



MARKETING EVENTS TO STUDENTS

Jyväskylä Fair Ltd

Sissonen Pekka

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**JYVÄSKYLÄN
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<p>Abstract</p> <p>The commissioner of this Bachelor's Thesis was the Jyväskylä Fair Ltd. The subject of the thesis was marketing events to students. The purpose of the thesis was to increase the numbers of student customers at the events organized by Jyväskylä Fair Ltd. There are numerous students and student organizations in Jyväskylä and in the whole of Finland that are not reached by the promotion done by Jyväskylä Fair Ltd. By using a network of connections Jyväskylä Fair Ltd should be able to acquire many new customers from the student segment.</p> <p>The theoretical basis of the thesis was formed from surveys conducted at prior events of Jyväskylä Fair Ltd and on literature on marketing and event management. The practical side of the thesis was implemented during the author's internship at Jyväskylä Fair Ltd.</p> <p>The Jyväskylä Book Fair 2008 and Wine 2008 Event had up to 8000 visitors. In the future the online payment system will be an important part of the promotion to the student segment. Schools and students are so busy that they are not interested in taking care of all the logistics involved with group discounts. Negotiations on the cooperation of the future book fairs have been started with the Jyväskylä Educational Board and the Trade Union of Education in Finland. Also the publishers of school books have shown interest in the idea.</p> <p>According to the results of the thesis it is essential to continue developing the cooperation and marketing. Students are an important market segment in a field where the competition is tough. Successful companies have to be able to continuously acquire new market segments. The key to success will be in Improved services and efficient marketing.</p>		
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Tekijä SISSONEN, Pekka	Julkaisun laji Opinnäytetyö	
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Koulutusohjelma Degree Program in Facility Management		
Työn ohjaaja KUHA, Maisa		
Toimeksiantaja Jyväskylän Messut Oy		
Tiivistelmä <p>Opinnäytetyö tehtiin Jyväskylän Messut Oy:lle. Työn aiheena oli messumarkkinointi opiskelijoille. Työn tehtävänä oli selvittää, miten lisätä opiskelijoiden määrää sekä yleisö- että ammattimessuilla. Suomessa ja Jyväskylässä on suuria opiskelijaryhmiä, joita Jyväskylän Messut Oy:n markkinointi ei ole tavoittanut. Käyttämällä yhteysverkostoa Jyväskylän Messut Oy voi mainostaa tapahtumiaan suurille opiskelijajärjestöille ja kouluille.</p> <p>Opinnäytetyön teoreettisena pohjana toimi aiemmillä messuilla tehdyt kävijä- ja näytteilleasettelijatutkimukset sekä markkinointi- ja messualan kirjallisuus. Käytännön kokemuksia opinnäytetyöhän tuli harjoittelusta ja ideoiden kokeilemisesta käytännössä.</p> <p>Jyväskylän kirjamessuilla 2008 ja Viini 2008 tapahtumassa oli noin 8000 kävijää. Tulevaisuudessa sähköiset maksupalvelut tulevat olemaan tärkeä osa opiskelija markkinointia. Koulut ja opiskelijat ovat niin kiireisiä, että heillä ei ole aikaa hoitaa kaikkea logistiikkaa, mikä liittyy ryhmien kokoamiseen ja ryhmälippujen hankintaan.</p> <p>Tulosten perusteella yhteistyötä ja opiskelijamarkkinointia tulisi kehittää edelleen. Keskustelu yhteistyöstä kirjamessujen tiimoilta Jyväskylän Opetustoimen ja Opettajien Ammattijärjestön kanssa etenee hyvin. Myös opetuskirjojen kustantajat ovat osoittaneet kiinnostusta yhteistyöideaan. Opiskelijat ovat tärkeä markkinasegmentti alalla, jossa kilpailu on kovaa. Menestyvien yritysten tulee kyetä houkuttelemaan aina uusia asiakasryhmiä.</p>		
Avainsanat (asiasanat) Opiskelija markkinointi, tapahtuma järjestäminen		
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1 EVENT MARKETING: FROM LOCAL TO GLOBAL MARKETS

This thesis was commissioned by the Jyväskylä Fair Ltd in order to increase the number of student visitors at the fairs and trade shows. To support the thesis process and to implement the issues in practice I did a three-month practical training at Jyväskylä Fair Ltd as well. The other issues in this thesis all aim to support the core idea of attracting more students to the events.

The event business is a vast field with various different types of events. These include congresses, meetings, fairs, trade shows, conventions, symposiums, festivals and many other types of events. Congresses and meetings are usually closed and accessible by invitation only. Only very specific people are invited to attend these events. This thesis focuses on the fair and trade show industry. Ilari Tervakangas, the marketing manager of Jyväskylä Fair Ltd, describes the trade show industry as a “dating service” where the dates are organized between the exhibitors and the customers (Tervakangas, 2007)

Fairs and trade shows have similar functions but still there are some large differences between them: fairs are usually marketed and open to the general public and trade shows are usually directed towards the professionals and students of the field, also the sources of income are different between the fairs and trade shows. With fairs the sources of income are the ticket sales as well as sales of exhibition space to the exhibitors while the trade shows usually have free admission and provide revenue mostly from the sale of exhibition space. When considering the student marketing it is important to keep in mind the needs and wishes of the exhibitors at the different types of events. At some trade shows the current mood among the exhibitors is that only buying customers are important. Also the deals made right away at the fair are more important rather than starting a long lasting relationship and cooperation with the customer.

There is a lot of competition between the event types and especially in the specific sectors themselves locally, regionally and also globally. Therefore it is necessary for the companies to advance their services and discover new markets and market segments to acquire customers to indirectly pay for the costs of development and to be able to grow faster than the competition. For comparison it can be considered that according to eventseye.com (trade shows in Germany 2008) website there are 651 trade shows a year organized in Germany while there are only 70 trade shows held in Finland. Also the numbers of event visitors are minimal in Finland when compared to such countries as Germany, Russia and the United States (Trade shows worldwide, 2008).

Also in Finland there is a lot of competition between the fair and trade show organizers. For a country with a small population of a little over five million citizens there are up to 70 trade shows and fairs organized a year. In order for any of the companies to survive and grow in this highly competitive field it is necessary for the companies to be able to continuously find new market segments and potential customers. In the future also the foreign markets are going to be of additional interest for the event companies. It is also important to develop the trade shows and fairs and also the services offered to the customers. The value of a long-lasting customer relationship seems to be neglected and this is likely to change in the future. Those companies that go along with the development are likely to be the most successful.

In this Thesis the Freetime Fair and Book Fair organized by Jyväskylä Fair Ltd are used as examples of public fairs. The FinnMateria trade show is used as an example of the trade shows. Also the differences between the marketing of the different events are described. The extended marketing mix theory and the 5Ws and H theory are used to evaluate the marketing content.

2 BACKGROUND

2.1 Jyväskylä Paviljonki Foundation

Jyväskylä Paviljonki Foundation is a marketing entity that is formed around the Paviljonki facilities. The most important companies operating with the foundation are Jyväskylä Fair Ltd, Jyväskylä Congresses and Paviljonki Restaurants. There are also several suppliers and other companies working with the foundation at the Paviljonki.

The Paviljonki center has been developing rapidly during the last few years. Recently one of the exhibition halls was demolished in order to make room for a new exhibition hall and a three-level parking building. In the future the development plan has also designs for a new congress hotel, multifunctional exhibition hall and an acoustic music auditorium. With the extension and development of the outdoor open market and the harbor areas the expansions should make the Paviljonki area as one of the most improved and functional fair and congress centers in Finland. (Master plan 2015 pamphlet 2007.)

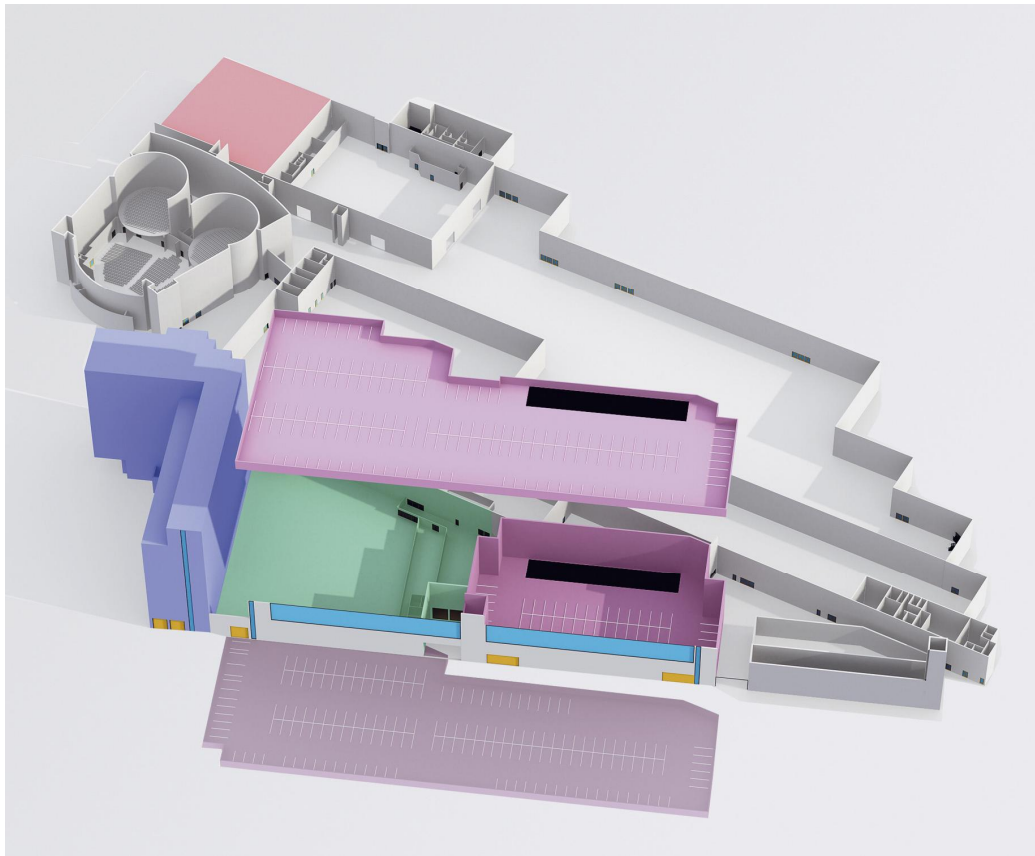


FIGURE 1. Paviljonki Master plan 2015

During the year 2007 there were 787 different events held at the Paviljonki with 389 864 attendees. (Paviljonki: general information 2008.) This thesis focuses on the Jyväskylä Fair Ltd. The business idea of Jyväskylä Fair Ltd is to organize fairs and trade shows and to rent the exhibition halls of the Jyväskylä Paviljonki. During the year 2007 Jyväskylä Fair Ltd organized 9 events with 205623 attendees. Jyväskylä Fair Ltd also rented the exhibition halls for 38 guest exhibitions which had 80316 attendees. (Jyväskylä Fair Ltd, 2008.)

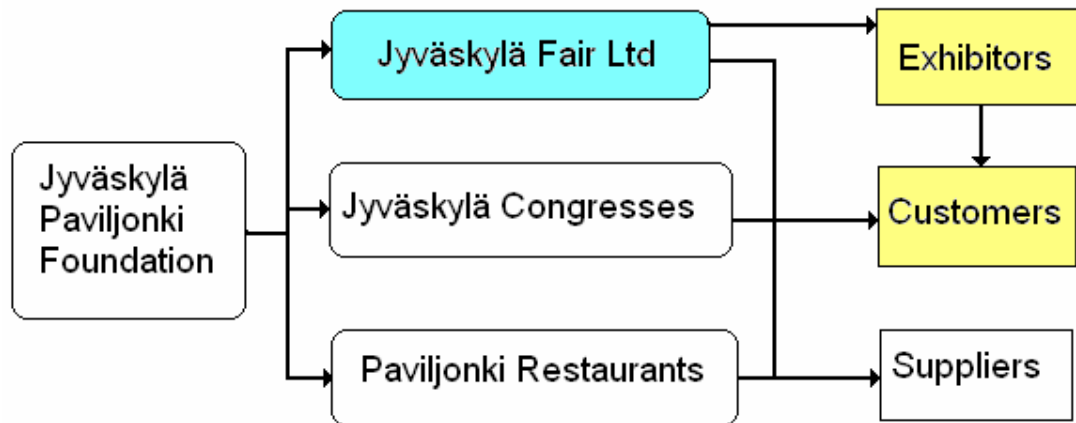


FIGURE 2. Jyväskylä Paviljonki Foundation

Jyväskylä Fair Ltd is one of the fastest growing fair and trade show organizers in the entire Scandinavia with the revenue of 4.5 million euros. There are 24 employees working at Jyväskylä Fair Ltd with a varying number of students doing their internships. (Fonecta 2008). The events organized by Jyväskylä Fair Ltd include public events such as the Jyväskylä Book Fair and trade shows like FinnMateria. Jyväskylä Fair Ltd also organizes combination events such as the Building Trade and Home Renovation Fair which serves both professionals as well as the general public. (Paviljonki: Events 2008.)

2.2 SWOT Analysis – Jyväskylä Fair Ltd

In order to be able to meet the challenges posed by the competition and to be able to continue the growth of the company, there must be a clear picture of the present strengths and weaknesses of the Jyväskylä Fair Ltd and also of the threats and opportunities coming in the future. It is also important to analyze the aspects in relation to the subjects of the thesis.

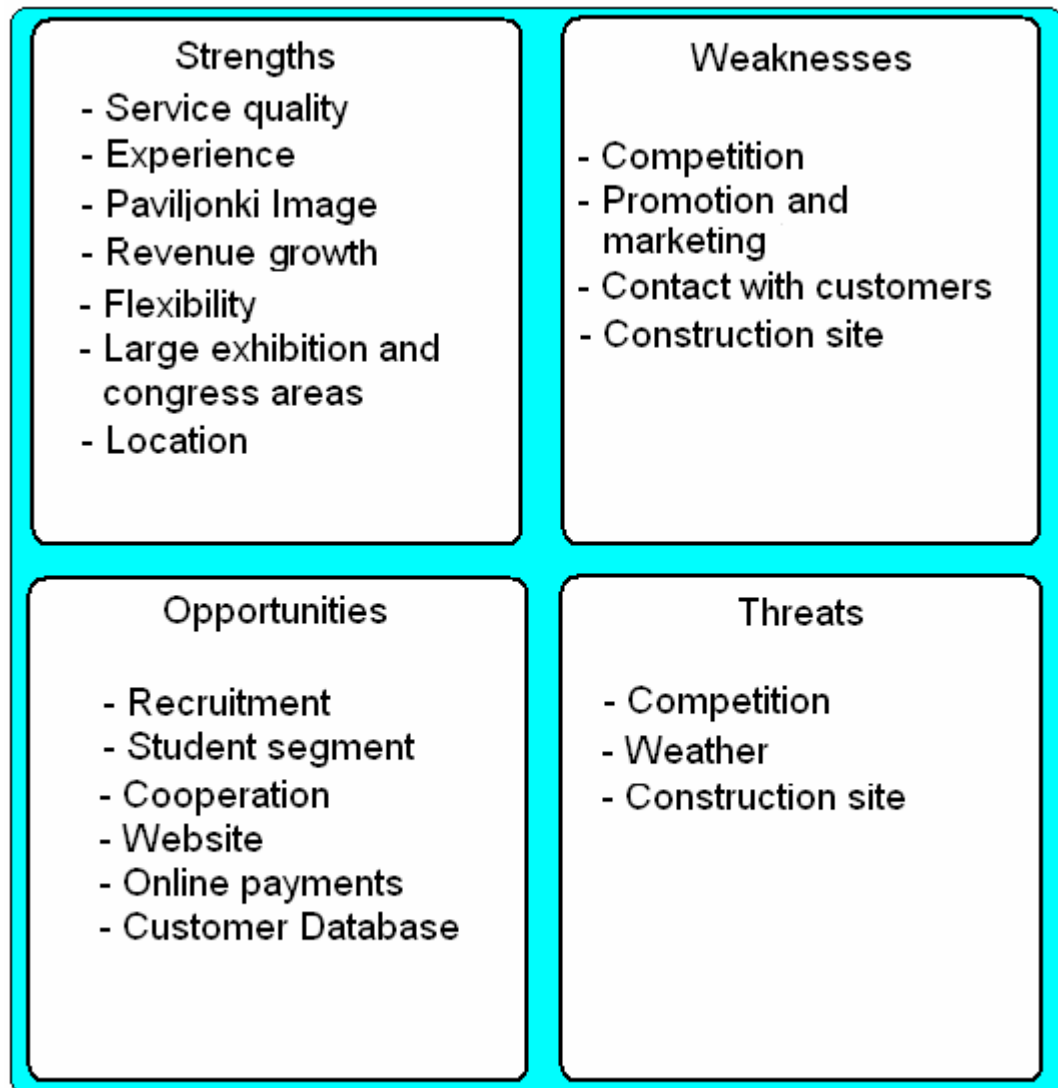


FIGURE 3. SWOT – Analysis: Jyväskylä Fair Ltd

Strengths

Taloustutkimus Oy has annually made a survey (Törmä & Paldanius 2007) about event management companies in Finland. There were 116 respondents in the 2007 survey. The survey showed that 64 of the respondents considered the customer service at the Paviljonki to be a strong point while only 13 considered it as a weakness (Törmä & Paldanius 2007, 36). The employees have a lot of experience in the Jyväskylä Fair Ltd both at the organizational level and in the customer service. (Törmä & Paldanius 2007, 34.) Due to the good brand image of the Paviljonki it is easy to promote the events. In the Talous-

tutkimus survey (Törmä & Paldanius 2007, 15) Jyväskylä Fair Ltd was found to be the fourth best-known event company in Finland even though the survey mostly consisted of companies based in Helsinki.

Jyväskylä Fair Ltd has been growing steadily. The revenue of Jyväskylä Fair Ltd increased 21 % from the year 2005 to 2006. (Inoa.fi 2008.) In the Taloustutkimus survey the flexibility and functionality of the fair and exhibition areas of Jyväskylä Fair Ltd were considered to be a strong point by 64 of the respondents while only seven considered it as weakness. (Törmä & Paldanius 2007, 55.)

The restaurant and exhibition technique services are flexible to the customers' needs. Also the large exhibition areas can be transformed to fit the needs of specific events. The Taloustutkimus survey (Törmä & Paldanius 2007, 30.) 64 respondents gave positive and 21 negative feedback on the issue. Jyväskylä Fair Ltd is well located in central Finland with good accessibility from all around the country. Paviljonki is situated in the center of the city within the proximity of the major highways and it is also easily accessible by feet from the train and bus station. (Paviljonki: location and connections 2008)

Weaknesses

The largest weakness Jyväskylä Fair Ltd has is definitely the large number of competition and the dominant positioning of the biggest competitors (Törmä & Paldanius 2007, 51) Although the promotion and marketing of events at the Paviljonki has been efficient enough in the past, there is still a need to improve the promotion done for some of the fairs as many viable market segments are not always reached by the promotion. In the Taloustutkimus survey (Törmä & Paldanius 2007, 40) 30 respondents considered promotion and marketing as a weakness and 44 as a strength. In the survey 38 of the respondents thought of the customer contact of Jyväskylä Fair Ltd to be a strength while up to 32 respondents thought of it as a weakness. Currently a large problem for the Paviljonki in general is the construction site but it should turn into a strong point as the building process is finished. (Master plan 2015, 2008)

Opportunities

A new opportunity to develop the industry is offered by the development of the recruitment function at trade shows. According to the FinnMateria trade show Project Manager Raimo Pylvänäinen (2008) there is a large need for workers in the mining industry and the exhibitors are interested in the recruitment possibilities at the FinnMateria trade show. Also new market segments are an opportunity to get more revenue from the events. There are up to 40000 students in Jyväskylä that could be acquired as event customers. With cooperation with the Jyväskylä Educational Board up to 8000 pupils could attend the Book Fairs in the future. (Jyväskylä website: studies, 2008).

Also new opportunities are offered by the developments of the Jyväskylä Fair Ltd website. There is going to be an online payment system and a customer database installed which will both make it easier to attract student customers to the events. A customer database according to Kotler, Armstrong, Saunders & Wong (2002, 789) is the starting point for a successful direct marketing campaign.

Threats

The largest threat is in the competition; especially as many other event management companies are trying to increase their market share by organizing similar events as those offered by Jyväskylä Fair Ltd. (Törmä & Paldanius 2008, 51.) The weather can also be a threat to any event. When the weather is nice the customers often have other things to do especially with indoor events it is harder to get attendees on a really nice weather. When the weather is really foul people often choose to stay indoors at home. By selling discount tickets to students in advance it is possible to lessen or even completely avoid the threat of canceling. (Hoyle 2002, 153-154).

Safety is always a threat and should be considered in the future as well. The construction site might cause some safety and security threats but also delays in the building process could cause huge problems. It is crucial that the building process is not delayed as there are events planned in the new buildings

already and there are exhibitors who have already bought exhibition space in the new buildings for some events. (Master plan 2015, 2008)

3 AIMS OF THE THESIS

In order to be able to compete in the event management business it is necessary for the Jyväskylä Fair Ltd to keep growing and developing. To continue to grow there needs to be new market segments found and acquired as customers. The main question is where new customer segments can be found for the events and how these potential customers can be acquired as event visitors?

The aim of this thesis is to increase the numbers of student visitors at the events organized by Jyväskylä Fair Ltd. The opportunities in the SWOT-analysis are all possibilities for development of the Jyväskylä Fair Ltd. In order to grasp these opportunities Jyväskylä Fair Ltd has to use its strengths and to be able to overcome its weaknesses and also to be able to avoid the threats.

3.1 New market segment: Students

In order to get more customers it is necessary to focus on a specific segment of the market. The purpose of this thesis is to consider the issues involved with marketing to the students. The student segment is a large part of the population of the city and still these students have been left out of the primary marketing efforts of most of all the public fairs and trade shows organized by Jyväskylä Fair Ltd before.

The aim of the thesis is to research what is the best marketing strategy to reach and attract the student segment. Also it is important to find out the most effective channels to use in the contact network in order to promote the events to the schools and students. Another aspect to develop is in the logistics involved with the promotion to the student segment and especially with student groups. It is important to consider and to put an effort into the contents of the

marketing messages sent to the student segment. Also this thesis aims at improving the level of cooperation between Jyväskylä Fair Ltd and the Jyväskylä Educational Department to increase the number of pupils at the book fairs in the future.

3.2 Developing the services

In order to get more students to attend the events organized by Jyväskylä Fair Ltd it is necessary to not only reach them but also to be able to attract them to the events. In order to get the students to come to the fairs and trade shows again and again the event should satisfy the expectations and needs created by the marketing. It is important to develop the services offered by Jyväskylä Fair Ltd and the Paviljonki so that the students will come and also that they will be interested in coming again. The question is what new services would attract the student segment and how the existing services should be improved?

The fields represented at the trade shows organized by Jyväskylä Fair Ltd are mostly the fields that are suffering from the lack of potential workforce. Also the students are interested in getting to know the companies involved in the field and to find information on possible future employers. The trade shows offer a situation where the leading companies of the field are all gathered in one place and the students and also other people looking for work can easily reach all the companies that they are interested in. There is a large number of recruitment fairs organized all around the world and quite many of these recruitment events have been and continue to be successful. It is necessary to develop that recruitment function of the events and to implement it into general trade shows. Cooperation with the government unemployment agencies is also likely to develop in this respect in the future.

4 MARKET ANALYSIS

To be able to acquire new customers to the events it is necessary to know the current customers and also the potential customers. The purpose of the market analysis is to find out the right marketing strategy to use for marketing to students. The surveys made in the past few years give an idea on what the expectations and interests of the future customers will be.

A large number of surveys have been done at the events organized by Jyväskylä Fair Ltd. The surveys have been outsourced to a professional survey company called Tietoykkönen. During every event the employees of Tietoykkönen make a large number of verbal interviews to both the exhibitors and the customers at the events. These surveys are an important part of the following year's public fairs and trade shows planning.

The surveys are also used as references in this thesis. For public fairs both the exhibitor and customer surveys on the Freetime fair will be used and the FinnMateria trade show customer and exhibitor surveys as an example of the trade show sector. In the FinnMateria 2007 customer survey 23% of the respondents were students and 17% of the Freetime 2007 fair customer survey respondents were students. The surveys also show the wishes of both the customers and the exhibitors in relation to the event and the number of visitors. (FinnMateria 2007 customer survey; Freetime 2007 Customer survey).

The material of the Freetime fair 2007 survey has been divided according to such demographics as age group, gender and occupation. Therefore it is easy to show the specific answers of the student segment in comparison to the answers of the other segments. Also the FinnMateria 2007 survey shows the responses of the specific segments and makes it easier to analyze the answers of the student segment.

This also makes it easier to plan the marketing to the student segment for the future events. After analyzing the student segment as customers it will be possible to plan the content of the marketing material. When the needs and expectations of the students are known it is naturally easier to fulfill them and get more satisfied customers.

4.1 Potential customers and biggest competitors

In order to form an effective marketing strategy it is essential to evaluate and analyze the students both as individuals and as a market segment. According to Stevens and co-workers (Stevens, Sherwood & Dunn 1993, 11.) the key to success rests in strategic planning and strategic planning rests in matching market needs to corporate capabilities. In order to succeed with marketing to the students it is necessary to know their needs and plan the marketing efforts accordingly. It is also necessary to take the competition into consideration. The competition for the specific events can even be enough reason to reconsider the timing of the event.

4.1.1 Students

Jyväskylä is one of the most active student cities in Finland. There are approximately 40000 students and pupils in the city. This is nearly one half of the entire population of the city. The city has two universities and a large vocational school consortium. There are also up to 8000 pupils in the comprehensive and high schools of the area and there are also several other educational institutions such as an Adult Education Center and Home Economics Center. (Jyväskylä website: studies, 2008).

Also around the country of Finland there are up to 176 000 University students and 133 000 students in universities of applied sciences. Also vocational schools have more than 205 000 students. Altogether there are more than 1 200 000 students and pupils in Finland. (Students in education leading to a qualification or degree and attained qualifications and degrees by sector of

education 2000-2007.) These students all have their own interests in recreational activities and many of them are studying subjects that are represented at the trade shows at the Paviljonki. In appendix 1 there is a chart showing more detailed information on the student segments in Finland.

These schools and students are formidable new market segments that often have not been reached by the methods traditionally used at Jyväskylä Fair Ltd. With the right marketing methods at least some of these students could be acquired as customers and probably would also return to the fairs and trade shows in the future as well. These students could also become customers of other events organized by Jyväskylä Fair Ltd after visiting one event.

When considering the trade shows, students form an interesting market segment as they are the future professionals of the field. In the future the companies around the country and those who are exhibiting at the fairs will be facing the effects of the aging of the workforce and the lack of qualified and educated workers. Especially the mining industry and also many of the other fields represented at the trade shows organized by Jyväskylä Fair Ltd as well will have problems with the lack of potential employees. (Pylvänäinen 2008.) This will cause the companies to seriously begin looking for new qualified employees and trade shows and other professional events are an excellent opportunity for recruitment as this is where the companies and the best professionals meet.

Rather than thinking only about the current value of the customers it would be important to consider the lifetime value of the students. The customer lifetime value is the revenue brought by a customer that exceeds the costs of acquiring and retaining the customer. (Kotler et al. 2002, 832) The lifetime value of students as customers is quite good as they are likely to return to the trade shows after graduation as well. When the student has graduated and become a professional of the field and is in a deciding role in a company it is probably harder to attract him/her to the trade show. This would be easier if the person had come to the event before and had good experiences there. The best trade shows of the field can easily become an annual event to the visitor who is really active in the field, and therefore also exactly the right customer for the

exhibitors as well. A potential customer life cycle chart below shows the value of the customer at the fair during different parts of the life cycle.

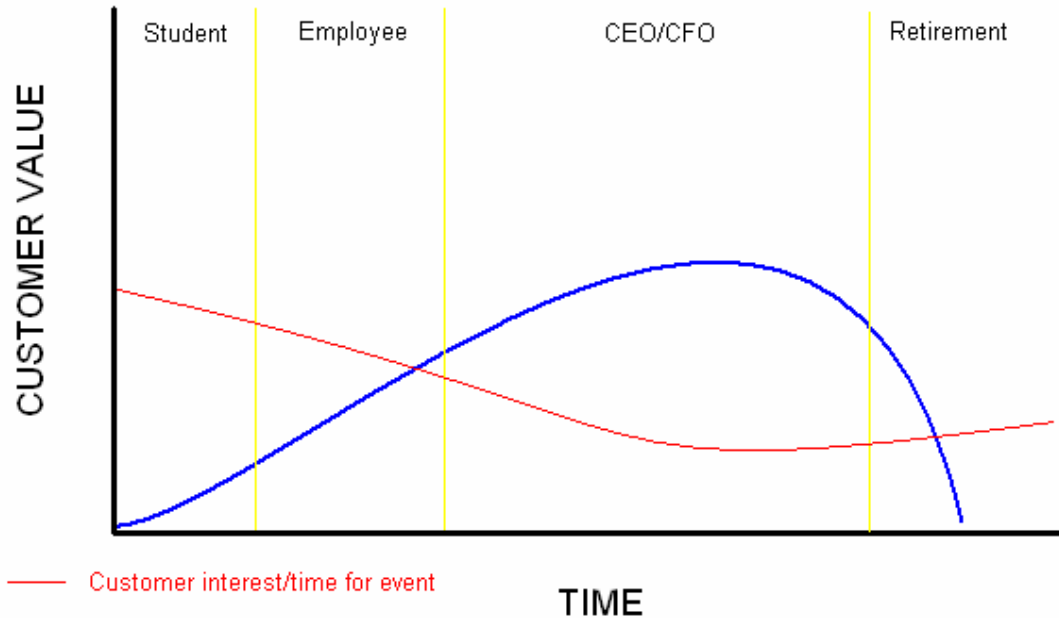


Figure 4. Potential Customer Lifecycle at a trade show

This chart shows a potential situation as obviously all students do not become CEOs or CFOs. On the other hand, those who do would be a lot easier to acquire as customers when they are students and have more free time. Naturally also the regular employees have high customer value and would all be important customers at the specific trade shows.

Before marketing public events with admission prices to students it is important to analyze students as both customers and consumers. In order to know how to market to the students it is important to find out how they make the decision to attend or not to attend an event. Students are a critical audience especially when it comes to marketing; they are used to being bombarded with a large variety of different kinds of messages all the time. Most of these messages are completely ignored and only a few have the impact needed to rouse interest and even fewer to make the actual sale. It is obvious that the same

messages cannot be used for all the different customer segments. (Jansson 2007, 8-10.) Students generally tend to respect and show interest in promotional messages that have the use of clarity, honesty and humor (Mott, Henscheid, Smith 2008, 7).

Students also have a wide selection of other activities and events where they can spend their time and money. It is important to know what most students want from the events they attend and to both make sure the event offers that and also to make sure that the possible student customers know this as well. It is likely that students will come in pairs or in groups to the events rather than individually. Therefore any promotion to the students should reach larger numbers of students if the promotional material is interesting and sent through the right communication channels.

Students in general are notorious for the lack of disposable income and the public fairs' organizer should take into consideration what the tickets should cost in order to increase the number of student customers at the fairs. Naturally the price the students are willing to pay is influenced by their perception of the event. It is important to make sure that all the possible customers know exactly what they get for the admission price. The marketing should inform the potential student customers that it is often impossible to get these experiences and contacts offered at the event in ordinary day to day situations.

When attempting to include the student segment into the marketing efforts there will almost always be other associations and personnel involved. Students are obviously students because they are part of an educational institution. That is why the best way to reach the students is probably through the school they are in. Therefore it is necessary to consider the motives and interests of the administration and professors at the school as well as the students. (Mott, Henscheid, Smith 2008, 4.)

4.1.2 Competition

Jyväskylä Fair Ltd has several competing event organizers. One of the biggest competitors is definitely the Finnish Fair Corporation, Suomen Messut, which is based in Helsinki. Other formidable competitors are Tampere Trade Fairs and Turku Fair Center Ltd. (Finnish Fair Corporation website 2008; Turku fair center website 2008; Tampere trade fairs website 2008.) The events themselves also have their respective competitors.

Outside of Finland there are naturally huge competitors for the Jyväskylä Fair Ltd. Some of these competitors are already using the developed services and ideas described in this thesis. According to Rebecca Hearn (2007) the organizer of the London Book Fair, there are already a large number of developed services used for student segments. There are seminars and workshops organized in connection with the fair. Also there is a “career center” organized where the companies can inform the students about careers in the field. It is obvious that the competition is tough and Jyväskylä Fair Ltd should be keen on keeping up with the developments in order to continue growing.

Book Fair 2008

Jyväskylä Book Fair has a large number of competitors as there will be more than five large book fairs organized during 2008. These include two larger book fairs during the autumn which are held in Helsinki and Turku. In addition to Jyväskylä Book Fair also Tampere Trade Fairs, Oulu and Lahti have their own book fairs. The future will show which of these competing events will become successful and survive to be organized in the future as well. (Tampere Trade Fairs: Book Fair 2008; Pohjois-Suomen messut: events 2008; Lahti Fair Ltd: Book Fair 2008.)

The book fair does not really have other competing events organized at the same time. There is a media fair in Helsinki between on April 11 to April 12 2008, but this event is unlikely to attract the customers away from the Jyväskylä Book Fair. (Finnish Fair corporation website 2008) Also in Lahti there is a gardening fair from April 11 to April 13 2008 that should not cause compe-

tition to the book fair. A more formidable competitor for the book fair and especially for the Wine 2008 event is in Helsinki beer festival which is organized from April 11 to April 12 2008.

FinnMateria 2008

There are no events organized in Finland or in Scandinavia that compete with the FinnMateria trade show. FinnMateria is an innovation of a Jyväskylä Fair Ltd worker Raimo Pylvänäinen and focuses on the mining industry. Finnish Fair Corporation in Helsinki organizes a fair called Materia but this focuses more on the refining process of the raw products. (Paviljonki Materia Fair 2008).

In order to continue growing in the future FinnMateria should be able to compete for the foreign companies and visitors as well. International competitors for the fair include the very large Bauma Fair where a large variety of fields are represented with up to 500000 visitors. (Bauma Fair 2007.) This type of an event is hard to beat and it is important to find niches and segments that are not noticed and marketed to by the competitors.

4.2 Marketing to students at Jyväskylä Fair Ltd

4.2.1 Current situation

Currently there is no real marketing plan directed towards students at any of the events. There are no real student customer databases or contact networks used with any of the fairs or trade shows organized by Jyväskylä Fair Ltd. When it comes to trade shows some schools of the field are sent invitations to come to the event but not all the right students and schools are reached this way.

For the public events the same channels are used for the marketing communication and the prices are the same for students as for any other customer segments. According to the customer surveys conducted at the fairs a really large part the public fairs' customers get the information about the fair from the

regional newspaper Keski-suomalainen (Tietoykkönen surveys 2007) Not a lot of students subscribe to this newspaper or have the access or time to read it. Therefore most of the students are often completely unaware of both the public fairs and also trade shows organized by Jyväskylä Fair Ltd at the Paviljonki.

In the event management field in general the recruitment services are only linked with special recruitment fairs rather than with individual trade shows of a specific field. Recruitment is not done at other fairs or trade shows than those specifically meant for it and it seems that exhibitors are usually more interested in making a quick sale than getting a longer lasting benefit from the fair.

The Jyväskylä Paviljonki has a satisfactory website with nice design and it is quite easy to use. The current problem with the website is that the information on each particular fair or trade show is not updated very often. Press notices and releases are given only seldom for some fairs and the information on the individual events sites often considers only the exhibitors rather than the customers even right before the event. There is also no possibility of purchasing tickets online. The tickets are mainly sold at the event entrance which is often causing queues. Some fairs such as the Book Fair and Freetime Fair have begun to sell part of the tickets also prior to the event at the offices and supermarkets of the S-Group.

4.2.2 In the future

It is likely that the event management business will continue to develop in the future as new innovations are put into action. Also the services and products currently offered are likely to develop and become more flexible. The companies that are the best at developing and implementing these services are going to have a definitive advantage when compared with their competitors.

In the future a lot of the marketing in the event marketing business is going to be done electronically. Email will continue as an efficient communication method. This is cheaper and faster than regular mail. At Jyväskylä Fair Ltd a

customer database will be installed to make contacts easier. When added to the database the customer can indicate which events he/she is interested in and get information on them during the year. Customer relationships are going to be a key issue and to improve this it is necessary to have knowledge about the customers. (Ålander 1999,10). The customer relationship management is likely to influence the value of the students as customers as well.

Also the Jyväskylä Fair Ltd website will become more versatile and a more important part of the organizations marketing efforts. There will be more updates and the website will become easier to use. There will also be more press releases to improve the use of public relations and to offer something new for the press to write about every once in a while. This of course works as free advertisement for the event.

With the database and the improved Internet payment systems the customer will be able to purchase a ticket to any of the events organized by Jyväskylä Fair Ltd with online banking. This will make it easier for the event manager to offer more price categories such as discounts for students, which have been left out before in order to ease the work of the cashiers and lower the need for queuing to the event. These tickets that can easily be printed out will have a barcode that the cashier can check with a scanner so that the customer can get easy access to the event.

There are also numerous other possibilities for the use of the barcodes and scanners. These systems can also be used for the recruitment function. When the customers register for the event they can answer a few questions, such as their contact information, and if they are looking for a job or if they are looking to buy some specific products or services. Then the barcode will have the information and the exhibitors who rent a scanner to their exhibition area can get the customers information without the customer having to fill in forms at every exhibitor's booth. This would make it faster for the companies to get the relevant information from the potential students to recruit and enable them to meet larger numbers of people at their stand during the event.

It is also likely that the cooperation between Jyväskylä Fair Ltd and the Paviljonki restaurants as well as the congress center is going to continue to develop in the future. There will probably be more congresses and educational seminars organized in conjunction with the events organized by Jyväskylä Fair Ltd. This cooperation benefits all the parties involved and creates more revenue for all the members of the entire Paviljonki foundation. This also makes the student segment more interesting as the companies can meet and even train their potential new employees at the trade show.

Also the Master plan 2015 should be completed in the near future and the Paviljonki area will be more functional and versatile. By the end of 2009 there will be a three-storey parking building as well as a new, more functional exhibition hall C. There will also be a congress hotel in the premises to accommodate both the exhibitors and visitors. (Paviljonki master plan 2015, 2008)

The developments in the services and in the facilities will all aim at getting more customers and revenue for Jyväskylä Fair Ltd. Also these efforts are likely to increase both the customer and exhibitor satisfaction. In order to get the people to enjoy the developments an efficient marketing strategy should be used.

5 STUDENT MARKETING METHODS

5.1 Channels

In order for the marketing to work efficiently there needs to be accurate and easily usable marketing channels. They need to be accurate so that all email will go to the right personnel to avoid communication breakdowns and personnel frustration. A lot of the emails used are linked to a specific person and therefore useless once the person no longer works or studies at the organization. Especially emails like this that usually consist of the persons names have to be searched again annually. This is especially the case with most of the

student organizations governments. These groups are elected annually or once every few years, therefore making the previously used email addresses useless.

Teachers on the other hand usually stay at their post for a longer time. Also the teachers are often an authoritative figure for the students. When teachers suggest attending an event are the students likely to oblige. Also a lot of teachers even give assignments to their students going to the event to fill out at the event, therefore making it obligatory for the student to attend.

When communicating with the students a network of contacts should be formed. This network should have contacts that do not change. Some organizations use stationary emails that focus on the position held by the employee rather than the name of the person holding that position at the moment. This system allows the marketing organization to send the email to the same email address from year to year without considering the changes in the names of the personnel.

Also a lot of the administration works for a longer time than just a few years and they are therefore a viable channel to use in order to contact the students for the marketing efforts. It is still advisable to make sure that Jyväskylä Fair Ltd knows of any changes in the personnel and who to contact from there on. Using the administration as a contact would allow the same email addresses to be used from year to year and a chance for the Jyväskylä Fair Ltd to also get more of the personnel as customers at the events.

A list of the right contacts will be added into the customer database to make it easier to send information. These contacts form a network that can be used from year to year to reach the right people. These people can then forward the messages to larger groups of students. The students the information will be sent to depends on the event in question.

The website of Jyväskylä Fair Ltd is also used as a communication channel. In the future the website is likely to develop into a more versatile communication tool. Also the website will be updated more often and more press releases will

be given to increase the number of articles written about the events in newspapers and magazines. The website as a channel is different from the other channels as the customer and reporters come to the website rather than the information being sent to them, although some press releases are also sent to the people who are on the specific events' mailing list.

A good communication channel to use for reaching the students is through public relations. There was a story about the Jyväskylä Book Fair 2008 published in the Jarkko magazine of the Jyväskylä University of Applied Sciences student organization. The magazine was delivered to all the students of the JAMK and to partner companies of the school.

There were also article ideas given to the personnel of the Jylkkäri magazine of the University of Jyväskylä. Jylkkäri did not publish any story about the book fair but it should still be considered as a possible promotional channel in the future. There is a city-edition of the magazine with a distribution to up to 53000 homes in Jyväskylä and this would be a great way to reach the student segment as well as others about the Freetime Fairs and the Book Fairs in the future. Also posters promoting the book fair and the Freetime Fair were displayed at most of the departments of both the University of Applied Sciences and the University of Jyväskylä.

5.2 Content

In order to get the best reaction from the target audience of the promotion it is necessary to consider the content of the material in accordance to the type of audience. (Jansson 2007, 8-10.) Students are quite critical to promotion and can easily ignore marketing messages that do not strike them as interesting right away. Therefore it is necessary to think of the right content for the promotional messages. To evaluate the events themselves and to consider the content I used the extended marketing mix and the 5Ws.

5.2.1 The extended marketing mix: 4Ps+3Ps

Product

Book Fair: The fair was organized for the first time in 2007 and became an immediate success. It is good for the customer to know that there is a history of success behind the event. This especially helps the organizer get the customers who are considering going to a book fair but who are not sure which fair they will go to.

The marketing should tell the customer that they are going to get an experience at the fair that cannot be matched elsewhere. Jyväskylä Book Fair is the largest of all the book fairs organized during the spring and situated at a great location. For literature students the fair presents a great opportunity to learn more about the field in general and to meet famous authors and to listen to their interviews. In addition to literature there are also other types of culture present at the fair such as theatre and movies.

FinnMateria: The FinnMateria trade show was also organized for the first time in 2007. The fair as a product is unique and well known among the professionals of the field. On the other hand the general public has a very limited idea of the field and they are most often unaware of the developments and changes that have occurred. Because of the lack of knowledge about the industry and the lack of workforce in the field it is important to market the fair to students of related fields. FinnMateria is a unique fair in the industry in Scandinavia and a great opportunity to meet and make contacts with the most influential professionals and largest companies of the industry in general.

Price

Book Fair: When considering the price for the fair a large number of things should be kept in mind. Price is an easy tool of the marketing mix to use as it is easier to change the price of an event than to change the other parts of the marketing mix. The price is also often a deciding factor when the customer is

considering attending an event. Especially with students money is often a critical issue.

Currently there are five different categories of admission prices used at the Jyväskylä Book Fair. This is done in order to avoid traffic and queuing at the ticket booths. In the future the price categories can be more versatile because of the online payment systems. This allows for more discount possibilities to be offered to students. Currently the ticket prices for the Jyväskylä Book Fair are set to four different categories:

- **Regular 10€**
 - **S-Group 8€**
 - **Group 6€(More than 10 persons)**
 - **Student group 5€(More than 10 persons)**
- Children under the age of 10 years for free**

The regular ticket is sold to anyone who does not meet the requirements to qualify for another type of a ticket. Most tickets sold at the Paviljonki will be regular tickets as the S-Group tickets are sold only at the offices and stores of the company and groups usually purchase their tickets before coming to the event. The minimum size for the groups is 10 persons and children under the age of 10 years get in free of admission. The student discount was offered to three schools in Jyväskylä. These were the University, Jyväskylä Educational Consortium and the University of Applied Sciences.

Students as event customers are different from other customers for the fact that they usually do not have as much disposable funds. This means there should either be a discount for the student customers, student groups or something in the event itself to make it more worthwhile for particularly the student customers. Naturally to get the same profit from the discounted tickets a larger number of students' tickets would have to be sold.

It is still arguable how many of the students coming with the discounted ticket would have come without the discount and without the marketing efforts to-

wards the student segment in general. Also the discounts give Jyväskylä Fair Ltd a good reason to send the promotional information about the event to the schools and students. As there is a discount especially for the students it is not only promotion to send the information to the school and students. The following chart shows the number of discount customers needed in order to reach the same ticket revenue as with the regular tickets.

The discounts do not have to be very big in order to attract more students. The student segment has not been a target segment in the promotion of the fair and getting large numbers of students on a discount price would not be likely to cause the number of regular customers to lower. If students were offered the same discount as the members of the S-Group for example, there would only need to be 20% more customers to reach the same ticket revenue.

TABLE 1. Price categories for the Jyväskylä Book Fair 2008

Price level	Regular 10€	S- Group 8€	Group 6€
Number of visitors	1000	1000	1000
Ticket revenue	10000€	8000€	6000€
Number of discount customers needed to get 10000€		1250	1667

Some important aspects to benchmark are naturally the competitions' prices for similar fairs and trade shows. Also it is important to know what they have to offer for the price and what kinds of expectations the competitors are creating to their customers. Naturally the Finnish Fair Corporation can ask for a higher

admission price to their book fair as they have such a large number of exhibitors, authors and also a much larger return customer base.

The book fair in Helsinki has been organized for a longer time and therefore has more return customers. Below is a chart that shows the differences in prices of the book fairs organized in autumn of 2007 and spring of 2008. As the chart shows the two oldest book fairs in Helsinki and Turku are the ones with the highest prices in all price categories. The price for Turku is from the year 2007 as at the time of writing the company had not published the prices for the 2008 Book fair.

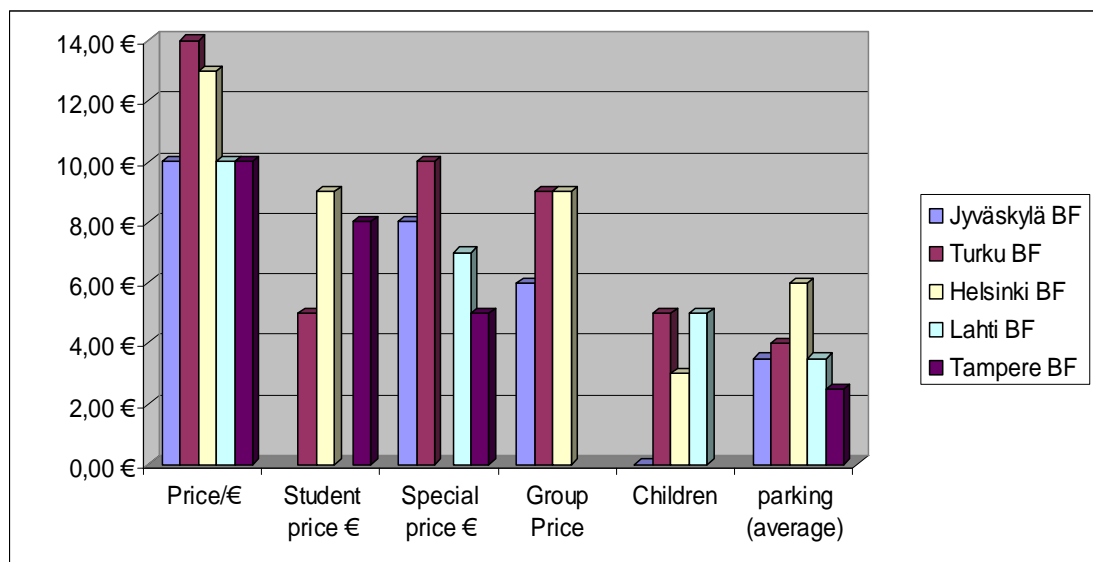


FIGURE 5. Book fair admission prices

The prices are set at almost the same level for the competing fairs organized during the spring. The parking price in the chart is the average of the different price levels offered by the companies when the ticket is bought inside or outside. The parking ticket is often left out of the customers calculations when considering the attendance of a fair. For groups the possibility of free parking for a bus and group priced admission tickets can offer a great save. Students usually go to events and activities in groups so it is logical to offer them a

group discount. Students coming from further away would also save on the transportation costs when coming as a group.

Turku is the only other book fair organizer besides Jyväskylä to offer a group discount for the book fair customers. Offering a group discount is a great tool for attracting larger numbers of customers to the events and is likely to even result in receiving customers who would not have attended the book fair otherwise. Also potential customers from cities further away from the event venue are more likely to come to the event if there is a group discount as this also reduces transportation and parking costs.

The perceived value of the fair is made higher by offering some tangible products as well as the intangible fair products. The first 500 visitors are given copies of books as well as magazines and other free gifts. Also many of the exhibitors at the fair have small items and candy to give to the customers.

FinnMateria:

FinnMateria like most trade shows has free admission for all the registered customers. The only costs that the students and student groups need to consider are the parking, transportation and accommodation costs and students from Jyväskylä are generally free of these costs as well.

It is important to make sure the possible visitors know what the fair and the field in general are like. The perceived value of the fair to the customer is likely to rise if they know more about the field before coming and therefore it would be a good idea to send information packages to schools where mining- and construction-related subjects are taught.

Place

When marketing to any specific segment it is very important to consider the location. This is particularly important when marketing to students as they do not always have a vehicle to use for the transportation to the venue. In this subject Jyväskylä Paviljonki is doing really well: the Paviljonki is easily accessed from the center of the city as well as from the train- and bus stations. For people arriving with their own vehicles there is ample parking space right

next to the Paviljonki building and soon the three level parking building will be in use. The close location to the city center also makes it easy for the visitors to continue the day with going shopping and to restaurants in the center after the event.

Paviljonki is at a great location when considering the logistics included in the business. The building is easily accessible from the highways and also from the city center. Also the building itself is quite functional, it is easy to build up and take down the exhibition areas as there are wide enough doors to drive trucks through and there are also plenty of entrances. There are also several customer entrances during the fairs to make sure that all customers get easy access to the event without having to stand in line for a long time.

The exhibition halls at the Paviljonki are designed for holding fairs and other events and therefore they are a lot more functional and have a better ambience than for example many of the sports arenas and warehouses that are often used for exhibitions. There is a system of signs used that ease the movement between the exhibition halls and makes it easier for finding a specific exhibitor.

The Master plan 2015 has plans for many improvements and the area will become more and more functional as the building process advances. In the future the student groups from further away can use the parking building and stay the night at the congress hotel. All these services will be creating more revenue for the Jyväskylä Paviljonki foundation and at the same time making it easier for the customers and therefore increasing customer satisfaction. (Master plan 2015 pamphlet 2007.)

Promotion

An important part of the promotion of the events is in making sure that the customers and all the potential customers have the right perception of the event, especially with new events or after the concepts of the event have been changed. It is important to notice these kinds of things that might seem obvious and unimportant when planning the promotion but especially with public

events most visitors are not very familiar with all the subjects. Also the organizer must be able to meet the expectations created by the promotion

The website is an important tool for the organization and there should be a lot more updates and some general tune up on the website itself. The website is a basically free media for the company and to use it effectively would also bring the other events that are organized by the company to the possible customers' attention. When considering the student segment internet is one of the most effective mediums. According to research by the Finnish newspapers association internet has become the most important and pleasant medium for the youth. (Nuorison mediankäyttötutkimus 2007)

Freetime fair

The promotion of the Freetime Fair and most public fairs has been generally done with advertisements published in newspapers. The results of the survey conducted at the Freetime Fair 2007 shows that 70% of the respondents got information about the fair from a newspaper. Out of these 70% there were 82% who read about the fair in the newspaper *Keskisuomalainen*. The respondents could choose more than one option to be a source of information and therefore the percentages do not add up to an even 100% (Freetime 2007 customer survey 2007).

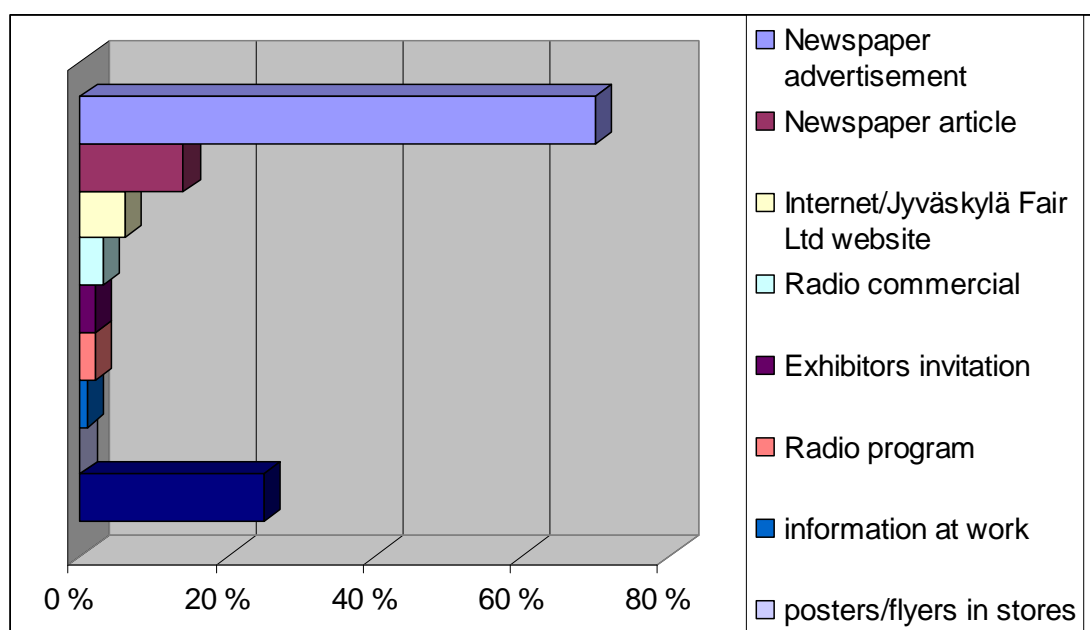


FIGURE 6. Sources of information on Freetime fair 2007

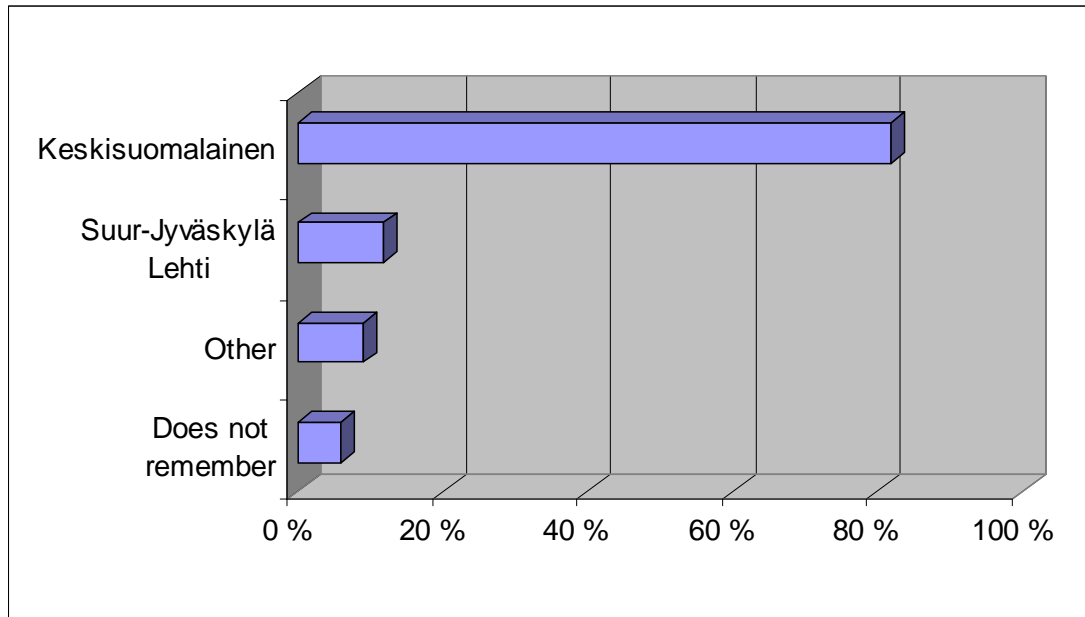


FIGURE 7. Newspapers source for the Freetime fair 2007

Although the Freetime Fair has long traditions it is still necessary to consider the promotional material carefully. The subject areas of the fair changes from year to year, especially with the change of project manager and also because of the changes in the interests of the audiences. Many of the customers come to the fair to see one specific segment of the overall fair rather than just browsing through everything. It is important to consider what segments of the fair would be most interesting for the student customers and to concentrate on these areas in the promotion. The chart below shows the interest areas of the student respondents at the 2007 Freetime fair. (Tietoykkönen, 2007)

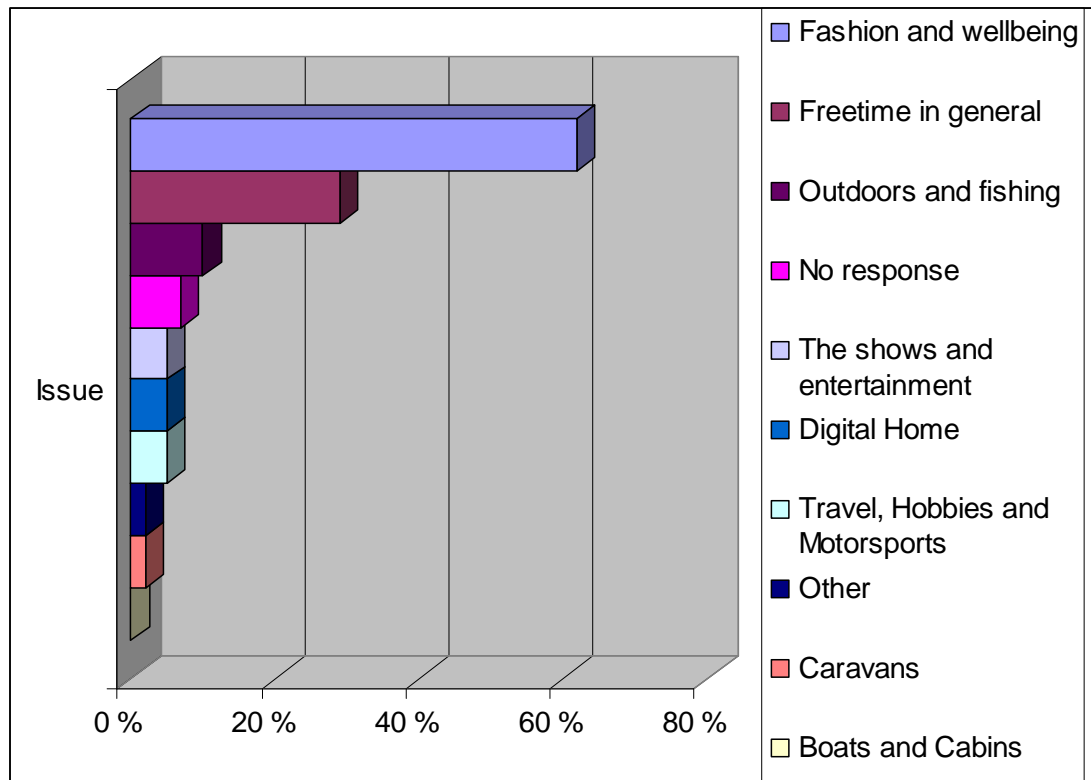


FIGURE 8. Student interest areas at the fair

For the Freetime Fair 2008 there was also cooperation with the S-group and the Yhteishyvä magazine published advertisements of the Freetime Fair 2008 as well as Book Fair 2008. This publication has a large circulation and as there was also a discount offered from the S-Group stores, the cooperation was definitely beneficial to all parties involved, including the customers.

Book Fair

Naturally the audience is a large factor when considering the promotional content of both the book fair and the Freetime fair. A large part of the student segment is going to be interested in really different subjects than most of the other visitor segments. For example it is important to make sure the students know that there are also cartoons and comic books as well as a large number of books for younger people. Also the names of famous authors are likely to raise the interest of many students. A lot of celebrities have written books and many are coming to Jyväskylä Book fair to promote the books. It is advisable

for Jyväskylä Fair Ltd to let the students know of these authors that can be seen at the fair.

Last year the book fair was a success, but the exhibitors and sales personnel of used books complained about the customers not knowing that there is a possibility to buy used books at the fair and as the customers had not taken the necessary cash for it as the used books section did not have the possibility of paying with a credit card. This problem can be corrected quite easily by mentioning to the customers about the great possibilities of buying books at the fair.

The book fair this year has been giving media releases on the list of authors as their appearance at the fair has been confirmed. This way there has usually been something new for the visitor of the website to see every week as well as for the newspapers to write about. This procedure has increased the number of visitors to the website and the book fair website has been one of the most visited of all the Jyväskylä Paviljonki event pages. Naturally the media releases should be very specific and easy to understand in order to avoid misunderstandings.

With the book fair 2008 there was a media release that stated that the exhibitor areas for the Book Fair had been sold out. Some of the newspapers forgot to mention the fact about exhibitor space, therefore possibly giving the reader the idea that there were no more tickets to be sold for the event. Also with the Book Fair after party there was a slight misunderstanding as the party that was held at Amarillo after the event had only entrance with free tickets given away at the fair. A newspaper reported that the event was free of admission, giving the wrong idea that anyone could just walk in. Obviously no reporters' or customers' intelligence should be entirely counted on to figure things out.

FinnMateria

In the exhibitor survey of FinnMateria 2007 many of the respondents complained about the trade show not being promoted well enough. The biggest complaints were about the lack of customers both at the fair and at the companies' own exhibition area. The only part of the fair that was negatively

ranked was the number of customers at the fair which had 44% negative feedback and only 22% positive. Also 22% of the exhibitors surveyed complained that the fair was not promoted well enough and 24% stated that the fair did not meet their expectations. Also when asked about their suggestions for development of the fair, many wished for the increase in the number of customers. Overall 68 percent of the respondents of the survey gave the trade show positive and only 10 percent negative feedback. (Exhibitor survey 2008, 11.)

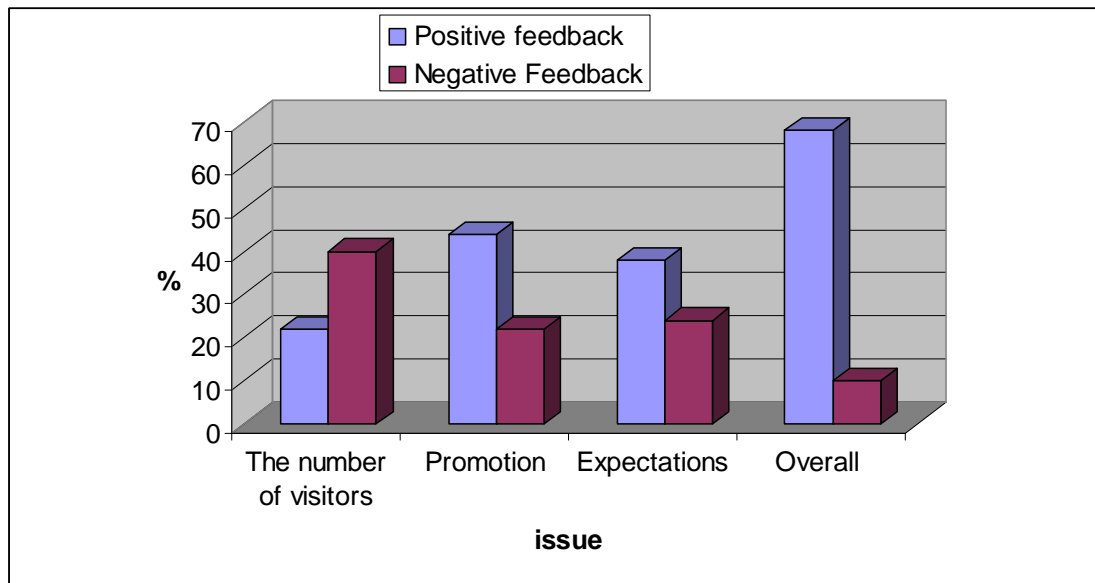


FIGURE 9. Exhibitor feedback on FinnMateria 2007

Obviously the largest problem with the fair at the moment is the lack of customers. These complaints were made because the lack of promotion of the fair that probably would have drawn in more customers. The importance of promoting the FinnMateria trade show to the student segments is obvious as in the future there will be more development on the recruitment function of the fair. During my practical training I made a list of contacts that can be used to reach the schools and that way also exactly the right students. Using this network for the promotion of the fair should bring large numbers of students who are seriously interested in studying and working in field.

People

The right people working for an event organization are a great asset. The personnel at Paviljonki are competent and have good customer service skills. When considering the student segment it is important to remember that students are equally as important customers as any others and need to be treated with the same respect.

In this subject it is necessary to inform the customers and exhibitors really well as they also affect the other customers' experience of the event. When everyone knows how the fair functions and how to behave they make the event more enjoyable for everyone else as well. With the Wine 2008-event it might be necessary to remind the students as well as other customers that the purpose of the wine event is not to get drunk but rather to experiment and learn about wines.

When considering the trade shows it is also very important to know the right people involved in the field. With FinnMateria there is a very highly esteemed board, formed from executives and professionals of the companies in the field, which is taking part in organizing the fair. This helps in organizing the fair so that all the right aspects are covered and all the right people know about it.

Process

When dealing with customers, especially groups it is extremely important to make sure that all the logistics involved work effectively. In this fast paced modern world, if it is too difficult to obtain a ticket to the fair and to get to the site a person is likely to decide not to go. Even more so with groups there is often trouble at finding a person who is willing to; spread the information, gather the group, collect the money, pay the event organization, get the tickets, distribute the tickets and make sure everything else works as well.

The processes involved with the customer should be made as easy as possible for the customers. This means doing as much as possible of all the processes before the customer is taken into the action. Therefore the customer will enter the situation where as much as possible of all the arrangements have been planned and organized already.

In the future the work with the tickets is going to be a lot easier because of the online payment systems. The customer will be able to choose the right kind of ticket for themselves and print it out before going to the fair. Of course not all customers have printers or even computers with internet access. Also with groups the online payment systems will make it easier to get to the fair as the members of the group can either pay online individually or as a group and then get to the fair together. These possibilities make sure that nobody needs to have to go through the trouble of collecting the money and distributing the tickets.

The printed out ticket will then have a bar code that can be read with a scanner at the ticket booth. This procedure will only take seconds and the customer will quite quickly be enjoying the event without having to stand in line and wait for his/her change and printing of the ticket. The excellent service should continue through out the event and the customer should leave happy and content. If things like customer information, signage and parking do not work out for the customer it is likely that the customer will not come to another event at the same location or organized by the company even if the event itself is a success.

Physical evidence

When marketing services instead of tangible products it is necessary to make the customer see exactly what they get for their participation at the event. Especially with fairs the product can be a bit vague for the customer. This makes it important to give the customers something they can see and feel with their own senses. (Lovelock 2001, 8-9.) Also it is necessary to visualize the product to the potential customer some physical evidence such as customer survey results and participant numbers can be used.

Book Fair

At the book fair the first 500 visitors of each day are handed out free copies of a book. These books as well as all the material the exhibitors give away to the customers are something tangible that the customers can take home from the fair and remind of the more intangible services offered at the fair. Also the stu-

dents who come in groups get a more defined ticket sent to them than the tickets printed at the Paviljonki entrance. This as well is a part of making the service more tangible.

5.2.2 The 5Ws and the H

This part of the thesis explains what the content of the promotional and marketing messages should contain and also tests the overall feasibility of the marketing strategy. The five Ws and an H are a system where the subject is covered from all directions to measure feasibility and to develop the service itself. (Hoyle 2002, 32)

Why?

The promotional material should give the potential customer the reasons why they should attend the event. Students are often really busy and have so many things to do that anyone competing to catch their attention and attract them into a specific event should really have something special and worthwhile to offer and they should not forget to tell that to the customer. (Hoyle 2002, 33-35.)

The promotional messages should also have a personal approach to make sure that it is directed at the right audience. The messages should tell all the benefits that the customer gets and what the customers miss out on if they decide not to attend. The message should say what needs are satisfied by the event and what the customer really gets for attending.

Book Fair

A student thinking about coming to the book fair should know that the book fair is basically a once a year opportunity to get an overall experience that according to Kivimäki (2007), the organizer of the Book Fair 2007 and co-organizer of Book Fair 2008 is "hard to find anywhere else." The combination of new and old books with the possibility to meet authors and the company representatives is unique in nature. Also other forms of culture such as theater and movies are present. At Jyväskylä Book Fair 2008 there are two movies

shown at the auditorium and theater performances are held at the stages. Kivimäki (2007) also stated that “it is unreasonable to make the book readers travel all the way to the coast cities in order to go to a book fair.” A good reason to attend for many students in the Central Finland region is naturally the proximity of Jyväskylä.

FinnMateria

FinnMateria trade show is a unique opportunity to meet the largest, most successful companies in the field at the same time. FinnMateria is the only event in its nature in the entire Scandinavia. A person studying or working in the field should come to the event to see what the trends of the business are and also to meet company representatives and to make new contacts. In the Future a great reason for anyone involved and interested in the field would be that there will be increased possibilities for recruitment at the fair.

Who?

This part of the promotional material should describe who the fair is organized for and the marketers should know who the marketing efforts are targeted at. This information can be different for different segments as the interest areas of the segments are different. (Hoyle 2002, 35-36.)

The student segment can be divided further into different categories. For trade shows the right students are the students who study subjects that are related to the field in question. For public fairs it is harder to find out who are the most interested customers for the specific event. When sending the promotional material it should be carefully evaluated who it should be sent to in order to avoid spamming and also on the other hand having the wrong kind of customers at the trade shows.

Also it is important to decide which channels to send the messages through. There are several student organizations and student card organizations that offer the possibility of reaching almost all the students in Finland with just one email sent to couple email addresses. Also the schools are a possible candidate for spreading the information to the students. It is important to know who the right people in each organization are.

When?

When organizing an event it is very important to think of the best time of the year, month and day in order to get the best attendance and both customer and exhibitor satisfaction. As Allen (2000,24) states “timing is everything.” Also it is important to know when the customers make the decision to attend the event so that the promotional material of the event is sent at the right time. When promoting to groups it is important to start sending the promotional material earlier than when marketing to single customers. This is because of the time needed to gather the group and to send the tickets and invoicing.

Book Fair

In the future the book fair should be organized so that it starts on a weekday so that school children can come to the event with their schools. The time of the day should be chosen so that the students can come during the school day and the children should not be forced to stay at the fair later than their usual school day ends. During the weekend the fair should not open too early as the fair is more a recreational fair than a trade show. The closing of the fair should be so that people still have time for their other activities and so that they hopefully come again the next day.

The right time of the year is a very important aspect when considering the book fair. During the autumn months there are two very formidable competitors' book fairs. The spring is a good option as people are getting more active after the darker months of the winter season. There are several competing book fairs organized this year during the spring, but the future will determine how many will succeed and continue. Summer months do not really have a lot of competition but also people are often on vacation, including many of the Jyväskylä Fair Ltd workers.

All different types of holidays should be thought of when planning the timing of the event. (Hoyle 2002, 36-38). The Easter holiday is a bit difficult holiday season to avoid as the timing of the holiday changes from year to year. During the Easter and skiing holidays families often go on trips and therefore cannot attend the book fair or any other fair. Also it is harder to convince people to at-

tend and to find employees during these times as there are a number of other events. The skiing holidays are different in local and regional areas and the holiday seasons of other areas should be also taken into consideration. Also with religious holidays it can sometimes be hard to get people to come to an event and it can even be sacrilegious to hold certain events during certain religious holidays.

Freetime

The Freetime Fair has traditionally been organized during the weekend as it is mostly a public fair rather than a trade show. When considering the student segment the best time of the week would be during the weekend as the students do not have interfering classes. Also as the fair is open from 10:00 to 18:00 on Saturday and 10:00 to 17:00 on Sunday the students can choose a suitable time to visit the fair and still have time for other activities during the weekend. (Freetime Fair 2008)

According to the customer survey of the Freetime Fair 2007 up to 62% of the students who attended the event made the decision to attend during the week of the event. Only 12% of the responding students made the decision less than two weeks before the event. Another 12% of the students made the decision to attend the fair two to four weeks before the event. Only 15% of all the student respondents made the decision either one month to two months, two to four months or over four months before the event. (Freetime customer survey 2007)

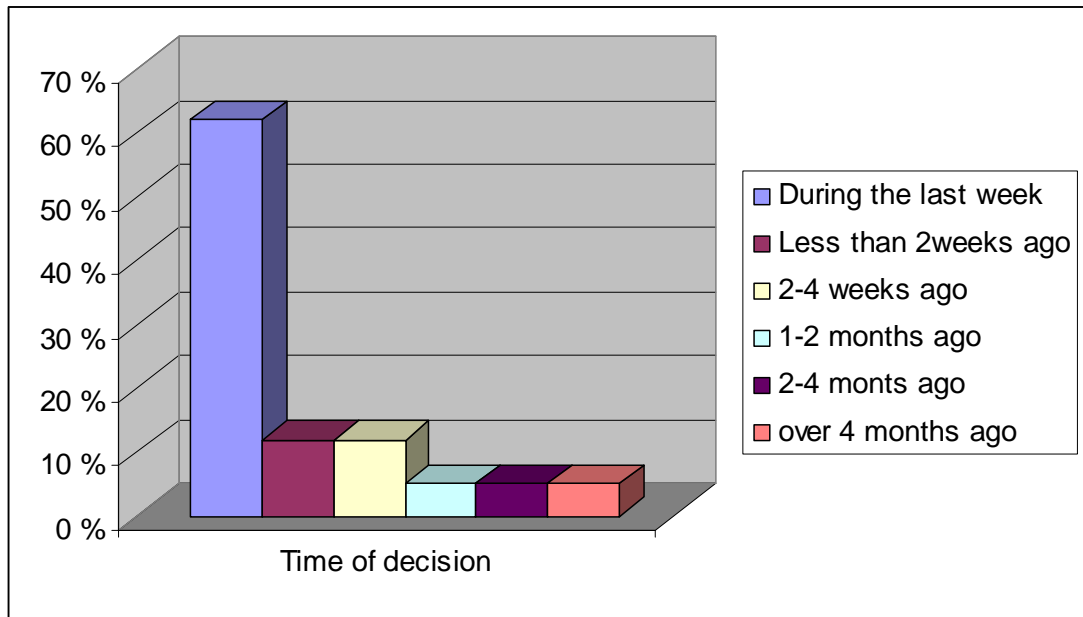


FIGURE 10. Student decision making on attendance of Freetime 2007

FinnMateria

The FinnMateria trade show on the other hand has been and should be organized during the week in the future as well as it is a trade show and most professionals of almost any field would rather spend their work time rather than their leisure time at these kinds of events. The student segment should also be able to get time off from school to attend the event during the week and therefore the trade show would not interfere with the weekend plans of the students. Some of the schools might even help with organizing transportation to the trade show. Also with the FinnMateria trade show it is essential to avoid holidays and other free days (Hoyle 2002, 36-38).

Where?

The promotional material should inform the possible customers where the fair is held right in the beginning of the message. The possibility of public transportation and the parking options should be informed of as well as easy accessibility by foot. Also important is to mention of the services available at the Paviljonki and the services available in the center. (Hoyle 2002, 39-40.)

A lot of work and effort has been done to make the Paviljonki brand well-known and this work can be put to use when marketing the events. The venue is well known and appreciated as a functional and versatile event center. The Paviljonki is a unique event center in central Finland area and all the promotion of it is good promotion to all the other events organized there as well.

What?

A lot of fairs and trade shows are organized in Finland through out the year and it is not always easy for a potential customer to know exactly what the event is about. The customers should be told what the purpose of the event is. Also this part of the promotion is an essential part when considering who are going to be the target of the marketing. (Hoyle 2002, 40-41.)

FinnMateria

To avoid disappointment and the lack of the right type of customers it is quite important to inform everyone involved on what the event is really like. Some of the exhibitors at the FinnMateria trade show complained that they had “come to the wrong fair” because of misinformation. It is hard to say who is to blame for this as other exhibitors mostly did not have this problem. (Tietoykkönen survey 2007). Also in the future with the FinnMateria trade show it would be a good idea to send information packages about the field in general to the schools and teachers that teach related subjects as the current perception of the mining industry is really different from the reality.

Book Fair

With the book fair it is necessary to make sure that all the customers know what the fair is like. When marketing the fair to schools administration and teachers as well as the city educational department it is important to make sure they all understand the educational value as well as the entertainment value of the event.

The promotional material should create expectations of the fair to the other viable customer as well. This could be done by informing about the authors and companies that will be present and by identifying some of the program features. The marketer should know the student segment really well in order to

know what the subjects they are interested in are and how to catch their attention enough to attend the book fair.

How?

Often included to the 5 Ws is the one H. This stands for how and is a fundamental part of the marketing efforts. This part of the promotion is really important as it suggests and informs the customer on how to proceed with the involvement on the event. The customer should know where to find more information if they are interested in the event.

There should also be information on how the logistics involved with the fair works: including information on where to get the tickets, how they are paid for, where they can register, and on accommodation options for visitors from further away. For groups it is important to inform who they should contact and how many members the groups need to have in order to get a discount.

These subjects are equally or even more important to the people planning the event as they should know how everything will work well in advance prior to the event. They should also have decided on all the logistical factors involved with the event. When considering these subjects the planners can see the flaws in the plan and correct the possible mistakes before the problem arises and when there is still plenty of time for corrective actions.

5.3 Budgeting

The marketing efforts to the student segment will be mostly done through guerrilla marketing methods such as email and therefore will be quite cheap compared to the large numbers of students reached. Also public relations have been used as some student organizations magazines have been contacted and one has written an article about the book fair. Some costs always come from the marketing such as salaries for those doing the communication and for those who are designing and updating the website.

In the light of the cheap promotion done to the students it would be agreeable that any profit made from ticket revenue from the student segments would be an additional bonus to the event revenue. It is still necessary to consider carefully what price levels and discounts to use with both students and also with other customer segments.

The price is an important factor especially with the Book Fair 2008 fair as it is the first time Jyväskylä Fair Ltd organizes it. If the fair does not attract a good number of visitors it will be considered a failure and it would be difficult to convince the exhibitors to return the next year. This year it is important to organize a successful book fair to show everyone the quality of services at Jyväskylä and to make sure that the fair will be held here in the future as well.

6 LOGISTICS

6.1 Tickets and payments

The logistics involved with tickets and the transfer of money can be quite difficult, especially when working with groups. Currently these logistics form one of the biggest problems with getting students to the events. Most schools are unwilling to have someone working at the school do all the work with asking who are interested in going to the fair, collecting money, paying for the tickets and giving out the tickets to the people who have paid for them. This is especially the case when the schools do not get any additional discount but only the same group price as everyone else. This factor also decreases the schools' interest in spreading the information about the events to the students.

In the future the customer database will be developed to be more functional and broader as well. With online registration and payment systems the customer can get the ticket and print it out before coming to the event. When entering the event the barcode on the ticket will be scanned and the customer can go straight in. These customers who have pre-registered and paid for their

tickets online will then be added into the customer database for easier access to tickets in the future as well as a possibility for online marketing of other fairs and events. For groups there will probably be a system used where entering a group code will allow a cheaper ticket to be purchased.

6.2 Transportation

Jyväskylä Paviljonki is quite accessible from all around Finland. Still the majority of students do not have cars and if their school does not offer transport to come to the fair it is hard to get student groups to the events. Also groups coming in busses save a lot of money in parking costs as well. When considering comprehensive and high schools the schools themselves will probably provide the transportation but other schools such as universities might be interested in transportation options.

There is a possibility of extending the services of the booking service to include transportation companies that could transport students to and from their cities to Paviljonki. These package deals could be even cheaper for the students and Jyväskylä Fair Ltd would get more visitors. By making it easier for the groups to organize the transportation it would make it easier for them to decide to come to the events as well. Naturally this would cause some more work for the organizers of the event but also it could be done in cooperation with some other companies.

6.3 Accommodation

Accommodation is an essential part of the services offered to customers coming from further away. At the moment the accommodation issues are handled by the Jyväskylä Booking, which helps the customers get a place to sleep in Jyväskylä. For student groups coming from further away the service is quite essential to ease the participation at an event. In the future the accommodation service will develop as according to the master plan 2015 a new congress hotel will be build into the Paviljonki complex. This hotel will make it even eas-

ier for customers to come and enjoy the events and also it will bring a lot more revenue to the Paviljonki foundation. (Master plan 2015 pamphlet 2007.)

7 BENEFITS

This chapter describes the different benefits of all the parties involved in the student marketing. Also described here are the benefits caused by the development of the recruitment function at the trade shows. The idea of the changes is to make all the stakeholders benefit from the developments.

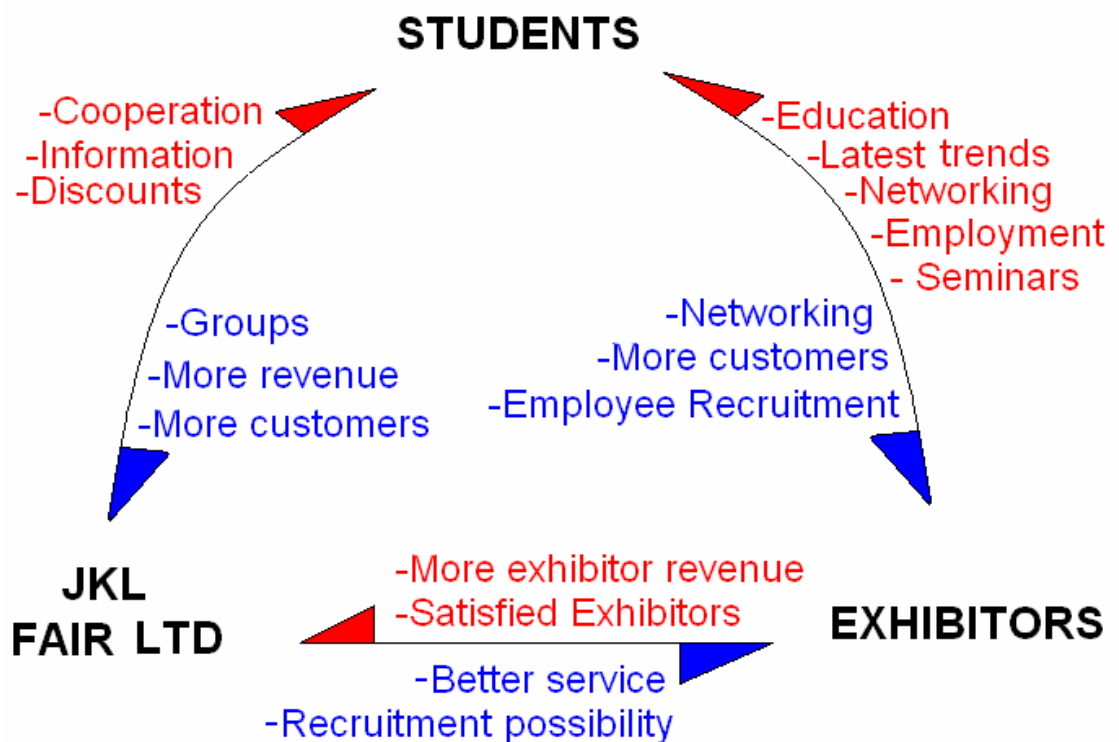


Figure 11. Benefits of student marketing

7.1 Students

Trade shows

The students will be able to make contacts with the leading companies and professionals of the field and to build network of these contacts for the future. As the recruitment function at the fairs develops the students will have the possibility to even get a job at the fair or at least the contacts that they can use for employment in the future.

As more seminars are incorporated into the fair product the students have increased possibilities of learning the trends of the business as well as getting education and professional skills needed for working in the field. This is especially the case with special trade shows such as the FinnMateria trade show. There are only a few schools that teach mining and ore technology but many technological fields offer the necessary basic information needed for working in the field. These large groups of students are possibly the future workers in the field.

Public fairs

At the public fairs the students will be offered more discounts in the future, especially when the online payment systems develop. Also the students learn the new trends of the field in question and the students of the field have the possibilities of making contacts with future employers. The students, like all the other visitors, will often have the possibility to purchase the new products at a discount and learn more of the services offered by the exhibitors. Public fairs naturally have a lot of entertainment value and are a nice relaxing get-away from the studying.

7.2 Exhibitors

Trade shows

Having students as customers at the trade shows is also beneficial to the exhibitors. In the future the recruitment possibilities at trade shows are going to increase. There will be a lack of workforce in many different fields and trade shows will be a great venue for finding the top professionals of the future. Like the students the exhibitors can get contacts and form networks at the trade shows.

Also important for the companies exhibiting will be to promote their company and brand to the students. A positive image of the company will make people want to work there and in a larger scale to use the products and services. Good trade show experiences of the students can reflect to their peers and families by word of mouth and even more so with negative experiences.

Also some exhibitors will likely want to present their company to the students at the trade shows. All the conferences and seminars organized in connection to the trade show are a great possibility for this. The companies can even hold educational and training lectures to possible future workers. There could be a lot more cooperation between Jyväskylä Fair Ltd, the exhibitors and the schools in relation to seminars held at trade shows

Public fairs

The increased number of students also at public fairs will increase the number of sales made by the exhibitors. Students are usually interested on the recent trends and this offers the exhibitors a chance to launch their new products and services to an interested audience. Also an important benefit for the exhibitors will be the possibilities of enhancing the company brand image. Students are a

large market segment and can become long time return customers to those companies that can maintain a good brand image.

7.3 JKL Fair Ltd

Trade shows

As more marketing is done to the student segment the number of customers is likely to increase at the trade shows. The students will be invited according to their studies to fit the field of the event. These customers will be the right customers for the trade show and likely to become return customers to other events at Paviljonki as well.

The exhibitors should be more satisfied with the trade show in general after the increase of customers and therefore this will mean more interest from the exhibitors for the future trade shows. The Jyväskylä Fair Ltd company image will improve and the Paviljonki will become better known among both the exhibitors and the students as well. The development of the recruitment function at the trade shows will be a competitive advantage to the Jyväskylä Fair Ltd. The trade shows organized by the company will be unique in the recruitment and educational aspects.

As there will be more visitors there will also be more revenue from the other services offered at the Paviljonki. There will be more customers at the restaurants and also there will be more visitors at the seminars and conferences organized during the trade shows. This will mean more revenue from all the training and educational seminars held at the congress center as well.

Public fairs

Similarly to the trade shows the promotion of the public fairs to the student segments is likely to increase the number of customers at the fairs. If the fairs are a success and the students enjoy their visit it is likely that they will come to other fairs and events as well. The students are a likely return customer group and if they come from year to year it will be quite lucrative for the Jyväskylä Fair Ltd. The lifecycle of the student customers is only in its beginning and ac-

quiring the student as a customer at this time is going to provide large long-term benefits. As group discounts are offered and the students of the same subject know each other well, are the students likely to come in groups and to increase the number of customers rapidly.

8 COOPERATION

Working together with more organizations opens up new possibilities for both Jyväskylä Fair Ltd and the organizations. Jyväskylä Fair Ltd can get more visitors from the student segment by cooperating with the right people and schools. In every field the teachers are the ones who usually communicate to the students about the trade shows of that field. The work of the teachers is still not appreciated enough. By contacting and even rewarding the efforts of the teachers it would be possible to get more and more student groups to the trade shows. Also working together with the Educational Department of Jyväskylä is socially responsible as it is important for children of all ages to read books and learn about culture, history and science.

8.1 Jyväskylä Educational Department

Book Fair

In the future the book fair should be organized so that it would be starting during a school week in order to make it possible for student groups to come to the fair. There is a possibility of working together with the Jyväskylä educational department in organizing the fair. This cooperation would open the possibility of attracting up to 8000 pupils from the regional schools to the fair.

For the pupils the fair would be both educational and entertaining. A wide array of possibilities exists for the entertainment possibilities from writing and drawing competitions to theatre plays and book related quizzes. At the end of the fair the winners of the competition could be announced, this way making sure that most students stay the entire time of the event and also adding a cer-

tain level of excitement. For the teachers and other school faculty there could be information on school books from the publishers.

The admission to the fair would be paid by the Educational Department and the schools so that everything, except the bought books and services, would be free for the children and their parents. Naturally Jyväskylä Fair Ltd could offer a good deal on the ticket prices or even offer the event free for the schools and just get the profits from the exhibitors.

The publishers of children's literature would definitely be interested in exhibiting at the fair. Also publishers of educational and study books could exhibit their books and discuss with teachers and school administration. There could be a seminar on the purchase of the schools books where the deciding parties could make the choice on the school books to use after they have been displayed by the publishers and authors. The exhibitors could naturally also attempt to sell all kinds of books to the students and personnel.

FinnMateria

As for the FinnMateria trade show there could be cooperation in informing the schools of the field in general. This would happen by sending guidance counselors information packages on the field and invitations to the trade show to give away to students who are interested in the field and about to continue their education in a different school. Informing the general public about the recent developments in the field is necessary as the current image the field has is really different from the reality.

8.2 Educational consortiums

Working together with different educational consortiums offers the chance to get large amounts of new customers to the events organized by Jyväskylä Fair Ltd. The consortiums involvement, especially in public fairs would be as an information channel. The consortium would pass on the information about the

fairs to the students who would then contact Jyväskylä Fair Ltd for tickets and additional information.

With trade shows more advanced cooperation would be likely. When considering a specific trade show the Jyväskylä Fair Ltd could send information to those branches of the school teaching related subjects. There could also be information packages sent to student counselors and teachers so that they could talk about the field in question. This would be especially beneficial to such industries as those involved with the FinnMateria trade show. The students could also have a possibility to get a job from the companies exhibiting at the fair, whether it would be a practical training, thesis idea, summer job or a full time job.

8.3 Universities

There is already some cooperation with the University of Jyväskylä as well as with Jyväskylä University of Applied Sciences. There is still a lot to improve in these segments as well. One of the most important parts of the cooperation would be in that the schools would forward information about the events and student discounts to the right students. For this Jyväskylä Fair Ltd needs to get either email or regular mail addresses where information can be sent to annually, a few weeks before the event.

As part of my practical training I have been communicating with the wine course instructor Helena Rantasuo from the JUA and I have organized a stand for the JUA at the Wine 2008 event. The exhibition at the JUA stand will be planned and implemented as a Bachelors' Thesis by two students of the JUA. I also contacted the chief editor of the Jarkko-Magazine that is the official magazine of the JUA student organization JAMKO. This communication resulted in a publishing of a story about the Jyväskylä Book Fair 2008 in the Jarkko magazine. The magazine is mailed directly to the homes of all members of the student body as well as the staff and to some stakeholders of the JAMKO student organization.

It is essential that the schools and students get benefits from the cooperation as well as the organizer and the exhibitors. With the development of the recruitment possibilities at the trade shows the students that get a job before or right after graduation at the trade shows make it worthwhile for also the universities to participate at least in the information flow. This is a situation where everybody can win and cooperation should prove to be beneficial to all parties. The University of Jyväskylä has been participating on the book fair before as the literature students from the school have been interviewing the authors at the fair. In the future more complex cooperation would be possible, especially with the trade shows.

9 CONCLUSION

It is obvious that the field of event management will continue to develop in the future. For those companies that want to continue to grow it is really important to keep up with the development. In order to have new customers at the events it is essential to be able to look for new market segments and to be able to acquire them as event customers. Therefore it is necessary to implement new ideas and services and to be able to develop the existing ones.

As the Book Fair 2008 and the wine event 2008 have just ended it can be roughly evaluated how the first attempts on student marketing went. The student marketing was directed at the University of Jyväskylä, Jyväskylä Educational Consortium and the Jyväskylä University of Applied Sciences. It is hard to say for certain how well the marketing worked as the results of the surveys conducted at the events will be published later on this year. The events themselves went really well and the exhibitors as well as the customers were quite satisfied with the events.

As for student groups it can be said that only the University of Jyväskylä ordered tickets with the group discount. The representatives of the Jyväskylä Educational Consortium had already previously stated that they would not be

willing to handle the logistics involved with the tickets but that they would certainly spread the promotional material. Therefore it was no surprise that they did not order group tickets. The Jyväskylä University of Applied Sciences also did not have any group ticket orders. Obviously schools and students are so busy these days that in order to sell tickets the logistics should be made as easy as possible.

During the practical training I started a conversation with the Jyväskylä Educational Department about the cooperation on Jyväskylä Book Fair. This far the Educational Department has been very interested in the idea as well as the Trade Union of Education in Finland. Also the publishers of school books have been interested on working together on the issue.

In the future it is important for Jyväskylä Fair Ltd to continue with the work started this year. There are vast possibilities with student marketing and especially as the services develop there will be possible new segments even abroad.

Although it is hard to begin something new, the rewards can be great for continuous attempts on development and success. As the level of competition rises the best companies will be able to stand up and face even the toughest challenges. There is vast potential for the student segment in the fair and trade show industry. Students are the truly the future.

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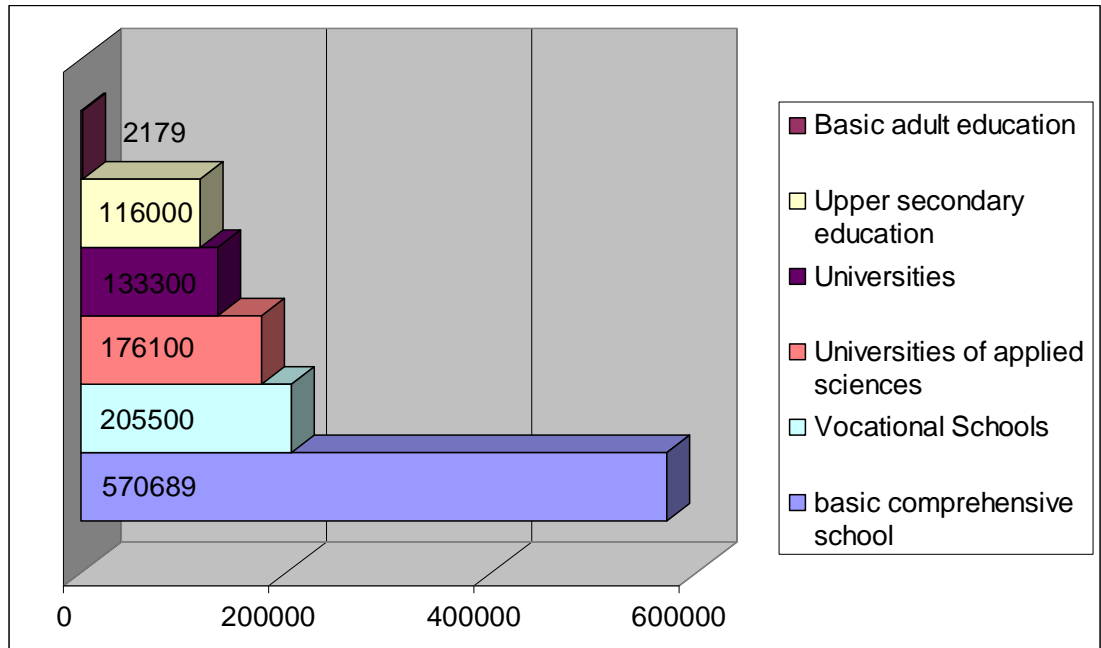
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APPENDIX 1. Students in Finland



Source Statistics Finland 2008