



Planning, producing and executing marketing for Leppävaara-viikko 2008



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This thesis describes the phases of planning and producing marketing materials for Leppävaara-viikko 2008. In addition, it explores theories and practicalities of different marketing means and channels, from which some were used in creating the marketing for Leppävaara-viikko 2008.

The various means of event marketing are explored with the case: Leppävaara-viikko 2008. The traditional aspect of marketing in general is studied a little, leaving the focus on event marketing.

The project group of Leppävaara-viikko 2008 planned the marketing for Leppävaara-viikko 2008, and produced it in total. The thesis explains the decisions made on executed marketing and evaluates the success of the project. The theories are supporting the marketing chosen for the project, in addition to which decisions were based on earlier studies as well as on issues acknowledged whilst the project was ongoing.

The thesis studies the phases from the beginning of the project until the closing of it, final results are stated and proposals for the coming years are given.

Key words event marketing, Leppävaara week, marketing material, project

Jaana Laukkanen

Leppävaara-viikko 2008 markkinoinnin suunnittelu, tuottaminen sekä toteutus.

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Tämä opinnäytetyö tutkii Leppävaara-viikko 2008 projektin markkinointimateriaalin suunnitteluprosessia, tuottamista painotalojen kilpailuttamisesta valmiin tuotteen saamiseen sekä markkinoinnin lopputoteutuksen suorittamista. Leppävaara-viikko 2008 projektiryhmä koostui vuonna 2008 Laurean sekä Evtekin (nykyään Metropolin,) opiskelijoista.

Tapahtumamarkkinoinnin osa-alueita on tutkittu perusteellisesti tämän opinnäytetyön teoria osiossa. Tämän myötä suunniteltiin Leppävaara-viikko 2008 projektin markkinointi. Projektissa luotu markkinointi suunniteltiin teoria osion mukaisesti.

Leppävaara-viikko 2008 projektiryhmä onnistui luomaan yhteneväisen markkinoinnin suurtapahtumalle, sekä vahvistamaan tapahtuman teemaa, joka tänä vuonna oli lapset, nuoret ja monikulttuurinen Leppävaara sekä Espoo 550 vuotta.

Projektiryhmän tavoitteet asetettiin ohjausryhmän sekä projektiryhmän yhteisestä päätöksestä. Keskeisimmiksi tavoitteiksi nousi Leppävaara-viikko 2008 markkinointimateriaalien levikin kasvattaminen sekä näkyvyyden lisääminen Leppävaaran kaupunkikeskuksen asukkaiden keskuudessa. Myös projekti tunnettuuden kasvattaminen oli tärkeimpien tavoitteiden joukossa.

Projektin edetessä projektiryhmä kohtasi ongelmia, mutta mahdollisti projektin onnistumisen riskien hallinnalla sekä luovalla ajattelulla. Projektin onnistumisen mittoina ollessa projektin aikataulussa pysyminen, budjetissa pysyminen sekä markkinointimateriaalin laadullisuus, projektin voi ajatella olevan onnistunut. Tämän opinnäytetyön lopussa käydään läpi projektin tulokset, loppuraportointi sekä ehdotelmat tulevia vuosia ajatellen.

Asiasanat tapahtumamarkkinointi, projektiryhmä, Leppävaara-viikko, projekti

TABLE OF CONTENTS

1	Introduction.....	7
1.1	Scope of the study	7
1.2	Choice of the research context	7
1.3	Purpose of the study.....	7
1.4	Structure of the study	8
2	Event Marketing	8
2.1	The need for marketing	8
2.2	Consumer expectations.....	9
2.3	Internal objectives, external results	9
2.3.1	Entertainment, excitement, enterprise.....	10
2.4	Product, price, place, public relations, positioning	10
2.4.1	The marketing environment.....	12
2.5	The event consumer	14
2.6	Target market segmentation	15
2.7	Product planning	16
2.7.1	Product development	16
2.8	Research and analysis	17
2.9	Event promotion.....	18
2.9.1	Competition	18
2.9.2	Costs	18
2.9.3	Duration	18
2.9.4	The theory of the 5 W's of event marketing	19
2.9.5	Promotion.....	20
2.10	Electronic event marketing	20
2.10.1	Utilisation of the Internet	21
2.10.2	Internet event advertising.....	22
2.10.3	Sponsorship or Partnership	24
2.10.4	Affiliate or associate programmes	24
2.10.5	Discussion groups	24
2.10.6	Online surveys.....	24
2.10.7	E-commercials.....	25
2.10.8	E-mails.....	25
2.10.9	E-mailing in event marketing	26
2.10.10	Personalization	27
2.10.11	Measuring success.....	27
2.11	Marketing association meetings, conferences, events and expositions .	28
2.11.1	Cause-related event sponsorship	28
2.11.2	Evaluating the options for sponsorship.....	29

	2.11.3	A public event	31
	2.11.4	Exhibiting	31
	2.11.5	Demonstrations.....	32
	2.11.6	Premiums.....	32
	2.11.7	Promotion methods for association events	33
	2.11.8	Direct mail	33
	2.11.9	Brochures	33
	2.11.10	Advertising	34
	2.11.11	Public Relations	34
	2.11.12	Other.....	35
	2.12	Additional Research	35
3		Research approach, method, reliability and validity.....	36
	3.1	Method	36
	3.2	Reliability.....	36
	3.3	Validity.....	37
4		Empirical Study: Leppävaara-viikko 2008	37
	4.1	History of Leppävaara-viikko	37
	4.1.1	Leppävaara-viikko 2006.....	37
	4.1.2	Leppävaara-viikko 2007	38
	4.2	The Leppävaara-viikko 2008 project group	38
	4.3	Laurea University of Applied Sciences	39
	4.4	Metropolia University of Applied Sciences	39
	4.5	Leppävaara-Seura Ry	39
	4.6	Alberga Rotary Club Ry.....	39
	4.7	Espoo 550 years.....	40
	4.8	The objectives of Leppävaara-viikko 2008	40
	4.9	Internal and external communication.....	40
	4.9.1	Optima (Laureas' intranet).....	41
	4.9.2	Emails of the project group.....	41
	4.9.3	Leppavaara2008@gmail.com.....	41
	4.9.4	Palaute2008@gmail.com.....	42
	4.9.5	Meetings.....	42
	4.9.6	Public Relations	43
	4.10	Theory of the 4 P's in practice (Product, Price, Place, Positioning)	43
	4.11	The marketing environment for Leppävaara-viikko 2008	44
	4.12	Target market of Leppävaara-viikko 2008	45
	4.13	Marketing materials: Leppävaara-viikko 2008	45
	4.13.1	Leppävaara-viikko 2008 newspaper	45
	4.13.1.1	Planning	46

4.13.1.2	Executing the plan	47
4.13.2	www.leppavaaraviikko.net	47
4.13.2.1	Planning	48
4.13.2.2	Executing the plan	48
4.13.3	Leppävaara-viikko 2008 posters	49
4.13.3.1	Planning	50
4.13.3.2	Executing the plan	50
4.13.4	Leppävaara-viikko 2008 programmes	51
4.13.4.1	Planning	51
4.13.4.2	Executing the plan	51
4.13.5	Promotion of Leppävaara-viikko 2008	51
4.13.5.1	Planning	52
4.13.5.2	Promotion plan	52
4.13.5.3	Executing the plan	53
4.14	Visibility in newspapers.....	53
4.14.1	Co-operation with Länsiväylä	53
4.15	Post-event marketing	54
4.16	Radio marketing	54
4.17	Outdoor marketing	54
4.18	Marketing in public transportation	55
4.19	Co-operation with other organisations.....	55
4.20	Capitalising the Leppävaara-viikko 2008 project	55
4.21	Printing company Scanseri Oy	55
4.22	Distributing company Suomen Suoramainonta Ry	56
4.23	Tasks of a marketing manager.....	57
5	Results	57
5.1	Analysis	61
5.2	Proposals for the year 2009.....	62
	List of references	64
	Table of figures	65
	Appendix	66

1 Introduction

This thesis examines the process of planning, producing and executing marketing campaign for a series of events: Leppävaara-viikko 2008. It studies theories of event marketing in general, and focuses on the Leppävaara-viikko 2008 marketing campaign and its phases of planning, production and execution.

The main purpose for the thesis is to study the development of Leppävaara-viikko and outline the features changed through the timeline of the event. It consists of historical overview of Leppävaara-viikko for clearing the great development the event has taken.

The main question this thesis answers is how to develop Leppävaara-viikko as improving the visibility and consciousness of the event within the target audience.

1.1 Scope of the study

The thesis focuses on event marketing, from the point of view of having a limited budget as the event's main purpose is to create a sense of community among the people living in the greater Leppävaara area. The main purpose of the event was not to create profit, but only to be sufficient for the costs rising from producing the marketing materials (and to achieve the set objectives).

1.2 Choice of the research context

This thesis is a project in which Laurea University of Applied Sciences is involved. Because of Laurea's involvement, choosing such a project became natural for its student. The project of Leppävaara-viikko 2008 consisted of several areas of event management. This thesis is focused on the area of event marketing, excluding areas such as finance/budgeting or project management.

1.3 Purpose of the study

The purpose of the thesis is to study event marketing, and have a learning experience while the project of Leppävaara-viikko 2008 is ongoing. Another purpose is to offer as good background information as possible for the upcoming Leppävaara-viikko projects for the coming years. As Leppävaara-viikko 2008's objective was to manage the project on a higher level from the year 2007 regarding the volume of printed materials etc., it is the reason of this study to act as a guide in yet again manage the project to a new level. The main issues of

succeeding in the marketing campaign of Leppävaara-viikko 2008 are the production and distribution of the marketing materials, the marketing channels to be used as well as the scheduling of the project.

1.4 Structure of the study

The structure of this study is firstly to be focused on the theoretical background of event marketing and the various means which are to be used in event marketing in general. After concentrating on the theoretical section the research approach is explained after which the concentration will be on the most important the marketing of Leppävaara-viikko 2008. After a thorough study of the approach of the research the empirical study is shown.

2 Event Marketing

In event marketing all the traditional marketing channels should be examined and the most compatible ones which are to benefit the event the most should be considered to be used as the main focuses. Event marketing is being considered one of the efficient channels to reach the target audiences, because of the declining influence on the population of traditional mass marketing. However, event marketing is considered as a new concept to which companies are reluctant to invest. (Vallo & Häyrinen 2008, 19)

Event marketing can be defined in various ways, but the main concept is a strategically planned occasion in which the different reference groups are reached and communicated to the event-organising company's message through experiences. Events are an effective means of communicating to the interest groups of the company's mission and image. (Vallo & Häyrinen 2008, 19)

2.1 The need for marketing

Event marketing should be creative and innovative, and therefore cannot be based on the target markets' needs. Event marketing should be perceived as helpful for the marketer to act according to the marketing plan and perform all the activities listed. The main interest in event marketing is not to over-commercialise the event, but to create visibility for it, and through that increase interest towards the event, affecting positively on the rate of participation. (Bowdin, McDonnell, Allen and O'Toole 1999, 114.)

A Vital aspect of an event is receiving support from local and national governments; institutes as such receive many requests for sponsoring an event. To receive monetary support for an

event from a governmental institute, the event organiser is required to obtain event management skills and event marketing competence. (Bowdin, et al. 1999, 115.)

Event marketing has the potential to strengthen the relationship between the company and customers as well as the relationships between the employees and the company. In event marketing the target setting and receiving feedback is fast paced. Target audiences can be limited and the correct target audience reached via efficient event marketing. Differing from traditional marketing channels, event marketing is personal and intensive. (Vallo & Häyrinen 2008, 20)

Event marketing should be integrated to the strategic marketing plan, and perceived as viable means to reach customers, existing ones as well as potential new clients. Organising events is an adequate way of sending a certain type of image of the company to the public. A company can establish and emphasize its values and operations with a well organised event while concentrating on fulfilling the customers' expectations. (Vallo & Häyrinen 2008, 28)

2.2 Consumer expectations

In event marketing customers does not tend to perform hasty purchases. Buying a ticket to a venue and taking the time travelling there implies of prior knowledge of the event. Event marketing is a segment of marketing which benefits from word-of-mouth, and in which attendees are sure they will receive what they expect. Events provide such a service which cannot be consumed in another location than the event, nor will customers have anything tangible to base their purchase decision on. The purchased service and consumption of it are inseparable. (Bowdin, et al. 1999, 115-116.)

A difficult section of event marketing is that the same event with the same services can be a very different experience for different people. Some customers can have a feeling of the event being very enjoyable, whilst another customer experiencing exactly the same event and same services can be disappointed. To avoid disappointed customers the company's internal performance should lead to a promised external outcome. (Bowdin, et al. 1999, 115-116.)

2.3 Internal objectives, external results

Marketing communications (marcom) is to strengthening the reputation of the company. All marketing tools which are put in use in a marketing plan should communicate the same message for the customers not to be distracted. The marcom's main purpose should be messaging such images of the company, which would affect positively on the reputation and the image of the company. These are images the customers create on their own mindsets,

and cannot directly be influenced by the company itself. However marketing communications should affect on the images if pursued adequately. (Vallo & Häyrynen 2008, 32-33)

Every event has objectives. Objectives should be set to be reached as being realistic and attainable, yet having the company's core competences in use. It is vital to set objectives for the event which can be reached with externally notified results. (Vallo & Häyrynen 2008, 101-102)

2.3.1 Entertainment, excitement, enterprise

An event needs to offer such entertainment one cannot experience without participating the event. The quality of entertainment offered needs to be better than the quality of entertainment one can experience at home. One needs to feel he/she is offered an experience that has value which cannot be received anywhere else. For people to be willing to leave home and attend an event, they should be gaining valuable experiences which are not possible to be experienced at home. (Hoyle 2002, 2.)

An event should create some kind of excitement for the attendees. The excitement should be promoted and successfully implemented. Excitement is different for different people, therefore the group of people invited (which is the target audience) to the event should be informed of the excitement they can experience and enjoy. The event organiser should remember to promise anticipation and then execute the promised enthusiasm. (Hoyle 2002, 2.)

Enterprise as Hoyle described in "Event Marketing; How to successfully promote events, festivals, conventions, and expositions" (2002, 3) is a "readiness to take risks or try something untried; energy and initiative". By this is meant the importance of creating such an event which is able to lead the way to new level of event offering. In addition a company should take risks in creating marketing for an event as in creating innovative fresh styles of event marketing. Creation of event marketing starts with analysing the event itself. (Hoyle 2002, 3.)

2.4 Product, price, place, public relations, positioning

A product should be identified as unique, valuable and beneficial for the attendees. History and continuation of an event add value as well as show reliability and increase willingness to join the event among the target audience as well as the sponsors. A long history of an event is not vital for success, but helps to execute the process. A successful marketer knows how to gather participants for a historical event, by defining the event as historical for the organization as well as business in general. The uniqueness of an event is one of the key

factors by which an event can have potential of becoming the top event to attend. (Hoyle 2002, 13.)

Pricing an event is determined by the main financial purpose of the event. If the purpose of the event is to profit, the incoming money has to be enough to pay the expenses yet be profitable. If the purpose is to create awareness, to create visibility, entertain customers etc. the incoming money is for paying the costs of the event, not necessarily creating monetary profit for the company. In addition there are events which spend money without profiting. These can be referred to as certain losses, as the company invests an amount of money to an event because of charity or so-called goodwill, or maintaining the position in the minds of the customer(s). It is vital for the marketer to know the main financial purpose of the event when starting the planning. (Hoyle 2002, 14.)

The three aspects of pricing are costs, value to the customer and competition within the market. Continuously expanding competition affects the pricing, as new events enter the market frequently. In addition to monetary costs event consumer perceives other costs as well. These costs are time, physical effort, psychic costs as well as sensory costs. Visitors need to consume time to attend the event, physical effort to travel to the venue, psychic costs of being excited to attend the event and sensory costs which mean unpleasant experiences that might occur when attending an event. (Bowdin, et al. 1999, 135-136.)

Placing an event in correct location is important. The location in itself creates images in the customers' minds and the event can create negativity by being placed in a location which does not match the supposed image of the event. When the marketer is planning the location and the place for an event, it is very important for the marketer to value the purposes of the event. Issues of attractiveness or practicality of the location should support the decision of placing. (Hoyle 2002, 16.)

In event marketing, place does not only apply to the geographical location of the venue. It also implies the places from which a customer can purchase tickets for the event. This has to be limited in a way to serve the customers whether they wish to purchase over the internet or from a ticket-selling company or at the gates of the event venue. (Bowdin, et al. 1999, 116.)

Marketing without public relations is not effective. By marketing, the company releases images of itself and its events to customers determined by the company itself. What basic marketing fails to do with creating images in customers' minds, public relations can execute. Public relations help in creating the right kinds of images in customers' minds. Public

relations should be integrated as a continuing process within marketing to constantly influencing the customers with positive reminders of the company. (Hoyle 2002, 16.)

Public relations can be executed with low costs, simply by sending news releases to newspapers which have readers from the company's target audience. To increase the participation rate for an event, the marketer needs to use all the available channels in communicating the right message which influences the target group. In order to be successful all communication should be unified and it should increase the credibility of the company, event and everything related to these. When a marketer knows how to appeal to the public as a company which cares e.g. environmental issues the company communicates images of being compassionate, caring, people-oriented, (in other words, good, as importance is not only in money and profits,) resulting in valuable positive attitudes towards the company and events it hosts. (Hoyle 2002, 17.)

For the marketing plan to be good, positioning the event should be performed thoroughly and precisely as fulfilling the customers needs and bringing a unique experience to the attendees. The marketer should decide whether the event can create a niche, or if the event can be put in an existing niche. If so, the marketer has to determine whether the event can offer something different compared to what competitors offer, and whether their offering is better and more valuable for the target audience. Companies marketing their events should concentrate on solving the question of how the competitors' offerings can be exceeded. (Hoyle 2002, 19.)

The marketer should be aware of the different types of profits a company can receive from organising an event. The most beneficial for the company is to differentiate itself well from others, from competitors. Companies and advertising campaigns should always offer exactly what has been promised. (Hoyle 2002, 19.)

2.4.1 The marketing environment

The marketing environment is divided into seven different sections separated from each other. All of these are dependent to the event organisation and its resources. (Bowdin, et al. 1999, 118.)

Changes in society will affect the demand on different social events. Change in demand would directly increase or decrease certain type of events. To avoid a negative image, events should not harm the physical environment, but should be environmentally friendly. (Bowdin, et al. 1999, 119.)

Within technological environment, companies vary from organising events with high-technological equipment and obtaining visibility on the internet, while there are companies which are questioning whether create web pages or not. Many companies are placed between these two types of technological environments. Some are fully electronic, while others have not developed their technological aspect. By technological environment is meant the technological competence and equipment the company acquires in everyday activities. (Bowdin, et al. 1999, 119.)

The physical environment will be effected when an event is held outside. The physical environment should be in a perfect condition, to ensure the image of the company is not harmed. The weather, being part of the physical environment, affects the number of visitors when the event is organised outside. (Bowdin, et al. 1999, 119.)

The economic state of a country or region affects the economic environment as changes in the demand for expensive superficial events. (Bowdin, et al. 1999, 120.)

Legal regulations complicate the process of organising events. The event organiser should have a thorough knowledge regarding the legislations and rules concerning political and legal issues, e.g. sale of alcohol. (Bowdin, et al. 1999, 120.)

The event organiser should have examined the market of events and ensured by marketing research the number of visitors attending the event. In the leisure-event market the number of offerings is broad, which affects directly the amount of possible customers. The competitive environment should be decided when the marketing plan is created. (Bowdin, et al. 1999, 120.)

The demographic environment consists of features of people; these are such as age, gender, income and interest. (Bowdin, et al. 1999, 120.)

Changes in demographics are going to be in the near future significant, and as that will influence everything else, it affects the markets of events as well. The most significant change which affects all developed countries is the aging of the population. This creates either challenges or opportunities for companies organising events. It will be important to be able to appeal to the older group of people as well as maintaining interest within groups of younger people. The consumption of money spent on leisure activities will most likely increase within the aging population. Analysis of demographics helps the marketer to categorise the event consumer. (Bowdin, et al. 1999, 120.)

2.5 The event consumer

The different characteristics of customers affect attendance of an event. Objectives which customers have set for themselves guide people to choose a certain event to attend. The process people have when choosing events to attend, is explained in five phases. Problem recognition is the first phase to be completed. During this phase people realize a need which should be solved. The second phase comprises the search for information regarding different events they could attend. (Bowdin, et al. 1999, 121.)

The third phase of a decision-making process is evaluating the alternatives, consisting of all the events the customer might be interested attending. The fourth phase is to choose an event which is thought to be the alternative most likely to satisfy the need. The fifth, and last, phase of the process is a post-event evaluation, in which the customer should evaluate whether the set objectives were reached. (Bowdin, et al. 1999, 121.)

With knowledge of this type of a process, the marketing company can study the customer groups, target markets, as in where and how the most prospective customers are to be reached. (Bowdin, et al. 121.)

In "Event Management" Bowdin, McDonnell, Allen and O'Toole (1999) listed five (according to Festival management and Event tourism, 1993 by Mohr & co.) motivations for attending an event. These are socialisation, family togetherness, excitement, escape, and event novelty. Socialisation consists of spending time with friends, and being surrounded by people, as well as being part of a community. Family togetherness is a motivation to enhance the internal relationships within a family. Excitement as a motivation will guide the consumer attending an event in which he or she can experience excitement. Escaping reality and having a possibility to experience a change in daily routines are one type of motivation for attending an event. Motivation of event novelty consists of the urge to attend a unique event or getting new life experiences which are therefore special. (Bowdin, et al. 1999, 122.)

Morgan (in Marketing for Leisure and Event, 1996) has stated five social factors which affect the behaviour of people in decision-making processes regarding attendance of events. Family influence is one of these factors; it is the influence of children's desires on decisions made by parents concerning the whole family. Morgan has divided the reference group in two, the first being primary and the second secondary. The primary reference group is close people in a persons' life. The secondary reference group consist of people who only partly influence the person's life. Both these groups have an impact on the person's decision-making process, resulting in making a decision supporting the general attitude of the group. (Bowdin, et al. 1999, 124.)

Morgan appears to emphasize also the importance of recognising opinion formers, who are opinion leaders influencing the population on their decisions regarding which events to attend or product to be consumed. Many of these opinion leaders are public people who have a great impact on general attitudes. Within groups there are people characterised as innovators who most likely are the first ones to have a positive attitude towards attending new events. Secondly there are early adapters who follow the innovators as wanting to experience the new events, and thirdly there are "laggards" who are influenced by the opinion leaders and will base their decisions supporting the opinion leaders without necessarily having the urge and enthusiasm to experience the event. The objective for a marketer should be to influence the opinion leaders for they have the impact on the greater majority. (Bowdin, et al. 1999, 124.)

Personality as a social factor is based on the characters people have. Personality is modified by different characteristics and impacts on the consumer behaviour. Personality as a factor is difficult to examine, but can be used as a marketing tool in targeting certain types of events for certain types of people. Culture is a social factor which should be used in targeting an event directly for a cultural segment. (Bowdin, et al. 1999, 214.)

2.6 Target market segmentation

Market segmentation includes examining the market with geographies, demographics and psychographics. Understanding the behaviour of the visitors the marketer can target the event for people benefiting from attending and reaching their objectives only by participating in the event. (Bowdin, et al. 1999, 124.)

Geographic segmentation is segmenting the visitors by location. If the primary target group is the local people of a town, the secondary group would be people living in surrounding villages and towns, and the tertiary group would be people living in the same province. Depending on the event, the geographic segmentation can vary from a centralised group of people to a broad division of people. (Bowdin, et al. 1999, 125.)

Segmenting based on measurable factors of the population is called demographics. The most common demographical measures are age, gender, income, and occupation (etc.). With these measurable demographics segmentation can be executed effectively when marketing an event for a certain type of people, and not marketing for general visitors. By demographic segmentation the marketer can gather information on where to advertise which event and how to attract the people within the targeted group. (Bowdin, et al. 1999, 216-217.)

Geodemographics is segmenting market by geographies combined with demographics. With this segmentation an event can be targeted accurately even for smaller target groups. (Bowdin, et al. 1999, 128.)

Psychographic segmentation is based on lifestyles and values. Psychographic segmentation includes examining the activities, interests and opinions combined with the demographics of the target audience. The effectiveness of segmentation requires measurability of factors, accessibility to the target market via regular marketing channels, and efficient segmentation should be based on the ability to implement the research in terms of budget. (Bowdin, et al. 1999, 130.)

2.7 Product planning

Even in event marketing, the event is indicated as a product, because marketing theory applies to both tangible goods as well as intangible services. There are three elements in a leisure service which are important, and should be known when an event is planned. Firstly the core element is to fulfil the customer's needs. Second is the tangible benefit the customer receives when attending the event, this is of the issue of furnishing (etc.). The third includes the extra attractiveness which separates that particular event from other events; this is the received benefit or experience for which the customer chose the event over other events. (Bowdin, et al. 1999, 131.)

One issue to emphasize when planning an event is to ensure the visitors maintain some similarities with each other. People expect to have a social experience, yet if the visitors have nothing in common, the experience might not be successful for all. This should be ensured with well-performed product development. (Bowdin, et al. 1999, 132.)

2.7.1 Product development

Events, as products, have life cycles. The cycle starts with introduction of the event to the market followed by growth. After the phase in which an event becomes more popular and obtains growth in market share, it will reach maturity. From maturity, there are three different options for the event to develop to. One of these is declination, meaning the event will reach its end, and the continuum will be terminated. Maturity can be followed by stagnation, which implies no growth, and a declining interest of the general public. One of the options is the possibility of reinventing the event, as developing or modifying it to support the general attitudes and changes in the population. (Bowdin, et al. 1999, 132-133.)

Event development needs to have an objective of satisfying customers' needs. Customers tend to have certain expectations when planning to attend an event and the marketers' work is to convert the expectations into perceptions. Perceptions should exceed expectations resulting in a satisfied customer. Expectations of an event are based on partly marketing of the event, including advertising, public relations, all marketing communication. Partly the expectations are based on word-of-mouth communication between friends, family and people with whom the customer interacts. In addition to above mentioned expectations are based on previous experiences of similar type of events. For a marketer to be able to execute a well-planned event, research is mandatory. (Bowdin, et al. 1999, 134.)

2.8 Research and analysis

Market research is a section of marketing planning. The marketer should become familiar of his/her target customers by studying and making ongoing research of the always changing expectations and anticipations of the primary, secondary and tertiary markets. Even though the primary market includes the most important customers for the company, it should never forget the importance of the secondary and tertiary markets. These two markets consist of potential customers and consumers. With the changing desires of people, companies and marketers should be able to understand these changes, even if personally the marketer would not feel the same as the target group. (Hoyle 2002, 21.)

Market research can be executed with two different methods. With quantitative research hard data is gathered, which cannot be interpreted subjectively. The research questions are answered giving clear results. Qualitative research reveals deeper information, still having a risk of receiving false data. (Hoyle 2002, 23.)

Qualitative research can be implemented with different methods. The focus group means a group discussion in which the researcher performs as an active part of the discussions; he/she participates the discussions by keeping the group of people focused on the topic and ensuring the discussions are continuous. The method of observation or participation involves the researcher only as an observer. The researcher should examine people's behaviour and not let anything be said without him/her hearing. This is time-consuming, and a slow process, requiring willingness from the target audience to participate. (Hoyle 2002, 24-25.)

In order to receive all vital information for the next year, the marketer should attend the event which was planned. Only by participating the event can the marketer see the concrete result of him/her work. Attending the event is a good opportunity for the marketer to document important facts and results of the success. One can see whether the location is good, whether there are inconveniences with the place, labour, etc. (Hoyle 2002, 26.)

2.9 Event promotion

The main purpose of promoting an event is to have people interested and aware of it. The more people know about the event, the more people are likely to attend it. Promoting the event with adequately chosen means predicts success for the event. Promotion should emphasize answers to questions of why attend the event, or what are the unique benefits for attending that particular event. Promotion should answer questions which are to differentiate the event positively from other events. (Hoyle 2002, 30.)

2.9.1 Competition

An event should differ from other events being unique and offer a valuable experience to the visitors (i.e. customers). A difficulty in being the best in competition is to obtain value which other events cannot provide. The marketer has to differentiate the event from others in a way that states all the qualities maintained in the event which are missing from others. (Hoyle 2002, 30.)

There is competition in the area of events, recreational as well as professional. Events differ in many ways from each other, and the main objective should be to differ from others as the most beneficial for the target group. Events are time-consuming, and therefore the target audience must choose the ones to attend from the selection. One might not have time to participate on all of them, and therefore one of the main focuses of marketing an event should be to create marketing which appeals to the target market as an event which have to be attended. (Hoyle 2002, 30.)

2.9.2 Costs

The costs of an event to the customer are not only the cost of an entrance fee. Costs consist of travel costs, accommodation, meals and drinks, transportation within the venue, and such. The marketer should calculate the entrance fee with understanding that the event should bring the customer benefits to cover all the costs he/she are forced to take. If the customer has to travel for a company and therefore is not spending his/her own money, the travel costs and other costs are not issues. (Hoyle 2002, 30.)

2.9.3 Duration

The duration of an event should be an important issue. The duration of an event is fully dependent on the purpose of the event. The marketer should bear in mind that the longer the

event lasts the more expensive it is to participate. Nowadays people are busy and have less time to participate on events which are long-lasting. The marketer should ensure having a special opening and a spectacular ending so that the participants would stay until the end. Otherwise participants might not be willing to stay until the end, regardless to whether the duration of the event is hours or days. (Hoyle 2002, 31.)

2.9.4 The theory of the 5 W's of event marketing

A theory of the 5 W's of marketing helps determine whether the event is feasible in general. The theory of the 5 W's is of help for the marketer to acknowledge whether the event is practicable and worth organising. (Hoyle 2002, 33.)

The theory search reasons of participation. Customers have to think whether the event offers enough for them to take the time to participate. For the customers to use their valuable time in participating on this particular event, it should offer something valuable, beneficial. (Hoyle 2002, 33.)

The theory will help the marketer to clarify to whom the event is for. The promotion of the event should reach the right people, the correct target group. The marketing should ensure that the advertising is appealing to the target audience and will affect positively on their motivation towards participating the event. (Hoyle 2002, 35.)

The time of year, the time of month and the time of day are a big part of the success of the event. In order to succeed the marketer has to be aware of all local holidays, local traditions and such. For example if a company is organising a cottage and garden exhibitions the best timing would be spring, because of the upcoming summer. Also if a company is organising a business conference, it probably should be during the week, not on the weekend, because not many are willing to use their own free time in business conferences. (Hoyle 2002, 37.)

Location is very important; it should attract the correct people. If the event is a business conference, the location should have good space for meetings and seminars, as well as offering space for parking and such. If the event is a concert for youngsters it should have good public transportation access. Any location related matters should be taken into consideration in order to achieve success. (Hoyle 2002, 39.)

The offering of the event should be analysed in a way that the end result will be an offering of valuable experience which cannot be received anywhere else than in that particular event. Deciding the offering includes potential of setting the event for correct direction. The company organising the event should be aware of the main purpose of it, and should have

objectives supporting the main purpose. The event-organising company should operate according to the main purpose of the event. (Hoyle 2002, 40.)

2.9.5 Promotion

Identifying the audience would be the first phase. After identifying the target group, the marketer should study the demographics thoroughly in order to be able to get in contact with the wanted audience. Psychographic data profiles are also good sources of important information when determining the means of reaching the target. Psychographic data profiles are information of the values, lifestyles, attitudes etc. of the audience. The main purpose of the surveys is to provide an objective insight; also they should provide information of opinions of previous experiences. The results should offer the marketer important knowledge to help determine the direction of marketing. (Hoyle 2002, 44.)

Specialty advertising should be used in marketing. Specialty advertising is additional advertising which can be executed with little gifts with the company logo on, or t-shirts, notepads, golf balls, etc. With specialty advertising, the marketer should be able to result in creative solutions with advertising. (Hoyle 2002, 46.)

Public relations are to change or enhance the image the public has about the company or organisation. PR is used to ensure people in general have the best image of the particular company, organisation or product. PR could also be described as manipulation of the audience.

The image of the sponsoring companies affects on the image of the sponsored company. The company should try to maintain sponsors that support the event with positive images. The value of public relations is immense; the results will be achieved when a third party is involved in complementing the company and its events. (Hoyle 2002, 46-47.)

2.10 Electronic event marketing

The growing usage of the Internet has increased the importance of using the Internet as one of the marketing tools. Electronic marketing should not become the main focus of the marketing plan, but should be used as a supplementary marketing tool. Marketing on the Internet possesses many advantages, but because not the whole population can be reached through it, it should not be the only marketing channel for a campaign.

Advantages of marketing on the Internet are the easiness of using it, for the customer as well as for the marketer. In addition to this, marketing on the Internet is cost-effective, used in a

correct way it offers up-to-date information to the customers, shareholders and everyone in the need of information. For example the registration of an event can be conducted through the Internet. The Internet as a source of information to people is effective for it does not have geographic boundaries and can be used no matter the time of the day. (Hoyle 2002, 54-55.)

The main advantages of marketing on the Internet are for the marketer the number of users, efficient targeting even for smaller groups of people; and the instant results available for the marketer i.e. visits on the web site. In addition to this, Internet marketing enables the marketer to modify the marketing campaign while ongoing. One can achieve instant results and therefore is able to perform such changes to the campaign which might increase the efficiency of the campaign. (Hoyle 2002, 55.)

2.10.1 Utilisation of the Internet

The Internet offers resources for communication, research, commerce, up-to-date information, raising awareness, convenience of marketing. (Hoyle 2002, 55-56.)

When adapting electronic marketing, a company is able to strengthen its brand, market directly to a targeted audience, sell on-line, support customers, etc. There are several advantages in e-marketing. Traditional marketing tools should be modified to be used electronically, not be forgotten. If lacking competence, the company should outsource the work of creating for example the web pages. (Hoyle 2002, 56-57.)

Building a web page for an event should be executed focusing on the structure of the pages. For internet users, the company's web pages are a trademark which within the first moments of visiting the pages should be attractive and appealing to the visitor. Navigation on the pages should be easy, the style of them should remind of the company or event in order to create consistency, they should be differentiated from others and not mimic competitors. Web pages should be simple. In addition the technical section of the pages should be of high quality. The domain name is important. It should be easy to remember and inferential from the name of the event or company. (Hoyle 2002, 60-61.)

Web pages should include information, one must have them well organised by maintaining clarity and easiness of finding the wanted information. Web pages should include links to other web pages which are valuable for the customer. These links could be companies which offer complimentary services, local businesses, the company's suppliers, etc. (Hoyle 2002, 62.)

Writing for the internet should be indicated for everyone by being simple and easily understandable. One should not offer too much information at once, but should offer the most vital information at first glance to the visitor. The main information should be repeated in different sections in order to reach the visitor's memory. It is important for the marketer to ask for feedback and act on it when receiving it. Feedback ensures the clearest and most effective result. (Hoyle 2002, 62-63.)

An efficient way of promoting a web page is through search engines. Advertisement banners ensure visibility when placed on a site with many visitors. With event marketing it is good to be involved in different event calendars; through these types of electronic calendars an event reaches potential visitors to the events' web page as well as the event itself. All the printed material should contain the web page information in order to attract visitors to the company's web pages as well. Discussion groups can be created in several different web pages. By creating discussion groups and forums, the marketer can anonymously market the event. (Hoyle 2002, 63-64.)

2.10.2 Internet event advertising

The Internet as its best is the ideal medium and when bad could be the worst of them all. There are several different approaches of advertising on the internet. The marketer should recognize the most efficient manners of advertising the event and reaching the target group, and then use those methods chosen. (Hoyle 2002, 64-65.)

As the Internet is packed with banner advertisements, they should be attractive to the visitor. Banner advertisements should be kept short and simple, as the more information in a little space the more unattractive it seems to customers. The marketer should emphasise the most relevant benefits for customers. The main interest should be captured. Banner advertisements should include contests and possibilities to win a prize. The marketer should be aware of the factors which make customers click the banner and have the interest to enter one's web pages instead of not reacting. (Hoyle 2002, 65.)

"E-zines" (= electronic magazines) and newsletters are inexpensive compared to the benefits the company receives. They maintain a high return on investment and should be thought of as an effective way of advertising on the internet. People who receive these types of newsletters in their e-mails have subscribed for them and obtain a possibility to "opt-out" (=informing not being willing to receive them). By including an advertisement in a newsletter it is ensured that it reaches the wished target group. The marketer should always ask for statistics from the companies distributing the newsletters regarding the group of people the newsletter reaches. In addition it is important to be aware of competitors advertising on the same newsletter. (Hoyle 2002, 65-66.)

Regarding newsletters one important decision a marketer needs to make is regarding the repetition. How often an advertisement should be included in a newsletter depends on various factors included in the marketing plan. Whether it is beneficial to the company and its event to be included in a big or a small "e-zine" should be examined. Being in a big "e-zine" is not always the best decision; one might reach a bigger target group but in a big "e-zine" the company's advertisement might not appear good as the "e-zine" would contain more advertisements and therefore the visibility would be more beneficial in a smaller "e-zine". (Hoyle 2002, 65-66.)

One effective way of attracting visitors to a web page is offering them free give-aways, which can be cheap items with the company's logo printed on them. (Hoyle 2002, 66.)

Purchasing an advertisement on the internet is most often executed via two options. One of these is paying by cost-per-thousand impressions and the other cost-per-click. The latter is to pay exactly per the number of the Internet users who have clicked the company's advertisement and actually through that visited one's web pages. Cost-per-thousand impressions mean the exact number of times the advertisement has been shown on the internet. The marketer should make thorough calculations of which of these would suit the campaign best. (Hoyle 2002, 67.)

When a marketer plans an advertisement campaign on the internet, and when choosing the tools and channels to be used, one should always ask for tryouts, discounts and offers. Trying out different services before paying is an efficient way of learning whether the benefits are worth investing to it. In addition the marketer should ask for statistics regarding the web page the marketer is planning to advertise on. With the statistics the marketer obtains exact and real information regarding the number of visitors in that specific site per month, etc. (Hoyle 2002, 67.)

Search engines are a very efficient way of directing visitors to a web page. A company is able to purchase visibility in many search engines. This enables the company to choose words which would automatically put their advertisement in the most visible sections of the page. Statistics show that search engines are used continuously to find information, and therefore maintain valuable advertising space. (Hoyle 2002, 67-68.)

Key words are what a company can purchase in order to have its advertisement appear when the certain word is used in the search. In these types of purchases it is more expensive to have the advertisement appearing on the top of the paper when the word is more common. When the word being purchased is rarely used, it will be cheaper. (Hoyle 2002, 69.)

For an event an effective way of earning money is to include a commercial section to the events' web pages. The marketer could with low costs sell goods regarding the event. The goods could be t-shirts or anything related to the event. The company could also sell tickets to the events via the commercial section. (Hoyle 2002, 69.)

2.10.3 Sponsorship or Partnership

Electronic partnerships include "trade-outs", which means a partnership where no monetary transactions are made. A company trades advertisement space on the web pages for similar advertisement space on another company's web page. Marketers can make contracts to ensure both parties benefits as much. Electronic sponsorship can be divided into four different types of electronic sponsorship. Branded content means that the marketer cannot affect the display of the content. (Hoyle 2002, 70.)

2.10.4 Affiliate or associate programmes

The main purpose of affiliate or associate programmes is to direct visitors to a company's web pages. The activity in the company's site can increase 15 percent with good usage of affiliates. In using affiliates there are no financial risks, because the payments occur only when a visitor performs an actual activity e.g. registration. Affiliates are not the typical form of advertising, but when activity in a company's site might increase, it proves that affiliates are efficient and worth the administration work required. (Hoyle 2002, 70-71.)

2.10.5 Discussion groups

Joining discussion groups first as a regular member helps the marketer to create trust between the marketer and other members in the group. This helps the marketer to gather information about the group, the behaviour of individuals etc. and then gradually start introducing the group regarding information about the event. It could be best not to tell the group that the person advertising is the marketer. In discussion groups the marketer should try not to be commercial, but be honest and sincere regarding the event. (Hoyle 2002, 72.)

2.10.6 Online surveys

One of the best ways to gather correct information about the visitors in the company's site is to conduct online surveys. These surveys help the marketer to maintain demographics of their customers or sites' visitors. By receiving specific information about the visitors and customers in the company's web pages, the marketer can improve the promotion campaign by modifying the advertisements for being targeted to a more specified group of people. (Hoyle 2002, 72.)

Online surveys should not be long as people answering the survey might not be interested to spend much of their time on surveys. In addition to the length of the survey, the questions should not be personal. (Hoyle 2002, 72.)

2.10.7 E-commercials

One of the most progressive advertisement tools on the internet is e-commercials. These are video clips which are placed in different web pages and by clicking the advertisement direct visitors to the web pages in question. (Hoyle 2002, 73.)

2.10.8 E-mails

E-mails are efficient in spreading information and increasing recognition of an event or a company. Sending e-mails is effective and creates visibility with low costs to the company. (Hoyle 2002, 73.)

At first the marketer should collect customers in a mailing list and maintain the lists created. Customers have to enrol in the mailing list by "opt-in" because before customers allow the company to send e-mails to them, it is illegal to send any commercial post. By enrolling in the mailing list, customers receive all the e-mailed advertisements. (Hoyle 2002, 74.)

Even if a customer has at one point selected to "opt-in", the customers have the right to "opt-out". This means that the customers should be offered to quit receiving the e-mail sent by the company. Usually this is done in a simple way by adding an electronic link to the end of the e-mail, and easily by clicking the link the customer will not receive commercial post anymore. Even though it seems simple to the customer, the marketer should maintain the mailing lists, and remove customers when an "opt-out" is performed. This type of a maintenance service can be outsourced; the important issue is that the list will be updated at all times to avoid unwanted mailing. There are companies who sell mailing lists, purchasing this type of service means that e-mails would be distributed from that company's e-mail so that the sent e-mail would not be a junk mail but would be recognized as a valid e-mail. (Hoyle 2002, 74, 75, 77.)

An autoresponder in e-mails is a good way of networking as the marketer should have all the advantages of a customer contacting the company. Instead of sending a regular "thank you for your e-mail" -note the marketer should take advantage and add to the autoresponse an advertisement or some promotional material. (Hoyle 2002, 74.)

Costs are saved the most when the purchased product or service can be delivered electronically. E-mails are used to deliver the goods in for example the software business. One other common example is a purchase of tickets for travelling, events etc. (Hoyle 2002, 74.)

E-mail used as a marketing tool allows the marketer to save money and time. Via e-mail the marketer can send out invitations and reminders. After the customer has been in contact with the company, there are so called follow-up e-mails which allow the marketer to remind about the upcoming event. Nowadays, most people expect a quick response as e-mails are easy to use. By providing quick responses a company provides good customer service. By acting as stated, the marketer shows the customers' requests are important and valid to the company's business. Afterwards the customer feels appreciated, and trust between the customer and the company will deepen. (Hoyle 2002, 74.)

By sending an occasional newsletter or an article a company increases credibility among the customers. When e-mails include letters signed personally, the trust broadens. For public relations, an e-mail is an effective way of keeping the press aware of any news concerning an event or a company. Before sending an e-mail to editors etc. the marketer have to ask for permission to send any information. (Hoyle 2002, 75.)

E-mails sent to customers should include informative content as well as for example contests to draw attention and interest towards the event. In addition to these a company sending e-mails should recognize that an e-mail is an efficient research tool. Therefore when making research e-mails should be considered the tool to be used. (Hoyle 2002, 75.)

There are several aspects to focus on when using e-mailing. The marketer should not leave any e-mails without a response. This would only draw frustration toward the company and the event from the customers' point of view. E-mails sent should be informative and a company should not send junk mail, because junk mail only creates frustration in the receiving end. (Hoyle 2002, 78.)

2.10.9 E-mailing in event marketing

In event marketing there are six stages in contacting a customer via e-mail. The first contact would be an initial invitation to the event, which should contain prior detailed information regarding the event such as date and location. The second e-mail sent to customers is follow-up marketing. This e-mail should contain mainly the same information as the initial invitation but yet be slightly modified, e.g. an updated invitation. (Hoyle 2002, 76.)

The third e-mail sent should be a registration confirmation for customers registered as attendees. If the event has a fee for participation, this e-mail should act as a confirmation of payment or a receipt. A confirmation of participation should have more detailed information of the practicalities of participation. (Hoyle 2002, 76.)

An e-mail sent to people rejecting participation should be considered. An e-mail stating the possibility to attend even if at first declined can attract customers whose plans might change etc. This e-mail should be written without sounding arrogant but only informing politely the customers about the right places for more information if needed. (Hoyle 2002, 76.)

The last e-mail before the actual event would be a reminder including updated information, as well the final welcome. After the event, the marketer should thank the customers for attending the event with a "thank you" e-mail. This e-mail should contain information about the success of the event, a pre-invitation to either the next year's event or other events from the same company. It could also include a possibility to give feedback and the possibility to purchase material regarding the event. (Hoyle 2002, 76.)

2.10.10 Personalization

Marketing on the internet contains advantages. One of these advantages is the possibility to modify easily the marketing material to suit the receiver. Marketing material including flyers, invitations etc. can be modified to attract the person receiving the material. For example an event should be marketed with different arguments to students and elderly people. Therefore even though the same event might interest both groups of people, there are different attractions in the event for these two groups. This is why the marketer should recognize the matters to focus on with different groups of people. In addition to the possibility of modifying, it is beneficial because of the low costs. As the material is not printed and remains in electronic form, no additional costs should arise. (Hoyle 2002, 77.)

2.10.11 Measuring success

When starting to measure the success of the internet campaign, the marketer should decide the measures to be made regarding the goals and objectives of the campaign. A marketer could measure from the placement point of view, how the company was able to generate traffic to the web pages. The success should be measured whether the locations of the advertisements were effective enough, and whether enough visitors actually performed activities on the pages. Another point of view is the creative aspect in measuring the success of the actual advertisement or the e-mail the company sent. With the measurements a company should be able to come to a conclusion whether the campaign should have been

executed in a different way, and if so, how to improve the next campaign. (Hoyle 2002, 78-79.)

One of the mistakes the marketer should avoid is that one advertisement would be appropriate with every target audience. The marketer should be aware of the needs and habits of the targeted audience and perform in that way. When measuring success the marketer should collect statistical information about the total visitors of the web pages, total activities made through the web pages, ticket sales, other merchandise made; and return on investment should also be calculated. (Hoyle 2002, 79.)

To achieve good results, a marketer should have a routine to perform certain activities regularly. These types of activities would be sending a newsletter monthly, refreshing the web pages weekly etc. A routine helps the marketer achieve the objectives set for the campaign, as it also helps to be organised. (Hoyle 2002, 80-81.)

2.11 Marketing association meetings, conferences, events and expositions

Because associations are managed voluntary and with good will, the objectives for them are to be taken into consideration when trying to find sponsoring for an event. The objectives of an association are changing with leadership. Every leader has expectations of the associations' involvement, and these expectations are the main factors influencing the decisions made by the leaders. (Hoyle 2002, 102.)

When a marketer is searching sponsors for an event, him/her should examine whether the associations have similar objectives with the event. It is not enough for the marketer to understand the event; having deeper knowledge of the association would affect positively on the co-operation. (Hoyle 2002, 103.)

Special events and trade shows should involve innovations, new perspectives which have not been executed in one of the company's trade shows or events before. Repetition should be avoided, and new ideas should be emphasised. One idea to be used in the event sector is to benefit from events other companies organise, via sponsoring. (Hiam 1997, 199, 201.)

2.11.1 Cause-related event sponsorship

An efficient way of sponsoring is sponsoring a charity event. By being involved in a charitable event which collects donations for a charity based campaign, a company can create a positive image of itself. The company supporting a charity organisation will be remembered as a company with human ethics and moralistic values in business. (Hiam 1997, 201.)

By examining thoroughly the target audience the company can benefit a great deal with cause-related event sponsoring. Yet there is a possibility of choosing a cause or an event to be sponsored by appealing to the people working in the company, even though the most important issue to be kept in mind is to appeal to the target group. By appealing to the target group, and not the board of directors, the message will reach the target audience, and through that will affect sales as wished. (Hiam 1997, 202.)

It is vital for a company to be aware of the general attitude towards different companies and events when choosing sponsorships, regardless to whether the company is sponsoring an event or the company is organising an event and searching for sponsors. It is impossible not to be affected by the image of the cooperative company. The public creates images of the event if amongst the sponsors there are companies the public dislikes, e.g. a company with values in contradiction the target audience. Personal opinions should not affect deciding the sponsorships; it is important for the marketer to be able to create marketing for the target audience by following their values and interests. (Hiam 1997, 201.)

It is difficult to please all of the customers by supporting political or religious campaigns. By avoiding supporting these types of events, a company is assured of not making a mistake in sponsoring. (Hiam 1997, 202.)

In addition to having to have to please all the customers of an event, one important issue is to maintain all the sponsors satisfied. A sponsor will be satisfied when treated with generosity and respect. It is important to realise the value of a sponsorship by offering the representatives of the sponsoring company VIP treatment at the event. The event organiser ensures a continuing relationship with the sponsoring company by maintaining them satisfied, and for receiving good service and benefiting from the visibility the company is willing to sponsor the event the next year as well if given the opportunity. (www.specialevents.com)

2.11.2 Evaluating the options for sponsorship

There are three phases for selecting an event to sponsor. The phases include exploring different options for events to be sponsored. After choosing an event, the marketer should examine the effectiveness of choosing the selected event. By calculating the cost-effectiveness of sponsoring an event, the marketer should be able to choose the correct event to support. (Hiam 1997, 204-205.)

The cost-effectiveness of a sponsorship can be calculated by examining the “number of reach”, which is calculated with the number of people participating on the event in total and

the number of target audience from the total amount of participants. The total cost of sponsorship should be divided by the number of participating target audience. After multiplying this amount by 1000 "the number of reach per thousand" can be compared to the cost-effectiveness of usage of other media, such as radio. (Hiam 1997, 203.)

The relevancy of the sponsors' product or service compared to the event sponsored is an important issue. There should be a high relevancy between the two companies and their products or services. With relevancy the sponsorship will be beneficial as well as successful. By reaching constant mental association between the two companies or events, the sponsorship of the companies will create a win-win situation. (Hiam 1997, 206.)

With sponsoring an event will create mind associations of the company based on the event the company has sponsored. This is why relevancy between the two companies is important. In addition also a sponsoring company will be affected by the image of other companies sponsoring the same event. (Hiam 1997, 206-207.)

An organiser of an event should evaluate the potential sponsors before accepting sponsors. The event-organising company should have made a thorough research of the companies and determine whether the benefits both companies would achieve are consistent. This should be examined also from the sponsors' perspective in order to be beneficial for both parties. Another important issue is that none of the sponsors are in contradiction with one another. This would create confusion with the purposes of the event. (Bowdin, et al. 1999, 157.)

The companies which are qualified to be sponsors of an event should have the promotional needs satisfied. All that is promised to the sponsors should be delivered in order to obtain a satisfying sponsorship. A sponsorship package should be decided on when a sponsorship between two companies is determined. There are several elements included in sponsorships, which affect on the resulting sponsorship. (Bowdin, et al. 1999, 160.)

A promotional medium describes sponsorship as the most efficient promotional medium. From the promotional perspective, the sponsoring company includes the logo and name (brand) in all marketing material of an event. Many times the sponsoring company can name the event after the company. (Bowdin, et al. 1999, 160.)

The publicity which the sponsoring company receives while being a sponsor of an event is valuable. The sponsoring company will be in public exposure and will be associated with the values of the event. (Bowdin, et al. 1999, 160.)

By Networking in events, the sponsors will achieve close contact with customers, potential consumers, vendors etc. Being a sponsor of an event will give the staff of the sponsoring company the opportunity of networking in the event. (Bowdin, et al. 1999, 160.)

Product sales and demonstrations should increase by being part of an event and acting as a sponsor. In the event, sponsors are able to receive publicity for the products and services, which should directly affect sales. (Bowdin, et al. 1999, 160.)

Entertainment facilities are in the use of sponsors, which gives the sponsoring company an opportunity to entertain the customers with good seating, good food, etc. Access to the event by sponsor's staff would directly affect motivation towards an employees work place. The price of a sponsorship should be calculated with the formula of the "reach of customers" and compared with the prices of marketing with a different tool. (Bowdin, et al. 1999, 160-161.)

All sponsorships should be customised for different sponsors according to their needs and marketing purposes. The prices of sponsoring packages would vary and the main objective in a sponsorship would be benefiting both parties to ensure a continuous successful sponsorship. (Bowdin, et al. 1999, 161.)

2.11.3 A public event

When a company is organising an event, it can be executed without sponsorships. The event can be founded by entrance payments etc. In addition a company can sell sponsorships to other companies, which would benefit being included in the event. The companies involved should have a high relevancy with a product or service of the organising company. (Hiam 1997, 208.)

If a company is organising an event, without having expertise in the area of managing an event, the company can outsource the managing of the event. There are companies which offer consulting in event management. (Hiam 1997, 208-209.)

2.11.4 Exhibiting

Companies in business-to-business area are involved in different trade shows and exhibitions to maintain their customer base. In general, business-to-business companies use part of their annual budgets to participating trade shows and exhibitions of their area of business. (Hiam 1997, 209.)

Exhibitions and trade shows are effective places to locate new customers and maintain the old customers. (Hiam 1997, 210.)

Exhibiting and participating trade shows ultimately profits the amount of capital spent. Return on investment should be accomplished within a long period of time. One of the reasons to participate on trade shows and exhibitions is networking and information gathering of the state of the business and the newest trends in place. (Hiam 1997, 210.)

When attending an exhibition or a trade show, a company should emphasise the attractiveness of the booth as well as other means of managing people to visit the company's booth. Before entering an exhibition a company should have a strategy which should be followed in order to succeed. The overall image of the company's exhibition area should awake the interest of customers and make them want more knowledge of the company. (Hiam 1997, 210.)

The most efficient way of deciding which trade show or exhibition to participate on is by asking the customers. Having the customers tell the company which trade show or exhibition they will participate gives the company vital information. Participating on a trade show or an exhibition requires the company to obtain a booth. Booths can be rented from a booth-renting company which can also help the company to design the outlook of it. (Hiam 1997, 212.)

2.11.5 Demonstrations

"Seeing is believing." In Marketing for Dummies (page 212: demonstrations) an old saying is referred to, by which is emphasised the importance of demonstrations in trade shows and exhibitions. When a company demonstrates the usage of a product or a service the customer will believe the efficiency of it, because it is not only word-of-mouth. (Hiam 1997, 212.)

When performing and giving demonstrations of the product, the person doing so should be prepared for anything to happen and anything to fail. It is vital to have rehearsed the demonstration thoroughly. (Hiam 1997, 214.)

2.11.6 Premiums

Premiums, give-aways, are premium items a company can give to employees or customers to show gratitude for participation and work input. These items are rewards and should be of good quality. Premiums should be practical and for a specific purpose. (Hiam 1997, 214.)

2.11.7 Promotion methods for association events

The following marketing tools are effective channels when the companies have had interaction before, and therefore are able to use the methods which are used to contact the audience directly. (Hoyle 2002, 105.)

2.11.8 Direct mail

Direct mail is efficient and cost-effective when the mailing list is managed, been kept updated, which ensures that the correct people are reached and influenced. The lists are to be maintained for every important member to be invited to the event. An updated direct mailing list ensures that the involved people will receive the correct and needed information regarding the event. (Hoyle 2002, 105.)

The marketer should ask partners and suppliers whether they have important customers and clients who need to be invited. This will ensure a good reputation for the event company as they are taking into consideration the success of their partners and suppliers. (Hoyle 2002, 107.)

When direct mail is sent via e-mail the cost-effectiveness increases as there are no paper, stamp, printed invitation and postal service payments. When the direct mail is used in a traditional way as via regular post, there are additional ways to ensure all the benefits are in use. For example, when designing the invitation, it should include designing the envelope, and add attraction to the envelope, so when it will be received, the customer needs to open it in order to know more of the event. (Hoyle 2002, 107-108.)

As mentioned earlier, when direct mail is used via e-mail, the company must be sure that the receiver has opted-in before, and accepted all direct-mailing from the event company. (Hoyle 2002, 108.)

2.11.9 Brochures

Brochures are to attract the audience to attend the event. This is a vital fact to be remembered when designing the outlook of the brochure. The marketer might make a mistake when designing if designing to attract himself/herself instead of the target audience. (Hoyle 2002, 108.)

The brochures should be produced in bringing the most beneficial factors to the receiver's mind when he/she is determining whether the event is important for the customer to attend.

One of the main issues in marketing an event is to appeal to the customer to choose that specific event instead of attending another. Another issue is to remember that the marketing material is designed for the customers not for the marketer. (Hoyle 2002, 108.)

2.11.10 Advertising

All advertising possibilities should be examined thoroughly, without leaving any opportunity unsearched. There are possibilities to increase visibility for an event by informing local newspapers about the event in form of news. Publications of related associations inform of future and ongoing events, if the event is in the category of the publication. (Hoyle 2002, 114.)

Advertisements for an event should contain the most important information about the event as well as the contact data and web addresses from where the interested customer can easily find additional information regarding the event and organisation. (Hoyle 2002, 115.)

Separate budgets should be made for all medias used. This guarantees efficient usage of all the medias and ensures the company not exceeding the budgets at any times. (Hoyle 2002, 115.)

2.11.11 Public Relations

The main purpose of public relations is to attract visitors to the event, and to maintain interest towards the event. Public relations have similar objectives as advertising, but there are differences which are vital, and therefore should be included in a marketing plan just as importantly as advertising. (Hoyle 2002, 116.)

The main difference in public relations and other marketing channels is that public relations consists of the audience's thoughts and feelings about the event and the company, whereas advertising is the company informing of itself. Credibility of an image created by the public of the company ensures the importance of public relations. (Hoyle 2002, 116.)

Internal public relations consist of promoting an event to the people involved in the event. The main issue in internal public relations is to increase interest towards the event within the people involved in the event-organising organisation. Internal public relations could create interest towards helping in arranging the event as well as promoting it onward. (Hoyle 2002, 117.)

Public relations in general is creating awareness within the public. To increase interest towards the event within the public, the organising company should contact local governance. By creating interest within local officials the event is likely to receive public awareness and support. The local chamber of commerce should also be contacted to increase the general interest within merchants and local businesses participating the event. (Hoyle 2002, 118.)

2.11.12 Other

Holding a media conference is an efficient way of ensuring visibility of the event. The organisers can invite representatives from several media. To ensure people would join the press or media conference, the event organiser should invite the representatives formally by attracting them to participate the conference by serving drinks and food. One main issue is to choose the location and timing correctly, it should be held at a convenient time during the week, in a convenient place. A media conference is a place where the event organisers should try to create a relationship between the company and the media in order to ensure publicity for the event. (Hoyle 2002, 120.)

2.12 Additional Research

This additional research contains a cursory study of the Leppävaara-viikko 2006-project, as well as additional research on how to find information about event marketing, and various organisations to hire in order to market events as well as organise events mainly in Finland.

There are various professional organisations operating in the area of event management which can be found from the internet. When a company is creating an event, and does not have competence in event management, it is a potential choice to seek help from professional companies. These companies manage everything, from marketing and registrations to the actual event organising as implementing all the plans created. People hire event planners for private events, and for a company to hire another company to ensure a successful event could be worth to invest in.

In Finland there is an organisation called "Suomen Tapahtumamarkkinointiyhdistys", STAY Ry, which has several members of event organising companies. The organisation, STAY Ry, was founded in 2000 to establish event marketing as a valued means of marketing, and an efficient marketing channel. (www.tapahtumamarkkinointi.com)

BBM, Business to business Mediat Oy, organises for example the annual "Onnistunut tapahtuma" fair ("successful event" fair). These types of fairs are beneficial for an event organising company's employees as they can participate the fair to gather competence and

information as well as network and create relationships with event-organising companies. In addition to several fairs, BBM organises many learning seminars for people employed as event planners as well as publishes various professional magazines for people working in the area of business assistance. (www.bbm.fi)

3 Research approach, method, reliability and validity

The research approach used in this thesis has been qualitative. Information regarding the planning, producing and executing marketing materials for Leppävaara-viikko 2008 was gathered from previous years' reporting as well as from group meetings of the Leppävaara-viikko 2008 project group. Decisions regarding the marketing materials were made with democratic voting. Final approval was sought from the managerial group of Leppävaara-viikko 2008. This thesis has operational approach; theoretical information has been gathered by studying marketing in general with focus on event marketing.

3.1 Method

The method used in this thesis as the basis of the study has been the actual practicalities of planning, producing and executing of marketing materials for Leppävaara-viikko 2008. The main method used for this study has been studying event marketing and event management by gathering the theoretical background to base this study on. The method of producing such a thesis has been the author being involved within the Leppävaara-viikko 2008 project group and within the project group the author of this thesis worked as a marketing manager. Because the author was involved within the Leppävaara-viikko 2008 project group, the information regarding the project is valid and reliable.

The marketing manager was responsible for the printing and distributing of the marketing materials. The management of the project had the main responsibility, from which the practical responsibility was delegated to the project manager, who then delegated some of the responsible tasks to the marketing manager.

3.2 Reliability

The reliability of this thesis and its empirical study is strong, because the author worked within the Leppävaara-viikko 2008 project as a marketing manager. Therefore most of the empirical study is based on practical knowledge based on truthful actions which took place.

3.3 Validity

The results of the study are valid as the study was made based on the practices the author performed as the project was ongoing. The data used for the empirical study was gathered from participating the meetings and the project itself.

4 Empirical Study: Leppävaara-viikko 2008

Leppävaara-viikko 2008 was organised for the 3rd consecutive year by a project group consisting of students of Laurea University of Applied Sciences and Evtek University of Applied Sciences; the 1st of August of 2008 Evtek University of Applied Sciences will be united with Stadia University of Applied Sciences and afterwards will continue operations as Metropolia University of Applied Sciences.

Leppävaara-viikko 2008 is an event unifying many small events from different organisations located in the greater Leppävaara area. There are named main events which have been organised for almost two decades.

4.1 History of Leppävaara-viikko

Leppävaara-viikko has a history of bringing the community of Leppävaara together by creating a feeling for the citizens of Leppävaara to belong in the community. The main purpose of the Leppävaara-viikko has been to unify the sense of belonging and the impression of "doing it together" for the people of Leppävaara.

4.1.1 Leppävaara-viikko 2006

In a thesis, Project leadership: case Leppävaara week 2006, the author states that the main objective was to create consciousness of Leppävaara for its inhabitants as well as develop the image of the area. Leppävaara-viikko 2006 project did not avoid problems occurring during the project. As the projects' duration was long and the group consisted of students inconveniences were difficult to disregard. Some group members left the project before it ended. (Suorsa 2007, 51.)

The thesis about Leppävaara-viikko 2006 states that the main measures of success are to perform in the set schedules, staying in the budget as well as reaching the set objectives. For the Leppävaara-viikko 2006 project the measures indicate success. Group work is highly appreciated in learning-by-developing project as Leppävaara-viikko generally is. The groups motivation and dedication towards the project should be a focus for the whole team. If the

learning-by-developing project lacks dedication for the project, the project can not avoid inconveniences. (Suorsa 2007, 54.)

In Leppävaara-viikko 2006 the project group created marketing for the series of events by planning and producing marketing materials consisting of posters, flyers, programmes and internet pages. The distribution was executed by the project group itself. (Suorsa 2007, 58, 77.)

4.1.2 Leppävaara-viikko 2007

In the year 2007, the project group of Leppävaara-viikko consisted of 11 students of who 2 were from Laurea and 9 from Evttek. According to the final report of Leppävaara-viikko 2007, the main objectives for the project were to develop a consistent image for the event, and to create such a reusable model for organising the same event continuously. Leppävaara-viikko 2007 project group managed to perform activities such as a marketing day in shopping centre Sello during which the project group gave balloons for children and organised a competition to attend a concert organised during Leppävaara-viikko 2007. (Leppävaara-viikko 2007 project group, 10)

4.2 The Leppävaara-viikko 2008 project group

The project group of Leppävaara-viikko 2008 consisted of the project manager Henna Paatola, the marketing manager Jaana Laukkanen, the marketing team Ida Makkonen, Nina Laurikainen, Tuuli Lipasti, Bea Kuusinen and Riina Mattila. The sales team was the same as the marketing team with Juhana Junes. The graphic designers were Tarja Pitkänen, Marianna Korpi and Lasse Martinaho. The IT team included Tuomas Forsström, Riku Rauvala, Marko Hautaviita, Heikki Hietasalmi and Jyri Heiskanen.

Leppävaara-viikko 2008 project group held meetings with the management of the project. The managerial group consisted of Hannele Karhunen, Raimo Heino (Leppävaara Seura), Kai Frisberg (Leppävaara-Alberga Rotary club), Johanna Lehtonen & Lea Rintala (Espoo 550th anniversary project), Gunilla Heiman (Leppävaara library), Leena Topinoja & Jasmin Louhivuori (Sello Hall), Hannu Nyqvist & Elisa Leinonen (Business Excellence Center BEC, Laurea), Helena Pennanen (Espoo Adult Education Centre), and others.

In the meetings the project group had created presentations of the plans and explanations on the decisions made regarding the project. The meetings were planned in order to inform everyone of the state of the project at that time. Also one of the main reasons for these

meetings was to have approval from the management concerning the plans made by the project group before the implementation.

4.3 Laurea University of Applied Sciences

Laurea supported the project by paying the catering for the meetings involving people from the different organisations included in the Leppävaara-viikko 2008 project. These meetings were held at all times in the premises of Laurea Leppävaara, and were lead by the project manager Henna Paatola. Most of the members of the project group were students of Laurea Leppävaara, graphic designers and one member of the sales team were from Metropolia.

4.4 Metropolia University of Applied Sciences

Metropolia decided to be involved in the project with four students, from the area of graphic design and marketing/sales. The project group was appreciating the involvement of students from Metropolia in the project as none of the existing members of the group had education in graphic design. As the project proceeded, talent was shown in designing the marketing material.

4.5 Leppävaara-Seura Ry

Leppävaara-Seura Ry has been involved in the Leppävaara-viikko every year it has been organised. The series of events of Leppävaara-viikko 2008 started from an event of Leppävaara-Seura Rys' organised event in the area of Galleria shopping centre which is the original shopping centre in Leppävaara. It is located in the east side of the railway station and still has many shops. Most of the customers have however decided to visit Sello rather than Galleria. The Galleria is thought as the original by the inhabitants who have been living in Leppävaara before Sello was built.

The event from which the Leppävaara-viikko has emerged is called Raittikarnevaalit. It is a "carnival on the main street", which includes many people selling goods in their booths. Raittikarnevaalit is considered to be traditional because of the long twenty-year history it has.

4.6 Alberga Rotary Club Ry

Leppävaara Rotary Club was involved in the project as in previous years. Mr Kai Frisberg was involved in an enthusiastic way and he eased the project group to rely on the supervisors of the Leppävaara-viikko 2008 project.

4.7 Espoo 550 years

The Espoo 550th anniversary project group was helping the Leppävaara-viikko 2008 project group in giving instructions regarding which issues should be managed in certain ways and which should not be included in the project. The main objective in co-operation was to support each other instead of competing with each other. When the Leppävaara-viikko 2008 project was terminated, there were no problems occurring from this co-operation. On the contrary, having such a talented project group offering guidance was appreciated sincerely.

4.8 The objectives of Leppävaara-viikko 2008

The objectives of the project were to create a unified marketing for the separate events involved in Leppävaara-viikko 2008. In addition, the objective was to strengthen the status of the growing city centre Leppävaara has become within the past 5-10 years. This has affected the multicultural population of Leppävaara and therefore one of this year's main themes for Leppävaara-viikko was to emphasize the multiculturalism of Leppävaara.

One objective of the project was to create marketing for an event, which had a main objective of strengthening the sense of community within the people living in the area of greater Leppävaara. The project group tried to emphasise the theme of the 2008 Leppävaara-viikko. The theme was taken directly from the theme of the city of Espoo's 550 anniversary festival. The theme was children, youngsters and multiculturalism. The project group decided to create all the planned marketing to suit the theme. This was shown in the printed marketing materials, web pages, as well as the promotion event where children were taken into consideration.

Bringing reliability to the project was the co-operation and support from the city of Espoo, as it was included in all the marketing material and to the whole project from the beginning to the end of the project. The support received from the Espoo's 550th anniversary project group was well adopted and gratefully maintained.

4.9 Internal and external communication

It is important that a project consisting of many people who are not located in one particular facility needs to be aware of the communication channels chosen for the project. Leppävaara-viikko 2008 project group focused on effective communication, internal and external. Internal communication is vital for the success of the project; everyone needs to be aware of the status of the project throughout the project.

4.9.1 Optima (Laureas' intranet)

Optima is the intranet of Laurea University of Applied Sciences, it is a convenient tool of communication and functions well in any need of communication. A separate working space can be created, to which folders can be created. This ensures an organised and efficient working space. The working spaces are with limited access, and only the administration can provide people with access to the folders of a project in question.

Optima as a communication tool for the Leppävaara-viikko 2008 project group was decided to be an efficient way of maintaining all members of the group aware of the status of the project at all times. The discussion forum within the working space ensured an ongoing communication between all members of the group, in which one could contact any member of the group, or join a discussion already taking place between the members of the group.

The number of files and documents a working space in Optima can obtain is large. This ensured the convenience of exchanging files and documents between the members of the project group. The graphic designers were placed in a different location from the rest of the project group, which did not affect the exchange of documents. In addition few of the members were not placed in Laureas' facility either because of having full-time jobs in another location, and they benefited also from using Optima.

4.9.2 Emails of the project group

In addition to Optima, members of the project group used e-mails in exchanging information and being aware of the status of the project. All members of the project group used their personal e-mails in working with others in the project. But because of the limited size of e-mail accounts the use of Optima became even more important.

4.9.3 Leppavaara2008@gmail.com

The marketing manager of Leppävaara-viikko 2008 created an e-mail account for limited use for only the project manager and the marketing manager herself. Gmail e-mail accounts maintain a continuously growing size of space. Because of this, the marketing manager decided to found an account in that particular server. To create an e-mail account for the project proved to be a good decision regarding contacting the customers, suppliers, partners as well as the rest of the project group.

All of the communication between the marketing manager and the printing company, Scanseri Oy and Suomen Suoramainonta Ry, as well as customers was concentrated in leppavaara2008@gmail.com. Using this e-mail account, both the project manager and the marketing manager could read the e-mails and stay aware of the communication between others even though not participating on the communication themselves.

4.9.4 Palaute2008@gmail.com

An e-mail account for feedback was created by the project manager. Palaute2008@gmail.com was an e-mail account to which all the feedback given in the www.leppavaaraviikko2008.net internet pages was directed. To this e-mail account two people had access, the same as to leppavaara2008@gmail.com, the project manager and the marketing manager.

4.9.5 Meetings

Meetings for the project group were held regularly. The project manager or the marketing manager held meetings for other members of the project group. Usually the project leader was hosting the meetings following the agenda of the particular meeting. Within the meetings the most important issues were studied, such as the response areas. Within the meetings, tasks were divided and deadlines were discussed as well as decided on.

Altogether six meetings were held with the management of the project. Within these meetings, the project group presented the plans concerning the project. These plans were approved in the meetings and schedules were introduced to the management. The meetings with the management were held in Laurea Leppävaaras' facility, in BarLaurea, in a conference room "Flow Corner".

These meetings were hosted by the project manager, Henna Paatola, and everyone holding a response area created a presentation of their section of the project. With this way all responsibility concerning the project and the meetings was divided for the individuals of the project group.

Within the marketing presentations, planned marketing materials were explained to the management and the decisions made on marketing materials were proposed to the management, which then had the possibility to comment and to inform the project group of what was to be kept as planned, and what was to be changed or modified. The feedback from the management was very important as they had been already years in business, whereas the project groups consisted of students would only had a little experience of event management and the area of creating marketing material for events such as Leppävaara-viikko 2008.

4.9.6 Public Relations

Press releases were written about the event by the project manager, Henna Paatola. These were sent to several local publications to be published if so decided. Co-operation with the Espoo 550th anniversary project group helped the Leppävaara-viikko 2008 project group by providing contacts in several institutions. This came to the project's attention at the very end of the project. Therefore the publication of press releases was not ensured and not many were published. Public relations would have been an efficient method to create the wanted visibility for the event. The Leppävaara-viikko 2008 project group did not succeed in performing in the area of public relations with the way planned.

4.10 Theory of the 4 P's in practice (Product, Price, Place, Positioning)

Leppävaara-viikko 2008 is considered to be a series of events for different age groups and people from different backgrounds yet everyone being associated with the thought to strengthen the sense of community in Leppävaara. The products of Leppävaara-viikko 2008 are the independent events organised in various locations and institutes in the area of Leppävaara. The main purpose for the Leppävaara-viikko 2008 is to create a sense of community for the people living in the area.

In marketing, the product should be explained and the objectives set. In the case of Leppävaara-viikko 2008, one of the main issues in explaining the product is to be able to differentiate the two mind sets. Leppävaara-viikko 2008 and the events included in it are the products, yet for the project group, the products are considered to be the marketing materials.

Leppävaara being a constantly growing place for inhabitants and businesses has created a competitive environment for international companies. As a location for businesses and leisure activities, Leppävaara competes with locations such as Itäkeskus in Helsinki, and Pakkala (Jumbo shopping centre area) in Vantaa. The place for the events is independent from the project of creating marketing for Leppävaara-viikko 2008.

The project group of Leppävaara-viikko 2008 considers the project to be positioned as a non-profitable learning experience in a real life project. The learning experience has given the project group several issues to propose for the 2009 project group. The positioning of Leppävaara-viikko 2008 is to be thought to be a potential channel in creating relationships and networking for businesses, and for general public of Leppävaara Leppävaara-viikko 2008 is

thought to be a place to experience recreational activities with family and friends as well as building relationships with neighbours.

4.11 The marketing environment for Leppävaara-viikko 2008

The social environment of Leppävaara-viikko 2008 has an emphasis on children, youngsters and increasing multiculturalism in the Leppävaara area. In the Leppävaara area there is student housing, which refers to youngsters and young adults. The constantly increasing population in the Leppävaara area affects the increase of multiculturalism in the population, which belongs to demographic environment.

The social environment in the project group working on the Leppävaara-viikko 2008 marketing is diverse. The management team consists of people who have been in the business for years or decades, and the project group consisting of students only. The students of Leppävaara-viikko 2008 have different backgrounds and different educations and therefore brought the project a more thorough insight.

The technical environment of Leppävaara-viikko 2008 was dependent on the event-organising companies, the project group of Leppävaara-viikko 2008 were not organising the actual events taking place during that week. The technical environment in the project of Leppävaara-viikko 2008 was good as all the technical equipment in the Laurea Leppävaara facility was available for the group. The IT team and the graphical artists were the main users of any technical equipment.

The physical environment of Leppävaara-viikko 2008 was the greater area of Leppävaara and several institutions located there. The physical environment for Leppävaara-viikko 2008 project group has been mainly the Laurea Leppävaara facility.

The economic environment affects the events organised, the amount and scale. In the Leppävaara-viikko 2008 project, the economic scale was minimal as the budget was not sufficient for everything planned to happen. The marketing of Leppävaara-viikko 2008 was directly influenced by the budget. As the events of Leppävaara-viikko 2008 were building the sense of community in the Leppävaara area, the events were a low cost.

Leppävaara-viikko 2008 had competition in the area of events, mainly with the Espoo 550th anniversary events which had been ongoing for the whole year of 2008 located in Espoo, Leppävaara included. As the Espoo 550th anniversary is a project of the city of Espoo, it had resources unavailable for Leppävaara-viikko 2008, with what it was able to become a threat for the success of Leppävaara-viikko 2008.

4.12 Target market of Leppävaara-viikko 2008

The target audience for Leppävaara-viikko 2008 was as stated in the theme: children, youngsters and the multicultural Leppävaara, with the Espoo 550th anniversary. The main target audience for Leppävaara-viikko 2008 was families living in the area of Leppävaara and its surroundings, with emphasis on the children of the families.

The event consumers of the events of Leppävaara-viikko 2008 were depending on the purpose and content of the particular event.

4.13 Marketing materials: Leppävaara-viikko 2008

Leppävaara-viikko 2008 was marketed via several different channels. By maintaining consistency for all the marketing material, the project group ensured the conspicuousness of the event in all marketing material. The Leppävaara-viikko 2008 project group held several meetings during the spring of 2008, and made democratic decisions concerning the marketing material of Leppävaara-viikko 2008. The most influential decision which was made was to continue from the previous years' achievements as to maintain similar colour schemes as well as to continue the publication of a newspaper about Leppävaara-viikko 2008.

All the plans made for the project were not implemented because of lack of capital, and therefore did not proceed from planning to implementation. Another issue for not being able to implement all plans was the lack of time.

4.13.1 Leppävaara-viikko 2008 newspaper

The Leppävaara-viikko 2008 newspaper was decided to be the main focus regarding the marketing material for the event. First it was decided to increase the distribution of the paper from the previous years' 6 000 to 17 000. The amount of 17 000 newspapers would have been sufficient for the households of Leppävaara and some of its surroundings.

The newspaper consisted of twenty pages full of articles about several different organisations in Leppävaara. The articles were produced by interviewing the designated people operating in the organisation in question. The articles were written by members of the project group, and were then translated into Swedish and English by other members of the project group. The Swedish translations were written by Bea Kuusinen, and the English translations were written by Jaana Laukkanen. Both of the authors were included in the marketing team.

The display of the content of the Leppävaara-viikko 2008 newspaper was performed by the graphical artists of the project group, who made sure all the marketing material had the similar outlook as was decided on.

The newspaper was to reach thousands of people in the area of greater Leppävaara. Its main objective was to attract people to participate in the different events organised during Leppävaara-viikko 2008.

4.13.1.1 Planning

The content of the newspaper was decided by the project group. The interviews and stories about different companies were written and translations made by some of the members of the project.

The sales team was responsible for selling the advertising space of the newspaper to companies. The logos and advertisements to be used in the newspaper were delivered by the companies to the project group via e-mail. Also information about the events occurring during Leppävaara-viikko 2008 was provided by the companies and organisations responsible for the events.

The newspaper included the timetable of the events for the week with a map of the Leppävaara area. The plan of the Leppävaara-viikko 2008 newspaper included content about different events, articles about different companies as well as space for advertisements. In addition, there was planned to be included a section in which companies could advertise the need for hiring new employees and in which schools and universities could advertise upcoming courses and enrolments for degree programmes.

One plan for the newspaper was to include a street poll regarding Leppävaara and its surroundings with a current topic. In addition, because the theme of Leppävaara-viikko 2008 was partly children, a fun page for children was designed and planned to be included in the newspaper.

The pricing for advertising spaces was decided on by Jaana Laukkanen and Henna Paatola. Pricing was made in order to be more beneficial and cost-effective for the buying company if the advertising space was bigger. Pricing was planned to ensure better budget for the project. Sponsorship packages varied from mentioning the company or displaying a logo to a full-page sized advertisement in the newspaper and logo in all other marketing material.

4.13.1.2 Executing the plan

The graphic artists of the project group were responsible for the graphic design of all marketing material for the Leppävaara-viikko 2008. The graphic designers had only a few restrictions in designing the material following from decisions which were made in advance with the project group with approval from the management of the project; one of these decisions was the colour scheme.

The marketing team interviewed the local fire department, the local dance school Footlight, a local nursery Albatross DayCare, and a local fitness centre DanaFitness. These articles were translated into English and Swedish. Other articles were about Laurea University of Applied Sciences, Laurea Business Ventures, Metropolia University of Applied Sciences, etc.

The newspaper included a page for children; a page with a game, a comic, etc. These were designed and created by the graphic design team. Companies which purchased advertising space from the newspaper were given deadlines for supplying the logos and articles (if these were written by the company itself). The advertising spaces were priced by Jaana Laukkanen and Henna Paatola.

The result on selling advertising space in the newspaper did not reach the objective which was set by the project group for itself. The project group did not sell advertising space as well as was planned. One of the reasons for not succeeding in sales was that at the time the sales were started and companies were contacted, many of the companies had already made budgets for the whole year and did not receive extra capital for such involvement.

4.13.2 www.leppavaaraviikko.net

The most progressive medium used was the internet. Leppävaara-viikko 2008 internet pages were planned and designed and produced by the project group. One of the main objectives for the internet pages was to maintain consistency with all the printed material of the marketing campaign for Leppävaara-viikko 2008.

The IT team of the project group was responsible for creating the electronic form for the internet pages. The outlook of the pages was designed by the graphic artists of the project group. The content of the pages was produced by other members of the project group.

The project group wanted to emphasize the internet pages of the project. This was executed by placing the web page address in all the marketing materials and repetition of it everywhere. This is shown in the newspaper by having "www.leppavaaraviikko.net" shown on

every page at the bottom of the page. This was planned and decided on in order to attract and receive as many visitors to the web pages as possible.

4.13.2.1 Planning

When planning the marketing material for Leppävaara-viikko 2008, the project group had several meetings in which decisions were made considering the marketing materials. The decisions were made by voting in which everyone could vote several options. The decisions made were about the content of the web pages. The plan included having the timetable of Leppävaara-viikko 2008, with a map of the area and information about the venues, locations and organisations of the events.

The project group decided to add an electronic form for the Leppävaara-viikko 2008 newspaper on the internet. One important section included in the pages was a feedback application, for which an e-mail account was created (palaute2008@gmail.com).

The project group planned to place information on the internet about different organisations included in the Leppävaara-viikko 2008 project.

The sponsorship packages involved advertising on the internet, as by purchasing advertising space in the newspaper, the buying company could have its logo on display on the internet regarding the advertising space purchased. This was decided in order to attract more businesses to be involved in the project.

In the plan for web pages no costs were calculated, as it was assumed by the project group that there were no costs regarding the Internet. This assumption was wrong and the project group realised that no success can be achieved if planning is executed according to assumptions.

It was planned to have a calculator counting the visits on the web pages, because there was interest in a realistic number of visitors on the internet pages. To have specific information and valid data about the number of visitors would have helped the next years' project group in planning the marketing material, and to make decisions on what marketing channel should be emphasized, and what is not as important as others.

4.13.2.2 Executing the plan

The price for the web pages (www.leppavaaraviikko.net) reserved fortunately only a small part of the budget as the preliminary budget did not include costs for a webpage. The project

group managed to calculate the budget to be sufficient for paying costs of maintaining web pages.

In executing the plan for web pages the project group used Optima and personal e-mail accounts as well as the joint e-mail account as a communication tool with which information, documents and files were sent to the correct member of each team. This ensured a continuous flow of information regardless of the time or place of the member of the team.

The IT team gathered all needed picture and text files for the web pages and put the pages into a format which served the purpose of the internet pages. This thesis does not include technical information about creating the Leppävaara-viikko 2008 web pages.

The only company which purchased advertising space from the newspaper and therefore was permitted to have its logo displayed on the internet was DanaFitness. In addition to DanaFitness, the city of Espoo had its logo on the web pages of Leppävaara-viikko 2008. This was because the city of Espoo was one of the main co-operative organisations included in the project.

The internet pages included logos and links to all the organising institutions which were a part of the project. These were the city of Espoo (with a 550th anniversary logo), Laurea University of Applied Sciences, Metropolia University of Applied Sciences, Leppävaara Seura Ry, and Alberga Rotaryklubi. Other companies were not mentioned on the internet except in the timetables of the events.

4.13.3 Leppävaara-viikko 2008 posters

The project group of Leppävaara-viikko 2008 was impressed about the previous years' execution of the project marketing material. This influenced the decision of creating posters for the project.

If a customer bought a certain-sized space for advertising from the Leppävaara-viikko 2008 newspaper they would automatically receive a logo displayed in the poster as well. This was considered to be a bonus for investing in the project. At the end there was only one company which decided to purchase the advertising space from the newspaper which entitled the company to be mentioned in the poster. In addition, logos of the organising institutions were displayed on the poster for creating visibility to the institutions as well as creating the image of an important project.

4.13.3.1 Planning

The main objective in creating the poster for Leppävaara-viikko 2008 was to create only one style of poster and with one size. The posters content was decided on by democratic voting within the project group in planning meetings the project group held. The content was decided to consist of a clear announcement of the event and only informative text was planned to be included.

The planning of the poster was to create it to attract the focus groups of the event, which in the year 2008 were children, youngsters, multicultural Leppävaara and Espoo 550 years. The poster was designed by the graphic artists to be consistent with other marketing material.

The poster was planned to have logos included as well as an image of a ladybird, which is the logo of Leppävaara-viikko 2008. One of the main objectives was to emphasise the internet pages, which influenced in having the internet address shown in all marketing material.

Distributing the posters to public institutions in order to create visibility was planned to be performed with using the internal post of the city of Espoo. The plan consisted of sending approximately 150-170 posters to different schools and locations.

4.13.3.2 Executing the plan

The plan for the Leppävaara-viikko 2008 poster was executed by a member of the graphic design team. The member of the team performed with talent, and the output was for the group to acquire a clear, good-looking poster to be distributed to public institutions.

As the project continued, the plan for using the internal post of the city of Espoo did not function as the planning was not successful. The project group did not perform the needed research as it should have. The distribution of the posters was performed by Jaana Laukkanen and Henna Paatola by car and physically distributed the posters. Leena Topinoja from Selloali provided the Leppävaara-viikko 2008 project group her help by sending several posters via Espoo's internal postal system to different institutions.

After distributing posters to several institutions in the Leppävaara area, some were used in the promotion of the event held on the 30th of August in Sello shopping centre in Leppävaara. 100 posters from the ordered 200 pieces were left without use.

4.13.4 Leppävaara-viikko 2008 programmes

The project group first decided to create programmes of the event, which would consist of the event calendar and schedules. These programmes would have to be conveniently sized as it was planned for them to be easy to carry when participating on the event. During the project, there was a time in which the project group decided not to proceed with the plan for the programmes as the budget changed during the project.

4.13.4.1 Planning

The project group planned to create a programme (flyer) for Leppävaara-viikko 2008. This was designed to be easy to distribute in the promotion event for people visiting the shopping centre. The plan consisted of creating a compact-sized flyer which would be easy to have, when attending Leppävaara-viikko 2008. The programme was planned to conveniently show the locations on a map and the timetable.

In addition to a map and timetable, it was planned to display logos of the organisations involved in the project shown on the programme.

4.13.4.2 Executing the plan

During the project the project group decided not to proceed planning of the programme of Leppävaara-viikko 2008, as the programmes were thought not to be cost-effective. The programme was downsized to be only one page and two-sided (flyer). On one side there was a map and a logo of the event; and on the other side the timetable. With this way it was maintained simple and easily carried when attending the event.

The programmes were distributed to people in the promotion event, and before the promotion some were given to library and other institutions. The small and compact size of the programme was convenient when distributing to people in the Sello shopping centre.

The project group ordered 400 programmes, and distributed those to the public in the promotion event in Sello on 30th of August.

4.13.5 Promotion of Leppävaara-viikko 2008

The Leppävaara-viikko 2008 project group decided to organise a promotion event for the event. This was decided with the group members and at first the project group had many ideas about how to perform these activities.

4.13.5.1 Planning

The planning of these promotion events was performed in the same way as other planning; planning was made within marketing meetings of the project groups. All members had a possibility to influence the resulting decisions and the end result was to please the whole project group.

4.13.5.2 Promotion plan

The promotion plan included at first two separate events on two dates. The plan included presenting the public with balloons with the Leppävaara-viikko 2008 logo showing on them, as well as the plan included selling the space on the other side of the balloon for profiting and being able to purchase the balloons. The Leppävaara-viikko 2008 project group offered "Länsiväylä" newspaper an opportunity to support Leppävaara-viikko 2008 by purchasing the balloons, showing the logo beside the Leppävaara-viikko 2008 logo. Länsiväylä was not interested in this type of support, it could only offer support with advertising space in the newspaper, not monetary support.

The plan for purchasing balloons could not be executed because of lack of time and customer interest towards the project, also the limited budget was an issue. An additional plan for balloons in the promotion event was to acquire sponsoring from e.g. Sello. Sello shopping centre was thought of as the first option as the promotion was held inside its premises. Shopping Centre Sello declined the offer due to its tight budget.

After Sello was not interested in the offer, the project group decided to try to acquire balloons from the Espoo 550th anniversary project team. This was not successful.

The promotions' planning was done quickly and not much time was consumed for the planning process, as it was clear to the project group what should be done. The main objective was to distribute the newspapers and flyers and to create awareness of Leppävaara-viikko 2008, as not everyone is aware of the event taking place.

The promotion plan included face-painting for children in exchange for minimal payment. The payment was only to cover costs.

4.13.5.3 Executing the plan

The promotion was executed with five members of the project group in the premises of Sello shopping centre. Their main tasks were to distribute the Leppävaara-viikko 2008 newspapers and balloons as well as offer face-painting for children. The face-painting for children would cost one Euro for customers and the money earned from that activity would pay the costs arising from purchasing the supplies of face paint etc.

If the money received from the promotion exceeded the money spent on the promotion and supplies, the exceeded amount would be used in financing the project groups' recreation event.

4.14 Visibility in newspapers

Visibility in other newspapers was planned to be performed as co-operation with other newspapers.

4.14.1 Co-operation with Länsiväylä

The project groups' marketing manager contacted the CEO of Espoo local newspaper which is distributed to tens of thousands of households in the Espoo, Kauniainen and Kirkkonummi area. The newspaper, Länsiväylä, is free of charge and is distributed normally three times a week and during the summer period two times a week. Länsiväylä is published by Suomen Lehtiyhtymä, which publishes newspapers such as Helsingin Uutiset and Vantaan Sanomat.

The project group's marketing manager arranged a meeting with the CEO of Lehtiyhtymä, and the marketing manager proposed various means of participating the project, and a contract between Lehtiyhtymä and Leppävaara-viikko 2008 was nearly reached. Länsiväylä was interested in co-operation with Leppävaara-viikko 2008, but was unwilling to invest capital by purchasing advertising space from the paper and sponsoring with capital. A proposition was made to receive an advertising space from Länsiväylä in order to gain visibility for Leppävaara-viikko 2008 and create interest towards the event within inhabitants of greater Leppävaara as well as of the surroundings and the entire Espoo area.

In return Länsiväylä would have received from Leppävaara-viikko 2008 a space for advertising in the newspaper produced by the project. In addition Länsiväylä would have received a logo displayed on the posters, and a banner advertisement on the internet pages. By offering these, Länsiväylä would have had the opportunity to place an advertising banner in the Sello shopping centre premises where the Leppävaara-viikko 2008 promotional event was executed.

In addition, the questionable Laurea Business Forum event organised during the Leppävaara-viikko 2008 would have enabled Länsiväylä to have its banner showing in the Laurea premises.

4.15 Post-event marketing

As Laurea University of Applied Sciences organises annually a Business Forum in the premises at the end of Leppävaara-viikko 2008, this year the Leppävaara-viikko 2008 project group decided to take advantage of that event. The project group decided to invite people involved in the project. The project group was pleased to offer the supporters a cup of coffee as a “thank-you” whilst attracting more people to the Laurea Business Forum.

Remembering the organisations supporting Leppävaara-viikko 2008 gives the project group a good reputation as being respectful towards the people involved in the project. While having the opportunity to thank the people, Laurea Business Forum is also a good place to remind the organisations of coming years, and the possibility to join the project next year.

Even though the idea of welcoming customers to the Business Forum event, it was not made by the project group, and the companies which purchased the advertising space were not invited to any occasion. The manager of the management group did invite all the people involved in Leppävaara-viikko 2008 either in the management group or in the project group.

Most of the members of the project group had lost their interest towards the project even before the project was finished.

4.16 Radio marketing

Traditional radio marketing was not in the Leppävaara-viikko 2008 plan because the cost of this type of advertising. The radio advertising which was planned was the in-house radio of Sello shopping centre to announce Leppävaara-viikko 2008’s existence during the week, and also during the promotion event.

4.17 Outdoor marketing

Outdoor advertising was considered and the possibilities of using the efficient marketing channel were examined. The project group searched for prices for purchasing advertising space from JCDecaux, but unfortunately the prices were expensive and therefore the project was unable to proceed with the plan of outdoor advertising. The prices varied from tens of thousands of euros to hundreds of thousands of euros.

4.18 Marketing in public transportation

Marketing in public transportation was proposed when the marketing was planned for Leppävaara-viikko 2008. Unfortunately there was too little time for examining all opportunities as the members were lacking project-time. It would have been a very efficient way of marketing such an event by placing advertisements on the side of busses driving in the Leppävaara area. Another way to create visibility in public transportation is the stickers which are placed so that everyone sitting on a bus would most likely notice the advertisements.

4.19 Co-operation with other organisations

The possibilities of co-operation with different organisations were examined thoroughly. While selling the advertising space in the Leppävaara-viikko 2008 newspaper the opportunity of co-operation was mentioned to the companies. Co-operation with the project group of Espoo 550th anniversary became most relevant regarding the project. Leppävaara-viikko 2008 was liable to mentioning the Espoo 550th anniversary in every marketing material, and the Espoo 550th anniversary increased awareness of Leppävaara-viikko 2008.

4.20 Capitalising the Leppävaara-viikko 2008 project

The sales team was responsible for selling the advertising space in the newspaper and other printed marketing material and the internet pages to companies, the objectives in this were not reached, and it created an issue regarding the projects budget. Year 2008 project did not receive any financial help from EVTEK University of Applied Sciences or Laurea University of Applied Sciences. The previous year Leppävaara-viikko received € 400 from Evtek and € 2000 from Laurea. This affected the budget directly and the project group had to reconsider costs.

4.21 Printing company Scanseri Oy

The marketing manager performed a competitive bid between several printing companies in order to receive the best offer for printing the marketing material for Leppävaara-viikko 2008. The offer included the printing of the newspaper, posters, programmes and invitations (attachment 1). Other companies made the same offer with a more expensive price in total.

As the project budget increased, the marketing manager had to make decisions not executing all of the plans the project group had made. With the support of the project manager, the marketing manager decided not to print invitations as these could be made electronically, and sent via e-mail.

Regarding the Leppävaara-viikko 2008 posters, the decision was made to only print 200 pieces, and not the planned 250 pieces. The number of Leppävaara-viikko 2008 programmes was limited to 400, from the original plan of printing 500 of them.

Regarding the Leppävaara-viikko 2008 newspaper, a decision was made to downsize the number of copies to 15 500 pieces from the original plan of 17 000 copies. As the number of copies was reduced, the number of households to which the newspaper was to be distributed was to be reduced. From the original 16 300 households, only 15 088 households received the newspaper.

The Karakallio area was divided, and only half of Karakallio was part of the distribution area. The offers received from Scanseri Oy regarding the printed marketing material are attached to this thesis.

4.22 Distributing company Suomen Suoramainonta Ry

The Leppävaara-viikko 2008 project group decided to distribute the newspaper to nearly 17 000 households around the Leppävaara area. The amount was calculated by first deciding on the areas to be distributed to and then the number of households was calculated. The company made an offer based on the goodwill of the event, not being commercial, and therefore the offer of distributing the paper via Suomen Suoramainonta Ry was the most cost-effective for the group to choose (attachment 2).

The most important reason for choosing Suomen Suoramainonta Ry was the fact that they are responsible for distributing the Länsiväylä newspaper to thousands of households. As the most popular free-of-charge newspapers, the project group thought that by placing the Leppävaara-viikko 2008 newspaper inside the Länsiväylä newspaper, the event would benefit by receiving visibility.

Because the event is organised on the 1st of September lasting until 11th of September the newspaper will be distributed on 31st of August. Distributing the newspaper to households the project group believes attracting people visiting the Leppävaara-viikko 2008 event. Also the date was chosen because the Leppävaara-viikko 2008 project group will attend a promotion event in the premises of Sello shopping centre the day before, 30th of August.

The offer from Suomen Suoramainonta Ry is attached to this thesis.

4.23 Tasks of a marketing manager

The tasks of a marketing manager included such as creating a marketing plan for the project as well as marketing presentations for the project group and for the management team. The marketing plan (attachment) was created to have a guideline for the project.

The marketing manager should have been the one to delegate tasks more, and should have been more involved. This would require the project obtaining a marketing manager who is wholly devoted to the project, and has time for the project and its preparations.

5 Results

The outcome of Leppävaara-viikko 2008 project was successful when measured by the success of the marketing material. There was a miscalculation in the number of posters printed. The amount of posters should have been minimised from the previous year, and 100 copies altogether would have been enough. On the contrary if the number would have been the same Espoo's internal post should have been used more efficiently. This would have brought more visibility to the event, as the distribution of the marketing material would have been broader than it was.

The creation of continuous marketing material with the marketing created in the Leppävaara-viikko 2007 project was successfully executed following the colour schemes set by the 2007 project group. In addition, the 2008 project group managed to increase the distribution of the newspapers, which was one the main objectives for Leppävaara-viikko 2008. The number of newspapers was increased from 6000 pieces to 15500 pieces; 15088 copies were distributed directly to households in the greater Leppävaara area.

The objective of profiting from the project was not established as the number of participating companies was not as numerous as was hoped for. The lack of companies participating the event was not because of lack of interest towards the event, but because of the lack of money in the budgets of the companies. To have avoided this from happening, the project group should have started selling the advertising space and offering sponsorship earlier, i.e. the previous autumn.

Help from the organisations and institutions involved in the Leppävaara-viikko 2008 project was hoped to be more practical. The marketing plan was introduced to the management group before any decisions were made, and feedback was requested by the project group. As approval for the marketing plan was received, the planning became more practical and the plan was put into practice. Some comments and some criticism were given to the project

group about their decisions regarding the marketing plan at the time when all had been put into practice.

This type of support, comments and criticism, was requested at an early phase of the project and as it was not given the project group implemented the plan. People in the project group thought the input from the management group should have been received at the early phase rather than when the project was nearly completed. More practical guidance would have been needed at the early stage of the project; especially because most of the management team have been involved in this type of project before, and the project group consisted of students who did not have experience of project management or event marketing.

The management team was responsible for the project, and some members of that team did work hard in supporting the project group. The project group was very grateful of this.

An event such as Leppävaara-viikko in general is the type of event which requires volunteer work from everyone involved in the project. It is the type of project which states one of the main objectives to be the creation of the sense of community within the people living in the Leppävaara area. Even though the project is good will, not all the organisations involved were willing to put effort in the success of it. The Leppävaara-viikko event, in general, originates from the Leppävaara-Seura Ry's event, Raittikarnevaalit (the main street carnival), yet the marketing material for the Raittikarnevaalit 2008 did not have any mention of Leppävaara-viikko 2008, nor any mention of being part of the greater event of Leppävaara-viikko 2008. This shows the lack of dedication in increasing the visibility and consciousness of Leppävaara-viikko and its existence.

Team work within Leppävaara-viikko 2008 was not as intensive as was hoped for. Dedication to the project did become an issue. When all of the members are not wholly dedicated themselves to the project, problems occur. The Leppävaara-viikko 2008 project was started in January and lasted until the end of September, which was when the project was officially terminated concerning the project of 2008. The project continued nine months, summer time in between, which made it difficult for some members of the project group. All the members were not able to dedicate themselves to the project for the whole time. This became a problem as the project was to be put into practice. Some of the members started working full-time, and therefore could not participate the meetings.

As the marketing manager started to work full-time in addition being involved in the project, she was not able to participate all of the meetings. She performed all the tasks and duties given to her. Some members of the project team decided not to be involved in the project whilst the project was ongoing. These types of issues will bring problems, when substitutes

are not available. Because the project was long-lasting the marketing manager was not able to maintain the motivation and enthusiasm towards the event. The project lacked group motivation.

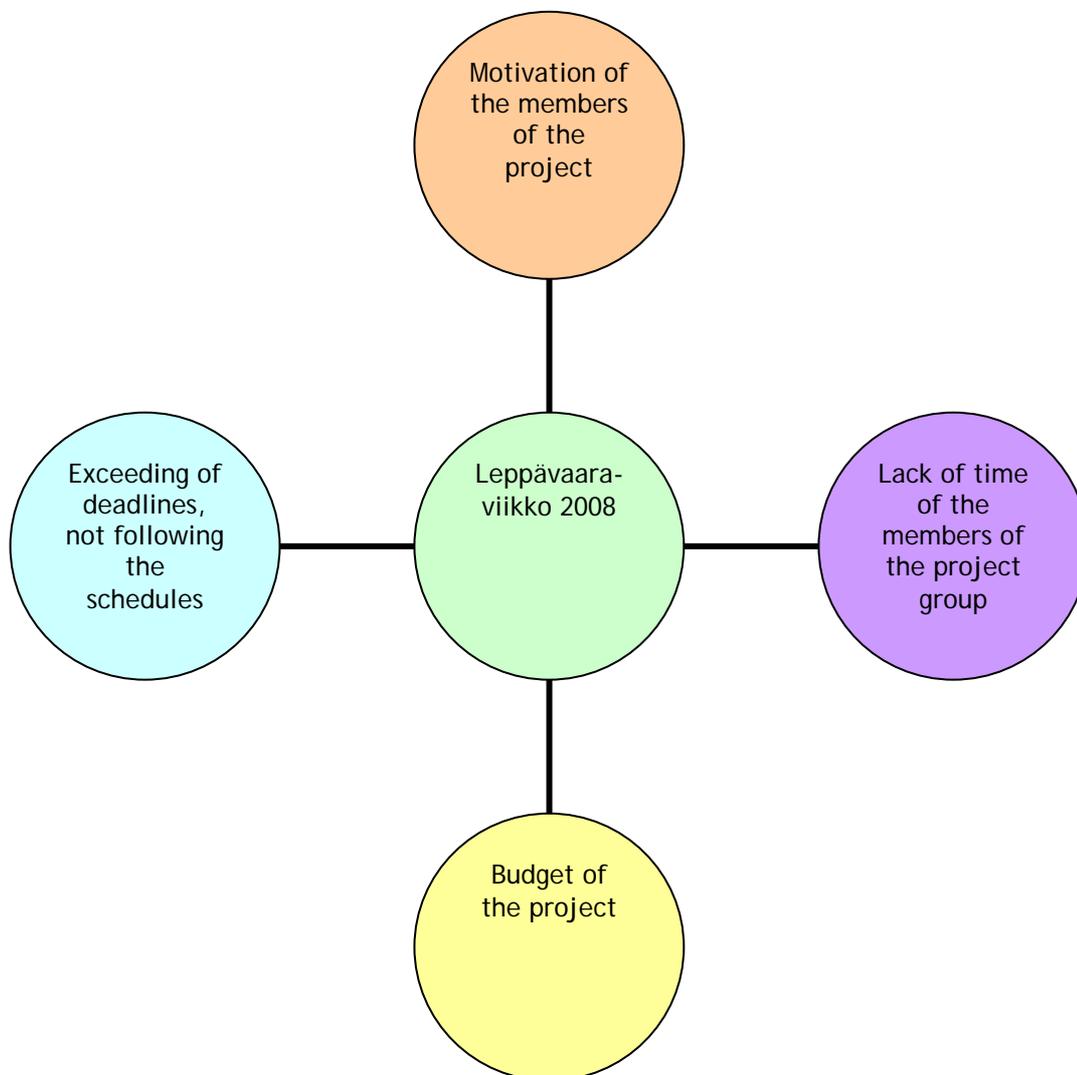


Figure 1 External threats and internal weaknesses

Awarding employees is very important. To maintain a high level of motivation within the project group directly affects the outcome of the project work. To ensure achieving the objectives the project group should have a sense of cohesion for one another. For the 2008 project group this did not happen.

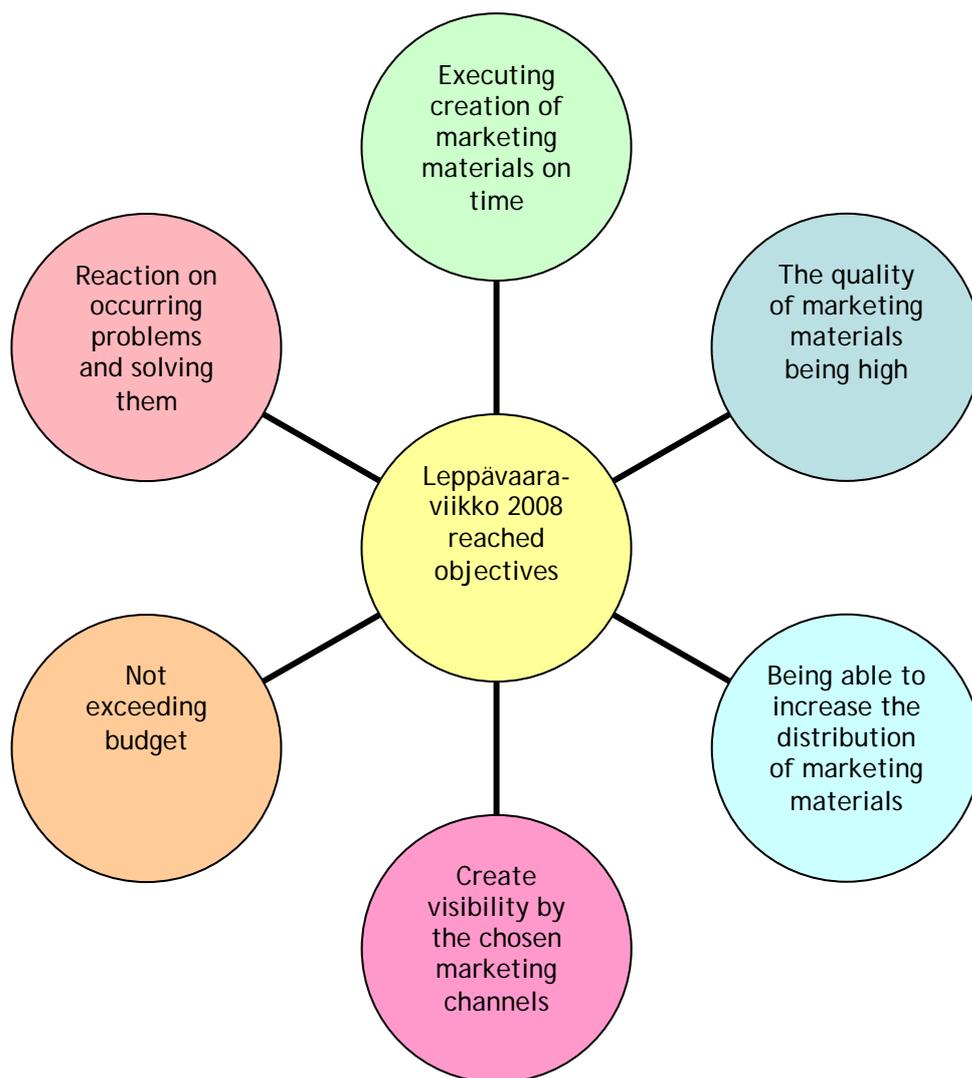


Figure 2 The internal strengths and external opportunities of Leppävaara-viikko 2008

The Leppävaara-viikko 2008 project group was able to create and produce congruent marketing material for the event. The project exceeded the budget as the support from local businesses was minimal. The result of the project was internet pages, 200 pieces of posters (sized A4), 15500 copies of the Leppävaara-viikko 2008 newspaper of which 15088 were distributed directly to households in the Leppävaara area, 400 pieces of programmes (flyers), and one promotion event held in Sello shopping centre.

The ever-changing deadlines for tasks made the project difficult for some members of the group. There were several reasons for the deadlines to change; one major effect was the late informing of events occurring during Leppävaara-viikko 2008, and these events was to be mentioned in the event calendar and the newspaper. One major influence on the projects' general flow was the lack of spare time regarding the members of the project group. Most of

the members were working full-time at the same time, not leaving them enough time to wholly participate on the project.

The figure 1 shows the issues which were a threat for the success of the project, yet these were not making the project fail, but creating inconveniences of the implementation of the plan.

The figure 2 displays the strengths of the project and the project groups which were able to success when the event was finalised. The factors to measure success were reached and are shown and are vital issues of the Leppävaara-viikko 2008 project. Also these are to be considered in the coming years when Leppävaara-viikko 2008 is organised.

The project was in all successful and it is highly recommended to increase the visibility, and the creation of consciousness of the project should be emphasized when the project will be started again.

5.1 Analysis

The question of developing Leppävaara-viikko by improving the visibility and consciousness of the event within the target audience will be analysed in this section.

The development of Leppävaara-viikko as a series of events to become a main event of the year in Leppävaara gathering the inhabitants together and create a sense of community within the group of people participating is possible by increasing the consciousness of the event and by ensuring the visibility of the event through efficient marketing. Regarding marketing channels and means used in the 2008 project, the most effective and successful was the produced newspaper, as it was the main focus from the beginning of the project.

If the project obtained more monetary support, it would have been able to focus also on additional marketing, which would have been beneficial for Leppävaara-viikko as well as the usage of other marketing channels would have ensured the achievement of the set objectives. Addition of radio marketing or marketing in Sello through the shopping centre radio would have increased the benefits of the marketing. One of the marketing channels which should have been considered more seriously was outdoor marketing, such as public transportation. The marketing campaign could have consisted of advertisements on the sides of buses or inside the buses as stickers at the back of the chairs.

Taking risks rather than choosing traditional marketing might have increased the total volume of visitors. In such a project risk taking is not easy because of dependence on the budget and the lack of it. In a case where the budget would be more than what it was, the planning and

implementation of creative marketing would have been easier, and more importantly one could have taken risks in planning it. This is one of the reasons why the earlier start of Leppävaara-viikko project is vital. The more time there is for selling, the more will be sold, and the more will be in the budget to be spent on marketing.

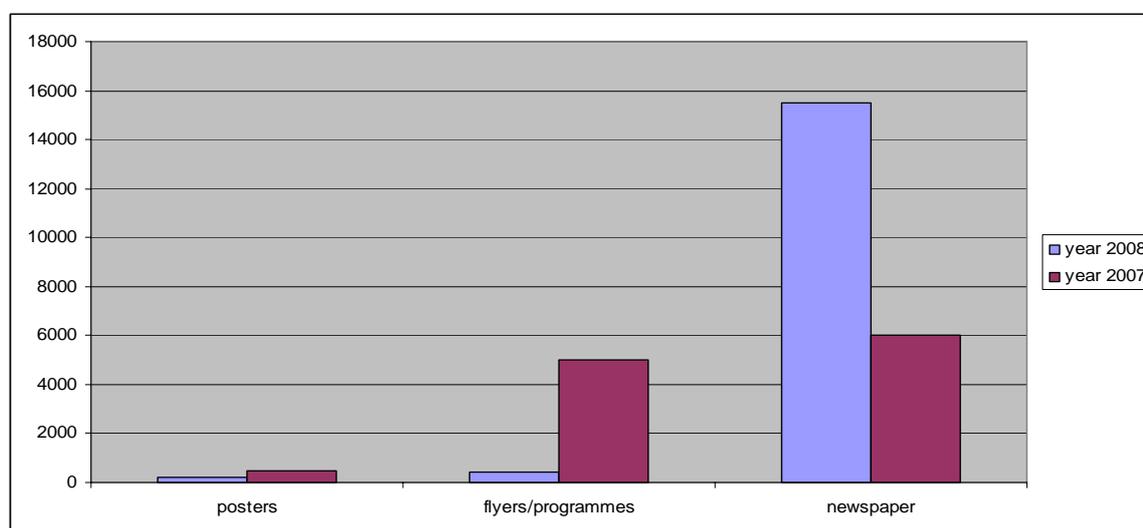


Figure 3 Comparison of marketing materials of Leppävaara-viikko 2007 and 2008

Figure 3 shows the development of marketing comparing years 2007 and 2008. The marketing was developed according to information received from the 2007 project group. With the information the marketing was planned to focus on newspaper distribution. The main focus was the newspaper and its distribution.

For the project group to be able to develop the Leppävaara-viikko project from where it is now, to upgrade its status for companies wanting to be involved in it, the project organisation should differ from the year 2008. The project group 2008 consisted of a small number of members. The responsibilities should have been divided in a different way, by giving real responsibility for the sales to the sales coordinator, and regarding the marketing team more responsibility to single people.

5.2 Proposals for the year 2009

One of the main issues to emphasize next year is the schedule. The selling of advertising space for the newspaper and other marketing material should be scheduled for the previous autumn of the event. One of the most common reasons for a company not being involved were decisions made regarding the budgets, as budgeting had been processed for year 2008 in the autumn/winter of 2007. The late contacting of the companies prevented most of the

companies participating the event with support or sponsorship. The project group was able to acquire some companies involved in the project.

The issue of marketing materials is to be considered with the budget, all expenses should be covered by business with local companies. If the budget allows, producing the Leppävaara-viikko newspaper is highly recommended to be continued. Regarding the budget, the distribution area should be increased, as it is cost-effective to have the newspapers delivered to households. The project group should gather competitive bids from several printing houses as to ensure the best price.

As electronic marketing is one of the present (and future) media used, internet pages should be produced for the event. One of the objectives for the Leppävaara-viikko 2008 project group was to increase the conspicuousness of the event by creating marketing material which would continue guidelines set by the Leppävaara-viikko 2007's project group.

For the Leppävaara-viikko 2009 one of the emphases could be intensive team work. Intensive team work should be practiced within the project group itself, as well as intensive group work between the project group and the management team. It is a necessity for all members of the project, regardless of being a member in the management group or the project group, to be dedicated to the project.

For the project team to be able to maintain motivated there should be award or prize. Motivation should come from the management team as well as other members of the project group. When members of the group are busy and unable to participate the meetings and practices (e.g. promotion) it will have an affect on the other members of the group as not being able to motivate themselves either. When the project group has such a management supporting them by telling the project group that their work is well appreciated, it would be shown as an increase in sales as well as the motivation level of the group in general.

One important issue of the project's success for the future is to involving people who have time to actually participate the project. Also one of the best solutions for Leppävaara-viikko 2009 would be having a project group member from the Leppävaara-viikko 2008 project group involved, e.g. as a project manager. This would ensure the continuing upgrade for the project, as the people in the project group would not all be involved for the first time.

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Table of figures

Figure 1	59
Figure 2	60
Figure 3	62

Appendix

Attachment 1 Leppävaara-viikko 2008 newspaper	67
Attachment 2 Leppävaara-viikko 2008 poster	86
Attachment 3 Leppävaara-viikko 2008 programme	87
Attachment 4 Leppävaara-viikko 2008 planning of marketing	88
Attachment 6 Scanseri Oy	94
Attachment 7 Suomen Suoramainonta Oy	98

Tapahtumalehti

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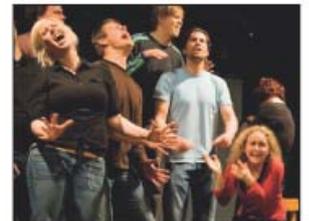
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www.leppavaaraviikko.net



Häpeämättömät

La 6.9.2008 Sellosalissa klo 14.00
Improvisaatioteatteri
Häpeämättömät improvisoi yleisön
antamien ehdotusten pohjalta. **SIVU 8**



Footlight

Footlight on korkeatasoista
tanssinopetusta tarjoava tanssikoulu,
joka toimii Helsingin keskustassa ja
Espoon Leppävaarassa. **SIVU 5**

Albatross day care

-monikulttuurinen päiväkotiki
Tänä vuonna Espoo täytti 550 -
vuotta ja vuoden teemana ovat
lapset, nuoret sekä moni-
kulttuurisuus.
Teema näkyy myös Leppävaara-
viikko - tapahtumassa. **SIVU 13**

Metropolia Ammattikorkeakoulun toiminta on käynnistynyt!

SIVU 19



Seitsemäs eCross- maastajuoksu- tapahtuma kaikille

Startti sunnuntaina 7.9.2008 alkaen
kello 10.00..
SIVU 9



Raittikarnevaalit

Leppävaaran raitti
Pohjois-Leppävaara To 4.9.2008.
SIVU 8

2 Kaupunginjohtajan tervehdys

Leppävaara-viikko Albergaveckan 2008

► Leppävaara-viikko on jo ehtinyt muodostua perinteeksi.

Alkukykyinen kaupunkikeskustapahtuma tarjoaa runsaan kattauksen musiikkia, urheilua, kulttuuria ja koulutusta. Parhailaan vietettävä Espoon 550-vuotisjuhla näkyy Leppävaara-viikolla tapahtumien entistäkin laajempina tarjontana.

Leppävaara-viikon päätapahtuma on Raittikarnevaalit, joissa illan huipentaa ilotulitus. Tänäkin vuonna paikalle on odotettavissa tuhansia katsojia. Sunnuntaina Leppävaaran urheilupuistosta käynnistyvä eCross-maastojuoksupahtuma kutsuu mukaan urheilu- ja kilpahenkisiä. Urheilun lisäksi Leppävaara-viikon useat näyttelyt, konsertit ja luennot antavat elämyksiä.

Leppävaara on jo nyt Espoon kaupunkikeskuksesta urbaanein ja asukasluvultaan suurin.

Leppävaara elää nopean kasvun kautta. Alue on kaupan, koulutuksen, liikunnan ja julkisten palveluiden keskittymä. Se on myös tärkeä joukkoliikenteen solmukohta. Leppävaara on jo nyt Espoon kaupunkikeskuksesta urbaanein ja asukasluvultaan suurin. Leppävaaran modernissa kaupunkikeskuksessa voi yhä edelleen kuitenkin nähdä muistutuksia vanhasta huvila-asutuksesta.

Muistumia menneestä kulttuurista tuo tähän päivään myös Leppävaara-viikon järjestäjien talkoohenki. Yleisestikin paikallista toimintaa omalla asuinalueella pidetään yhä tärkeimpänä. Leppävaara-viikon tapahtumien toteutuksessa ovat mukana alu-

een yrittäjät, yhdistykset, oppilaitokset ja kulttuuritoimijat. Intoa riittää sekä tapahtumien järjestäjillä että niihin osallistuvilla. Leppävaara-viikko tukee alueen yhteisöllisyyttä.

Toivotan kaikki tervetulleiksi Leppävaara-viikon tapahtumiin. Haluan myös kiittää järjestäjiä aktiivisuudesta ja yhteistyöstä. Mukavaa ja aurinkoista tapahtumaviikkoa kaikille!

Marketta Kokkonen
Espoon kaupunginjohtaja

Kuvassa Marketta Kokkonen



► Albergaveckan har redan blivit en tradition..

Stadsevenemanget i början av hösten står med ett rikt utbud av musik, idrott, kultur och utbildning, och jubileumsåret till åra är utbudet av evenemang ännu bredare än tidigare.

Veckan kulminerar i den så kallade Raittikarnevalen som avslutas med ett fyrverkeri på kvällen. Fyrverkeriet väntas också detta år locka tusentals åskådare. På söndag startar terrängloppet eCross i Alberga idrottspark för alla idrotts- och tävlingssugna. Vid sidan av idrotten bidrar ett flertal utställningar, konserter och föreläsningar med upplevelser av olika slag.

Alberga befinner sig i en tid av snabb utveckling. Regionen är centrum för handel, utbildning, motion och offentlig service. Den är också en viktig knutpunkt för kollektivtrafiken. Alberga är re-

dan nu det mest urbana och till invånarantalet största stadscentrumet i Esbo. Men trots den moderna centrumfasaden kan man fortfarande här och där se fragment av den gamla villabyggelsen.

Om en förgången tid minner också den talkoanda som fortfarande råder bland Albergaveckans arrangörer. Samma talkoanda märks i ett allt större lokalt engagemang i bostadsområdena. Bakom evenemangen under Albergaveckan står lokala företagare, föreningar, läroanstalter och aktörer inom

Alberga är redan nu det mest urbana och till invånarantalet största stadscentrumet i Esbo.

kulturlivet. Entusiasmen hos både arrangörer och deltagare är påtaglig. Albergaveckan stöder samhörigheten i regionen.

Hjärtligt välkommen att delta i Albergaveckan och ett stort tack till arrangörerna för deras insats och samarbetsvilja. En glad och solig vecka till er alla!

Marketta Kokkonen
stadsdirektör

IN ENGLISH

The event of an important city centre in the early autumn offers music, sports, culture and education. On-going Espoo 550 years festival can be shown as broader offering of events during Leppävaara week 2008.

The main event of Leppävaara week is the main street carnival, raittikarnevaalit, with a finish of spectacular fireworks. Thousands of people are expected to attend, as on previous years, this year as well. On Sunday, eCross invites athletic and competitive people to join the event, which starts from the sports ground of Leppävaara. In addition to sports, several exhibitions, concerts and lectures offer great experiences.

Leppävaara lives through a rapid growth. The area is a central of shopping, business, education, sports and public services, as well as being an important link of public transportation. Nowadays Leppävaara is the most urban and by population the biggest of Espoo's city centres. In

the modern Leppävaara one can still see the reflections of the old villa housing.

Also the spirit of voluntary work the organisers have reflects the past culture. Generally the local activities and services are valued even more. Local entrepreneurs, unions, educational institutes and cultural operators have taken part in the realisation of the events of the Leppävaara week. The organisers and attendees are enthusiastic towards the great event, which supports the community of greater Leppävaara.

I warmly welcome everyone to take part the events in Leppävaara week. Also I want to thank the organisers for their activity and co-operation.

I wish everyone a pleasant and a sunny event week!

Marketta Kokkonen
The mayoress of Espoo

Yhteistyössä



- 1 Kaupunginjohtajan tervehdys
- 4 Kuntoa kohottamaan
- 6 Leppävaara-viikon toimijoita
- 7 Viikon tapahtumat
- 11 Tapahtumakalenteri ja kartta
- 12 Albatross day care
- 14 Sarjakuva
- 16 Opiskelu Laureassa
- 17 Leppävaaran paloasema
- 18 Laurea Business Ventures



Laurea – Uuden edellä

Leppävaaran Laureassa saat suuren ammattikorkeakoulun edut, modernit tilat ja työvälineet sekä ainutlaatuisen tavan oppia. Valmistuttuasi meiltä työllistyt hyvin.

Meillä voit opiskella:

Hotelli- ja ravintola-alan liikkeenjohto (*restonomi AMK*)
Liiketalous (*tradenomi*)
Palvelujen tuottaminen ja johtaminen (*restonomi AMK*)
Tietojenkäsittely (*tradenomi*)
Turvallisuusala (*tradenomi*)
Business Management (*tradenomi BBA*)

Aikuiskoulutuksena voit suorittaa ammattikorkeakoulututkinnon, ylemmän ammattikorkeakoulututkinnon sekä erikoistumisopinnoita.

Ammattikorkeakouluihin haetaan vuosittain yhteishaussa. Seuraava yhteishaku on keväällä 2009.

Tervetuloa tutustumaan Leppävaaran Laureaan, Vanha maantie 9, 02650 Espoo.

Lisätietoja: www.laurea.fi



LAUREA - AMMATTIKORKEAKOULU

Footlight

►Footlight on korkeatasoista tanssinopetusta tarjoava tanssikoulu, joka toimii Helsingin keskustassa ja Espoon Leppävaarassa.

►Footlightin ajatusmaailma on tavalliselle harrastajalle sopiva ja he haluavat tarjota asiakkaalleen mukavan ja antoisan tanssikokemuksen erinomaisissa tiloissa.

Ida Makkonen
Nina Laurikainen

Taina Schorin-Kelto on Footlight-tanssikoulun omistaja sekä perustaja. Yrityksen pohja on perustettu jo 25 vuotta sitten, jota aikaisemmin se toimi kuitenkin tanssiryhmänä vuodesta 1982 lähtien. Alussa koulu toimi Kulttuuritalon kellaritiloissa.

Schorin-Kelton tanssitausta on erittäin vahva. Hän on syntynyt tanssiperheeseen, jossa äiti toimi balettiopettajana ja Suomen Kansallisoopperan tanssijana ja isä näyttämöpäällikkönä samassa paikassa. Tanssin Footlightin omistaja aloitti jo 4-vuotiaana baletin muodossa ja myöhemmin mukaan tulivat stepin askeleet.

Tanssinopiskelu Suomessa ei kuitenkaan riittänyt Schorin-Keltole, vaan hän on koulutunut itseään muun muassa New Yorkissa, Sveitsissä, Lontoossa, Pariisissa, Saksassa ja Kanadassa. Pitkän ja monimuotoisen tanssitaustan ansiosta liikuntamuodosta on tullut Tainalle elinehto ja harrastus, jonka kautta hän syö, elää ja hengittää. Omien sanojensa mukaan, tanssi on hänelle ihan kaikki.

"Kaikille ihmisille on tärkeää kuulua johonkin, jotta he voivat kokea itsensä onnellisiksi"

Footlight on yksi pääkaupunkiseudun suurimmista tanssikouluista reilulla 2000 vakioharrastajallaan. Nämä tanssista nauttivat nuoret ja vanhemmat ihmiset hyötyvät tanssista terveydellisesti, aivan kuten muistakin liikuntamuodoista.

Jokin erityinen piirre vetää kuitenkin ihmisiä ikää ja nköä katsomatta tanssin pariin. Yksi näistä piirteistä on varmasti tanssiharrastukseen liittyvä yhteisöllisyys. Kaikille ihmisille on tärkeää kuulua johonkin, jotta he voivat kokea itsensä onnellisiksi. Lisäksi lapsilta ja nuorilta

puuttuu nykyaikana usein luottoaikainen. Aikuiset ulkoistavat kasvatuksena aivan liian usein päiväkodeille, harrastuspaikoille sekä kouluille, jolloin nuoret saavat suurimmat vaikutteensa myös näistä piirteistä. Tällaisissa tilanteissa tanssinopettajalla on yllättävän suuri vaikutus ja rooli nuoren elämässä. Varsinkin, jos opettaja pystyy luomaan hyvän ja nuorta tukevan suhteen nuoreen, hänen ollessa murrosiässä.

Footlightilla tuki ja apu ilmenee usein myös muualla kuin tanssitunneilla. Yhteisöllisyyden tunteen lisäksi tanssijat kokevat harrastuksen liikuntamuodon lisäksi, henkiseksi palautumisen keinoksi. Intensiivisen ja keskitymiskykyä vaativan tunnin jälkeen tuntuu, kuin olisi nukkunut sadan vuoden päivän ja kaikki murheet olisivat haihtuneet sinä aikana. Tanssi on henkisesti ja fyysisesti antoisa.

"Tanssimisen pitää olla hauskaa"

Footlightin mainoslause on, että tanssimisen pitää olla hauskaa. Tämä ajatus näkyy Footlightin toiminnassa siten, että toiminta on rakennettu asiakasläheiseksi. Oppilaita pidetään hyvää huolta ja henkilökunta on koulutettu asiakaspalveluhenkiseksi.

Toiminnan lähtökohdista pidetään, että tanssinopetus on kokonaisvaltaista kasvatusta, jolloin vanhemmat sekä oppilaat tietävät, että sällille on turvallisista tulla. Footlightilla panostetaan siihen, että vastaanoton henkilökunta on aina paikalla, jolloin neuvoa voi lysyä välittömästi. Toimen seikka, mihin Footlight panostaa on oppilaiden henkilökohtainen korjaaminen ja palautteen antaminen tunneilla. Kaikki tietävät, että tanssinopettajat ovat tiukoja ja määrätietoisia, mutta Footlightilla toteutetaan kuitenkin pilke silmäkulmassa.

Jos opettaja moittii tunnilta, jokaisen tanssijan tulisi Footlightin tavoitteiden mukaisesti tietää, että hän ei ole aivan toi-

sisaan eikä hän moiti ketään ihmisenä, vaan tanssillisessa mielessä. Oppilaita korjataan aina hauskaalla tavalla, jolloin tunnille saadaan myös huumoria. Ketaan ei ole siis tarkoitus loukata, vaan tarkoituksena on, että jokainen kokee sen, että pystyy itse viemään itseään eteenpäin ja kehittymään. Tehtyään korjauksen oppilas saa välittömästi positiivista palautetta, joka taas tuo onnistumisen tunteen ja antaa oppilaalle rohkeutta kokeilla uusia asioita. Taina Schorin-Kelto kertoo myös, että oppilaat toivovat erityisesti juuri tiukkaa palautetta. Jos he eivät saa sitä, kokevat he, että heistä ei enää välitetä.

Kysymme Taina Schorin-Keltoilta hänen mielipidettään ammattitanssijoiden työllistymistilanteesta. Hänen mielestään hyvät tanssijat työllistyvät kyllä, kunhan osaavat markkinoida itseään tarpeeksi. Taina on työllistynyt itsensä aina. Hänen mielestään tanssijoiden arvostuskin on kasvanut parissakymmenessä vuodessa.

Vuonna 1988 Suomessa aloitettiin ensimmäisten ammattitanssijoiden koulutus, jolloin Teatterikorkeakouluun tuli tanssitaiteilijain, josta vielä tänä päivänäkin valmistuu korkeatasoisia nykytanssijoita. Näiden valmistuvien joukossa on myös Footlightin vanhoja oppilaita. Tainan mielestä nykytanssijoiden opetusta tulisi kuitenkin laajentaa, jotta valmistuneet voisivat työllistyä itseään muutenkin kuin nykytanssijoina. Toinen Suomen korkeatasoinen koulutus sijaitsee Oulussa, jossa koulutetaan showtanssijoina ammattikorkeakoulutasoisesti esimerkiksi teatterien käyttöön.

Taina korostaa ulospäin suuntautuneisuutta ja oman arvion tuntemista työnhakuprosessissa. Tanssijat eivät yleensä miellä tanssitaiteita kaupallisena toimintona, joka ilmenee markkinoinnin puutteena alalla.

Toisaalta tietyt tahot ovat ymmärtäneet tanssin kaupallistamisen väärin. Schorin-Kelton mielestä on väärin, että pääosin yökerhoissa esiintyvät, kauniista, mutta tanssitaiteellisesti naisista koostuvat ryhmät kutsuvat itseään tanssiryhmiiksi. Heillä ei ole oikeutta kutsua itseään tanssijoiksi, jos heillä ei ole tanssin koulutusta. Tällaisille viihde-ryhmille pitäisi keksiä jokin oma nimitys, jotta heitä ei sekoitettaisi tanssitaiteen edustajiin mitenkään.

Footlightin Leppävaaran toimipiste on perustettu reilu vuosi sitten. Ideaa koulun perustamiseen juuri Leppävaaraan, lähti lasten vanhemmilta. Vanhemmat olivat jopa niin aktiivisia,

että yhden lapsen isä oli etsinyt Footlightille jo valmiiksi toimitalon, johon Taina Schorin-Kelto ihastui heti.

Tulevaisuudessa Footlight aikoo laajentaa toimintaansa niin, että 5-10 vuoden päästä Suomen suurimmissa kaupungeissa on Footlight-tanssikoulu. Yleisellä tasolla Taina haluaisi kehittää tanssialaa yhteistyöllä. Hänen mielestään olisi hyödyllistä, että ammattillista opetusta tarjoavat oppilaitokset tekisivät yhteistyötä harrastusmahdollisuuksia tarjoavien koulujen kanssa. Esimerkiksi Footlight ottaisi mielellään ammattitanssijoiksi opiskeluvia nuoria työharjoitteluun toimipisteisiinsä.

Footlightin suurimpiin saavutuksiin kuuluvat yli 2000 nuorta tanssinharrastajaa, jotka käyvät viikoittain erilaisilla tanssitunneilla. Ilman näitä nuoria, toimintaa ei olisi. Toki Footlightilla on myös erilaisia palkintoja ja tunnustuksia, mutta niitä Taina ei näe millään tavalla toiminnan ytimenä.

Footlight järjesti tänä vuonna showtanssin sm-kilpailut, mutta Taina Schorin korostaa, että tällaiset kisat eivät ole millään tavalla verrattavissa esimerkiksi urheilulajien sm-kilpailuihin, sillä tanssikilpailut ovat erittäin subjektiivisesti tuomaritoijaa ja kilpailijoiden asettaminen järjestykseen on haastavaa ilman mielenkiintoista konkreettista mittaria. Suorituksen arvioiminen on lähinnä kiinni mielipiteistä. Taina ei itse ole halukas kannustamaan nuoria kilpailemaan tanssilla, mutta pitää sm-kilpailujen kaltaisia tapahtumia kuitenkin hauskoina kokemuksina.

Ihmisen liikuntatottumuksiin voidaan vaikuttaa parhaiten lapsuus- ja nuoruusiässä. Siksi olisi tärkeää, että koululiikunta olisi miellyttävää ja kannustaisi lapsia liikkumaan muutenkin kuin koulussa. Taina Schorin-Kelto kehittäisi koululiikuntaa, ottamalla mukaan enemmän musiikkiliikuntaa.

Tanssin kautta saadaan onnis-

"Tanssin kautta saadaan onnistumisen kokemuksia"

tumisen kokemuksia, koska tanssi ei katso ikää, näköä tai kokoa. Jos liikunnassa ei ole hyvää ja aina häviää, se ei tunnu hyvältä ja lapsi tuntee itsensä huonoksi. Näin käy usein koulun tarjotessa urheilulajeja, joissa on helppo mitata hyvyys ja huonous. Jos lapsi ei onnistu koskaan, hän ei myöskään nauti liikunnasta.

Tanssissa hyvyttä ja huonoitua ei voida kuitenkaan mitata

yhä konkreettisesti kuin esimerkiksi sadan metrin juoksussa. Taina korostaa, että jos tanssintunnit ovat suunniteltu oikein ja oikealle ikäryhmälle sopiviksi, kaikki pääsevät onnistumaan. Onnistumisen kautta lapset uskaltavat myös kokeilla uusia asioita. Lisäksi tanssin olennaisena osana kuuluu musiikki, on rauhoittavaa ja liikuntaan yhdistettynä, se luo tiettyjä ajatusmaailmoja ja tunteita, jotka tekevät ihmisestä onnellisen. Onnelliset ihmiset eivät käy potkimassa vanhuksia rautatieasemalla. Lisäksi tanssiharrastuksesta jää lapselle usein elinikäisiä ystäviä.

Fyysisesti tanssin hyöty on monipuolinen. Tanssimisessa joudutaan käyttämään tukirakenteita sekä lihaksistoa, joiden käyttäminen nuoruudessa tekee todella hyvää tulevaisuutta ajatellen. Vartaloon monipuolisen käytön seurauksena myös elastisuus paranee. Kropasta kannattaa pitää hyvää huolta, sillä sitä ei vaihdeta samalla tavalla kuin autoa.

Vanhempien tulisi tarjota lapsille mahdollisuuksia ja kuunnella millainen liikuntamuoto lapselle sopisi ja mistä hän olisi kiinnostunut. Taina itse ajattelee, että joka ikinen euro, mikä harrastuksiin laitetaan, maksaa itsensä takaisin niin sanotusti yhteiskuntakehityksenä.

Vanhempien tulisi pitää huoli, että lapset liikkuvat, mutta vapaa-aikaakin täytyy olla. Luokanopettajan ammattitaidollaan Taina osaa huomioida myös kasvatukselliset seikat opetuksessaan ja ympäröivässä maailmassa. Hän kannustaa aikuisia olemaan osa lapsen elämää ja sanoa että, muista luottoaikuisista huolimatta, vanhemmilla on ensisijainen mahdollisuus vaikuttaa lapseen.

NÄITÄ TANSSILAJEJA FOOTLIGHT TARJOAA:

- Afrikkalainen tanssi,
- alorobata
- break
- toprock
- lockin
- dance hall reggae,
- hiphop,
- irish dance,
- jazz,
- lasten tanssi,
- siti-lapsi-tunnit,
- MTV,
- nykytanssi,
- pilate,
- salamatix,
- showtanssi,
- steppi,
- video clip dancing

Tiivistelmä englanniksi sivulla 13

6 Leppävaara-viikon toimijoita

Kuvauksia tapahtuman toimijoista

JUHLAT JATKUVAT KOKO VUODEN 2008!

► Espoo 550 -juhlavuosi on kaupunkilaisten juhla.

Jubileet fortsätter hela året 2008!

Kotiseutuhenki ja yhdessä tekeminen ovat tärkeitä osia juhluvuottamme. Siksi juhluvuoden ohjelmasta vastaavatkin suureksi osaksi yhdistykset, järjestöt ja eri toimijat.

Vuoden teema on silta, joka yhdistää Espoon pitkän historian nykypäivään, sukupolvet ja kulttuurit toisiinsa. Siltaa pitkin Espoon ja espoolaisten matka jatkuu kohti tulevaa.

Perusteet 550-juhlavuoden viettämiselle löytyvät vuodesta 1458, jolloin perustettiin Espoon seurakunta ja Henricius-niminen kirkkoherra aloitti työnsä Espoossa. Espoon kaupunginmuseon nykytutkimusten perusteella kuitenkin vanhin Espoota koskeva maininta on jo vuodelta 1431.

Elokuun viimeisellä viikolla 25.–31.8. vietetään 550 -juhlaviikkoa. Espoo-päivä on samalla viikolla keskiviikkona 27.8.

Juhlavuoden tapahtumat ja kuumat löytyvät [www-sivustolta](http://www.sivustolta) osoitteesta

www.espo550.fi

Tule mukaan juhlaan!

Jubileumsåret är en fest för esboborna. Då vi sammanställer programmet vill vi betona det som är kännetecknande för Esbo. Vårt mål är att ta evenemangen till ställen där esboborna lever och rör sig såväl i vardagen som i festtider; i daghem, lekpark, skolor och anstalter.

Jubileumsårets tema är en bro som förenar Esbos långa historia med det nutida Esbo, generationer och kulturer med varandra. Längs bron går Esbos och esbobornas resa mot framtiden.

Varför firar vi 550-årsjubileum just år 2008? År 1458 var det år då Esbo församling grundades och Henricius tillträdde ämbetet som kyrkoherde vid församlingen. Enligt de nyaste efterforskningarna vid Esbo stadsmuseum nämns Esbo för första gången redan år 1431.

Jubileumsveckan går av stapeln 25–31 augusti 2008 och Esbodagen firas den 27 augusti. Jubileumsårets evenemang och nyheter finner du på webben på adressen

www.esbo550.fi.

Välkommen med!



LEPPÄVAARA-ALBERGAN ROTARYKLUBI

► Leppävaara-Albergan Rotaryklubi perustettiin 15.7.1988.

Rotaryliike perustettiin 23.2.1905 Chicagossa **Paul P. Harris** nimisen asianajan aloitteesta. Rotareita on tänään yli 1,2 milj. koko maailmassa.

Tavoitteena on vaalia eettisiä ja moraalisia arvoja yritys- ja yksityiselämässä. Tavoitteet saavutetaan kunnioittamalla oikeudellisuutta ja ystävyyttä sekä totuutta.

Suomeen perustettiin ensimmäinen Rotaryklubi 26.1.1927, Helsingin Rotaryklubi.

Leppävaara-Albergan Rotaryklubi perustettiin 15.7.1988.



Tänä päivänä Rotary on myös huomattava kansainvälinen avustajajärjestö jonka eräs tärkeä projekti on Polio plus, tavoitteena eliminoida Polio maapallolta.

Rotary toimii myös paikallisella tasolla avustamalla ja osallistamalla yhteiskunnalliseen keskusteluun.

LEPPÄVAARA-SEURA

► Leppävaara-seura on vuonna 1987 perustettu kaupunginosayhdistys.



Leppävaara-seura on vuonna 1987 perustettu kaupunginosayhdistys. Se on puoluepoliittisesti sitoutumaton.

Seuran tarkoituksena on

- työskennellä Leppävaaran alueen kehittämiseksi sekä alueen viihtyvyyden lisäämiseksi
- olla asukkaiden ja eri yhteisöjen yhdyssiteenä
- syventää asukkaiden paikallistuntemusta ja
- pyrkiä lisäämään Leppävaaralaisten kiinnostusta kotipaikakaansa.

Leppävaara-seura toimii alueensa asukkaiden etujärjestönä. Se osallistuu aluetta koskevaan suunnitteluun ja pyrkii vaikuttamaan päätöksentekoon. Seura tekee aloitteita ja esityksiä ja antaa lausuntoja viranomaisille.

Leppävaara-seura on yhteistyössä kotiseututyön keskusjärjestöjen, kunnan sekä muiden samojen päämääriä toteuttavien yhteisöjen kanssa. Näkyvimmillään seuran toiminta on Leppä-

vaaran Raattikarnevaaleilla, joilla tuhannet leppävaaralaiset tapaa toisensa loppukesän illassa. Toinen tärkeä yhdessä on neljästi vuodessa ilmestyvä Lepuski-lehti.

Seuran toiminnasta vastaa johtokunta. Vuosikokous järjestetään yleensä huhtikuussa. Siinä mm. valitaan johtokunnan jäsenet erovuoroisten tilalle.

Me Leppävaara-seurassa olemme innokkaita kuulemaan sinusta ja ajatuksistasi. Älä epäröi ottaa yhteyttä!

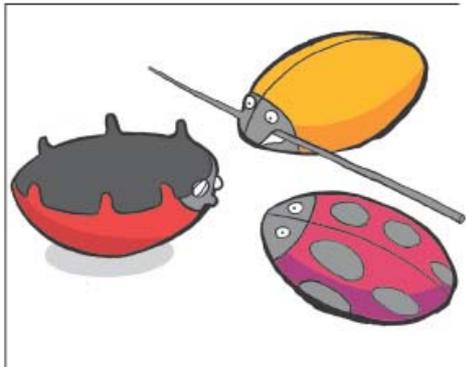
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Puhelin: 0500 675 387
Kotisivu: www.lepuskli.fi

Siellä on myös palaute- ja terveislomake.



Leppävaaraseuran vuosikokous



Leppävaara-viikko on täynnä tapahtumia kaikenikäisille

Karnevaalit ja teatteri

Kaupunkitanssit

►Ti 2.9.2008
klo 17.30 - 18.15.

Ilmaista paritanssiopetusta Sellosalin edustalla Soitoniekkanaukiolla. Vuorossa tango. Ennakko-taitoja tai ilmoittautumista ei tarvita. Tule parin kanssa tai ilman!

Opetuksesta vastaa Ohjelmapalvelu Mielihyvä.

Paikka: Kauppakeskus Sellon toritasanne, Soitoniekkanaukio 1, Leppävaara

Info: www.sellosali.fi
www.kaupunkitanssit.fi



Mustalaishurmaaja

►Ti 2.9.2008 klo 19.00
Sellosalissa

Mustalaishurmaaja -elokuva (Zigenarcharmören), Suomi 1929 - Valentin Vaalan ohjaus elävän musiikin säestyksellä.

Kesällä 1929 kuvattu Mustalaishurmaaja oli Valentin Vaalan toinen ohjaustyö. Elokuva on osittain kuvattu Espoossa; Espoo-joen suulla ja Leppävaaran asemalla. Käsikirjoituksen Vaala teki yhdessä Theodor Tugain kanssa, joka näytteli myös elokuvan miespääosan.

Elokuvan 100-vuotisjuhlan kunniaksi valmistettiin elokuvasta uusi restauroitu esityskopio, joka kantaesiteltiin autenttisella säestyksellä Finlandia-talolla 1995. Toisessa esityksessä Tampereen Filmifestivaaleilla 2006 elokuva esitettiin Kaj Palmiin säveltämällä musiikilla. Nyt elokuva nähdään Sellosalissa, ja elävästä musiikista vastaa Kaj Palmiin oma Romales-yhtye.

Liput 1,8. alkaen Lippupiste.
Info: www.sellosali.fi

Sellosali, Kauppakeskus Sellon toritasanne, Soitoniekkanaukio 1, Leppävaara

Tulisuudelma - tanssittava tapahtuma

►3.9.2008 klo 18 - 21
►Albergan kartanossa os. sokeriallantie 7

Tulisuudelma vie Leppävaaran alueen palvelutalojen asukkaat ja asiakkaat juhlimaan Espoon juhlavuotta, tanssimaan ja muistelemaan.

Espoon menneisyydestä ja kulttuurihistoriasta kertovat juhlapaikka ja sen lyhyt esittely. Työväenopiston ikäihmisten tanssikurssien ryhmät esiintyvät. Tanssimusiikista vastaa Espoon Puhallinorkesteri solistinaan Vieno Kekkonen. Seurustelua ja tarjoilua.

Bussikuljetus lähtee n. klo 17.30 Viherlaakson palvelutalolta ja n. 17.45 Leppävaaran palvelutalolta. Paluukuljetus. Mukaan mahtuu yhteensä 50 henk.

Ilmoittautumisesta tietoa Leppävaara-viikon internetsivuilla. Lisätiedustelua voi kysyä myös Espoon kulttuuritoimesta puh. 09 81657518.

Tilaisuus on maksuton ja sisältää kahvitarjoilun.

Tanssiturnee kiertää kaikissa kaupungin aluekeskuksissa syksyn aikana.

Järjestäjät: Espoon kaupungin vapaa sivistystyö, kulttuuritoimi ja työväenopisto sekä sosiaali- ja terveystoimi ja Oodi ry.

Tulisuudelma - tanssiturnee kuu-
luu Espoo550 -juhlavuoden ohjelmistoon.



Tutustu Sellon vapaa-ajan keskuksen toimintoihin

►Pe 5.9.2008
►klo 13 - 16 Sellosalissa avoimet ovet
►klo 14 Mee ny jo asiaan -ilottelu
►klo 15-18 Bio Rex:iin tutustuminen

Kauppakeskus Sellon elokuva- ja vapaa-ajan keskus Sello Rex on rakentamassa Sellosalin ja Leppävaaran kirjaston naapuriin. Perjantaina 5.9. klo 15-18 tarjoutuu mahdollisuus tutustua tähän loppusyksystä valmistuvaan elokuva- ja keilaviihdekeskukseen.

Klo 13-16 Sellosalissa Avoimet ovet. Klo 14.00 lämpöön kahviossa verbais-musiikillinen ilottelu Mee ny jo asiaan. Tres Tapakokoonpano tarjoaa kirjallisia ja musiikillisia naposteltavia. Sinikka Nopola esittää tekstejään, ja Päivi Kantola tulkitsee mm. Nopolan teksteihin sävellettyjä lauluja. Säestys Jarmo Jalonen (kitara).

Vapaa pääsy!
Info: www.sello.fi ja
www.sellosali.fi
Kauppakeskus Sellon toritasanne



Kuva: Ilpo Vainionpää

Perheiden lauantai

►La 6.9.2008 klo 11 - 15

Voimaa Vanhemmuudesta -verkosto ja Sellosali järjestävät yhteistyössä lapsiperheille suunnatun tapahtuman 6.9.2008 klo 11-15, jonka käynnistää klo 11 avattava Puuhatori.

Sellosalin lämpöön ja edustalle rakennetavalta torilta löytyy erilaisia kättaitaitoja innoittavia puuhapisteitä, kuten Pikku Nikkareiden Omatoimiverstas, leivontaa, askartelua ym. Lisäksi tapahtuma-alueella on mm. ongintaa, kasvomaalausta, sadutusta ja ohjattuja perinneleikkejä.

Häpeämättömät

►La 6.9.2008 klo 14
Sellosalissa

Sellosalissa klo 14 Improvisaatioteatteri Häpeämättömät improvisoi yleisön antamien ehdotusten pohjalta. Kukaan ei tiedä mitä tuleman pitää, mutta lavalla saatetaan nähdä esimerkiksi espoolaisten perheiden arkipäivän toimien olympialaiset, musikaalikohtaus vaikkapa Nuukiossa, mietelauseita perheestä, riemastuttavia lauluja ja runoja... Tule ja toivo!

Vapaa pääsy!
Info: www.hapeamattomat.fi ja
www.sellosali.fi
Sellosali, Kauppakeskus Sellon toritasanne, Leppävaara



Raittikarnevaalit

►To 4.9.2008

Leppävaaran raitti
Pohjois-Leppävaara.



Leppävaaraseuran koju Raittikarnevaaleilla 2007

8 Viikon tapahtumat

Opiskelu ja avoimet ovet

Kaupungin Vapaa sivistystyö esittäytyy

►Ti 2.9.2008 klo 13 - 18

Sellon kauppakeskuksen lava-alue tiistaina 2.9. klo 13-18. Mukana kirjasto, kulttuuritoimi, kuttajaneuvonta, liikuntatoimi, nuorisotoimi ja työväenopisto. Tule tutustumaan syksyn ohjelmaan. Musiikkia ja ilmapalloja!

Lomakuvat talteenkävänkäsitteilykurssi

►Ke 3.9.2008 klo 17 - 19

Leppävaaran kirjasto järjestää mikroluokassa 3.9. klo 17-19 kuvankäsittelykurssin.

Ennakoilmoittautuminen
Tietokirjallisuuden neuvontaan
puh. 09 8165 7603.

Tietopaja

►To 4.9.2008 klo 14 - 17

Leppävaaran kirjaston mikroluokassa 4.9.2008 klo 14 - 17 tietokoneen ja internetin käytön opetusta. Ota mukaan omat kysymykset ja ongelmat!

Ei ennakoilmoittautumista.

Sign and Learn, englannin kielen pikakertauskurssi

►Ma 1.9. ja ke 3.9.2008 klo 18.15 - 20.00 / 5 t / 2 kertaa

Ruusutorpan koulu
Leppävaarankatu 24
Kurssimaksu 12,75 € + monistemaksu 1 €
Kurssinumero 083390
Ilmoittautuminen ja lisätietoja
Työväenopisto, Asiakaspalvelu:
p. 816 50000 ja
www.espoo.fi/tyovaenopisto

Virittäydä englannin kielen opiskeluun ennen kauden alkua keräämällä perusrakenteita laulamalla - rytmiä, elämyksiä ja oppimisen iloa!

Avoimet ovet Parkivillassa

►Su 7.9.2008

klo 12 - 16

Os. Parkivillanpolku 4,
02600 Leppävaara

Parkivilla on Espoon kaupungin omistama n. 100-vuotias viehättävä keltainen puutalo keskellä urbaania Leppävaaraa. Tilat ovat vuokrattavissa juhlien ja kokouksien pitopaikaksi.

Tervetuloa tutustumaan!

Sieniluento

►To 11.9. klo 18.00 - 20.30,
Pertti Salo

Ruusutorpan koulu, auditorio,
Leppävaarankatu 24
Kurssinumero 082756

Lisätietoja:
Työväenopisto, p. 816 57838,
asiakaspalvelu: p. 816 50000 ja
www.espoo.fi/tyovaenopisto

Mitä sieniä kannattaa poimia ja mitkä jättää metsään? Mistä ne tunnustaa? Miten sieniä käsitellään ja säilötään? Näihin ja muihin muihin kysymyksiin saat vastauksen luennolla.

Ovimaksu, ei ilmoittautumista.



Kuva Anna Nurro

Miten opiskelisin kieliä, että oppisin

►To 4.9.2008
klo 18 - 20.30, Kristiina
Roos-Rimpinen

Työväenopisto, Opistotalo,
Vanha maantie 9
Kurssinumero 082750

Vapaa pääsy ei ilmoittautumista
Lisätietoja: Työväenopisto, Asiakaspalvelu: p. 816 50000 ja
www.espoo.fi/tyovaenopisto

Moni kielenopiskelija kokee sanojen muistamisen vaikeaksi, toisille vaikeata on puhuminen, kolmannelle kielioppi. Miten omaa oppimistaan voi tehostaa - käytännön esimerkkejä.

Luonto

Mäyrän metsän satuhetki

►La 6.9.2008 klo 11.15

Luontotalon yläaluaan on rakennettu suomalainen metsä - Mäyrän metsä, missä voi pukeutua metsän asukkaaksi ja leikkiä metsäeläinkäsinukkeilla. Opas lukee satuja Villa Elfvikin luontotalon Mäyrän metsässä la 6.9. klo 11.15. Satuhetki kestää noin puoli tuntia.

Villa Elfvikin luontotalo
Elfvikintie 4

Vapaa pääsy!

Metsämörrin koti - luontorekti koko perheelle

►Su 7.9.2008 klo 10.30

Kesä-syyskuussa järjestetään koko perheelle, myös perheen pienimmille, sopivia luontoretkiä Villa Elfvikin luontotalon lähimaastoon. Lähtö Metsämörrin koti -retkelle sunnuntaina 7.9. klo 10.30 on luontotalon pihalta. Kesto noin 2 h. Mukaan pienet eväät.

Villa Elfvikin luontotalo
Elfvikintie 4

Tapahtuma on osa Espoo 550-juhluvuoden ohjelmistoa.

Vapaa pääsy!



Villa Elfvikin luontopolku on uudistettu

►Villa Elfvikin luontopolku on uudistettu ja se kantaa nyt nimeä "Luonnon helmassa".

Ruovikkoonkin sukeltavan 700 metrin pituisen polun rakentamista on kunnostettu, mutta suurin muutos on se, että luontopolkuopasteet on uusittu.

Polun varrelta löydät 7 luontopilaria, jotka kertovat mm. alueen historiasta ja Laajalahden luonnonsuojelualueesta. Pilariden alaosasta lapset löytävät heille suunnatun osan. Polkuun liittyy oheismateriaalit ryhmille, joista pienten (5-8 v.) lasten materiaali on tarkoitettu ohjaajille ja isompien materiaali yksin tai ryhmässä tehtäväksi.

Oheismateriaalit, jotka ovat suomeksi ja ruotsiksi, voit tulostaa luontotalon internetsivuilta,

www.espoo.fi/villaelfvik.

Sieltä löytyy myös englanninkielinen esite polusta.

Musiikki

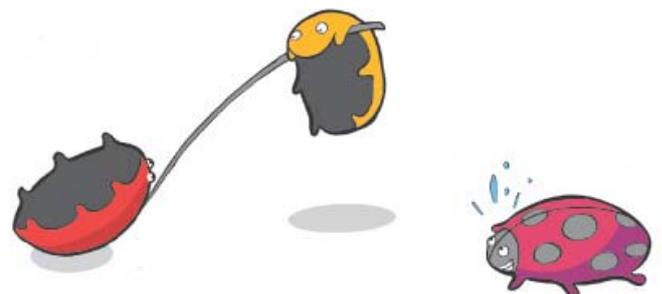
Taiteilijat lähikuvis-sa-konsertti

►To 4.9.2008 klo 19.00

Tapiola Sinfonietta ja Sellosalit järjestävät 4.9.2008 klo 19.00 elämyksellisen Taiteilijat lähikuvis-sa-konsertin Sellosalissa.

Liput 1.8. alkaen Lippupuiste.
Info: www.sellosalit.fi

Sellosalit, Kauppakeskus Sellon toritasanne, Soittotiekanaukio 1, Leppävaara



Urheilu ja terveys



Seitsemäs eCross- maastojuoksupahtuma kaikille

► Startti sunnuntaina
7.9.2008 alkaen klo 10.00
Leppävaaran stadionilla.

eCross on korkealaatuinen maastoliikuntatapahtuma juosten tai kävellen, jossa huiput ja massat kohtaavat. Nauti luonnosta ja sen haasteista. Kaikille ikäsarjoille lapsista vanhuksiin.

Info: www.ecross.fi

eCrossin järjestävät seitsemittä kertaa suunnistusseura **Es-
poon Suunta** ja yleisurheilu-
seura **Sjundeä IF**. Järjestelyissä
on mukana vahvasti myös am-
mattikorkeakoulu **Arcadan** lii-
kunnanohjauksen- ja terveyden-
edistämisen koulutusohjelma.

Yhdessä seurat ja oppilaitos
tuovat tapahtumaan mukaan
noin 250 toimiltsijaa. EsSu on
maamme johtavia suunnistus-
seuroja ja Sjundeä IF maan pa-
ras kestävyysjuokseura tällä
haavaa.



Leppävaara-viikon ravit

► Vermossa Ke 3.9.2008
klo 18.30.

Leppävaaralaisille ilmainen sis-
äänpääsy. (Norm. 4€)



Seminaarit

Asunnot ja työvoi- ma pääkaupunki- seudun kilpailuteki- jänä

► Ke 10.9.2008
klo 17.00 - 21.00
Metropolia
Ammattikorkeakoulu

Seminaari Metropolialueen kun-
nallisisille päättäjille ja vaikuttajil-
le, elinkeinoelämän edustajille,
opettajille ja muille asiasta kiin-
nostuneille.

Seminaarin puheenjohtajana
on Sampsa Saralehto Helsingin
seudun kauppalamarista

Ohjelma
klo 17.00
Kahvitarjoilu ja verkottuminen
klo 17.30
Seminaarin avaus
Rehtori Riitta Konkola, Metro-

lia ammattikorkeakoulu
Metropolialueen asuntopoliittikan
haasteet

Espeen kaupungin strategiat ja
ratkaisut asuntotarpeen tyydyt-
tämiseksi

Kaupunginjohtaja Marketta Kok-
konen, Espoon kaupunki
Metropolialueen haasteet asun-
totuotannolle

Kehittämisjohtaja Marileku Tah-
vanainen, ympäristöministeriö
Asuntotuotannon mahdollisuu-
det

Toimitusjohtaja Erika Valikka,
Sato Oyj
klo 18.30 Tauko

Tulevaisuuden työvoimatarpeen
tyydyttäminen
klo 18.45

Koulutus- ja työvoimatarpeen
haasteet ja ratkaisut
Sivistystoimenjohtaja Aulis Pidlä-
lä, Espoon kaupunki
Näkökulmapuheenvuorot
johtaja Maria Neovius, Lemmin-
läinen Oyj
Toimitusjohtaja Hannu Tarsaran-
ta, Tapiolan Lämpö Oy

Näyttelyt ja lastenelokuva

Eläköön Espoo

► Villa Elfvikin luontotalo

Villa Elfvikin luontotalon perus-
näyttely esittelee Espoon arvo-
kasta luontoa: lehtoja, lintuvesiä,
Nuukuksia ja saaristoa. Alaker-
ran Laajalahti- huoneessa on
tutkittavaa ja sen viereisellä ki-
viparvekkeelta löydät Lepakko-
luolan. Talon kirjasto on myös
alakerrassa.

Vapaa pääsy!

Tavoittele unelmaa

► 27.8. - 12.10.2008

Nuorille ja koululaisille suun-
nattu näyttely kertoo kuvin ja
tarinoin kahdeksan eri kehitys-
maissa elävän nuoren elämästä,
heidän unelmistaan ja keinoista
selviytyä vaikeuksista. Tari-
nat linkittyvät konkreettisella
tavalla YK:n vuosituhtavoiittei-
siin.

Mikko Mallikas on laskeutunut -näyttely

► 23.8. - 10.10.2008

Leppävaaran kirjastossa näytte-
ly lapsille.

Oheishjelmaa.

Mikko Mallikas kutsuu sinut vie-
raukseen! Voit tarkastella maail-
maa Mikon majasta tai lentää
satujen maailmaan Mikon itse
rakentamalla helikopterilla. Jos
uskallat, voit kurkistaa josko mö-
röt piileksivät sängyn alla... Ter-
vetuloa Mikko Mallikkaan ma-
ailmaan!

Näyttelyn idea:

Gunilla Bergström,
scenografi/ toteutus: Tor Svae
Yhteistyössä: Kulturhuset (Ruot-
si), Espoon kaupunginkirjasto ja
Espoon kaupungin kulttuuritoimi

Leppävaarankatu 9, 02600
Espoo
Aukioloajat: ma-pe klo 10-20,
la klo 10-16

Info: eva.monthen@espo.fi tai
puh. 81652196

Alfons har landat! -utställning

Alfons Åberg bjuder Dig in till
sin värld, du tårtra upp i Alfons
koja och titta ner på världen. Kli-
va in i hans egenhändig snickra-
de helikopter, eller krypa in i
spökrummet bakom sängen om
du vågar... Välkommen till Al-
fons Åberg!

Idé: Gunilla Bergström,
scenografi/ toteutus: Tor Svae
I samarbete: Kulturhuset (Sveri-
ge), Esbo stadsbibliotek och Esbo
stads kulturförvaltning

Alberga bibliotek
Albergagatan 9, 02600 Esbo
Opphållningstider
mån-fre kl. 10-20, lö 10-16

Info: eva.monthen@espo.fi
tel 09 81652196

Business Forum

► To 11.9.2008

Laurea-ammattikorke-
koulu,
Leppävaara

Lisää tietoa Business Forumis-
ta Leppävaara-viikon internetsi-
vulta.

Mikko Mallikas ja Milla -elokuva

► To 4.9.2008
Sellosalissa klo 9.00

Soittoniekanaukio 1,
02600 Espoo

Mikko Mallikas on hauska ja
kekseliäs pikkupoika, jolla on
aina silloin tällöin erimielisyyk-
siä isän kanssa. Onneksi Mikolla
on salainen ja näkymätön ystävä,
Mulperi, jonka kanssa voi tehdä
kaikkea jännää.

Näemme seuraavat tarinat:
Mikko Mallikas ja Milla, Mikko
Mallikas rakentaa helikopterin,
Mikko Mallikas tulee iloiseksi,
Mikko Mallikas saa kaverin

Kesto: noin 40 min.
Ikäsuositus: 3 vuotta täyttäneet

Lippuna toimii itse tehty piirrus
Mikko Mallikkaasta ja tämän
salaisesta ystävästä!
Ilmoittautuminen:
puh. 09-81652196 alkaen
tiistaina 5.8.2008 klo 8.00

Alfons Åberg och Milla -film

► 4.9.2008
Sellosalen klockan 9.00

Musikantplatsen 1, 02600 Esbo

Här är Alfons Åberg, sju år, uppe
i trädet. Så klart leker han inte
med flickor. Så klart, eller....ju-
len är slut och allt är så tråkigt
och trist. Det är i alla fall vad de
troz... Pappa bara läser tidnin-
gen. Han har inte tid att leka.
Egentligen är det ganska bra, då
märker han inte vad Alfons gör
för han har en hemlig vän. Men
tyvärr kan han inte komma just
när det behövs....

Speltid: Ca 40 min.
Åldersrekommendation:
3 år fyllda

Som biljett fungerar en teckning
med Alfons och vart han flyger
med sin egen helikopter.
Anmälningar fr.o.m. onsdag
6.8.2008 kl. 8.00
tel. 09-81652196

10 Projektiryhmä

Leppävaara-viikko 2008:n markkinointi – monialaisen osaamisen yhteistyön tulos

► Laurea-ammattikorkeakoulun ja Metropolian opiskelijat ovat kolmatta kertaa peräkkäin Leppävaara-viikon markkinoinnin takana.

Opiskelijat muodostavat 16 henkisen projektiryhmän, joka suunnitteli ja toteutti kokonaisuudessaan Leppävaara-viikon markkinoinnin sekä huolehti tapahtuman yhteistyökumppaneiden ja järjestäjien välisestä yhteistyöstä ja viestinnästä.

Projektiryhmän lähtökohdista olivat aiempien kahden vuoden innovaatioiden ja kehitystyön tulokset, joiden myötä vuonna 2008 projektiryhmä keskittyi tapahtuman markkinointimateriaalin kehittämiseen yhtenäisen imagon selkeyttämiseen sekä markkinoinnin volyymin kasvattamiseen. Markkinointimateriaalina hyödynnettiin edellisen vuoden tapaan tapahtumalehteä, internetsivuja, julistetta sekä tapahtumaesitettä, joiden ulkoasu suunniteltiin yhteneväisiksi. Materiaali toteutettiin aiempien vuosien työtä kunnioittaen panostaen etenkin materiaalin laatuun.

Vuoden 2008 projektissa eri toimijoiden yhteistyötä lisättiin. Perinteisesti Leppävaara-seura, Leppävaara-Alberga Rotaryklubi ja Leppävaaran ammattikorkeakoulut ovat tukeneet projektiryhmää, mutta nyt tiivistä yhteistyötä toteutettiin myös mm. Espoo 550 -juhluvuoden järjestäjien, Espoon kulttuuri-toimen, Espoon matkailu Oy:n, Länsiväylän ja Suomen suoramarkkinoinnin kanssa.

Projektissa opiskelijoiden toteuttama kehitystyö sekä yhteistyöverkoston kasvu olivat erittäin merkityksellisiä Leppävaara-viikon markkinoinnille. Markkinoinnin suurin tehtävä on tukea tapahtuman kehitystä ja kasvua sekä tehdä tunnetuksi Leppävaaran alueen toimijoita. Projektiryhmä on toteuttanut mainitut tehtävät ja edelleen tulevana vuosina innostaa tapahtuman organisoojia tarttumaan tapahtuman ja sen markkinoinnin haasteisiin.

Kehitystyön tueksi palautetta tapahtumasta pyydämme Leppävaara-viikon internetsivuille osoitteeseen www.leppavaaraviikko.net.

Suuri kiitos yhteistyöstä projektia tukeneille ja koko projektiryhmälle.

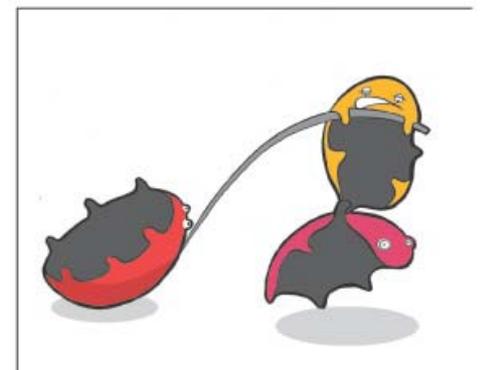
Henna Paatola
Projektipäällikkö
Leppävaara-viikko 2008-
projektiryhmä
Laurea-ammattikorkeakoulu

projektiin osallistuneet opiskelijat

Projektipäällikkö, Henna Paatola
Markkinointi, viestintä ja myynti
Jaana Laukkanen, Juhana Junes,
Ida Makkonen, Tuuli Lipasti, Nina
Laurikainen, Riina Mattila ja Bea
Kuusinen

Graafinen suunnittelu
Marianna Korpi, Tarja Pitkänen ja
Lasse Martinaho

Internetsivut
Tuomas Forsström, Heikki Hiek-
kasalmi, Jyri Heiskanen, Marko
Hautavilta ja Riku Rauvala
Talous Henna Paatola



Tapahtumakalenteri ja kartta



Tapahtumakalenteri

Ti 2.9.
Kaupungin Vapaa sivistystyö esittäytyy Sellossa klo. 13.00-18.00

Kaupunkitanssit, Sellosalissa klo. 17.30-18.15

Mustalaihurmaaja, Sellosalissa klo. 19.00

Ke 3.9.
Lomakuvat talteen-
kuvankäsittelykurssi
Leppävaaran kirjastossa
klo. 17.00-19.00

Tuulisuudelma-tanssittava
tapahtuma Albergan kartanolla
klo. 18.00-21.00

Leppävaara-viikon ravit,
Vermossa klo. 18.30

To 4.9.
Mikko Mallikas ja Milla -elokuva
Sellosalissa klo. 9.00

Miten opiskelisin kieliä, että oppisin
Työväenopistolla, Opistotalolla
klo. 18.00-20.30

Taiteilijat lähikuivissa,
Sellosalissa klo. 19.00

Raittikarnevaalit,
Leppävaaran raitilla
Pohjois-Leppävaarassa

Pe 5.9.
Tutustu Sellon uuteen
vapaa-aikakeskukseen,
Sellosalissa:
klo. 13.00-16.00 Avoimet ovet,
klo. 14.00 Mee nyt jo asiaan
klo. 15.00-18.00 Sello Rex esittäytyy

Tietopaja, Leppävaaran
kirjastossa klo. 14.00-17.00

La 6.9.
Perheiden lauantai,
Sellosalissa:
klo. 11.00-15.00
klo. 11.00 Puuhatori
klo. 14.00 Impro-
visaatioteatteri
Häpeämättömät

Mäyrän metsän satuheikki Villa
Elfivikin luontotalolla klo. 11.15

Su 7.9.
eCross-
maastojuoksupahtuma,
Leppävaaran stadionilla
klo. 10.00 alkaen

Metsämörrin koti - luontoretki
koko perheelle Villa Elfivikin
luontotalolla klo. 10.30

Avoimet ovet Parkvilla
klo. 12.00-16.00

Ke 10.9.
Metropolialueen kilpailukyvyyn
ratkaisut Metropolia klo. 16.30-19.45

To 11.9.
Business Forum Laurean-
ammattikorkeakoululla,
Leppävaarassa

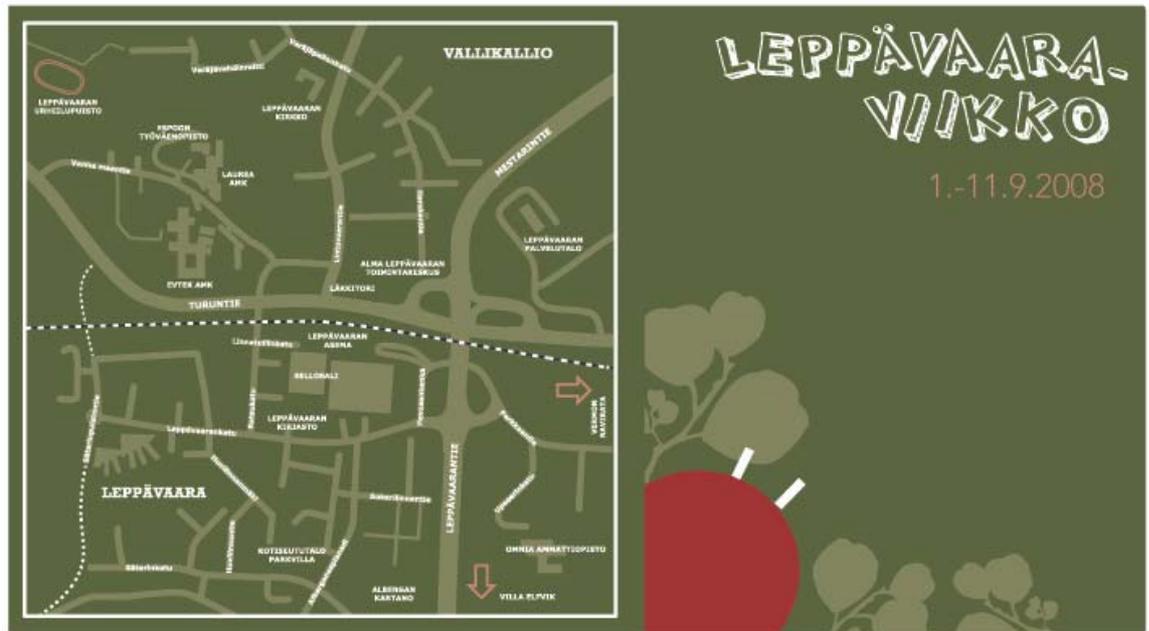
Sieniluento Ruusutorpan koulu,
auditorio klo. 18.00-20.30

23.8.-10.10.
Mikko Mallikas on laskeutunut
-näyttely Leppävaaran kirjastolla

Eläköön Espoo, Villa Elfivikin
luontotalolla

27.8.-12.10.
Tavoittele unelmaa Villa Elfivikin
luontotalolla

Villa Elfivikin luontopolkua
on uudistettu



12 Albatross day care

Albatross day care – monikulttuurinen päiväkotiki

►Tänä vuonna Espoo täytti 50 – vuotta ja vuoden teemana ovat lapset, nuoret sekä monikulttuurisuus.

►Teema näkyy myös Leppävaara-viikko – tapahtumassa, jonka yhteydessä teetimme haastattelun Albatross DayCare nimisessä päiväkodissa.

riina Mattila

Albatross DayCare on yksityinen englanninkielinen päiväkotiki, johon tutustuimme viime keväänä. Päiväkotiki sijaitsee Leppävaaran Vallikalliossa, jossa on yhteensä 75 lasta. Kokopäivähoitossa lapsiryhmiä on neljä. Ryhmät jaetaan osittain iän mukaan, mutta biologinen ikä ei ole ainoa kriteeri ryhmien muodostuksessa. Päiväkodissa edustetaan monia eri kansallisuksia, joten myös englanninkieli on kansainvälistä.

Haastattelimme toimitusjohtaja Eija Rolamo ja kahta päiväkodin opettajaa, englantilaista Megiä sekä suomalaista Katriä. Haastattelu alkaa Eija Rolamon puheenvuorosta, josta jatketaan Katrin ja Megin miettein päiväkodissa työskentelemisestä.

Kuinka pitkään Albatross DayCare on toiminut ja kuka sen on perustanut?

"Albatross päiväkotiki on toiminut elokuusta 1998 lähtien eli nyt on 10. toimintavuosi", kertoo päiväkodin perustaja ja toimitusjohtaja Eija Rolamo.

Kuinka monta eri toimipistettä kuuluu Albatross DayCareen ja

kuinka monta ikäryhmää siihen kuuluu?

"Neljä ryhmää kolmessa eri rakennuksessa, jotka kaikki toimivat Albatross DayCare nimellä. Olemme kaikki yhtä aika toimimme fyysisesti tällaisessa kampuksessa. Meillä on monta eri sisäkäyntiä ja monta eri ryhmää, mutta toiminta on organisoitu samasta paikasta ja yhdellä tavalla", selventää Rolamo.

Kuinka paljon lapsia on eri toimipisteissä?

"Lapsia on yhteensä 75 ja määrä vaihtelee ryhmittäin. pienimmässä ryhmässä on 11 lasta ja suurimmassa 22 lasta. Lapset ryhmitellään pääasiassa 3-4 vuotiaisiin, 4-5 vuotiaisiin sekä 5-6 vuotiaisiin", kertoo Rolamo.

Kuinka monta työntekijää päiväkodissa työskentelee ja mistä he tulevat?

"Noudatamme päiväkotihoidotolakkia ja asetusta, joka sanoo että yli kolmevuotiaiden ryhmässä täytyy olla yksi kasvatusvastaullinen seitsemää lasta kohden, käytännössä meillä on neljä ryhmää, joissa on kaksi työntekijää, ja yksi ryhmä missä on kolme. Työntekijöitä on yhteensä 13 plus sijaiset ja muut", kertoo Rolamo.



Mistäpäin työntekijät tulevat?

"Meillä on yhdeksän eri kansallisuutta tällä hetkellä työntekijöiden keskuudessa, jotka ovat ihan kansallisuuksittain: englantilainen, australialainen, romanialainen, suomalainen, amerikkalainen, kenialainen, unkarilainen, hollantilainen sekä virolainen", luettelee Rolamo.

Onko teillä kokemuksia tai ajatuksia edellisten vuosien Leppävaara-viikko – tapahtumista? Entä odotuksia tulevasta tapahtumasta?

"Olen käynyt lähinnä Raikkari-karnevaaleilla muutama vuosi takaperin, jolloin oli vaalivuosi. Emme ole vielä yrityksen puitteissa osallistuneet tapahtumiin, mutta englanninkielisten tapahtumien järjestäminen olisi hienoa", nauraa Rolamo.

What is the day rhythm in your day care? Can you describe the normal day?

"Normal day starts at eight o'clock with breakfast. The children arrive anywhere up till

ten, but we have breakfast from eight to quarter to nine, then we start to get ready to go outside. Nine till ten we are in the playground, then we come inside and we have circle and we do our activity and then we have lunch. After lunch we play and then they have an hour quiet time, and then they play and then they eat. Half past three they start to get ready to go to the park and there we stay until five", says Meg.

Miten monikulttuurisuus teidän toiminnassa?

"Meillä on todella monikulttuurista porukkaa täällä ja pyritään kunnioittamaan kaikkia kulttuureita, esimerkiksi juhlapäivät mietitään ja suunnitellaan kaikkien kulttuurien kannalta", kertoo Katri.

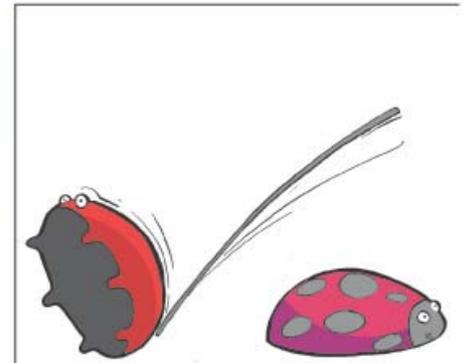
How often do you have trips or parties or other events and what kind?

"With younger groups we don't have as many as with the older ones. Our first trip is coming at the end of this month. That would be the first time we will

take them to out as a group further than albatross. We also celebrate everybody's birthday, we have some sort of a party, parents bring biscuits or sweets and we celebrate all together and sing happy birthday. This is the time of the year, when we have our spring party and we are going to do a daytrip to Luukki. We go there by bus and there we play the whole day. They have fun and they have barbeque at lunch. After the day all the children are exhausted", tells Meg.

"Teatterin mennään ja museoihin aika usein, tosin aika harvoin löytyy kuitenkin englanninkielisiä teatteriesityksiä", Katri harmittelee.

"Työ on erittäin monipuolista. Lasten kanssa kun ei ole toista samanlaista hetkeä tai päivää"



Minkä on parasta päiväkodin opettajan työssä?

"Työ on erittäin monipuolista. Lasten kanssa kun ei ole toista samanlaista hetkeä tai päivää. On myös mukava nähdä kuinka lapset kehittyvät", Katri vastaa.

What is the best thing as being kindergarten teacher?

"I love being with these children. It is wonderful to see when these children evolve in English. For some of the children English is a third language, which puts me into a shame because I can speak only English and a bit of France", says Meg.

How do you teach English to other age groups? How well and how fast do they learn?



"It is wonderful to see when these children evolve in English"

"We just speak a lot and we show pictures and sing different songs. So they hear English and see English words all the time. Children learn very fast. At the start when they didn't speak English and I don't speak Finnish, we basically communicate with bodylanguage", says Meg.

IN ENGLISH

Albatross DayCare – multicultural day care centre (Spring-2008)

Leppävaara-weeks' themes are this year children, youngsters and multi-cultural Leppävaara as well as Espoo 550 years. Because of this we went to Albatross DayCare to learn a little bit about their operations and ask a little about the routines in a multicultural day care centre.

We got to talk with the CEO and founder of Albatross, Eija Rolamo, and two kindergarten teachers, Meg who's English and Katri who's Finnish. Albatross DayCare is a private day care centre which was established 1998. At the moment it has three locations next to each other in Leppävaara, Vallikallio. There are altogether 75 children divided into 4 different groups, and 13 employees, who come from nine different nationalities.

When asked, Rolamo told that they haven't attended Leppävaara-week on previous years with the company, but she visited the "main street carnival" few years ago. Eija Rolamo also states that organising English events would be great.

Meg tells a little bit about the daily routines of Albatross: "Normal day starts at eight o'clock with breakfast, after this we go play outside, then we have activities inside following lunch and quiet time, after which children play and have a snack. Around

15.30 we go outside and play in the park until five o'clock."

Katri tells that the diversity of nationalities within the staff and children is highly respected and is shown for example when national and cultural festivals take place, they are planned for suiting all the nationalities. Meg says that within the kindergarten they celebrate everyone's birthdays and have also other kind of festivals, for example up-coming spring party in Laukki. Also Katri tells they go to theatre and visit different museums with the children, it's only a shame there aren't that many English shows.

Katri and Meg tell that the best thing about being a kindergarten teacher is seeing the development in these children, language wise as well as in general growing. Meg tells that children learn English very fast by hearing it as well as seeing the written language all the time. Sometimes they communicate with body language, because Meg doesn't speak Finnish.

Translation: Jaana Laukkanen



Jatkuu sivulta 5

Footlight

IN ENGLISH

Footlight

Footlight is a dance school offering a high quality dance teaching, operating in Helsinki, and Espoo, Leppävaara. Footlight thrives to offer their customers a relaxed and fulfilling dance experience in spectacular surroundings.

Taina Schorin-Kelto is the owner of Footlight, which was established in 1982. At first it operated in the basement of Kulttuuritalo (House of Culture). Schorin-Kelto has a very strong background from dance; her mother was a ballet-teacher and a dancer in Finland's National Opera and her father a chief of stage in the same place. Taina started dancing when she was 4 years old and has been taught in addition to Finland, in New York, Switzerland, London, Paris, Germany and Canada. With her words dance means everything to her.

Footlight is one of the biggest dance-schools in the capital area with more than 2000 regular customers. These youngsters and adults benefit from dance healthily, as from any other form of exercise. The feeling of community and belonging to a group affects on people positively and this kind of feeling comes from dancing. Dancing is fulfilling as mentally and physically.

The punch-line of Footlight is that dancing should be fun. This thought is shown in Footlights' operations as the way of doing business is built in a customer friendly way. The teachers add humour to every dance les-

son, and pupils have asked to receive firm feedback from the teachers, in order to be able to feel they are succeeding. The Leppävaara facility was opened just over a year ago. The idea of positioning a Footlight centre in Leppävaara came from students' parents, who were so involved; they actually found the facility for it. Footlight is going to expand their business as having, within 5-10 years from now, a Footlight centre in every major city in Finland.

Taina Schorin-Kelto **emphasizes the importance of influencing people's exercising habits** at early stage of their life. Between a young student and a dance teacher an important relationship can be born, and these are vital for youngsters' well being. Dance is for everyone, regardless their size, age or any part of appearance. Also Taina wishes school-exercise, which can be the only exercise for many children, should be pleasant and encouraging towards all kinds of sports.

The following dance-styles are offered by Footlight:

African dance, Acrobatics, Break, Toprock, Lockin, Dance hall reggae, Hip-Hop, Irish dance, Jazz, Children's dance, Mother-child dance, MTV, Modern dance, Pilates, Salsamix, Show-dance, Step, Video-Clip dancing

Jaana Laukkanen
(Original text: Ida Makkonen & Nina Laurikainen)



KYKYIEN JÄLJILLÄ

Uusi ammattikorkeakoulu Metropolia

EVTEK ja Stadia yhdistyivät 1.8.2008

Helsingin metropolialue sai uuden vetovoimaisen ammattikorkeakoulun, kun EVTEK ja Stadia yhdistyivät 1.8.2008.

Uudessa Metropoliasa opiskelee noin 14 000 nuorta ja aikuista yhteensä 48 koulutusohjelmassa, joista kahdeksan on englanninkielisiä.

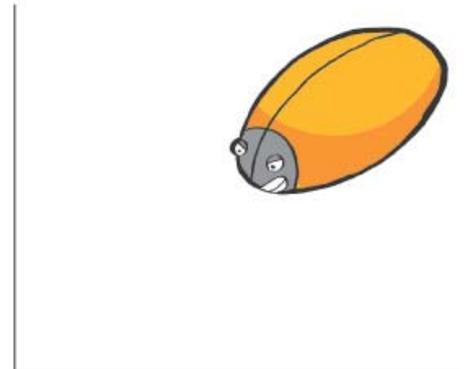
Paljasta kykyä ja hae Metropoliaan syksyn 2008 nuorten ja aikuisten yhteishakujen kautta. Katso koulutustarjontamme ja tarkennat tiedot www.sivuiltamme.

Hakuaika tammikuussa 2009 alkavaan nuorisokoulutukseen on 15.9. – 26.9.2008.
Hakuaika tammikuussa 2009 alkavaan aikuiskoulutukseen on 29.9. – 10.10.2008.

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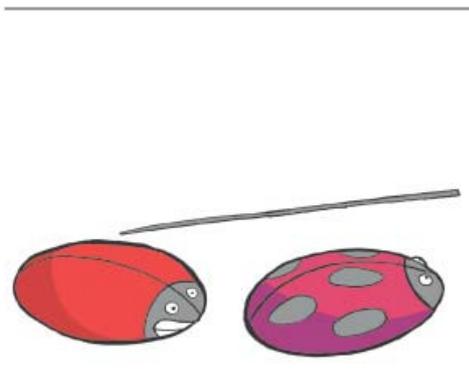


www.laurea.fi



Albatross DayCare

www.albatrossdaycare.fi



16 Opiskelu Laureassa

Opiskelu Laureassa edellyttää uteliasta ja innokasta mieltä, luovuutta ja vastuunottoa

► Laure on Suomen neljänneksi suurin ammattikorkeakoulu

► Arkiamuksin Leppävaaran juna-asemalta kävelee satoja eri aloilla opiskelevia innokkaita nuoria.

Elisa Leinonen ja Outi Laine

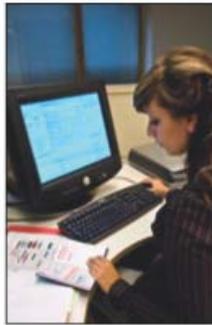
Vanhin maantien varrella Leppävaarassa sijaitsee iso tummanruskea tiilirakennus. Tämän rakennuksen ovat suunnitelleet arkkitehdit Timo ja Tuomo Suomalainen vuonna 1969. Tänä päivänä tämä rakennus tarjoaa monipuoliset ja nykyaikaiset puitteet Laure-ammattikorkeakoulun opiskelijoille. Arkiamuksin Leppävaaran juna-asemalta kävelee satoja eri aloilla opiskelevia innokkaita nuoria.

Mikä tekee Leppävaaran Laureasta hyvän innostavan paikan opiskella?

"Olen ollut erittäin tyytyväinen Leppävaaraan opiskelupaikkana. Leppävaaran Laure tarjoaa paljon erilaisia ns. vaihtoehtoisia opiskelumuotoja, kuten esimerkiksi hankkeet, projektit ja labrat." kuvailee Hotelli- ja ravintola-alan liikkeenjohdon kolmannen vuoden opiskelija Anni Tsutsunen. Anni on tehnyt työharjoitteluaan Leppävaaran Laureassa tapahtumajärjestäjänä. "Työharjoittelun tekemien Laureassa on tuntunut hyvältä ratkaisulta. Olen saanut paljon arvokasta kokemusta tapahtumien järjestämisestä, esmiehenä toimimisesta sekä verkostojen luomisesta. Minulle on annettu myös paljon vastuuta, mikä myös omalta osaltaan on lisännyt harjoittelun mielekkyyttä. Olen saanut toimia erittäin itsenäisesti ja silti aina kun olen ohjausta tarvinnut, sitä on löytynyt", toteaa Anni. Annin päätahtuma oli huhtikuussa järjestetty RESTO 2008 -tapahtuma, joka on valtakunnallinen tieto-

tautokilpailu restonomiopiskelijoille.

Annin mainitsema "labra" ei Laureassa tarkoita valkotakkisia professoreja koeputket kädessä, kuten ehkä voisi ensimmäinen mielikuva sanasta olla. Labra tarkoittaa avointa oppimisympäristöä, jossa opiskelijat yhteistyössä lehtorien ja työelämän kanssa työskentelevät erilaisissa tutkimus- ja kehittämishankkeissa.



Labroissa työskentely on mielellä ja vapautunutta. Kansainvälisyys tuo myös värikkyttä ja eloisuutta labrojen arkeen", kertoo Tietoliikenne -labrassa työharjoitteluaan suorittava Lauri Viitala. Annin ja Laurin kokeman mukaan kansainvälisyys on vahvasti läsnä Laurean ilmapiirissä. "Laurea Leppävaaraan sisään astuessa kuuluu jo aulassa puheen sorinaa englanniksi ja näkee paljon vaihto-opiskelijoita; kansainvälisyys on hyvin esillä Laurean arjessa. Englanninkieliset koulutusohjelmat, opintojaksot, tapahtumat ja hankkeet anta-



vat hyvän pohjan kansainvälisen osaamisen kehittymiselle" Lauri sanoo. "Koulussamme on paljon vaihto-opiskelijoita joiden kanssa olemme myös samoilla opintojaksoilla.

Laurea tarjoaa opiskelijoilleen myös erittäin hyvät vaihto-opiskelu mahdollisuudet moniin eri maihin. Opiskelijoiden on mahdollista suorittaa esimerkiksi työharjoittelu ulkomailla" Anni lisää. Lauri kommentoikin tähän, että opiskelijavaihto kokonaisuutena oli hänen opiskeluaikansa kohokohta, jota hän ei tule unohtamaan. "Olin syyslukukauden 2007 vaihdossa Dornbirnissä, Itävallassa. Vaihto tarjosi mahdollisuuden opiskeluun uudessa ympäristössä uusien ihmisten kanssa. Jälkeenpäin katsoen opiskelijavaihdossa antoisinta oli verkostoituminen. Juhlimista ja hauskan pitoa ei myöskään unohdettu".

"toimintamalli on kehittämis-pohjainen oppiminen"

Laurea-ammattikorkeakoulun oma toimintamalli on kehittämis-pohjainen oppiminen eli Learning by Developing (LbD), joka tarkoittaa oppimista aidoissa työelämää kehittämissä hankkeissa. Labrat eli tutkimus- ja kehittämisympäristöt mahdollistavat LbD-toimintamallin toteuttamisen parhaalla mahdollisella tavalla. Anni ja Lauri toteavat, että LbD näkyy opiskelijoiden arjessa parhaiten erilaisten hankkeiden sekä projektien kautta. Leppävaaran Laure on mukana monissa työelämään linkittyissä hankkeissa sekä projekteissa jotka antavat opiskelijoille motivoivan ja hyvän mahdollisuuden toimia työelämälahjasta. "LbD oli opiskelun alussa täysin vieras termi. Opiskelijain

edessä kuva siitä mitä Learning by Developing oikeasti oppimistapana merkitsee, on selkiytynyt huomattavasti. Erityisesti viimeisen opiskeluvuoden aikana olen oppinut arvostamaan koulumme hyvää oppimismallia", kuvailee Anni tuntujaan LbD:stä, ja lisää vielä, että "LbD:ssä opiskelijat laitetaan oikeasti etsimään tietoa itse, sekä oivaltamaan opettavat asiat. Kaikki opiskelijat eivät välttämättä koe tätä tyylillä mieleiseksi, koska joutuvat itse etsimään vastauksia moniin eri kysymyksiin. Nyt opiskelun loppuvaiheessa on hauskaa huomata kuinka paljon on saanut irti

opetuksesta juuri tällä menetelmällä." Lauri yhtyy Annin mielipiteeseen LbD:n tarjoamista mahdollisuuksista "LbD tarjoaa paremmat valmiudet opiskelijoille työelämän tarjoamiin haasteisiin".

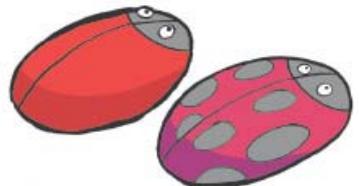
Loppuun Lauri kehaisee Leppävaaraa sijaintina "täältä on hyvät kulkuyhteydet kaikille pääkaupunkiseudulle, ja palvelut löytyvät läheltä". Tervetuloa tutustumaan Leppävaaran Laurean.

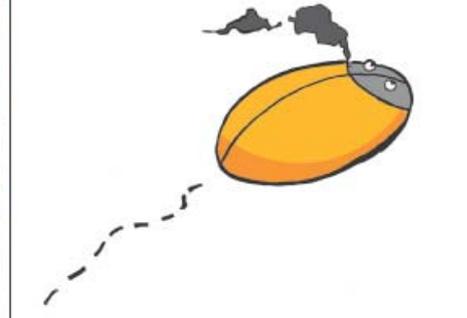
Elisa Leinonen ja Outi Laine koonneet Anni Tsutsusen ja Lauri Viitalan haastattelujen pohjalta.

TIETOKULMA

- Laure on Suomen neljänneksi suurin ammattikorkeakoulu
- Laurealla on kahdeksan toimipistettä; Espoo Otaniemi ja Leppävaara, Vantaa, Porvoo, Lohja, Hyvinkää, Kerava ja Järvenpää
- Laurean palveluksessa on n. 500 henkilöä ja opiskelijoita on n. 8000 joista n. 1200 aikuiskoulutuksessa olevia
- Laure Leppävaara on opiskelijamäärältään Laurean suurin. Opiskelijoita on n. 2400, joista 1950 opiskelee tradenomiksi ja 450 restonomi (AMK):ksi
- Laure Leppävaarassa voit opiskella seuraavissa koulutusohjelmissä:

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Hotelli- ja ravintola-alan liikkeenjohto
Palvelujen tuottaminen ja johtaminen





Leppävaaran paloasema: "apu tulossa 60 sekunnissa"

Tuuli Lipasti ja Nina Laurikainen

► **Teimme haastattelun Leppävaaran paloasemalla työskentelevistä palomiehistä.** Henkilökunta otti meidät ystävällisesti vastaan ja vastasi kysymyksiimme innokkaasti ja hyvällä mielen. Haastattelu oli meille opettavainen ja ainutlaatuinen kokemus, josta jäi mieleen paljon muutakin kuin vain kysymysten vastaukset. Palomiehet esittelivät meille muun muassa uutta paloasemaa, mikä antoi laajan käsityksen palomiesten arjesta.

Leppävaaran paloasema sijaitsee Leppävaaran liikokeskuksessa ja kattaa lähes sadan tuhannen asukkaan alueen. Mikäli Leppävaara olisi oma kaupunki, olisi se Suomen 10. suurin. Paloaseman sijainti takaa sen, että kohde saavutetaan muutamassa minuutissa. Vuonna 2007 käytönottotulla asemalla on töissä niin palomiehiä, sairaankuljettajia, kuin palotarkastajakin.

Paloaseman tilat on suunniteltu siten, että nopea lähtö on mahdollinen. Pelastusyksikön on oltava matkalla auttamaan 60 sekunnissa. Tiloissa on myös erinomaiset mahdollisuudet rentoutua vaativankin keikan jälkeen käymällä aina lämpimässä saunassa. Asemalla on nykyaikainen kuntosal.

Paloaseman autokalustoon kuuluvat yksi paloauto yksi ambulanssi sekä kaksi palotarkastajien autoa. Paloautoon vesisiiliön mahtuu vettä 3 500 litraa. Vettä ja muuta kalustoa saadaan aina tarvittaessa lisää muilta asemilta, joita Espoossa on Leppävaaran aseman lisäksi neljä. Valtaosa paloista kuitenkin sammutetaan yhden sammutusyksikön vesimäärällä. Paloautos-

sa on tarvittavia työkaluja mitä erilaisimpien onnettomuuksien varalle mm. paineilmalaitteita, pintapelustus- ja kemikaalisukelluspukuja, hydraulisia pelustusvälineitä, moottorisahojia, kirveitä yms.

Pelastusyksiköstä löytyy myös ensivastetoimintaan tarvittavaa kalustoa. Yksikön miehistö on saanut palomies-sairaankuljettajan koulutuksen ja he työskentelevät sairaankuljetusyksikössä keskimäärin joka kolmas työvuoro. Aina hälytystehtävän jälkeen on tarkistettava, että kalusto on täydessä valmiudessa seuraavaa hälytyksen varalle. Häätäkeskus hälyttää lähimmät tarkoituksenmukaiset yksiköt kohteeseen. Tästä syystä hälytyksissä käytetään myös Helsingissä ja Vantaalla kertoo paloasemien Pentti Vähäkangas.



Palomiesten tärkein tehtävä on ihmishengen pelastaminen. Pelastustyö on sekä fyysisesti, että henkisesti erittäin raskasta. On tutkittu, että 55 vuotta täyttäneistä palomiehistä vain yksi tuhannesta selviytyy itseään vaarantamatta vaativasta savu- ja kemikaalisukellustehtävästä. Palomiehiltä poistui ammatillinen eläkeikä, joka oli aikaisemmin 55 vuotta. Nykyään palomiehen elä-

keikä on 63-68 vuotta. Nykyinen hallitus onkin lupautunut ratkaisemaan eläkeasian. Tätä ratkaisua palomiehet odottavat.

Palomiehen 24-tuntiseen työvuoroon sisältyy mm. erilaisia

"Hyvän palomies on rehti, hyväkuntoinen ja reipas"

sammutus- ja pelastustöitä, mutta palveluun kuuluu myös yksikkökohtaista harjoittelua, opittuja ja välineiden huoltoa. Palomiehen täytyy olla työssään hyvässä fyysisessä ja henkisessä kunnossa. Tämän takia palveluun kuuluu myös fyysisiä harjoittelua.

Palomiehen ja sairaankuljettajan työpäivään sisältyy keskimäärin 5 hälytystä paloautolla ja 10 ambulanssilla. Turhia hälytyksiä sattuu vain erittäin harvoin. Eniten hälytyksiä sattuu juhlapäivinä. Keväisin palomiehiä työllistävät mm. maastopalot. Ihmisten lisäksi myös eläinten avuksi kutsutaan palomiehet apuun. Kissan, oravien, lintujen ja jänkien lisäksi hevonenkin on tarvinnut palomiesten auttavaa kättä. Hälytysten välillä pidetään opittuja, harjoituksia sekä käydään läpi edellisiä keikkoja. Omakotitalojen, paritalojen ja rivitalojen palotarkastuksia tehdään keväisin. Tänä vuonna on tarkastusvuorossa Laaksolehti.

Perushälytyksen alusta alkaen rakennuspalossa palomiehet kuivallivat seuraavanlaisesti: "Hälytyskeskus hälyttää esitietojen ja kohteen riskialttiuden mukaan 6-7 yksikköä. Näille yksiköille pelastustoiminnan johtaja jakaa tehtäviä ja vastuualueita. Yksiköitä lisätään tai vähennetään tarpeen mukaan, miten keikka etenee".

Palomiehet kertoivat meille hyvän palomiehen olevan rehti, hyväkuntoinen ja reipas. Työssä pitää opetella käsittelemään vaikeita asioita ja keikkatilanteissa ei saa toimia uhkarohkeasti. "Ammattitaitoinen palomies ei vaaranna itseään uhkarohkeasti, vaan aina on pidettävä mielessä myös oma turvallisuus, ettei itsestä tule pelastettavaa", kertovat 2-vuoron palomiehet. Ammatin valintaan on vaikuttanut osittain auttamisen halu, mutta myös se, että paloasemalla ei koskaan ole kahta samanlaista työpäivää, toteavat toiminnan miehiä itsensä kuvailevat palomiehet. Kysyimme mikä on työssä parasta, johon kaikki vastasivat lyhyesti, mutta ytimekkäästi: "työyhteisö".

Kun kysyimme oliko palomiehillä jotain neuvoja tai kommentteja, mitä haluaisivat sanoa espoolaisille ja erityisesti Leppävaaran seudulla asuville, he vastasivat näin: "Tärkeää on, että oman kodin osoitenumeroitointi on selkeä, ettei apu viivästy huonon numeroinnin takia. Toimiva

palovarointi on oltava jokaisessa kodissa. Muutenkin on perheen kanssa hyvä jutella mitä tehdään, jos kotona tai naapurihuoneistossa syttyy palo. Jos kerrostalon huoneistossa syttyy palo, on muiden kuin palavan huoneiston asukkaiden pysyttävä omilla asunnoissaan. Savuiseen porraskäytävään ei saa lähteä. Kerrostalojen pelastustiet täytyy pitää vapaana." Palomiehet painottivat myös, että hätätilanteessa on hyvä olla opastaja opastamassa palomiehet tarkasti kohteeseen, jos se vain tilanteessa on mahdollista.

Kiitokset vielä Länsi-Uudenmaan pelastuslaitoksen Leppävaaran paloaseman kakkosvuorolle yhteistyöstä. Hyviä palomiehiä tarvitaan aina. Espoolaisia nuoria toivotaankin hakeutuvan pelastusopistoon. Asiasta kiinnostuneille lisätietoja löytyy osoitteesta: www.pelastusopisto.fi



18 Laurea Business Ventures

Laurea Business Ventures

– uutta liiketalouden koulutusta Otaniemeen

- Laurea-ammattikorkeakoulu avaa uuden kaksikielisen Laurea Business Ventures -yksikön Otaniemeen syksyllä 2008.
- Uudessa yksikössä toiminta keskittyy erityisesti yrittäjyyden ja uusien liiketoimintamallien kehittämiseen.
- Opiskelijat valmistuvat tradenomeiksi.

Leena Nieminen

Laurea-ammattikorkeakoulu laajentaa liiketalouden koulutustaan Espoossa avaamalla uuden Laurea Business Ventures -yksikön Otaniemeen syksyllä 2008. Opetuskielinä ovat suomi ja englanti. Ensimmäiset opiskelijat siirtyvät Otaniemeen Laurean muista toimipisteistä keväällä ja ensimmäiset uudet opiskelijat aloittavat opiskelun syksyllä 2008. Opiskelijat valmistuvat tradenomeiksi.

Yrittäjyyttä tuetaan. Tällä hetkellä Laurea-ammattikorkeakoulusta valmistuvista työllistyy yrittäjänä noin kaksi prosenttia ja osa perustaa yrityksen myöhemässä vaiheessa uraansa. Laureasta valmistuvien yrittäjien tulee lähivuosina nousemaan koska yrittäjyyttä on painotettu enemmän koulutuksessa ja nuorten asenne yrittäjyyteen on muuttunut positiivisemmaksi. Tämä nähtiin esimerkiksi Yrittäjyystiistai-tapahtumissa, joihin osallistui toista sataa opiskelijaa.

Osalla opiskelijoista on jo opiskelemaan tullessaan liikeideaa mieleissään tai idea kehittyy opiskelun ohessa. Viime vuonna parikymmentä yrittäjyydestä alustavasti kiinnostunutta kävi hakemassa ideoita, tietoa ja motivaatiota Cambridgen Yrittäjyysleiriltä. Näistä opiskelijoista suuri osa on nyt perustamassa omaa yritystä.

"Asiat, jotka on opittava tekemään, opitaan vain tekemällä niitä."

Laurea Business Ventures (LBV) keskittyy erityisesti yrittäjyyden ja uusien liiketoimintamallien kehittämiseen. Opiskelijat suorittavat opintonsa joko omaa yritysideaansa kehittien tai erilaisissa kehittämishankkeissa oikeiden yritysten kanssa. Otaniemi ympäristöineen tarjoaa runsaasti kehittämismahdollisuuksia eri toimialojen yrityksissä.

"Asiat, jotka on opittava tekemään, opitaan vain tekemällä niitä."

Aristoteleen mukaan tekemällä oppii ja LBV toimii saman ajatuksen mukaisesti. Opiskelijat suorittavat opintojaan erilaisin käytännön projektein, joissa he toteuttavat ja kehittävät myyntiä, markkinointia, prosesseja tai muuta liiketalouden osa-alueita. Kehitettävänä organisaationa voi olla opiskelijan oma yritysidea, jolloin he luovat rakenteita omalle yritykselleen, tai pk-yritys.

Opiskelijat tekevät paljon käytännön työtä, jossa oppii paljon, kuitenkin unohtamatta teorian merkitystä. Perinteistä luokkaopetusta on kuitenkin mahdollisimman vähän jos ollenkaan. Toimintatapana on tilimäinen työskentely opiskelijoiden, ohjaajien ja yrityselämän toimijoiden kesken. Projekti-/tilimäinen opiskelu antaa opiskelijalle paljon mahdollisuuksia ja vapauksia toteuttaa itseään mutta samalla vastuuta omien opintojen suorittamisesta.

Opiskelijoilla on mahdollisuus saada koko opiskeluaikaksi käyttöönsä oma henkilökohtainen kannettava tietokone, mikä mahdollistaa joustavan työskentelyn ja opiskelun.

LISÄTIETOJA

- Lisätietoja Laurea Business Venturesista:
- Koulutusalojohtaja Leena Nieminen
leena.nieminen@laurea.fi
- Laurea Otaniemi
Metsänpojankuja 3
02130 Espoo



IN ENGLISH

Laurea Business Ventures

-New branch of Laureas' Business Administration to Otaniemi

Laurea University of Applied Sciences opens a new bilingual Laurea Business Ventures unit to Espoo, Otaniemi, in autumn 2008. In the new unit operation focuses on entrepreneurship and developing new business models; students will graduate with Bachelor Degree.

Supporting Entrepreneurship. Nowadays 2 % of Laurea-Graduates employ as entrepreneurs and a part of Laurea-Graduates will establish their own business at a later stage of their career. In recent past the attitude towards entrepreneurship has changed to more positive. Educational aspect of entrepreneurship has been emphasized in Laureas' operations already. Some of the students have had a

business idea when they started the University of Applied Sciences, and many students have created one during their studies. Now many of these students are establishing their own company.

Laurea Business Ventures (LBV) focuses especially in developing new business models and entrepreneurship. Students will study by developing their own business ideas or by participating development-projects of different companies. Otaniemi and its surroundings offer a great deal of companies operating in different business fields.

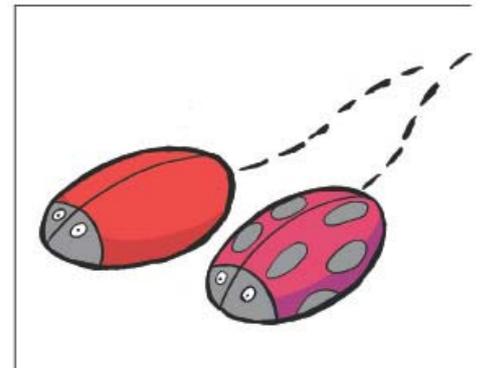
Learning with practice. In LBV students learn by executing their studies with different projects in which they will develop

and implement sales, marketing, processes and other parts of business administration. Traditional teaching will be minimized and studies will be performed by team work between teachers, students and business people from different co-operative companies. This way of studying gives a lot of freedom and responsibility to students.

For more information of Laurea Business Ventures:

Head of degree
Leena Nieminen
leena.nieminen@laurea.fi

Laurea Otaniemi
Metsänpojankuja 3
02130 Espoo





Metropolia Ammattikorkeakoulun toiminta käynnistynyt!

► Lähes kaksi vuotta sitten käynnistettiin valmistelutyö, jonka tavoitteena oli yhdistää EVTEK-ammattikorkeakoulu ja Helsingin ammattikorkeakoulu Stadia uudeksi oppilaitokseksi, Metropolia Ammattikorkeakouluksi.

► Miksi näin päätettiin tehdä?

► Keskeisinä tavoitteina olivat työ- ja elinkeinoelämän tarvitseman osaavan työvoiman kouluttaminen, käytännölläisen tutkimus- ja kehitystyön lisääminen, monipuolisen ja kansainvälisen opiskeluympäristön tarjoaminen ja korkeakouluverkon rakenteellinen kehittäminen.

Metropolian toiminta käynnistyi 1.8.2008. Metropoliasa on opiskelijoita yhteensä noin 14 000 ja henkilökuntaa noin 1000, kysessä on Suomen suurin ammattikorkeakoulu. Metropolian ylläpitäjänä on Metropolia Ammattikorkeakoulu Oy, jonka omistajia ovat Helsingin kaupunki, Espoon kaupunki, Vantaan kaupunki, Kirkkonummen kunta ja Kauniaisten kaupunki. Metropolian toimipisteet sijaitsevat Helsingissä, Espoossa ja Vantaalla.

Metropoliasa on 48 perustutkintoon johtavaa koulutusohjelmaa ja niiden lisäksi 13 ylempään ammattikorkeakoulututkintoon johtavaa ohjelmaa.

Aikuiskoulutuksena on tarjolla erikoistumisopintoja, avointa ammattikorkeakouluopetusta ja muuta täydennyskoulutusta.

Metropolian koulutusohjelmat on ryhmitelty seitsemään klusteriin, jotka ovat:

Rakennus ja kiinteistöala
Teollinen tuotanto
Tieto- ja viestintäteknologia
Hyvinvointi ja toimintakyky
Terveys- ja hoitoala
Kulttuuri ja luova toimiala
Liiketoimintaosajoinen

Kaikissa klustereissa toteutetaan Metropolian perustehetäviä: opetusta, tutkimus- ja

kehitystyötä ja aluekehitystä. Opetuksessa ja oppimisessa korostetaan työelämän ja sen tarpeista kehittyvän sovellettavan tiedon merkitystä, dialogista oppimista sekä oppimisen yhteisöllisyyttä ja käytännölläisyyttä. Tavoitteenamme on kouluttaa osajia, joita työelämä arvostaa.

Tutkimus- ja kehitystyössä Metropolia edistää kestävää kansainvälistä kilpailukykyä sekä alueellista hyvinvointia ja kaupunkikulttuurien kehittymistä metropolialueen kannalta keskeisillä alueilla. Metropolia osallistuu aktiivisesti työelämän muutosten ennakoituihin yhteistyössä strategisten T&K-kumppaneidensa kanssa. Käytännölläisellä innovaatiotoiminnalla ja T&K-lähtöistä yrittäjyyttä edistämällä Metropolia tuottaa välineitä vastaamaan näihin muutoksiin. Lisäksi Metropolian tavoitteena on toimia aktiivisena pitkäkestoisten innovatiivisten T&K-alustojen rakentajana ja kanavana kansallisiin ja kansainvälisiin kehittämisverkostoihin.

Metropolia on rakentunut yhteistyöllä, johon ovat osallistuneet lukuisat EVTEK:n ja Stadian asiantuntijat, opiskelijat, omistajat ja muut yhteistyökumppanit. Johtavina periaatteina ovat alusta asti olleet osallistuminen, avoimuus ja strategialähtöinen

toiminta. Metropolian toimintaan voi tutustua verkkosivujemme kautta (www.metropolia.fi), ottamalla meihin yhteyttä ja tulemalla mukaan yhteistyökumppaniksi sekä hakemalla Metropoliaan opiskelijaksi!

Riitta Konkola
rehtori

"Johtavina periaatteina ovat alusta asti olleet osallistuminen, avoimuus ja strategialähtöinen toiminta"

IN ENGLISH

Metropolia University of Applied Sciences' operation has begun!

Nearly two years ago preparation for uniting EVTEK- and Stadia- Universities of Applied Sciences was started. The main reasons for such fusion have been educating competent labour for future economic life, increasing practical R&D-work in studies, offering an international and versatile study environment, and developing the structure of higher education network.

The **Metropolia** started its functions 1st of August 2008. It has about 14 000 students with staff of 1000, making Metropolia the biggest University of Applied Sciences in Finland. The institutions behind Metropolia Ammattikorkeakoulu Oy are the city of Helsinki, the city of Espoo and the city of Vantaa, the municipality of Kirkkonummi and the city of Kauniaisten. Metropolia has institutions in Helsinki, Espoo and Vantaa.

In **Metropolia** there are 48 degrees leading to Bachelor's Degree, and 13 leading to Master's Degree. Metropolia's main goal is to educate their students to become respected experts with competences in future working life. In teaching and learning Metropolia emphasizes the importance of adaptable knowledge of working life, dialogical learning, and the sense of community of learning and practical approach to learning.

Jaana Laukkanen
(Original text Riitta Konkola, the Head of Metropolia)

 Metropolia

20

Elokuva- ja vapaa-ajankeskus Sello Rex aukeaa 31.10.2008



 SELLO www.sello.fi
Enemmän kuin ostoksilla

Yhteistyössä



Nykyaikainen - nuorekas - suosittu - tehokas
Tervetuloa ajamaan!
Suomen suurin!
Ota heti yhteyttä
AUTOKOULU **elo**
Espoon Liikenneopisto



Kaikki ajokorttiluokat

LEPPÄVAARA Läkkisepänkuja 2 888 11 99	TAPIOLA Tapiontori 4 888 10 66	OLARI Kusunkahä 2 888 11 44	SUOMENOJA Suomalaisentie 1 888 11 33	ESPOONLAHTI Ulappakatu 1 888 11 77
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autokouluelo.fi

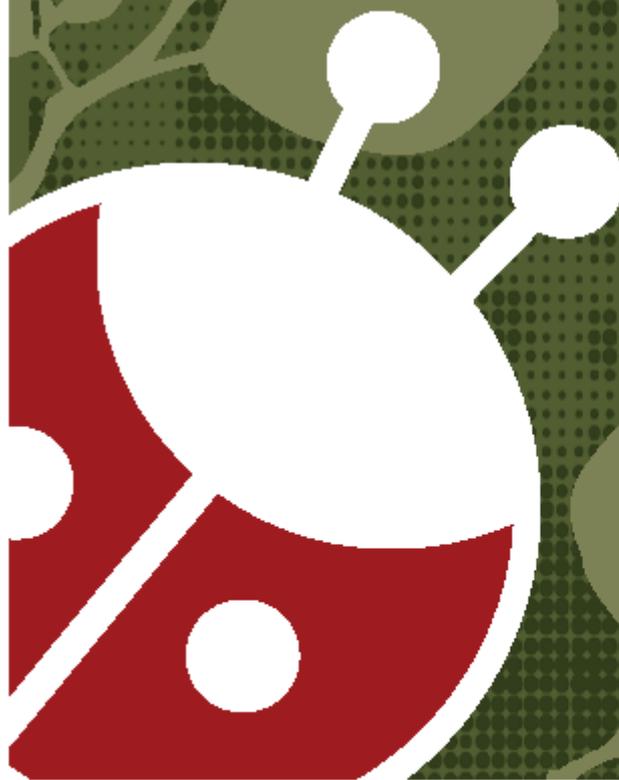


Leppävaara-viikko netissä: www.leppavaaraviikko.net

LEPPÄVAARA- VIIKKO

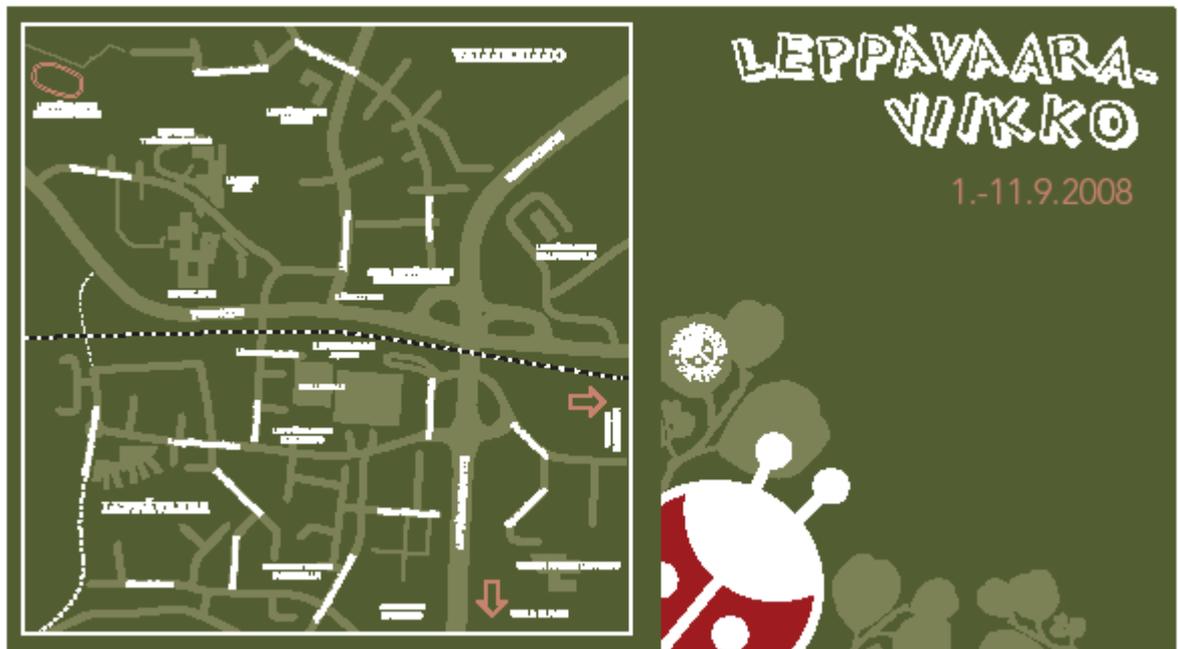


1.-11.9.2008
www.leppavaaraviikko.net



ESPOO 550 ESBO





Tapahtumakalenteri

Ti 2.9.

Kaupungin Vapaa sivistystyö esittäytyy Sellossa klo. 13.00-18.00

Kaupunkitanssit, Sellosalissa klo. 17.30-18.15

Mustalaihurmaaja, Sellosalissa klo. 19.00

Ke 3.9.

Lomakuvat talteen-
kuvankäsittelykurssi
Leppävaaran kirjastossa
klo. 17.00-19.00

Tulisuudelma-tanssittava
tapahtuma Albergan kartanolla
klo. 18.00-21.00

Leppävaara-viikon ravit,
Vermossa klo. 18.30

To 4.9.

Mikko Mallikas ja Milla -elokuva
Sellosalissa klo. 9.00

Miten opiskelisin kielä, että oppisin
Työväenopistolla, Opistotalolla
klo. 18.00-20.30

Taiteilijat lähikuussa,
Sellosalissa klo. 19.00

Raittikarnevaalit,
Leppävaaran raitilla
Pohjois-Leppävaarassa

Pe 5.9.

Tutustu Sellon uuteen
vapaa-ajankeskukseen,
Sellosalissa:
klo. 13.00-16.00 Avoimet ovet
klo. 14.00 Mee ny jo asiaan
klo. 15.00-18.00 Sello Rex esittäytyy

Tietopaja, Leppävaaran
kirjastossa klo. 14.00-17.00

La 6.9.

Perheiden luontai,
Sellosalissa:
klo. 11.00-15.00
klo. 11.00 Puuhatori
klo. 14.00 Impro-
visaatioteatteri
Häpeämättömät

Mäyrän metsän satuhetki Villa
Elfvikin luontotalolla klo. 11.15

Su 7.9.

eCross-
maastojuoksupahtuma,
Leppävaaran stadionilla
klo. 10.00 alkaen

Metsämörin koti - luontoretki
koko perheelle Villa Elfvikin
luontotalolla klo. 10.30

Avoimet ovet Parkvilla
klo. 12.00-16.00

Ke 10.9.

Metropolialueen kilpailukyvyyn
ratkaisut Metropolia klo. 16.30-19.45

To 11.9.

Business Forum Laurean-
ammattikorkeakoululla,
Leppävaarassa

Sieniluento Ruusutorpan koulu,
auditorio klo. 18.00-20.30

23.8.-10.10.

Mikko Mallikas on laskeutunut
-näyttely Leppävaaran kirjastolla

EBiköön Espoo, Villa Elfvikin
luontotalolla

27.8.-12.10.

Tavoittele unelmaa Villa Elfvikin
luontotalolla

Villa Elfvikin luontopolkua
on uudistettu

Leppävaara-viikko 2008

Markkinointi

Tavoitteet

- Luoda Leppävaaraviikkoon osallistuville tapahtumille markkinointi, joka yhdistää erilliset tapahtumat yhdeksi suur-tapahtumaksi.
- Luoda markkinointi joka tavoittaa kohderyhmät sekä tuo julki tämän vuoden teemat;
 - Lapset ja nuoret
 - Maahanmuuttajat
 - Espoo 550v
- Kasvattaa kävijämäärää entisestään

Markkinointisuunnitelma

- Markkinointimateriaalin täytyy lähettää samaa sanomaa; eri viestintä-kanavia kannattaa hyödyntää.
- On tärkeää että kaikki materiaali on samantyylistä; ulkoasut toisiaan muistuttavia.
 - Pyritään luomaan myös yhtenevä markkinointi viime vuoden projektin markkinointiin: toistuvuus.
- Leppävaaraviikko 2008 sanomalehti
- Julisteet
- Promootio-päivä Sellossa sekä Galleriassa
- Käsiohjelma
- www-sivut
- Sellon sekä Gallerian sisäiset kuulutusjärjestelmät

Leppävaara-viikko 2008 Lehti

- Sisältö
 - Mainostilaa yrityksille, artikkeleita Leppävaarasta, tapahtumista yms.
- Levikki (-10 000 kpl)
 - Kotitaloudet, Sello, Galleria, Espoon sisäinen posti
- Yhteistyö Lepuski-lehden kanssa (?)
 - Suuri sekä tehokas levikki
 - Kohderyhmien tavoitus
- Rahoitus
 - Mainostilan myynti yrityksille
- Kilpailutus painotalojen välillä

Leppävaara-viikko 2008 Julisteet

- Julisteiden levikki
 - Kaupat, yritykset, instituutit, julkiset ilmoitustaulut Suur-Leppävaaran alueelle
- Ulkoasu selkeä, helppolukuinen
- Sisältönä tapahtuma-ajankohta, -paikka
- Tarkoitus saada ihmiset kiinnostumaan Leppävaaraviikon tapahtumista

Promootio-päivä (Sello & Galleria)

- Promootio-päivänä jaetaan ilmapalloja sekä Leppävaaraviikko 2008 lehtiä Sellossa sekä Galleriassa
 - Ilmapalloissa Leppävaaraviikko 2008 logo, sekä mahdollisesti sponsorin logo
- Maskotti
- Tapahtuma-ajankohta lauantai 30.08.08
 - Viimeinen lauantai ennen tapahtuman alkua
- Vaatii yhteistyötä Kauppakeskus Sellon sekä Kauppakeskus Gallerian kanssa

Leppävaara-viikko 2008 Käsiohjelma

- Käsiohjelman levikki lehden levikkiä huomattavasti pienempi (-2000 kpl)
- Käsiohjelma pieni ja kompakti paketti
 - Helposti mukana kuljetettava
 - Sisältää tapahtumakalenterin sekä kartan
- Jaetaan promootio-päivänä sekä tapahtuman aikana saatavuus esim. kirjastossa.

www.leppavaaraviikko.info

- Leppävaara-viikon internet sivujen sisältö
 - Tapahtumakalenteri, kartat
 - Tietoa Leppävaarasta sekä Leppävaara-viikosta
 - Yrityksille myytyjä mainoksia
 - Lapsille puuhanurkka
- Sisällytetään mahdollisesti sähköinen versio Leppävaara-viikko 2008 lehdestä

Sello & Galleria

- Sellossa, mahdollisesti myös Galleriassa, on kuulutusjärjestelmä (sisäinen radio), jota käyttämällä voi helposti kasvattaa Leppävaara-viikon tietoisuutta
- Vaatii yhteistyötä Kauppakeskus Sellon sekä Kauppakeskus Gallerian kanssa

Mainostilan myynti

- Projektin aikainen aloitus antaa projektiryhmälle mahdollisuuden panostaa sekä sponsorien että asiakkaiden hankintaan.
- Yrityksiin kontaktien ottaminen aloitetaan viikolla 8.
- Mainostilan myynnillä rahoitetaan Leppävaara-viikko 2008 lehti, julisteet, promootio-päivä sekä käsiohjelmat.
 - Hinnasto tämän takia tärkeä

Kiitos!

Leppävaara-viikko 2008
Projektiryhmän Markkinointipäällikkö
Jaana Laukkanen



Leppävaara-viikko
Projektiryhmä
Jaana Laukkanen

3.3.2008

Tarkistettu tarjous

Kiitos tarjouspyynnöstä.
Tarjoamme Teille seuraavanlaista painotyötarjousta:

Työ	Leppävaara -viikko -lehti
Sivukoko	280 x 400mm
Laajuus/sivumäärä	20-siv.
Väriillisuus	4/4-v.
Sidonta	Nidonta
Rakenne	Nidottu sanomalehti,20-siv Painopinta: 254 x 375mm
Paperi	Sanomalehtipaperi 52g
Aineisto	Tilaaaja toimittaa tulostusvalmiin PDF-tiedoston
Jälkikäsittely	Postitaite (= taitto puoliksi)
Hinta	17000kpl 2340,00 + alv seur. 1000kpl 70,00 + alv
Alv	Alv 0%
Maksuehto	14 päivää netto
Viivästyskorko-%	13
Toimitustapa	
Toimitusehto	Vapaaasti asiakkaalla, yhdessä osoitteessa, pääkaupunkiseutu
Toimitusaika	Sopimuksen mukaan.

Toivomme tarjouksemme soveltuvan Teille.

Ystävällisin terveisin

Juha Tuohino

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Y-tunnus 0113833-5
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Leppävaara-viikko
Projektiryhmä
Jaana Laukkanen

3.3.2008

Tarjous

Kiitos tarjouspyynnöstä.
Tarjoamme Teille seuraavanlaista painotyötarjousta:

Työ	Juliste	
Sivukoko	A3	
Laajuus/sivumäärä	1	
Väriällisyys	4/0-v	
Rakenne	1-puol, painettu juliste A3	
Paperi	Päällystetty silk 170g	
Aineisto	PDF	
Jälkikäsittely		
Hinta	200kpl	165,00 + alv
	250kpl	190,00 + alv
Alv	Alv 22% lisätään hintoihin	
Maksuehto	14 päivää netto	
Viivästyskorko-%	13	
Toimitustapa		
Toimitusehto	Vapaasti asiakkaalla (pääkaupunkiseutu)	
Toimitusaika	Sopimuksen mukaan.	

Toivomme tarjouksemme soveltuvan Teille.

Ystävällisin terveisin

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Leppävaara-viikko
Projektiryhmä
Jaana Laukkanen

3.3.2008

Tarjous

Kiitos tarjouspyynnöstä.
Tarjoamme Teille seuraavanlaista painotyötarjousta:

Työ	Käsiohjelma
Sivukoko	105 x 120mm
Laajuus/sivumäärä	4-siv.
Väriillisuus	4/4-v
Rakenne	Taitettu, pystymallinen
Paperi	Päällystetty silk 170g
Aineisto	PDF
Jälkikäsittely	Taitto
Hinta	500kpl 260,00 + alv
Alv	Alv 22% lisätään hintoihin
Maksuehto	14 päivää netto
Viivästyskorko-%	13
Toimitustapa	
Toimitusehto	Vapaasti asiakkaalla (pääkaupunkiseutu)
Toimitusaika	Sopimuksen mukaan.

Toivomme tarjouksemme soveltuvan Teille.

Ystävällisin terveisin

Juha Tuohino

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3.3.2008

Tarjous

Kiitos tarjouspyynnöstä.
Tarjoamme Teille seuraavanlaista painotyötarjousta:

Työ	Kutsu	
Sivukoko	A5	
Laajuus/sivumäärä	2	
Väriillisuus	4/4-v	
Rakenne	1-puol, painettu juliste A3	
Paperi	Valk. sileäpintainen kartonki 300g	
Aineisto	PDF	
Jälkikäsittely		
Hinta	30kpl	59,00 + alv

Alv	Alv 22% lisätään hintoihin
Maksuehto	14 päivää netto
Viivästyskorko-%	13
Toimitustapa	
Toimitusehto	Vapaasti asiakkaalla (pääkaupunkiseutu)
Toimitusaika	Sopimuksen mukaan.

Toivomme tarjouksemme soveltuvan Teille.

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TARJOUS

1(2)
26.2.2009

LEPPÄVAARA-VIIKKO 2008
JAANA LAUKKANEN
Viite: tarjouspyyntönne

LEHTIEN SUORAJAKELUT VUONNA 2008

Kiitämme tarjouspyynnöstänne ja tarjoamme Teille kokonaispalveluamme seuraavasti:

Tuote	Tabloid kokoinen lehti, paino alle 100 g / kpl
Jakelualueet	Valitut alueet Espoossa
Jakeluaikataulu	Valinnanvarainen keskiviiko ja/ tai viikonvaihte
Jakelumäärä	Suorajakeluna n. 16.500 kpl
Jakelukerta	x kertaa vuonna 2008
Hinta	Yksikköhinta 5,05 snt/kpl (alle 120 gr/tuote) + alv 22 %. (taittamattomasta tuotteesta taittolisä 0,6 snt/kpl + alv)
Laadunvalvonta	Jakeluhuomautusten (tai muu palaute) käsittely ja selvitys SSM:ssä nimetyn henkilön toimesta. Mahdolliset jakelupoikkeamat pyritään korjataamaan välittömästi.
Toimitusaika	Jaettavien esitteiden tulee olla toimitettuina SSM tuotantoyhtiöihin keskiviikko jakoon viimeistään maanantaina klo.12.00 mennessä ja viikonlopun jakoon keskiviikkona klo.12.00 mennessä. Siinä tapauksessa, että painatusaikataulu on viivästynyt, eivätkä esitteet ole olleet toimitettuina em. aikataulun mukaisesti, SSM ei vastaa tuotteiden jakelusta sovittuna aikana.
Niputus	Esitteiden tulee olla 100 tai 200 kpl:een nipuissa tuotteen paino huomioiden naru- tai muovivyyttein kiinnitettyinä ja pakattuna lavoille SSM:n antamien ohjeiden mukaisesti.
Maksuehto	14 pv netto, viivästyskorko 9,5 %
Muuta	Pidätämme oikeuden kappalemäärä- ja hintamuutoksiin mikäli asiakkaan toimesta muutetaan jakelumääriä, toistokertoja, kohdennusta, tuotteen painoa tai kokoa. Mahdollisten tuotanto-, yritys-, tai toimialajärjestelyjen yhteydessä SSM:lla on oikeus tarkistaa yhteistyön ehdot uudestaan sopimusosapuolen kanssa vallitsevaa tilannetta vastaavaksi.

HELSINGIN JAKELU-EXPERT OY
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TARJOUS

2(2)
26.2.2009

Yhteyshenkilöt Yhteyshenkilönä SSM:ssä toimii Erkki From puh 09-56156442, gsm 0400-459318.

Voimassa Tarjous on voimassa 60 pv tarjouksen päiväyksestä.

Toivomme tarjouksemme soveltuvan Teille ja johtavan yhteistyöhön kanssamme vuonna 2008. Annan mielelläni lisätietoja tarjouksen sisällöstä ja palvelustamme.

Ystävällisin terveisin

SUOMEN SUORAMAINONTA OY/HELSINGIN JAKELU-EXPERT OY

Kyösti Karjalainen
myyntipäällikkö