason for most of the visitors to come to the event.

Signs and guidance were thought to be one of the issues which needs to be developed. Clear signs for the visitors to help them to get to the place. The employees of the event need to be able to guide and answer to questions which is possible if the communication inside the company is in order. However, there could also be someone welcoming and guiding the exhibitors and visitors.

The need for brochure should be considered again. The exhibitors did not know about it and the discounts in it. The brochure could be replaced by a reminder e-mail in which would be the list of exhibitors, discounts and other important information would be included. This brochure or information package could be part of the marketing plan.

There were two big issues which arose during the data analysis. Marketing and communication were seen as the aspects which require the most development. There needs to be a clear communication plan for both internal and external communication. It was seen in the analysis that the business representative morning of Kotimaan Matkailu trade fair was unclear for the employees of Tampere Trade Fairs Ltd. which means it is most likely unclear for exhibitors as well. Even though, the exhibitors were happy with Tampere Trade Fairs Ltd.'s work during the morning, it was stated that the communication about the business event was not clear. Communication inside the company can be improved by meet-

ings, a clear information folder of the event and briefing before the event. External communication can be improved by a clear document of the event which is send well in advance via e-mail for both exhibitors and visitors and good marketing.

Marketing of this event was thought as unclear or there was not enough marketing. It was mentioned that people did not know about the existence of the event which creates the need of improving and targeting the marketing for correct focus group. It was also thought that the organiser did not do the marketing but it was expected to be done by the exhibitors. Even though the focus is on marketing the umbrella trade fair, Supermessut, this kind of special aspect should not be forgotten. The process of marketing the event starts by understanding the concept of the event, who are participating and the methods of marketing how it will be done to achieve the goals. In this case, marketing of the event needs to start early, preferably already in December or January to reach the target group. The event should be marketed for the exhibitors already when presenting the idea of participation to the trade fair. As it was mentioned in the theory, the key message of the marketing should include the usefulness and the USP of the event. Nevertheless, the USP is slightly different for the exhibitors and the visitors. Exhibitors appreciate the quiet networking opportunity with group trip organisers when again the visitors expect to learn and get new ideas from the event.

8.2 Post event

The most important task after the event is to collect feedback. There should be a short questionnaire related to this specific event rather than combining it with the feedback form of the trade fair. This questionnaire should be done for both the exhibitors and the visitors. Analysing the collected feedback will help the organiser to improve for next year.

Dowson and Bassett wrote about follow-up after the event is held. The follow-up is needed for this event as well. It could be a thank you letter with an invitation to the next year's event. The event could be marketed afterwards as well. This means, for instance, sharing pictures of the event on social media or writing about the success of the event. It might increase the interest for the next year's event.

8.3 Conclusion

The event has potential as it was stated in the collected data, therefore it is suggested that this event would be thought as a separate event, not just as a small part of the trade fair.

Furthermore, there is lot to do to develop the event to make it meaningful and successful. Especially on how the event is marketed and how well the communication with the exhibitors works. Even though the thesis was focusing on the exhibitors' view, it was clear that the exhibitors were more focusing on the visitors' point of view as the visitors are the key element to the success of the event. This means that the marketing should be focused on the visitors. To conclude the development suggestions, the following table provides the key findings and how those can be developed.

<i>The concept</i>	Clear concept: A networking event for tourism professionals in Finland. Key questions here are: Why the event is organised? To whom it is offered?
<i>Goals and objectives</i>	Setting clear goals and objectives: How many visitors are expected? How many exhibitors are expected? How these are measured?
<i>The venue</i>	Smaller venue with table places. The venue should be designed in a way that it enhances networking opportunities.
<i>Inviting guests</i>	The invitation to the event done by Tampere Trade Fairs Ltd. This could be done through customer meetings and different registries. This would also provide the opportunity to follow who is invited and collect visitor data.
<i>Programme</i>	A bulletin and couple exhibitor presentations. These might interest more people to be present at the event. Topics need to be educational to give something for the visitors.
<i>Breakfast</i>	Light breakfast could be offered before and during a bulletin. Smoothies, sandwiches with coffee and tea would be enough.
<i>Brochure</i>	It is not necessary if the information is send beforehand for example via e-mail or provided otherwise in electronic form.
<i>Communication</i>	The communication plan could be developed. Meetings, information package and a short briefing session before the event could improve the internal communication. Communication with the exhibitors could be improved by previously mentioned electronic brochure and improving the marketing.

<i>Marketing</i>	According to the exhibitors, marketing should be improved and be more focused. What, where, when and why are the key questions which are needed to keep in mind when marketing the event to the exhibitors as well as the visitors. If there is no improvement in the visitor marketing, the exhibitors might not participate to the event.
<i>Feedback</i>	Feedback needs to be collected specifically of this event and not combine it with the feedback form of the trade fair. The feedback would be collected from the exhibitors and the visitors.
<i>Post-event</i>	An invitation to the next year's event, thank you e-mail, pictures or something similar could be send to the participants after the event. This can create interest towards the next event.

A suggested schedule was a wish from the commissioner and it is based on the data analysis. Time is based on the previous event and are only roughly suggested and changeable based on the amount of visitors and exhibitors. It suggests that the event would start by offering a light breakfast. The breakfast could continue still when an opening speech begins. The opening speech should clearly state the schedule of the event and this could be done by a host exhibitor or Tampere Trade Fairs Ltd. After the short speech, there should be an interesting and educating bulletin. Even though two hours was thought to be enough, a half an hour was added to this to make time for the breakfast and exhibitor presentations. This can be taken away if there is no exhibitors willing to share their stories. After the presentations, there is time to network.

The business representative morning of Kotimaan Matkailu trade fair schedule

9:30	Light breakfast
9:40	Opening speech
9:45	Bulletin
10:15	Presentations from exhibitors
around 10:30 -12:00	Networking time

9 Evaluation of the thesis project and own learning

The thesis project started in May 2017, during last weeks of author's internship at Tamperre Trade Fairs Ltd. Project started quickly by developing the questionnaires with the commissioner and agreeing on when and how those would be sent to the respondents. All this was done in May and that might have had an effect on the answer rate of the surveys. This affected the results of the survey to be referential.

However, in the answers from both surveys, there were similarities which made the results possible to be used in the final product of the thesis. Amount of quality answers was low but the participants gave valuable ideas how to make the event more interesting for professionals. Nevertheless, adding other methods to collect the data helped to achieve more reliable results as those supported the preliminary data. These other methods were easy to add to the schedule as it was done early enough.

Even though there were problems with achieving reliable data, the results will hopefully help the commissioner with the event. Nevertheless, for further development, the author suggests that a research for visitors of this event should be done. This would also give new ideas how to make the event better for them. Also another survey for the exhibitors should be conducted. This should be done to understand whether they still think that this event is useful for them or not after the changes have been made.

This project was very interesting due to the interest towards event planning and management. Even though, the author knew quite a lot of the theory beforehand, it was important and interesting to deepen the knowledge of the field. During the project, the author learned more about self-management. She has learned to schedule her work more independently than before. She has succeeded quite well in time management of the project and finding solutions to make the thesis better.

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Appendices

Appendix 1. Survey for exhibitors



Tampereen Messut

Tampere Trade Fairs

Kotimaan Matkailun Ammattilaisaamu

Hyvä näytteilleasettaja! Osallistuite huhtikuussa 2017 Tampereella järjestettyihin Kotimaan Matkailumessuille ja nyt haluaisimme tietää mielipiteenne erityisesti perjantaina 21.4. järjestetystä Ammattilaisaamusta.

Kysely on osa Haaga-Helia ammattikorkeakoulun matkailualan tutkinnon opinnäytetyötä, jonka tarkoituksena on auttaa Tampereen Messut Oy:tä kehittämään Ammattilaisaamua entistä paremmaksi. Kehittämiseen tarvitsisimmekin Teidän mielipidettä. Vastaamiseen kannattaa varata aikaa noin 10 minuuttia.

Kiitos paljon avustanne!

Kyselyn lopussa voitte jättää yhteystietonne osallistuaksenne Museokortin arvontaan.

1. Mitä matkailun osa-aluetta edustatte? *

- Alan julkaisut
 - Majoituspalvelut
 - Nähtävyydet
 - Seutukunnat
 - Kulttuuripalvelut
 - Kuljetuspalvelut
 - Matkanjärjestäjät
 - Muu, mikä?
-

2. Mikä oli suurin syy osallistua Kotimaan Matkailumessuille?

- Myynti

- Markkinointi
 - Tunnettavuuden lisääminen
 - Verkostoituminen
 - Olemme aikaisemminkin osallistuneet
 - Muu, mikä?
-

3. Oletteko aiemminkin osallistuneet Kotimaan Matkailumessuille?

- Kyllä
- Ei

4. Mikä on roolinne yrityksessänne?

- Myynti
 - Markkinointi
 - Ostopäätökset
 - Toimitusjohtaja
 - Omistaja
 - Asiakaspalvelu
 - Muu, mikä?
-

5. Onko Kotimaan Matkailun Ammattilaisaamun järjestäminen hyödyllistä? Miksi?

6. Kuinka paljon lisätyötä Ammattilaisaamu vaati? Ilmoita tuntimäärä.

7. Saitte itse lähettää Internetissä olevaa ilmoittautumislinkkiä haluamillenne henkilöille kutsuna tapahtumaan. Käyttekö kyseistä linkkiä?

- Kyllä
 Ei, miksi?

8. Aamun tilaisuus oli tarkoitettu matkailualan ammattilaisille Suomessa. Mitkä olivat ne ammattikunnat, joita odotitte kävijäksi?

Voitte valita yhden tai useamman.

- Matkanjärjestäjät
 Linja-autoyritykset
 Ryhmämatkojenvetäjät
 Yrityksien sihteerit / assistentit
 Lehdistön edustajat
 Muu, mikä?

9. Koittekö, että kävijät vastasivat kohderyhmää?

- Kyllä
 Ei
 En osaa sanoa

10. Pitäisikö kävijöiden kohderyhmää laajentaa? Miten?

11. Kotimaan Matkailun Ammattilaisaamu avattiin kaksi tuntia ennen varsinaisten messujen alkua. Oliko tämä mielestänne hyvä käytäntö?

- Kyllä
 Ei, miksi?

12. Oliko teillä Ammattilaisaamun aikana jonkinlaisia ongelmia? Jos oli, millaisia?

13. Olitteko tyytyväinen Tampereen Messut Oy:n toimintaan Ammattilaisaamun aikana?

- Kyllä
 Ei, miksi?

- En osaa sanoa

14. Millaista ohjelmaa tahtoisitte Ammattilaisaamuun?

15. Mitkä seuraavista sopisi Ammattilaisaamun ohjelmaksi?

Voit valita yhden tai useamman vaihtoehdon.

- Luennot
 Tietoiskut
 Haastattelut
 Kilpailut
 Stand up -esitykset
 Musiikkiesitykset
 Palkintojen julkistaminen
 Teatteri
 Improvisaatioesitykset

16. Koetteko, että Ammattilaisaamussa pitäisi olla tarjottavaa vieraille?

Kyllä, mitä?

Ei

En osaa sanoa

17. Oliko Ammattilaisaamun markkinointi mielestänne riittävää? Miksi?

18. Missä kolmessa (3) asiassa Ammattilaisaamu onnistui? *

19. Missä kolmessa (3) asiassa Ammattilaisaamussa olisi eniten kehitettävää? *

20. Avoin palaute

21. Mikäli haluat osallistua arvontaan, jätä yhteystietosi alle.

22. Haluatteko tilata Kotimaan Matkailumessujen uutiskirjeen sähköpostiinne?

Kyllä, ilmoittakaa sähköpostiosoitteenne olkaa hyvä

Ei

Appendix 2. Survey for potential exhibitors



Tampereen Messut

Tampere Trade Fairs

Kotimaan Matkailumessujen Ammatilaisaamu

Hyvä vastaaja, teillä on nyt mahdollisuus vaikuttaa Kotimaan Matkailumessujen Ammatilaisaamuun. Kyseinen tapahtuma on tarkoitettu suomalaisille matkailualan ammattilaisille. Se on muutamana vuonna järjestetty Kotimaan Matkailumessujen yhteydessä.

Kysely on osa Haaga-Helia ammattikorkeakoulun matkailualan tutkinnon opinnäytetyötä, jonka tarkoituksena on auttaa Tampereen Messut Oy:tä kehittämään ammatilaisaamua entistä paremmaksi. Kehittämiseen tarvitsisimmekin Teidän mielipidettä. Vastaamiseen kannattaa varata aikaa noin 2 minuuttia.

Kiitos paljon avustanne!

Kyselyn lopussa voitte jättää yhteystietonne osallistuaksenne Museokortin arvontaan.

1. Mitä matkailun osa-aluetta edustatte? *

- Alan julkaisut
 - Majoituspalvelut
 - Nähtävyydet
 - Seutukunnat
 - Kulttuuripalvelut
 - Kuljetuspalvelut
 - Matkanjärjestäjät
 - Muu, mikä?
-

2. Oletteko aiemmin osallistuneet Kotimaan Matkailumessuille?

- Kyllä

- Ei
- En osaa sanoa

3. Oletteko osallistuneet Kotimaan Matkailumessujen Ammattilaisaamuun kävijänä? *

- Kyllä
- Ei

4. Aiotteko osallistua Kotimaan Matkailumessuille ensi vuonna *

- Ammattilaisaamun kävijänä
- Messukävijänä
- Näytteilleasettajana
- En todennäköisesti osallistu, miksi?

5. Oletteko osallistuneet vastaavanlaiseen tapahtumaan aiemmin?

- Kyllä, mihin?

- Ei

6. Onko Kotimaan Matkailun ammattilaisaamun järjestäminen hyödyllistä? Miksi? *

7. Millaista ohjelmaa haluaisitte Ammattilaisaamuun? *

8. Mitkä seuraavista sopisivat Ammattilaisaamun ohjelmaksi?

Voitte valita yhden tai useamman vaihtoehdon.

- Luennot
- Tietoiskut
- Haastattelut
- Kilpailut
- Stand up -esitykset
- Musiikkiesitykset
- Palkintojen julkistaminen
- Teatteri
- Improvisaatioesitykset

9. Koetteko, että Ammattilaisaamussa pitäisi olla tarjottavaa vieraille?

Kyllä, mitä?

Ei

En osaa sanoa

10. Mikä oli suurin syy miksi ette tullut paikalle?

11. Mitkä kolme (3) asiaa saisi teidät osallistumaan Kotimaan Matkailumessuille ja sen Ammattilaisaamuun? *

12. Avoin palaute.

13. Mikäli haluatte osallistua arvontaan, olkaa hyvä ja kirjoittakaa yhteystietonne alle.

14. Haluatteko tilata Kotimaan Matkailumessujen uutiskirjeen sähköpostiinne?

Kyllä, ilmoittakaa sähköpostiinne olkaa hyvä.

Ei

Appendix 3. Answers to open ended questions of the exhibitor survey

5. Onko Kotimaan Matkailun Ammattilaisaamun järjestäminen hyödyllistä? Miksi?

- Ehdottomasti myynnin kannalta paras osa messua
- Ammattilaisaamun järjestäminen olisi järkevää, kun sitä rakennettaisiin messujen toimesta järkevään suuntaan. Enemmän mediaväkeä ja oikeita/todellisia matkanjärjestäjiä jne.
- Mielestäni aika turha, väkeä oli tosi vähän ja aikaa varattu heille peräti kaksi tuntia. Tunti olisi riittänyt mainiosti.
- on, motivoi asiakkaita tulemaan kun vapaa pääsy
- Toki osallistuminen messuille on hyödyllistä , kohta 2. johtuvista syistä; markkinointi, tunnettavuuden lisääminen, verkostoituminen ja myynti
- En näe sitä tärkeänä, koska joukossa oli kovasti myös eläkeläisiä ovat joskus olleet ammattilaisia
- Joo, erilainen valikoima ammattilaisille vs normi kävijöillä
- en osallistunut
- henk koht ei, mutta tärkein asiakaskohtaamisen
- on, todella hyödyllinen -> asiakkaan kohtaaminen on tärkeä

6. Kuinka paljon lisätyötä Ammattilaisaamu vaati? Ilmoita tuntimäärä.

- Ei yhtään
- n. 30
- Kaksi tuntia
- 2 h
- 2 tuntia
- 8 h
- vaikutti kyllä, ei osaa arvioida tuntimäärää
- -

10. Pitäisikö kävijöiden kohderyhmää laajentaa? Miten?

- Ammattilaisaamun vieraisissa oli paljon seurojen edustajia, joilla ei ollut tarkoitustakaan varata matkaa. Tulivat vain ilmaiselle ruokailulle tai messuille muuten vaan.
- Ei ehkä kohderyhmää, mutta määrää.
- ei, mutta lisää houkutuksia tulla paikalle
- Leirikoulujen järjestäjät
- ?
- ok kohderyhmä

- ei tarvitse
- Isoja yrityksiä tarvittaisiin enemmän, kutsuja voisi lähettää enemmänkin

12. Oliko teillä Ammattilaisaamun aikana jonkinlaisia ongelmia? Jos oli, millaisia?

- Asiakkaat kertoivat että sisäänpääsy oli heikosti ohjattu
- Toimi paremmin kuin edellisenä vuonna, mutta edelleen paljon kehitettävää. Ammattilaiset eivät olleet juurikaan tietoisia heille suunnatuista messutarjouksista.
- ei
- -
- turha olla osastolla kun ammattilaiset ei ole kiinnostuneita kuin määrätystä asioista mm ilmasista tarjottavista
- Ei ammattilaisaamuun liittyen
- ei
- -

14. Millaista ohjelmaa tahtoisitte Ammattilaisaamuun?

- Puheenvuoroja näytteilleasettajille
- Jos aamu on vain muutaman tunnin, sitä ei kannata täyttää muulla ohjelmalla /asiakkaat eivät liiku silloin niin paljon osastoilla. Jos siitä taas tehdään pidempi, käytänteitä pitäisi terävöittää.
- ,,
- Houkuttavuutta osallistumiseen tuovat kilpailut, joissa useampia palkintoja = useilla hlöillä mahdollisuus voittaa esim. pääsylippua eri tapahtumiin, majoituslahjakortteja jne.
- laikille kävijöille sama ohjelma
- ei välttämättä niin tärkeää
- ajankohtaiset esitykset, mutta ohjelma ei ole niin tärkeä osa
- Tänä vuonna ohjelma oli liian kovaäänistä sillä enemmän pitäisi keskittyä verkostoitumiseen.

17. Oliko Ammattilaisaamun markkinointi mielestänne riittävää? Miksi?

- En osaa sanoa en tiedä miten sitä markkinoitiin
- Ei kohdentunut varsinaisesti meille, joten lopullinen markkinointi jäi vähän epäselväksi. Monet asiakkaat kuitenkin ihmettelivät ohimennen, että "mitä täällä ammattilaisaamussa pitäisi olla ja mitä tapahtuu"...
- en tiedä
- Uskoisin olleen riittävää
- Oli riittävää,

- oli riittävää, mutta ei välttämättä selkeää. ihan ok.
- Kyllä, sähköpostitse tieto, joka on riittävä. Riittävän ajoissa.
- ei osaa sanoa, voisi olla enemmänkin -> kohdentaa enemmän isoille yrityksille

18. Missä kolmessa (3) asiassa Ammattilaisaamu onnistui?

- Aikataulutus, kohderyhmä, ajatus ylipäätän
 - 1) ovet matkailun halliin olivat tänä vuonna auki
 - 2) ammattilaisajaksi ei ollut erillisiä myyntipöytiä vaan asiakkaat ohjattiin osastoille
 - 3) parannusta kävijämäärässä
 - Kutsupohja, sai itse kutsua, uusia asiakkaita
 - ,,
 - Tavoitti kohderyhmän ja väkeä oli paikalla mukavasti
 - tosi hijaista osastolla
 - riittävästi porukkaa heti aamusta ja he jäivät kiertelemään messuja.
 - ei osallistuttu
- ei tietoa
ei arviointia
- plussaa kun tarjotaan mahdollisuus tämmöiseen tilaisuuteen.
 - asiakkaat olivat kohderyhmää, ajankohta oli hyvä (aamu), järjestelyt olivat hyvät -> erikoisjärjestelyt onnistuivat hyvin

19. Missä kolmessa (3) asiassa Ammattilaisaamussa olisi eniten kehitettävää?

- Näytteilleasettajille puheenvuoroja
 - 1) kutsuttavien profiloinnissa ja tavoittamisessa
 - 2) tilaisuuden suunnittelussa ja toteutuksessa
 - 3) viestinnässä ja markkinoinnissa
 - lyhyempi aika, enemmän asiakkaita, asiakaslista näytteilleasettajille jälkikäteen
 - asiakkaat pitäisi saada ohjatumminkin kiertämään koko hallin
 - xx
 - en näe koko ammattilaisaamua tärkeänä
 - Pöytäpaikoille tulleilla näytteilleasettajilla oli epäselvyyttä paikoista.
 - ei osallistuttu
- en tiedä
ei tietoa
- brellatyypinen ratkaisu verkostoitumiseen, nat eivät vastaa odotuksia (kuntapainoitteinen) -> alan yrityksiä enemmän.
 - ohjelma ja asiakkaiden kohdentaminen,

Appendix 4. Answers to open ended question of the survey for potential exhibitors

6. Onko Kotimaan Matkailun ammattilaisaamun järjestäminen hyödyllistä? Miksi?

- Kyllä, saa rauhassa keskustella / palaveerata yritysten kanssa. Myös yritykset on "eri moodissa" kuin jos myös kuluttaja-asiakkaat ovat paikalla.
- Ei nykyisellään. Vähän kävijöitä, mutta myös osa näytteilleasettajista ei ollut paikalla ammattilaisaamun aikana. Tyhjiä, rakentamattomista pisteistä johtuen tapahtuman yleisilme hyvin heikko. Kävijistä tuntui iso osa tulleen vain syömään.
- Messuilla rauhallisempaa kuin yleisöaikana. mahdollisuus pitempiin keskusteluihin asiakkaiden kanssa.
- En ole kokenut näytteilleasettajana kovin hyödyllisenä. Emme saavuta kohderyhmää.
- Olisi jos sinne saataisiin mukaan oikeita henkilöitä. Kävijät olivat enimmäkseen eläkeläisiä eikä yritysten edustajia ainakin vuonna 2016 kun osallistuimme ammattilaisaamuun.
- Ei. Ammattilaisia ei ollut liikenteessä. Aamu oli täysin turha. Messut alkamaan klo 12.00 ja auki yleisölle heti.
- on, palveluiden tuottaja pääsee kohtaamaan asiakkaita kasvokkain, parasta lähimarkkinointia
- Voi keskitetysti tavata potentiaaliset ryhmäostajat.
- On.
- Pääsee rauhassa tutustumaan ja keskustelemaan esittelijöiden kanssa. Ammattilaisaamuna olisi voinut olla vaikkapa tunnin pidempi. Nyt aika loppui kesken, koska messuilla monia yhteistyökumppaneita ja potentiaalisia uusia.
- Olisin kiinnostunut.
- Kyllä on hyödyllistä; suora kontakti "oikeisiin ostajiin"
- Se on hyvä mahdollisuus tutustua muihin palveluntarjojiin ja saada uusia kontakteja ja vinkkejä jatkoon.
- Kyllä. Kohteilla on yleensä tarjontaa sekä yksittäisille matkailijoille että "ammattilaisille" esim. ryhmämatkaohjelmat.
- Meihin nähden Tampereen seutu on hyvää markkinointi aluetta.
- Hyvin järjestettynä kyllä! Jos siellä tavoittaa yhdistysten ja yritysten matkavastaavia ja voi tehdä heille tarjouksia tai ottaa vastaan tarjouspyyntöjä
- x
- Kyllä, sillä on rauhallista ja pystyy keskustelemaan muiden kanssa. Ohjelman kautta saa enemmän irti aiheesta.
- On, alan viimeisimmät kuulumiset ja verkostoituminen
- Kyllä, kontaktien luomisen kannalta, kunhan kohderyhmä pysyy ammattilaisina.

- Kyllä siinä saa rauhassa perehtyä tarjontaan ja kiinnostus on nimenomaan ammattilaisille, kohderyhmä tuolloin jo tiedossa. verkostoituminen muiden kollegoiden kanssa, saa vaihtaa ideoita ja tietoa
- tutustuminen uusiin kohteisiin sekä ammatillisesti, että henkilökohtaisesti

7. Millaista ohjelmaa haluaisitte Ammattilaisaamuun?

- Luentoja matkailun uusimmista kuvioista.
- Aamupäivässä tulisi olla sisältöä, luentoja/tapaamisia, esim. pikadeitti periaattella näytteilleasettajat ja ammattilaiset voisivat tavata toisiaan.
- Teatteri/Stand-up ei ole hyvää ohjelmaa tilaisuuteen, koska esitysten ei tulisi viedä asiakkaita pois näytteilleasettajien luota ja jos esitykset olisivat näytteilleasettajien luona, olisi meteli niin kova että näytteilleasettajan olisi vaikea keskustella messuvieraiden kanssa.
- -
- ks. alla
- Selkeästi matkan-ja tilaisuuksien järjestäjiä kiinnostavaa asiaohjelmaa. Joku tunnettu henkilö vetämään porukkaa paikalle ja hyvät tarjoilut.
- Ei ammattilaisaamua lainkaan. Tampere ei ole valitettavasti ammattialaisten näkökulmasta tarpeeksi vetovoimainen.
- Jotakin rauhallista taustalle, ohjelma ei saa olla pääosassa eikä häiritsevää
- Lyhyen verkottumissession tyyliin "parinvaihtotori" ;).
- - Messuhallin/tilojen kiertoesittely
 - Jossain voisi olla esillä myös tulevaisuudessa ko paikassa järjestettävät muutkin messut
 - Pikaiset tietoiskut valmistrakenteista, eri valaistusvaihtoehdoista...
 - Messualueen majoituskapasiteetti ja esittely - pikainen!
 - Messuaikainen esittelijäruokailu?
 - Niinkään en kaipaa verkostoitumista muiden esittelijöiden kanssa, vaan tietoa messujen suunnittelusta, kävijöistä, saapumisesta, yöpymisestä, osaston kasaamisesta ja mahdollisesta kasaamisavusta... Paikallises-ta/valtakunnallisesta messumarkkinoinnista järjestäjän puolesta!
- en kaipaa ohjelmaa, sillä pääpaino osastoihin tutustumisessa ja keskusteluissa esittelijöiden kanssa. Liian lyhyt aika muuhun keskittymiseen.
- En osaa nyt äkkiseltään ehdottaa mitään.
- asiakkaita ajatellen voisi olla "vinkki kv asiakkaiden viihtyvyyteen" tai jotain muuta sellaista, mistä saisivat sihteerit ja assarit työkaluja omaan tekemiseen.
- Voisiko yrityksillä olla "tarjouksia vain ammattilaisille"...

- Eri osapuolten esittelyjä, keskustelumahdollisuuksia, tietoiskuja, mahdollisuus esittäytyä itse muille ja kertoa omasta toimialasta jne...

- -

- Tietoiskut ja luennot ovat hyviä.

- Lyhyt ja kevyt workshop-tyyppinen aamiaistilaisuus, jossa myyjät ja ostajat tapaavat

- x

- Messuosallistumisen markkinointi.

- Asianatuntija puheenvuorot, kuulumiset ulkomailta (trendit, tulevaisuuden näkymät)

- tapaamisia eri yritysten kanssa

- aamupala pöytä

nonstoppina ehkä joitakin yritysten esittelyä viihteen keinoin

luentoja ajankohtaisista aiheista, esim lakimuutokset, trendit, asiantuntija luennot

yritysesittelyt, miten alkaneet, miten kehitytty, missä mennään nyt tuotteistaminen jne.

10. Mikä oli suurin syy miksi ette tullut paikalle?

- Ajankohta ei ollut sopiva

- Vuoden 2016 tilaisuudesta jäi huono kokemus. Pöydän hintakin oli korkea tarjontaan ja tarjoiluihin verraten.

- olin paikalla ja sain monta hyvää kontaktia uusiin asiakkaisiini

- Olinhan mä siellä esittelemässä meidän palveluja.

- Päällekkäinen ennalta arvaamaton tapahtuma.

- epäsopiva aika tai ei ole tullut kutsua.

- en ollut tällä kertaa messuilla mukana näytteilleasettajana

- Messujen ajankohta ei valitettavasti tällä kertaa osunut meidän aikataulujen kanssa yhteen.

- työseste

- Messukävijöinä oli tuttuja -> ei uusia jäseniä. Kustannukset liian suuret tulokseen nähden.

- En ole kuullutkaan tilaisuudesta

- Ei kannattavaa sillä ihmisten ostovoima on muualla (ulkomailla)

- työesteitä aina ei valitettavasti pääse

11. Mitkä kolme (3) asiaa saisi teidät osallistumaan Kotimaan Matkailumessuille ja sen Ammattilaisaamuun?

- Potentiaaliset asiakkaat ja mielenkiintoinen sisältö (mielenkiintoiset puheenvuorot).

- Nykyistä parempi sisältö, joka toisi messuvieraat parempiin kontaktiin näytteilleasettajien kanssa.

Etukäteen tieto kuinka paljon aamuun on ilmoittautuneita, ja mielellään myös heidän yhteystietonsa(yritys/nimi/sposti)

Ja jos ei kävijöiden yht tietoja saa etukäteen, niin sitten ainakin tapahtuman jälkeen jotta voi toteuttaa jälkimarkkinointia

- Sopiva ajankohta

Hyvät luennot

- Messut ovat hyvät mutta ilmeisesti tarjontamme ei kiinnosta ammattilaisia riittävästi.

- Yritysassiakkaita vetävä ohjelma, sopiva pöytähintaa eikä yhdistysväkeä kutsuttuna.

- Ei ammattilaisaamua lainkaan. Tampere ei ole valitettavasti ammattialaisten näkökulmasta tarpeeksi vetovoimainen.

- rauhallinen "myyvä" miljöö

mahdollisuus vaikuttaa kutsuttaviin vieraisiin

pienellä yrityksenä osaston hinta ei saa nousta liian korkeaksi

- Hyvät kutsuvieraat

- Messuhallin/tilojen kierto-esittely

- Jossain voisi olla esillä myös tulevaisuudessa ko paikassa järjestettävät muutkin messut

- Pikaiset tietoiskut valmisrakenteista, eri valaistusvaihtoehdoista...

- Messualueen majoituskapasiteetti ja esittely - pikainen!

- Messuaikainen esittelijäruokailu?

- Niinkään en kaipaa verkostoitumista muiden esittelijöiden kanssa, vaan tietoa messujen suunnittelusta, kävijöistä, saapumisesta, yöpymisestä, osaston kasaamisesta ja mahdollisesta kasaamisavusta... Paikallises-ta/valtakunnallisesta messumarkkinoinnista järjestäjän puolesta!

- 1. oikeat ja kiinnostavat esittelijät oman työni kannalta

2. sopiva ajankohta

3. oma työtilanne

- Sopiva ajankohta.

- -mielenkiintoinen ohjelma

-houkuttelevat tarjoukset

-jokin asia, mistä hyötyy omassa työssä

- -Mielenkiintoinen ohjelma

-Hyöty meidän toiminnan jatkolle/ mahdollisuus saada hyviä kontakteja.

-Kutsu sinne/mainos ajankohdasta ajoissa

-Markkinointi

-Mielenkiintoiset ja jo ennakkoon tutustuttavat kohteet.

muu messuohjelma.

- myyjän roolissa: hyvät järjestelyt, ennakkotieto osallistujien määrästä ja heidän edustamistaan tahoista

- x

- Oikea kohderyhmä, ohjelma riittävän kiinnostava, vapaaliput.

- Ajankohta, sijainti, ohjelma

- neliöhinta ok, mutta melko hiljaista, jonka takia ei välttämättä osallistu

- verkostoituminen

uusien kohteiden esille tulo

luennot