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DEVELOPING EVENTS FOR THE POLISH-FINNISH ASSOCIATION

Thesis

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<p>The thesis was commissioned by Kajaanin Suomi-Puola-yhdistys ry (the Polish-Finnish association) who is responsible for their event supervision and production.</p> <p>The aim of this thesis was to assist in writing the project and applying for funding from the European Union. The paper deals with designing activities held during the requested events, as well as providing written information about the events for Kajaanin Suomi-Puola-yhdistys ry.</p> <p>The introduction part of the thesis gives an overview of the project and its broader frame. The theoretical framework and the project description provides detailed overview of the work involved, expected impacts and outcomes as well as suggestions for the implementation and evaluation of the events.</p> <p>Topics for the theoretical framework include event tourism, event analysis phase, associations, socio-cultural impacts and networking. The objective of the theoretical framework is to provide essential knowledge about planning, organising and implementing a successful event. The results of the project outline consist of the planned events as well as key elements such as the event venue, timing, activities, accommodation package and suggestions for marketing. Conclusions and recommendations are drawn in the last part of the thesis report. The author provides suggestions for getting more audience when events are produced.</p> <p>The commissioner can use the report as a guideline when applying for the European Union funding.</p>	
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1 INTRODUCTION

The aim of the thesis is to assist Kajaanin Suomi-Puola-yhdistys ry in designing two four-day long events that will take place in Poland and Finland and thus receive the project funding from European Union. The commissioner jointly with Towarzystwo Polska-Finlandia in Warsaw wishes to apply for the project's financial support under Europe for Citizens Programme. In order to receive the funding, an application form needs to be submitted to EU by 1.02.2013 (Appendix 1). Project will act under the name "Think locally, act globally". On the whole, the project's aim is to give a chance to interact among Finnish and Polish citizens and civic societies in the fields of culture, education and professional life at different dimensions. Thus it fosters the integration of the European nations by learning the common values from the history or cultural diversity. To get an insight in the event planning, a secondary research based on existing literature and academic articles has been made.

The objectives of the thesis are to:

- set specific aims for the events in Poland and Finland that are relevant to EU values,
- outline the planning process of the whole project,
- plan each event applying the theoretical background into the practice (including accommodation, venue, timing) and respecting the EU priorities,
- suggest marketing, implementation and follow-up activities,
- be a helpful tool when filling out application forms for the project funds,
- provide suggestions and recommendations.

Planned activities of the events will engage people from different backgrounds in active discussions and exchange of opinions as well as values. Enterprises and businessmen can benefit from establishing new networks or learning and using the best practices. Development of local culture and expansion of local well-being may be also obtained by series of workshops and lectures that develop the skills and knowledge of the participants. The project will also engage participants from different backgrounds in active discussions, bringing them to closer cooperation and mutual understanding. The events contribute to the intercultural dialogue and building closer ties between citizens and civic society organisations as they deepen community's integration, their identity and pride as well as widen the knowledge about the traditions and customs of the locals.

2 EVENT TOURISM

Tourism is said to be one of the fastest growing industries nowadays, subsequently within this segment, the events are playing a more and more important role. "Event tourism is an important and rapidly growing segment of international tourism" (The New Zealand Tourist and Publicity Department 1987) Event tourism's main aim is to achieve economic benefits; however the outcomes can also contribute to the positive changes towards culture or environment.

The definitions of 'events' can be flexible, that is why plenty of concepts can be found in the literature on event management. It is important to remember that an event is not something that only 'exists' but also 'happens'.

Event tourism has been defined as being an integral part of the planned events, in close relation with marketing and development of the destination. In a nutshell, event tourism is aimed at taking advantage of the opportunities the events provide so that the host communities can benefit from the tourism development (Getz 2005, 16). Event tourism is recognised both from demand and supply perspective. The demand side approach consists of evaluation of the extent to which the event promotes a destination image and provides the brand name. The supply side view assesses the destinations' development in order to reach objectives such as: bring more and more visitors, strengthen marketing and the image of as a positive destination as well as to awaken particular attractions or places. (Getz 2007, 405-406)

Due to recent growth of event tourism, businesses have noticed that they can benefit from taking special strategies in the fields of marketing destinations, regions or communities. Events are considered to be a vital factor in contributing to the well-being of destinations and communities in the economic, social and environmental spheres.

Strategic planning for the events tourism destinations can be achieved by being able to determine the trends and forces of a particular event. Recently it was observed that the number of competitors has increased and thus the quantity and attractiveness of events have risen. Getz (1997, 23-27) has identified few of the trends stimulating current event tourism market. According to him events ought to be treated as business due to the organisational structure and need of skilled employees to develop, to market and to implement the events. In order to maintain competitive advantage, new facilities should be developed, especially large-scale venues that can host festivals or sports competitions. Moreover, as people can

spend more time on leisure, the events provide them an opportunity to experience different things. The strategic planner should take into account the preferences and hobbies of visitors because in that way he can plan successful marketing and event.

Countries such as Australia, USA or China have used the concept of events as a helpful way in increasing the number of visitors and the location development. Festivals for instance are a great way to promote cultural diversity and integration between the host communities and visitors. (Raj, Walters, Rashid 2009, 70) They also take a vast role in event development and cultural tourism.

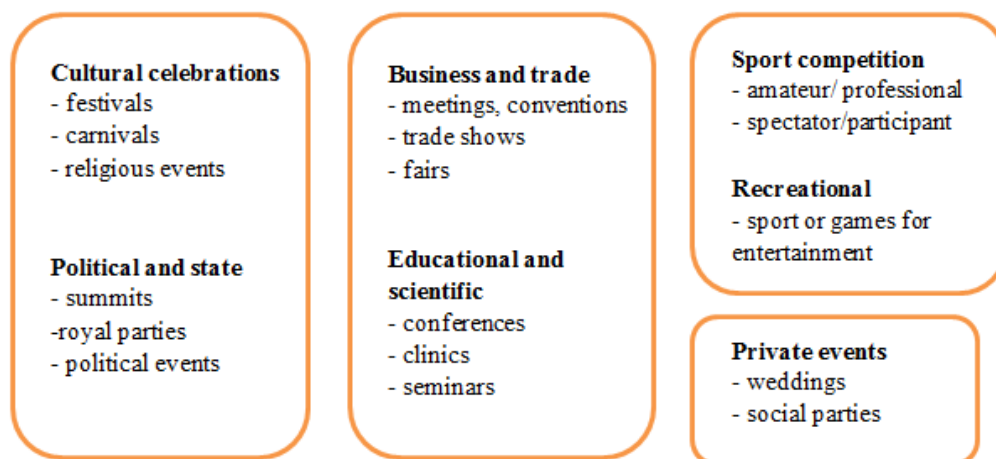
It is crucial for every community and destination to notice that events have an important potential for tourism. It should be adopted as a long-term and strategic goal as the events may contribute to the increased benefits in the social and economic development of destinations. (Getz 2005, 34)

Types of events

There are various types of events; therefore they can be classified in different ways. One helpful way to define the type of events can be taking a look into the event objective components. They are useful when one understands the range of the events and attempts to categorise them. Those objective components are: purpose, people and place. The events can be classified on the basis of their size, form and content.

The objectives and the aims play an extremely important role that defines the event type. Often the type of event directly stems from the objectives of the events. Another way, presented by Getz (2005, 7) is categorising the typology by the event nature. There can be leisure events, personal events, cultural events or organisational events:

Figure 1. Typology of planned events (Getz 2007)



According to Figure 1, the various types of planned events are solely built upon their form – where the purpose and program vary. It can be noticed that some of the events are tailored for public celebration (for instance festivals, concerts), whereas other are planned with different objectives – entertainment, competition, business or socializing. (Getz 2007, 404)

Shone and Parry (2001, 4) similarly categorise events depending on the concept of the special event: leisure, personal, cultural and organisational event. They suggest that special events, despite of their variations in range and complexity, should be set apart from the routine life and provide celebration, entertainment or experience of interacting with people.

2.1 Event management

Event management is used in the area of professional practice and study dedicated to design, production and management of planned events and other types of celebrations, as well as those in the private domain. According to Getz (2007, 403) event management is a rapidly growing segment in which tourists form a potential market for planned events. As a result, tourism industry can benefit from it as stakeholder.

Raj, Walters, Rashid (2009, 11) states that “event management is the capacity and control of the process of purpose, people and place.” That is the reason why events can be referred to as “happenings with objectives”.

As much as events differ from one another, they still have some similarities; therefore the fundamental procedures and practicalities of the event planning and organisation can be

used in all events. However, apart from events that are tourism-oriented, they “have other important roles to play, from community-building to urban renewal, cultural development to fostering national identities—tourism is not the only partner or proponent.” (Getz 2007, 403)

2.2 Event analysis

The analysis of the event is crucial for the planning because it examines the objectives that largely depend on the participants profiles.

The event’s mission: objectives and aims

The objectives determine the main reason why the event is held. They should be clearly mentioned before planning and producing the event. The nature and the objectives of the event affect the way it is planned and set up. For instance the objectives for a music festival might be to promote local bands and encourage visitor development. According to Watt (1998, 10-11) the SMART model sums up the outline of the objectives:

Specific to the event.

Measurable in statistical terms.

Agreed (or achievable) by those involved.

Realistic (or relevant) to the resources available.

Timed around the event schedule.

This tool is beneficial while trying to achieve the desired results. However, it must be remembered that the aims should be clear and indicate what is desired to happen.

Target audience

Defining the target market of an event is to indicate who the potential attendees are.

Sometimes, the target audience is pre-defined by the objectives of the event. For example in the corporate events such as trade show, the target audience mostly includes the existing and prospective customers of the corporation.

The uniqueness and importance of the event directly reflects the interest of the visitor to travel in order to get to the venue. Is it obviously known that with the growing importance

of the event, the catchment will be increased, too. (Shone 2002, 173) When it is known who is the event targeted at (general public or specific group), the marketing process can begin.

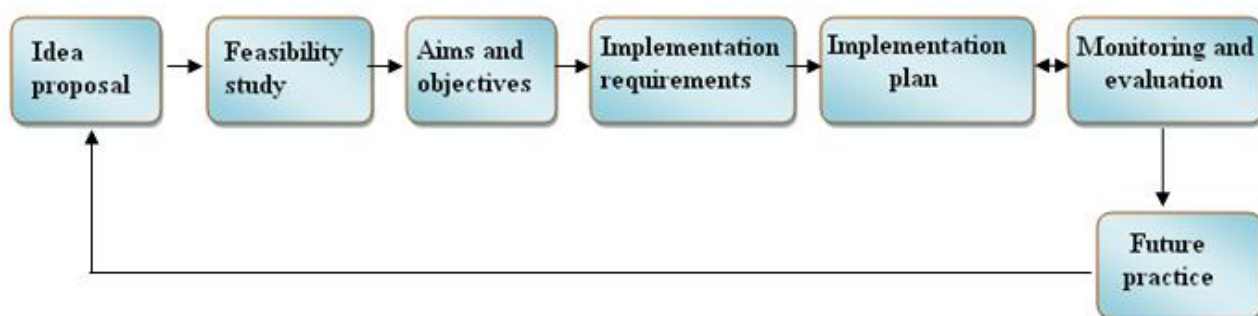
2.3 Event planning

After the event analysis, the next step begins – planning. According to Merriam-Webster Dictionary (2012) planning is “the act or process of making or carrying out plans”. The process of planning the event can even take long years depending on the scale of the event, however a lot of attention should be paid to it, as the success of the event largely depends on this phase.

2.3.1 Stages of planning

Watt (1998, 8) suggests seven stages of the planning process. This model can be treated as a starting point for the planning of conferences, festivals and other type of events. The planning process gives the opportunity for the planner to get a wider understanding of business and event as well as the correlations between them.

Figure 2. The event planning process. (Adopted from Watt 1998, p. 9)



As stated in Figure 2, the starting point is to formulate the objectives that are intended to be achieved. Many ideas and proposals can be identified, and then they will be screened for feasibility. Feasibility study (second step) gathers together all data on the major areas that are connected to the event, business and the sector- it describes the structures, staff requirements and financial resources. (Raj, Walters, Rashid 2009, 26) Stage 3 includes

defining the aims and objectives with the regard to the previous two steps. At stage 4 specific requirements and procedures that will be needed during the event must be stated, for instance for marketing and budgeting. Business risk development plan may be useful while assessing the risks and the effects of the event on the business. Stage 5 details the event's production plan, as well as the key stakeholders, indicating in what level they are connected to the event (sponsorship, financial investment). The production plan breaks each strategy into identifiable steps, assigns each step to the responsible person and indicates when each step will be completed. The success of this step will be dependable on the mistake-free process of the previous five steps. Next step, monitoring and evaluation is necessary if the company wants to learn and develop upon the positive and negative sides of the carried out event. The evaluation can be easily done by looking at the objectives and aims of the event, the feasibility study and their success or failure. Monitoring and evaluation are helpful for the future practice as the mistakes can be eliminated and some changes can be undertaken in order to achieve success in the next planned event.

Naturally, the planning for the event is determined by the type of event and resources, but this planning process can be applied to most of the planned events. However some slight changes can be necessary in order to make it easier for the planner to become prosperous in the event production.

2.3.2 Time management

Timing is considered to be playing a vital role in event planning. It largely affects the outcome of an event. For instance, the event planner can have the best catering service, venue and entertainment programme, but unless the time plan is followed, the outcomes will not meet the expectations of the customers. Bad time management and errors will not only cost the business the clients, but also tarnish their reputation. Well managed time is important during the last weeks and days before the event, as well as throughout the event. As time is limited, deadlines are approaching, the working pace can get a little hectic and the problems can arise. The event planners should leave some time available to get rid of such crises. (Watt 1998, 32)

The attendance rate of the event depends on the timing of the event. The event planner should consider such things as: time of the year, time of the month and time of the week. To

ensure that the attendance is at its peak, there are many questions to be asked and factors influencing the date selection to be considered.

The organising committee needs to take into consideration some factors that might affect the event's attendance and success. As Allen (2000, 31) pointed out, there are seven areas that can have impact on the event:

1. Major holidays
2. Religious observations
3. School breaks
4. Long weekends
5. Sports events
6. Other special events
7. Other considerations

All the factors need to be taken into account when finalising the date of the event. However, Allen also brought up to attention that leisure-related events are rather run on holidays or weekends, while business-related events ought to be held on a weekday, during or near official working hours.

A well-timed event is not rushed, either boring. It has “an ambiance of build-up, beginning with interesting elements and consistently rising to an exciting crescendo.” (Wolf 2005, 32)

2.3.3 Financial management

An effective event can happen when the financial goals for the programme are decided. Accurate budgeting is crucial when the event is supposed to work out well and have its credibility. A well prepared budget should consist of anticipated income and expenditure and should be written before the project runs. Moreover, it should be flexible in the way that in case of emergency, it can cover that costs. (Watt 1998, 45)

The sources of funding vary, and it is in the responsibility of organiser to identify possible ways of income. Clear objectives that are considered worthwhile can facilitate gaining the funds. Some of the funding resources may include: sponsorships agencies, European Union, donations or voluntary bodies. (Watt 1998, 50-51)

To calculate a budget, it is needed to distinguish between fixed costs and variable costs. Fixed costs include for example venue hire, staffing, marketing or décor. Variable expenses may fluctuate, depending on attendance or other factors; for instance a meal per head or accommodation. (Boehme 1999, 99) The budget can be used as an indicator that manages the operations of costs and expenditure.

Some events are designed to generate a profit, while others have no such expectation. If budget is firm, and it cannot be exceeded, then it is needed to answer the questions of five W's: Who are the guests? What is the event? When is the event? Where is the event? Why is the event held? (Wolf 2005, 22) The answers to those questions are the priorities when planning the budget to fixed amount of money.

2.3.4 Site management

Every event needs an appropriate space and venue. They can be held almost everywhere, from purpose-built places to more unusual venues like client's private summer cottage. Factors as purpose and role of the event, as well as number of attendees and safety of the venue should be taken into account when selecting the location. The venue has an important influence on the shape of the event, and also the other way around. (Silvers 2006, 64)

Figure 3. Silvers' Hierarchy of Site Selection (2004, 64)



Figure 3 describes the priorities when selecting the site. The choice must be made in accordance with capability, affordability and accessibility. (Silvers 2006, 65)

When going through the stage of event site selection, planner needs to have a set of requirements of the potential venue:

- Availability
- Accessibility
- Rates
- Style or personality
- Function type and capacity

Site selection criteria should be carefully structured so that it may give a comprehensive assessment for the comparison of different facilities. Those criteria often include location, safety, cost, capacity, facilities and staff. (Silvers 2006, 66) The event manager needs to prioritise the criteria for every event and match the location to the type of event. He must consider whether the location's closeness to the public transport is the most important, or for instance the costs of renting the venue. (Boehme 1999, 17) The site selection that is satisfactory both for the event manager and audience can contribute to the production of a successful event.

After choosing site, it must be decided how to make the best use of the space. The site plan arranges the structure and shapes the space between. Each event requires different amenities and set up of the room or of the venue, therefore features such as placement or accessibility to the equipment and service areas ought to be thought over. The design of the site can affect the atmosphere which is a reason for putting some effort into the site plan. (Silvers 2006, 76; Allen 2000, 38)

2.3.5 Supply management

Naturally each event, regardless of its size will at some point require goods or services from various suppliers. The list of available suppliers is wide; it can be for instance caterer, exhibit contractor, advertising agency or performers. (Silvers 2006, 370) Suppliers are crucial to the production and meeting the goals of event. Services of the vendors can include for example: hotel and conference room's facilities, travel or dining.

The research for the suitable suppliers should suit the needs of event, thus choice ought to

be made upon such factors as type and scope of the event, financial, organisational capabilities or location and logistical criteria. (Silvers 2006, 369)

Silvers (2006, 372-374) suggests four-step process when choosing suppliers. The first step requires the planner to determine his selection criteria. When it is done, then he can start to prepare the procurement documents that also include solicit bids and proposals. Third stage makes the selection of the vendor, based on the evaluation of its capabilities, competition and compliance. As the final step, the planner issue and manage the contracts with the chosen supplier.

In spite of the fact that the planner can choose the best vendor available, the success of the suppliers depends on the timeline of the project's tasks and the will of everybody to move towards the objective of the effective event. (Wolf 2005, 64)

2.3.6 Marketing and visibility

The term "marketing" can be perceived as a concept, a process and set of techniques. Hall (1997, 136) has defined this term in regards for event management: "Marketing is that function of event management that can keep in touch with the event's participants and visitors (consumers), read their needs and motivations, develop products that meet these needs, and build a communication program which expresses the event's purpose and objectives.

When attempting to sell product, service or idea, it is necessary to create interest of people to want it, invest in it or purchase it. In the case of events, experiences are the ones that organisers are selling. Events are seen as exchange of resources - time and emotional involvement for the experience coming out from attending the event. (Silvers 2004, 6-7) Pre-event communication with the participants is essential. It can be successful by examining the motives driving the guests and their purchasing decision process and thus assessing how many participants would join the event.

Marketing activities are very important for events because the service provided in the event is usually intangible, perishable, variable and inseparable.

Raj, Walters & Rashid (2009, 87) suggest that market research can facilitate the planning process of marketing strategies. According to them, marketing management of events can be done in three steps, namely analysis, planning and control. Market analysis assesses the market and its target audience. Depending on the results of market research, the planner should be able to identify the suitable places, products and services that would fulfill the needs of identified target group. Control as the last area of successful marketing management, is about making sure that the standards of the event are established and monitored.

Well managed marketing research accompanied by know-how will definitely facilitate the process of identifying the target audience that suits a specific event. Subsequently, right choice of communication tools can be used to reach the target market. Communication tools can be used for creating the excitement about the events. It can be obtained through invitations, leaflets, posters, public relations or promotions. Marketing process helps in choosing the proper strategy when positioning the events.

2.3.7 Production and follow-up

In order to implement a successful event it is advisable to use common sense, plan ahead with attention to the details, have effective team work and in some cases risk management. Management of the events can be supported by the software packages (for example Events Pro, Visual Impact System VI) and web-based services that can facilitate the whole process of the event production: from planning to implementation. (Rogers 2008, 198)

When implementing the event, the organiser should think about distributing the printed timetable of the activities to the attendees. Moreover, when there is an opportunity, the speakers ought to take part in rehearsals so that they get familiar with the equipment for instance. A wide use of technology may be utilised when running the event: video and audio recording and subsequently translating the conferences, workshops and lectures into various languages. (Rogers 2008, 199)

Evaluation of event should be made as soon as it ends. A printed questionnaire or online assessment form filled out after the event by the attendees makes the process of evaluation of the event easier. Ideally, the evaluation sheet should cover such spheres of the activities during the events such as: achievement of the objectives, pre-event communication, the relevance of the subjects presented, skills of the presenters, ideas for the improvement and the overall impressions. Closed questions, compared to open ones, seem to be better way to achieve the answers because analysis of them is not dependent on the interpretation of the statistical compiler. (Fisher 1998, 112) Based on the feedback forms, a post-event report should be prepared. It needs to contain the assessment of the every detail of the event: budget, venue, attendance, food&beverage, interest in activities. The report will indicate the discrepancies between the event and the attendees' expectations. It will be very useful when planning the future events as it contains the evaluation of the practices and pitfalls as well. (Rogers 2008, 200-201)

2.4 Impact of events on host community

All events have impacts because they are produced with a purpose and desired outcome. Those, in turn, influence the host communities, attendants and stakeholders. The events can bring benefits to economic, socio-cultural, political or environmental segments, thus they can also have impact on them at the local, national or international scale. The impacts can be positive (beneficial) or negative. Therefore, it is in the responsibility of the event planner to foresee the impacts, and also to manage them in a way that minimalise the negative outcomes and in total achieve positive impacts. (Bowdin et al 2006, 37)

2.4.1 Socio-cultural impact

People- it is the characteristic that connects all events. Holding an event brings people as participants or spectators. It depends on the scale and scope of the event to what extent it will influence the participants, local (host) community and other people who are not directly involved in the event.

Burdge and Vanclay (1996, 59) defined the term social impacts as “all social and cultural consequences to human population of any public or private actions that alter the ways in

which people live, work, play, relate to one another, organise to meet their needs, and generally cope as members of society”, while cultural impacts “involve changes to the norms, values, and beliefs of individuals that guide and rationalize their cognition of themselves and their society.” In other words, social impacts can be described as changes of people’s way of living arising from the existence of an event. Cultural impacts of events can be compared to the expansion in various processes (values, norms and traditions) through which people define themselves. (Bowdin et al 2006)

Impacts can be various, depending on the objectives of the event – it may simply be the enjoyable experience for the audience, or in a long-term impact – creation of the possibility which changes people’s behaviour. Attitudes and perceptions about the event may be changed; the better experience, the bigger likelihood of improving the perceptions of the place or a certain activity for the spectators. Impacts can influence locals and visitors so that they change their perception of a place as somewhere to live, visit and work. Also, there is the possibility of changing people’s interest towards taking part in certain activity and thus different way of thinking and behaviour changes. For instance, after attending biking competition, the spectator will see the need to take up biking or do it more often. Moreover, getting new skills or experiences thanks to working or volunteering at an event gives another perspective on engaging with other activities or events in the cultural sector for example. Cultural impacts are connected to deepen community’s integration, their identity and pride as well as to boost the traditions and customs of the locals. (Bowdin et al 2006)

As it was mentioned earlier, events and event tourism, in spite of positive impact on host communities by enhancing the regional values or traditions, has the threat of bringing socio-cultural costs to the locals.

2.4.2 Business networking

According to Hedaa and Törnroos (2008, 344) events are a good framework for development of networks. Events give a chance to meet people, hence the company can benefit from forming potential relationships. This trend has been noticed in many business lines that establish personal connections between people that may turn out to be profitable and a supporting force in making the business successful. In 1990’s many businesses have introduced new marketing strategy – building relationships.

Business network is “a set of connected actors that perform different types of business activities in interaction with each other.” (Holmlund & Törnroos 1997, 304) The research of Holmlund & Törnroos (1997, 304) named three different actors: firm actors, resource actors and human actors necessary while building relationship. Relationships in the business network can be described by at least such aspects as: mutuality, long-term character, process nature and context dependence. There are various links between business actors, for instance economic, strategic, and technical or know-how bonds. Thanks to that, the degree of mutuality does not need to be high in order to keep the relationship. Moreover, in spite of the business producing the resources by itself, it can gain more through the established business network. Long-term lasting character of the relationship can contribute to building more effective network. Continuation of the relationship may be perceived as an asset that builds higher barrier to entry for competitors on the market. (Håkansson, Snehota 1995, 31)

Relationships’ process nature is based on interaction process and exchange (i.e. money, information, contacts) between the businesses. Context dependence refers to the concept of embeddedness. It says that economic actions and outcomes (similarly to social action and outcomes) can be influenced by the structure of network relations and its actors. In other words, it shows the interactions between the organisations and the external environment as relationships are dependent on the specific setting. (Holmlund & Törnroos 1997, 306)

Despite the fact that it has been also observed by Holmlund & Törnroos (1997, 306) that relationships can cause costs and limit the future plans, building a network is still worth trying. Generally the pay-offs of business networks can be short-term economic benefits (or costs), long-term benefits (or losses) depending on the potential and effectiveness of the firm. (Håkansson, Snehota 1995, 120) It is commonly known that cooperation offers more opportunities to seek for the benefits in the economic or other segment, than playing as two single actors.

3 ASSOCIATIONS

Association may be defined as “an organisation of people with the same mission or agenda.” (Boehme 1999, 38) Among the society, the associations’ activities are important because of their wide operations in almost every sphere of life that gathers people together.

Association events are contributing in a large scale to the conference segment. There are millions of associations, organisations, clubs and societies that collect the members locally, nationally or internationally. (Davidson, Rogers 2006, 6) Law in each country defines the scope, purposes, foundation and governance of associations. For instance, according to the Finnish Associations Act “an association may be founded for the common realisation of a non-profit purpose. The purpose may not be contrary to law or proper behaviour.” (National Board of Patents and Registration of Finland 2012a)) Finnish Register of Associations comprised of 207,200 associations by the end of 2011. Moreover, researches show that majority of associations (more than 90%) are involved in the social activity. (National Board of Patents and Registration of Finland 2012b)

People become members of the associations mainly because of their hobby, interest or employment relationship and the personal benefits coming from participation. However, it must be mentioned that not many associations’ primary objective is to generate income. Depending on the scope of the associations, they can be distinguished as follows:

- Professional or trade association/organisation, trade unions – people join mainly because of their employment relationship.
- Voluntary association and societies – people join mainly because of their hobby and interests.
- Charities – people join mainly because of their willingness to help other people in need.
- Religious organisations – people join mainly because of their common beliefs.
- Political parties – people join mainly because of the need to express their agendas, opinions that might be potentially put into law or to support and be involved in their country/region governance. (Rogers 2008, 40)

As stated by National Board of Patents and Registration of Finland (2012b) in Finland, while registering the association, the sphere of activity may be chosen from:

- Political party associations
- Associations related to professions or trades
- Associations related to the social and health sphere
- Associations in the culture segments
- Associations related to the leisure activities
- Associations in the field of sport and physical exercise
- Religious and other associations related to outlook of life
- Associations related to national defense and international cooperation
- Other associations.

3.1 Polish-Finnish Association (Commissioner)

The first Polish-Finnish Association in Finland was established in Helsinki in 1928.

The commissioning party is a Polish-Finnish Association located in Kajaani, Finland. It was founded on 18.03.2006. It can be accessed online - <http://www.freewebs.com/kasupy/>.

Main purpose of the Association is to strengthen friendly relations between Poland and Finland, as well as to exchange the knowledge about history, social, economic and cultural life. Moreover, it maintains the contacts between Finland and Poland and its citizens by organising lectures, exhibitions and other cultural events that engage in raising the awareness of cultural wealth of both countries. The Association does not seek to influence political affairs. (Kajaanin Suomi-Puola-yhdistys ry 2012) The Polish-Finnish association in Kajaani participates in various events that promote their activities. Newsletters and press releases are the one way to tell about the organisation's upcoming events and changes of the member board. The association participates in the events held by Embassy of Poland in Helsinki, too.

Kajaanin Suomi-Puola-yhdistys ry is the initiator of the idea of the project "Think locally, act globally – towards an active civil society". The commissioner actively participates in the planning, production and follow-up of the project.

The Association's objective in the project is to be connecting and coordinating body between citizens and businesses, in their mutual dialogue and learning experience. It would like to provide the opportunity to share the opinions and experience among the participants of the events planned. They will be highly supported to reflect on the common debates and

discussions that focus on cultural diversity. Kajaanin Suomi-Puola-yhdistys ry wishes to promote European values and action that contribute to building even closer Europe, where citizens can cooperate with civic society organisations and take part in common debate about the issues concerning them.

3.2 Characteristics of association events

Association-related events are different than those organised in the corporate segment in many ways. The differentiation factors may be as follows: size, duration, type of venue, accommodation or facilities required.

Because of the fact that most of associations operate as “not for profit”, usually members themselves need to cover the expenses of the event and subsequently advertise their activities in order to create income for the upcoming conferences. Due to limited budget, the attendees are often asked to cover the costs of attending the event.

Association conferences can be attended by both delegates and their partners. There are usually accompanying social events that the attendees’ partners can participate in because of their low interest in the business sessions of the conferences. (Rogers 2008, 41)

Due to associations’ conferences size, they are usually held in the conventions centres or purpose-build centres. Hotels and conference rooms are also popular as they allow the attendees to have everything on the spot (accommodation and conferences). Other associations may also use town hall or university/school venues. According to Rogers (2008, 44) most of the association events take place in autumn and spring (peak season), and then in the summer months. They usually last two or three days.

Because of the nature of associations, each event manager has got different strategy and practices when planning the event. Also, the decision makers and the decision-influencers can vary.

4 THE PROJECT – EVENTS FOR POLISH-FINNISH ASSOCIATION

4.1 Event analysis

The commissioner needs a written plan of the events so that he can receive the financial support from European Union under the Europe for Citizens Programme. The overall budget for "Europe for citizens" is EUR 215 millions; it has started on 1 January 2007 and ends on 31 December 2013. It is open to members of European Union, as well as Croatia, The former Yugoslav Republic of Macedonia, Albania and it is potentially open to other countries (EFTA).

4.1.1 Europe for Citizens Programme

The programme's objective is to enable European citizens to participate in building the Europe together. It supports "active European citizenship" through participation in various activities, mainly with the involvement of citizens and civil society organisations.

The programme distinguishes general and specific objectives.

General objectives:

- to provide the chance for citizens to cooperate and take part in making closer Europe that is enriched through the cultural diversity;
- to build European identity thanks to the common values, history and culture;
- to facilitate tolerance and mutual understanding through promotion of cultural and linguistic diversity.

Specific objectives:

- to engage people from local communities to discuss their opinions, values, learn from the history and build for the future;
- to promote the activities related to European citizenship and democracy, co-operation and interaction between local communities and civil society organisations of the participating countries that share and exchange experiences, opinions and contribute to intercultural dialogue and develops closer ties.

What is more, an applicant for the grant should address in his project at least one of the Programme's permanent priorities: The future of European Union and its basic values; Active European Citizenship: Civic participation and democracy in Europe; Inter-cultural dialogue; People's wellbeing in Europe: employment, social cohesion and sustainable development; Impact of EU policies in societies.

Structurally, it can be implemented through four different Actions:

- Action 1: Active European Citizenship (town twinning citizens' meetings, networks of twinned towns, citizens' projects, support measures)
- Action 2: Active Civil Society in Europe (Support for projects initiated by civil society organisations (CSOs) and structural support for think tanks and CSOs)
- Action 3: Together for Europe (high visibility events, studies and information and dissemination tools)
- Action 4: Active European Remembrance
(European Union 1995-2013)

4.1.2 Project idea and objectives

Commissioning party wishes to apply for the project grant under Action 2 Measure 3 – Projects initiated by Civil Society Organisations (CSOs). The projects under this measure shall consist of such activities as: conferences, seminars, debates or other activities that offer innovation. The criteria (qualitative and quantitative) for the grants may act as the objectives and aims itself. On the grounds of fulfilment of the criteria, the grant will be calculated. Table 1 presents the award criteria that the project needs to include so that the funding can be granted.

Table 1 – The award criteria applying to the project grants (European Union 1995-2013)

% of points available	Qualitative criteria: 80%
25%	Relevance to the objectives and priorities of the Programme: <ul style="list-style-type: none"> • General and specific objectives of the Programme. • Permanent and annual priorities of the Programme.
25%	Quality of the project and methods proposed: <ul style="list-style-type: none"> • Quality of the project's framework (active involvement of all the promoters in the project; definition of the programme, quality of the evaluation phase). • Quality of the project's content and methodology (theme relevant to the group of participants; appropriate methodology applied; active involvement of participants and local community in the project; European dimension). • Cross-fertilisation: the fact that the project involves different kinds of organisations
15%	Impact: <ul style="list-style-type: none"> • Short and long term effect at local, national and European levels, and in particular any concrete link to the policy making process, • Impact of the project on the participants (i.e. how their sense of belonging to the EU and their involvement in the EU integration issues could be increased), • Its multiplier effects, • Planned evaluation means.
15%	Visibility and Follow-up: <ul style="list-style-type: none"> • The quality of the project's reach (visibility of the project and of the 'Europe for Citizens' Programme', follow up, dissemination and exploitation of the results including at political level, nationally and across borders; concrete future action plans involving participating local and regional governments and their citizens).
% of points available	Quantitative criteria: 20%
10%	Geographical impact: <ul style="list-style-type: none"> • Number of countries and partners involved.
10%	Target Group: <ul style="list-style-type: none"> • Number of direct participants involved – including disadvantaged people – gender balanced, • Public indirectly reached by the project

At least two participating countries must be involved in the project; thus the events would take place in Poland and Finland. The partner will be an Association – Towarzystwo Polska-Finlandia in Warsaw. The project duration is 18 months; therefore the two events can be implemented up to 2015.

The events will gather all together 80 people at different age groups who will be involved in two events.

Aims of the project

To support Europe for Citizens Programme's objectives, specific aims have been set.

The project should give a chance to interact among European citizens and civic societies in fields of culture, education and professional life at different dimensions. Thus it ought to foster integration of the European nations by learning the common values from a history for instance. It shall seek to engage various enterprises that could operate together in order to tight the links between Poland and Finland. It will give the opportunity to share the opinions and values and thus learn and use the best practices as benefit. It will foster the need of cooperation and innovation when establishing the business ties. Those events will provide the opportunity to meet people, hence the businesses can benefit from establishing potential relationships. And furthermore they will promote Polish and Finnish products and services abroad and potentially encourage other enterprises to invest in those countries' economies.

Local development of culture and innovation as well as expansion of local well-being ought to be obtained by series of workshops and lectures that develop the skills and knowledge of the participants. It will also engage the participants from different backgrounds in active discussions, bringing them to the closer cooperation and mutual understanding. The events need to contribute to the intercultural dialogue and building closer ties between citizens and civic society organisations as they deepen community's integration, their identity and pride as well as widen the knowledge about the traditions and customs of the locals.

4.1.3 Pertinence of the project and methods proposed

Both partner organisations will coordinate the events. They will work in a close cooperation in order to produce successful events that have direct and indirect impact on the citizens. An active participation during the seminars will contribute to establishment of the relationships with relevant institutions at the local, regional and national level. They will also provide an opportunity for the businesses that expanded their services to partner countries. They will be encouraged to develop further links that facilitate the process of implementation of the innovation in their businesses. The project will raise the themes such as long-term cooperation between Poland and Finland by exchanging the know-how, experiences and

good practice. Moreover, the citizens will be pushed to take part in lively discussions so that the process of learning the intercultural diversity can be successful. Their creativity and will to exchange customs and values will largely contribute to the intercultural dialogue.

To achieve these objectives, variety of activities needs to be planned. Attendees will have opportunity to engage in workshops, debates, lectures, discussions and field trips. The diversity of the activities is important due to the fact that different approaches and content can be taken to achieve the goals of the project.

The commissioning body will facilitate the dialogue between the citizens and organisations; they will be acting as the driving force in taking part in the active discussions. Moreover, he will promote the events as well as take part in outlining the final publications and reports.

4.1.4 Target audience

The grant calculation depends on the amount and the profile of the participants. Depending on the location, the participant can be local or international. At least 30% of the audience should come from eligible countries different than the hosting country.

Due to the funds needed, it was decided by the commissioning party to have 40 people attending each event. The profile of the audience is following: 25 women and 15 men in different age groups. The events will be opened to the public; however, the Association can cover 70% of travel and accommodation expenses of the targeted group only.

4.2 Event planning

The planning of the event itself has started by making the draft of the timetable of workload needed to be accomplished in a given period of time. (Table 2)

The objectives of the event are stated by the European Union programme therefore the process of planning might be easier, however specific aims of the events have been defined in order to develop the suitable schedule of the events.

4.2.1 Time Management of the event planning & production process

The research based on the available literature states that the best time to plan an association event is either autumn or spring season. (Rogers 2008, 44). Thus the first event that will take place in Poland is scheduled for September 2013. The commissioner wishes to have 3-4 daylong event, therefore the suitable days would be Wednesday-Saturday. A look into the calendar of Polish holidays was also taken in order to avoid any bigger holidays or other specific events that would overlap with the association's one. Subsequently, date of 11.-14.09.2013 has been chosen.

The stages of planning are presented in Table 2. This table refers to the first event taking place in Poland. The second event that is hosted in Finland would be scheduled for the spring 2014 – 24.04-27.04.2014. The commissioner will gather the feedback after the first event and subsequently depending on the assessment; the second event may be planned accordingly by taking a look into the following table but changing the work flow time or the activities.

Table 2. Timetable of the event planning (Project time: 15.11.2012-15.01.2015)

November-January	<ul style="list-style-type: none"> Development of the concept Investigating possible venues for the two events Creating contacts with collaboration partner for the event Planning of information spreading and marketing Evaluating the budget Search for the venues Investigating the target group
February-June	<ul style="list-style-type: none"> Investigating the target group Estimating the budget needed Search for sponsorships Production of information material Marketing to the associated target groups Detail planning Offers, contracts, bookings
July-September	<ul style="list-style-type: none"> Contracts, bookings

	Production of hard copy of information material Marketing Detail planning Implementation of the first event Feedback
October	Documentation Follow-up Assessment Accounting Reporting

4.2.2 Information and marketing

Both partners will be involved in the promotion of the events through their links and networks. When the project is advertised, Kajaani Polish-Finnish Association, similarly to the Society in Warsaw will use a help from those networks. In return, visibility to the audience as event partner may be given.

To provide the visibility of the project, the following marketing strategy will be used: internal marketing (inside the associations), press communications (newsletter of the Polish-Finnish societies, local newspaper releases), media marketing (internet marketing) and direct marketing (direct mailing for the target group).

Online marketing will be the core - social networks webpages such as Facebook, LinkedIn or the events' webpage and also direct marketing will be in use. (eMedia Vitals 2012) The commissioner needs to set up a Facebook page that can gather more public and spread the information. Updates will be put in the news feed. Facebook is a good choice because the event can be accessed by the interested group, as well as the commissioner can advertise it further by its links, gathering more and more audience.

The posters and leaflets will be produced in three languages: English, Polish and Finnish and will be distributed over the city, at the schools or universities. Also marketing can be done in fairs and conferences of the association partners before the event. Brochures could be sent to the partner residing in Poland and Finland in order to distribute it over those places.

Publications will consist of online invitations, promotional leaflets, posters, brochures and news release to the newspapers.

Promotional leaflets will state the aims of the project and the schedule. They will be produced in three languages. In total, 200 leaflets should be produced and distributed over the cities.

Promotional posters will be designed and distributed over the points of interest in both countries. They will be produced in different sizes and languages. In total, 200 posters should be produced.

News releases to the local newspapers will be announced by the commissioner and the Partner.

Brochures will consist of detailed framework of the event, including the timetable, venue and the activities undertaken. It will also state the project's idea. It will be produced in amount of 250 copies in three different languages. Part of the brochures will be distributed over the cities (at schools, during partner's conferences, etc.), the rest (at least 150) will be distributed to the attendees of the events.

The event's webpage's content will be also a way to market the event as the information about the event will be posted there. To ensure the publicity of the project to the European citizens at different levels (local and international) a webpage will promote the activities, provide the necessary information and be the tool to spread the news and final results. The use of technology will be utilised when running the event: video and audio recording, therefore the follow up will consist of DVD production that will be distributed to the participants.

A special attention will be paid to the visibility of European Union as the Commission support. All means of communication including invitations, posters and other materials will be given either the name or logo of the European Union, the European Commission and the "Europe for Citizens" Programme.

4.2.3 Outline of Financial Management & Budgeting

To calculate available grant from EU, a budget-based financing has been chosen. The commissioner applies for the funding in total amount of 22.000€.

As it can be seen from Table 3, the total amount of participation cost is 10.000€, the coordination costs are 3.000€ and communication costs – 9.000€. The participation costs are calculated on the basis of number of people involved and the length of the events.

Coordination costs that can be obtained vary depending on number of partners and the project's duration. Communication costs have been calculated on the basis of the number of the chosen tools (publications, webpage, DVD) to reach the public.

Table 3 - Budget

A. Participation costs	10.000EUR
B. Coordination costs	3.000EUR
C. Communication costs	9.000EUR
Total costs (A+B+C)	22.000EUR

4.2.4 Venue Management

Because of the earlier experience of the Commissioner in booking travel packages, an agency PolTravel Oy has been chosen as medium in obtaining the necessary venue facilities. The travel agency was asked to find an accommodation with convenient conference room for 40 people on 11-14.9.2013, and a flight connection price for 15 people from Helsinki to Warsaw.

Due to the conveniences, hotel with the conference facilities has been chosen as a venue for events in both countries. The ease to move around, accessible local transportation links have been considered as well when choosing HitHotel** in Warsaw.

The prices are following:

Single room: 149 PLN

Double room: 149 PLN

Triplet: 179PLN

When booking the conference room, 10% discount is given on the accommodation. (Hit Hotel 2012) It must be remembered that the flight connections and the accommodation will be booked two months in advance (i.e. in July 2013).

For the event in Finland, Marina Hotel in Helsinki has been chosen, however Towarzystwo Polska-Finlandia in Warsaw (the partner) is responsible for the travel arrangements in Finland.

4.2.5 Timetable of the events

The detailed programme for both events (in Poland and in Finland) has been designed in order to fulfill the criteria of Europe for Citizens Programme.

Poland

Every day will be followed by social and cultural events on the site.

<u>Day 1- 11.09.2013</u>
<i>Arrival, accommodation of international participants in Warsaw</i>
14.00 Opening of the conference
14.10 Presentation about the idea of Europe for Citizens Programme
14.25 Presentation by Polish-Finnish Association
14.35 Debate: How to implement successful EU project?
15.10 Presentation of the enterprises and partners
16.00 Lecture: Know your partner's business etiquette
16.40 Dinner break
17.50 Workshop: Taking another approach towards introduction of networking between enterprises
<u>Day 2 - 12.09.2013</u>
10.00 Visiting schools – attending a class of language course
12.30 Lunch break

14.00 Workshop: An innovative and creative approach towards learning languages – practical work
16.50 Coffee break
17.00 Lecture: Is volunteering and participating in a student exchange worth it? Promotion of Finnish schools and universities; differences between Polish and Finnish education system
18.00 Discussion: Why to engage in student exchange?
<i><u>Day 3- 13.09.2013</u></i>
10.00 Work in groups: short presentations about the culture from each country
11.30 Coffee break
11.40 Visiting Finnish Embassy
12.30 Lunch break
14.00 Visit to the company/ Field trip – Centrum Nauki Kopernik
17.00 Discussion: How can the fact of being a part of European Union help us learn more from different cultures?
<i><u>Day 4 - 14.09.2013</u></i>
9.00 Visit to Jewish Museum
12.00 Departure of international participants

Finland:

<i><u>Day 1 – 24.04.2014</u></i>
Arrival, accommodation of international participants in Helsinki
14.00 Opening of the conference
14.05 Presenting the idea of the Project
14.15 Presentation by Polish-Finnish Association
14.30 Lecture: Why to apply for project funds of European Union?
15.10 Presentation of the enterprises and partners
16.40 Dinner break
18.00 Presentations & discussion: Experiences of Finnish companies that operate in Poland
<i><u>Day 2 – 25.04.2014</u></i>
10.00 Visiting schools
12.30 Lunch break

14.00 Workshop: Why is it worth to learn languages?
16.30 Dinner
19.00 Lecture: Lifelong learning & Promotion of Polish schools and universities/ Differences between Polish and Finnish education system
<i><u>Day 3 – 26.04.2014</u></i>
10.00 Work in groups: short presentations about the culture from each country
11.00 Discussion: How can the fact of being a part of European Union help us learn more from different cultures?
12.00 Lunch break
13.30 Field trip – The National Museum of Finland in Helsinki
16.30 Dinner break
18.00 Discussion: Learning the cultural diversity by participating in various projects
<i><u>Day 4 – 27.04.2014</u></i>
10.00 Workshop: Does establishing relationships matter? Taking another approach towards networking
12.00 Departure of international participants

Description of particular workshops and debates:

Debate: How to implement a successful EU project?

It is especially targeted at the members of Polish-Finnish Societies and those who implement projects of the Associations or EU.

The main objective is to encourage participants to write their projects because of the benefits coming out of taking up the project. Issues such as how to write a successful application project by taking a deeper look into the market trends, market research or budgeting will be discussed. Successful examples of project implementation will be discussed, too.

Workshop: Taking another approach towards introduction of networking between enterprises.

It is targeted at innovators, economists, entrepreneurs and civil society.

The main objective is to emphasize the advantages coming out of networking. Regardless of its limitations, it will be shown that searching for the links for the businesses can contribute

to its expansion. Examples of successful cooperation between Polish-Finnish Societies will be discussed, too.

Lecture: Know your partner's business etiquette.

It provides the necessary information about the business culture in Poland and Finland. It is essential to be aware of the business customs in the country that the company operates in order to avoid the pitfalls of misbehaviour.

Workshop: An innovative and creative approach towards learning languages – practical work.

It is targeted at students, tutors and teachers especially.

The main objective is to indicate the importance of education, lifelong learning and studying foreign languages. A discussion about good practices will serve as an example.

Lecture: Is participating in a student exchange worth it? Promotion of Finnish/Polish schools and universities.

It will encourage people to take part in student exchanges on the examples of people who have been involved in such projects.

4.2.6 Implementation and follow-up

In order to assess the outcomes of the project, a survey among the participants ought to be carried out to measure the satisfaction and the correlation between the project's aims and the results. Post-event evaluation will provide such information as: event's results in the terms of the planning process, organising process – satisfaction of participants, fulfilling the objectives of EU programme and the direct and indirect impact on the attendees. To be able to fully evaluate the events, the commissioner needs to collect the feedback either at the event site or by e-mail. Based on the feedback forms; a post-event report will be prepared. It will be very useful when planning the future projects as it contains the evaluation of the practices and pitfalls as well. Also, during the workshops and meetings the Commissioner will draw up joint analyses that will help in the assessment.

5 CONCLUSIONS AND RECOMMENDATIONS

The thesis acts as the guideline for the commissioning party when applying for the grant.

The events were planned with the regard to Europe for Citizens Programme. The theoretical background was an essential tool when going through planning process.

Subsequently, a detailed schedule for two events has been designed. The thesis report stands as the outline of the events and was written with an aim to facilitate process of filling out the application form for the funding (Appendix 1). The commissioning party needs to be aware to plan the event further when receiving the financing.

The expected impacts of the events include strengthening networks between the partner organisations and building an opportunity for participants to exchange ideas with other interested parties. Moreover, participants will gain more knowledge about European Union policies and the opportunity to apply for the projects under European Union commission. Their awareness and sense of European citizenship will be boosted by taking part in various activities. Those activities (debates, discussions, lectures, field trips, etc.) will allow participants to explore the cultural diversity and common values and features and therefore form the closer bond between Poland and Finland. It will contribute to further development of their creativeness and ease to communicate with each other despite the age or language limitations. Participants will learn to cooperate and develop common ideas for innovation; they will learn from history and culture. What is more, they will try to overcome stereotypes by sharing their memories, values and participating in various activities. Differences and similarities between those two countries will be shown so that the target audience can discuss and share their opinions.

The support given by Kajaanin Suomi-Puola-yhdistys ry to the aspirations and opinions of the citizens will contribute to further integration and thought of themselves as a driving force of the changes in the economical and socio-cultural sphere. Their room for action will be shown by examples of positive involvement, creativeness and innovation. Innovation is known as the driving force for development and the competitive advantage among the competitors, therefore the events will support this statement. The project will also help the civic society organisations to strengthen their relationships and increase the awareness about importance of effective planning and management of the networks so that in the future more effective joint projects can be developed.

All those features will make it easier to maintain the future networks and relationships. In a long-term view, the project provides the opportunity for the cooperation in various fields such as: education, citizens' links and exchanges, business networks and expansion, arts, culture and sharing of the good practice.

Recommendations

In order to gather more participants outside targeted group, the commissioner could promote the events to Finnish businesses operating in Poland and Polish businesses operating in Finland. Kajaanin Suomi-Puola-yhdistys ry is in the possession of contacts with Finnish companies that operate in Poland, therefore there is a possibility to invite those firms to the event. Invitations should be sent out to awake the interest about the events to the businesses that operate in the partner's country. It shall state the dates and venue of the events, as well as the schedule of the activities. Invitations should be produced in both languages – Polish and Finnish.

Moreover, when the funding is granted, an estimation of the costs needs to be done in order to be able to find additional financing for the events (for instance sponsorships). Private investors and other sponsors (for instance businesses) should be encouraged to invest in the project.

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Application Form Europe For Citizens

Actions: 1 (Measure 1 and 2), 2 (Measure 3) and 4

Before you begin completing this eform:

- Try the test eForm. This is a very brief eForm to help you become familiar with how the fields and tables work and to test that your software and internet connection allow an application to be submitted.
- Check that you have the latest available version of the eForm. In the event of a significant eForm problem arising, the Agency may decide to publish an updated i.e. corrected version of the eForm. Please check to see if a later version is available and to see details of any problems that have arisen and their impact.

Click on the following link to go to the webpage to try the test eForm and to check for the latest version of the eForm:

http://eacea.ec.europa.eu/eforms/index_en.php

Programme :	CITIZENSHIP EACEA
Sub-programme *:	Action 2 - Active Civil Society in Europe
Programme Guide / Call for Proposals :	Programme Guide
Action *:	Support for projects initiated by civil society organisations
Sub-action *:	N/A
Round *:	2013 - Round 1
Deadline for submission :	01/02/2013 12:00 midday (Brussels time)
Project title *:	
Project acronym *:	
Language used to complete the form *:	

**YOU MUST COMPLETE ALL FIELDS ON THIS FIRST PAGE BEFORE COMPLETING ANY OTHER PARTS OF THE FORM.
SELECTIONS YOU MAKE ON THIS FIRST PAGE, DICTATE THE APPEARANCE AND BEHAVIOUR OF THE REST OF THE FORM.**

Submission number:
00000000

Validate form

<http://eacea.ec.europa.eu>
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Europe for Citizens

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Part A. Identification of the applicant and if applicable other organisation(s) participating in the project

Parts A and B must be completed separately for each organisation participating in the project

A.1 Organisation

Partner number :

P1

Role in the application :

Applicant Organisation

Full name of the organisation * :

Full name of the organisation in Latin characters (if applicable) :

Acronym :

Department (if applicable) :

Registered address

Street * :

Number :

Post code * :

Town * :

Country * :

Region * :

Internet address:

Telephone 1 * :

Telephone 2:

Fax:

Submission number:
000000000

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A.2 Person responsible for the management of the application (contact person)

Title * : Family name * : First name * :

Role in the organisation * : E-mail address * :

Check this box if the address is different from the address provided in section A.1

Address

Street * : Number :

Post code * : Town * :

Country * : Region * :

Telephone 1 * : Telephone 2 : Fax :

Check this box if the legal representative is different from the person responsible for the management

A.3 Person authorised to represent the organisation in legally binding agreements (legal representative)

Title * : Family name * : First name * :

E-mail * :

Submission number:
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Role in the organisation * :

Check this box if the address is different from the address provided in section A.1

Address:

Street * :

Number :

Post code * :

Town * :

Country * :

Region * :

Submission number:
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Part B. Organisation and activities

B.1 Structure

Status * :

Type of organisation * :

B.2 Aims and activities of the organisation*

Please provide a short presentation of your organisation (key activities, affiliations etc.) relating to the domain covered by the project. (Max. 1000 characters)

Please describe the role of the organisation in the project. (Max. 1000 characters)

B.3 Other EU grants

Please list the projects for which the organisation, or the department responsible for the management of this application, has received financial support from the EU Programme during the last three years.

Programme or initiative*	Reference number*	Beneficiary Organisation*	Title of the Project*
--------------------------	-------------------	---------------------------	-----------------------

Add a project

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Please list other grant applications submitted by your organisation, or the department responsible, for this project proposal. For each grant application, please mention the EU Programme concerned and the amount requested.

Programme concerned*	Amount requested*
Add a programme	

Partner Controls

Number of organisations to add :

0

Add organisation(s)

List of partner organisations

Partner no	Role	Organisation Name	City	Country
P1	Applicant Organisation			

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Part C. Description of the project

Please be aware that, according to the Programme Guide, organisations of a general European interest which have been selected to receive an operating grant in 2013 under action 2.1 or 2.2 are not eligible under measure 2.3.

C.1 Timetable of the project

Please indicate the total duration of the project from preparation to evaluation

Start date *:

End date *:

C.2 Venue(s) of the activities*

C.3 Participants (Please complete for all the organisations involved both applicant and partners)

Partner number	Name of the organisation / municipality	Country	Participant by target group (number)					Total number of participants	
			Distribution by age group			Disadvantaged participants*	Women*		Men*
			< 30*	30 - 65*	> 65*				
P1			<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Total									0

C.4 Short description of the project, including its aims in English, in French or in German

(Max. 2000 characters). *:

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C.5 Budget

Please choose your budget type *:

Event project

Production and realisation project

A. Participation costs

Total number of participants per event	Number of days per event	Flat rate participants	
<input type="text"/>	<input type="text"/>		X
Subtotal event costs			
<input type="button" value="Add an event"/>			

B. Coordination costs

Number of partners	Project duration in months	Flat rate coordination
<input type="text"/>	<input type="text"/>	0 €
Subtotal coordination costs		0 €

C. Communication costs

Number of communication tools	project duration in months	Flat rate communication tools
<input type="text"/>	<input type="text"/>	0 €
Subtotal communication costs		0 €
Total costs (A+B+C)		0 €

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Part D. Technical Capacity

D.1 Experience of the project organisers in the field concerned.

(Max. 2000 characters) * :

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Part E. Project implementation / Award criteria

This section provides applicants with an opportunity to provide experts with statements in support of their application, as described in the other sections of this form, according to the award criteria against which they will be judged. More details on these criteria can be found in the Call for Proposals or Programme Guide on the Agency website.

E.1 Relevance to the objectives and priorities of the Programme

Please tick relevant box(es)

General objectives of the Programme targeted by your project:

- Giving citizen the opportunity to interact and participate in constructing a tighter-knit Europe, which is democratic and world-oriented, united and enriched by its cultural diversity, thus developing citizenship of the European Union.
- Developing a sense of European identity, based on common values, history and culture.
- Fostering a sense of ownership of the European Union among its citizens.
- Enhancing tolerance and mutual understanding between European citizens, respecting and promoting cultural and linguistic diversity, while contributing to intercultural dialogue.

Specific aims of the action targeted by your project:

- Fostering action, debate and reflection on European citizenship and democracy, shared values, common history and culture through cooperation within civil society organisations at European level.
- Encouraging interaction between citizens and civil society organisations from all participating countries.

Permanent and annual priorities of the Programme targeted by your project:

Citizens and the EU: values, rights and opportunities for Citizens

- Raising awareness, reflection and debate on the relevance and implications of EU policies on citizens' daily lives
- Increasing awareness, understanding and enjoyment of the values, rights and opportunities created by the EU
- Fostering reflection on the cost of non – Europe
- Supporting the preservation of the European memory

Citizens' participation in the democratic life of the EU

- Promoting Citizens' engagement and participation in issues which constitute the European Union's political priorities (including the upcoming European parliament election)
- Enabling citizens to further influence and participate in the development of a sustainable and inclusive economy

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- Encouraging citizens to further contribute to developing a European Area for Freedom, Security and Justice
- Exchanging views with and presenting results to the appropriate decision makers on ongoing European policies and their impact on local situations as well as on local issues with an European dimension
- EUROPEAN YEAR of Volunteering
- EUROPEAN YEAR for Active Ageing and Intergenerational Solidarity (2012)
- EUROPEAN YEAR of Citizens

State how your project fits in with the objectives (general and specific), themes and features you have selected (Max. 3500 characters) *

E.2 Pertinence of the project and methods proposed

Please describe:

- the project's framework: involvement of the partners in the project, definition of the programme and cooperation with other organisations (if any).

- the project's content and methodology: themes relevant to the group of participants, work methods applied, involvement of partners and participants and in the project and the European dimension. *:

E.3 Expected impact of the project (Max. 3500 characters)

- Please indicate the expected impact on the target groups and the possible future development of sustainable cooperation networks. *:

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E.4 Visibility and follow-up of the project(Max. 3500 characters)

- Please indicate any measures you have envisaged for raising awareness of the project among the general public and at different political levels and concrete future actions plans

- Please indicate how the project foresees to reach the indirect public, i.e. public not directly involved in the project activities

- Please describe how the results of the project will be disseminated.

- Please describe how the results of the project and its immediate impact will be evaluated. *:

If one or more of the three types of communication tools are to be used in the project, please indicate how each one is to be produced, describing content, format, the amount to be produced and how they will be distributed:

- Publications
- DVD/CD-ROM
- WebSite

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Part F. Work programme (timetable)

Event Number : * :

Date		Type of Activity*	Venue of the activity*	Number of people*
Start*	End*			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Content *				
Please detail activities by day (including timing)				
<input type="text"/>				
Expected results*				
<input type="text"/>				

Add a work programme

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Attachments

Declaration of Honour. PDF document only (pdf) *:

Attach a document

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Submit this form

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