

The Academic Heavy Cruise 2014

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Bachelor's Thesis
Degree Programme in
Experience & Wellness
Management
2015



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Degree programme Experience & Wellness Management	
Report/thesis title The Academic Heavy Cruise 2014	Number of pages and appendix pages 46+9
<p>Renewing a well-known special event for a limited target group is a challenge. This process becomes even more challenging, when the target group has a specific taste in music, and the venue is concise - a ship.</p> <p>This product-oriented thesis explains in detail the process of organizing the Academic Heavy Cruise 2014. The project was carried out in co-operation with HYRMY (Helsingin Yliopiston Raskaan Musiikin Ystävät), the metal music organization of Helsinki University. The objective of the organization is to “unite the metal music enthusiasts and to promote their interests.” The Academic Heavy Cruise is an existing concept, which was in need of renewing by the new organizing committee, new location, and new additional services. The objective of the thesis is to explain and reflect the process of organizing a special event for over 100 people in November 2014.</p> <p>The theoretical background of this thesis defines the event management and experience management theories, which are connected to the steps taken when creating the event of the Academic Heavy Cruise 2014. General theory of the event management, whereas the impact of customer-to-customer interaction and motives to visit (special) events have been presented.</p> <p>The project began in the previous Academic Heavy Cruise in November 2013 when the previous organizer had decided not to take the responsibility anymore. After a discussion and HYRMY’s council meeting the thesis author was given the responsibility to become the main organizer for the Academic Heavy Cruise 2014. At the same time the thesis author made the suggestion to write her thesis about the topic, which was agreed in the very same meeting.</p> <p>From there on, this thesis reports the project execution process; the details about booking the cruise, arranging the program and the bands to play in the cruise, promoting the cruise, collecting the participants and finally, the event itself in November 2014. The results of the cruise and the feedback are also presented in this thesis, and even though the event was successful when reflecting to the project goals and objectives, points of improvement for the next event are also discussed.</p> <p>This thesis author believes this report will work as a guidebook not only for organizing the next Academic Heavy Cruise, but also for other kinds of theme cruises.</p>	
Keywords event management, experience management, metal music, theme cruise	

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1 Introduction

Metal music is often cited as one of the cultural occasions (Visit Finland, n.d; Käkälä, K., 2015) that attract people from abroad to travel to Finland, but also to move in. This phenomenon has already been noticed in the student organizations in the Finnish universities, most of which have already had their metal music related organizations for more than a decade. While not being targeted only for the exchange students and other non-Finns, but started and run by regular students who are metal music enthusiasts, these organizations have become the meeting place for people from all around the world, who share the same passion.

In this thesis a student from Haaga-Helia University of Applied Sciences, who is also an active member and a council representative of one metal music related organization will represent, discuss and reflect the process of organizing the biggest annual event for all of the universities' academic metal music organization.

1.1 Description of the product and the commissioner

The Academic Heavy Cruise ("Akateeminen Heviristeily") is an annual theme cruise for Finnish academic metal music organizations, organized first time in 2009. The concept was created to offer academic students, who are into metal music, a chance to get to know students from other universities with the same passion, and to have a good time with them in a special venue. While the student cruise tradition is solid in Finland, there is clearly a need for a theme cruise like the Academic Heavy Cruise, which is targeted for a special, limited audience.

While in the very first Academic Heavy Cruise there was no organized program, after each year the professional event organizing atmosphere, as well as the number of guests, has increased. The traditional program for the cruise has been two bands playing on the first night and karaoke contest on the next day. The first five Academic Heavy Cruises were organized between Turku and Stockholm.

This thesis project is commissioned by HYRMY ("Helsingin Yliopiston Raskaan Musiikin Ystävät"), an academic organization operating under Helsinki University's student union, HYY. The main idea of this organization is to unite students with similar taste in music, and to offer them a clubroom to hang out in, metal music related events such as concert preparties and individually organized gigs, sauna evenings, pub crawls and to put it shortly, to meet great new friends who share the passion for heavy metal (HYRMY, 2013). Even though HYRMY operates under HYY, many of the members are

not students in the Helsinki University but in the working life already or studying in other universities, such as University of Applied Sciences. HYRMY is also heavily international, as somewhat 15 % of the members are either exchange students or for some other reason non-Finnish.

HYRMY is run by the council (HYRMY, 2014), which consists of 8-10 active and loyal members of the organization. The council members have different tasks such as the chairperson, publicist, secretary and treasurer to mention a few. The council members are responsible for creating the events and making sure everything works as the rules and regulations concerning the organization say. The new council is always chosen in November. The thesis author works as the publicist for HYRMY, sitting in the council for the third year.

ARMY (“Akateemiset Raskaan Musiikin Yhdistykset”) is an unofficial umbrella organization for all of the academic metal music organizations, created in November 2012 to improve the communication and co-operation between the suborganizations operating all over Finland (Imperiumi.net, 2013). So far there are 9 suborganizations in ARMY: HYRMY in Helsinki, Metal Club (MC) Mökä in Espoo, TYRMY in Turku, TTykitys and TYRMÄYS in Tampere, Susiraja Metal Club in Joensuu, Pikametallimiehet in Lappeenranta, JYRMY in Jyväskylä and the most recent one, ÖRMY in Oulu. All of the organizations except JYRMY are related to a university of some kind. Most of the organizations have their own website, as well as Facebook and other social media channels to get in contact. For instance HYRMY has a website, both in Finnish and in English, a Facebook group, a Twitter page and an Instagram profile.

The members of the organizations are always welcome to each other’s events, but the greatest way to meet and greet other organizations’ members is in the Academic Heavy Cruise in November.

1.2 Project goals and objectives

In this project there are goals set by two parties; as the main organizer the thesis author has set personal goals to achieve, while HYRMY as a commissioner has set some organizational goals. This thesis is a product-oriented thesis, which according to Haaga-Helia University of Applied Sciences (2014),

“consists of two parts that complement each other: the thesis report and the product itself. The thesis report includes a theoretical part that links the product with relevant background theory and knowledge. The thesis report presents the

objectives of the practical part, justifies the need and applicability of the product and defines the target group of the product.”

From this foundation, the personal goals of the thesis author are

- to gain experience in organizing and managing an event for more than 100 people,
- to understand the event management theory and to use it as the base to carry out the planning, preparing, implementing and evaluating a special event and
- to document the process of planning, preparing and implementing the event objectively

Organizational goals set by HYRMY are the following

- to carry out a successful and enjoyable event for every ARMY organization and
- to make profit from the event

because organizing an event for not only one but 8 organizations is the biggest production for HYRMY ever when it comes to financial planning and the number of participants. While HYRMY is a non-profit organization, it still needs to make profit from this event in order to cover other events' costs, such as sauna rents and servings.

The objectives of the organizing team were the following:

- to organize an event for at least 180 people on November 2014,
- to cherish the concept of the Academic Heavy Cruise with all its traditions BUT
- to renew the concept of the Academic Heavy Cruise to moderate extent

since most of the cruise guests are returning; while the new guests would probably enjoy the cruise as it has always been, there needs to be something new for the returning customers to experience in order to keep them returning.

2 Event and experience management

Special event, such as the Academic Heavy Cruise 2014, is an “opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience” (Getz, 2005, 6), but this is not the whole truth, as special events also include organizational events. Classifying event management rather as an art than science, Shone and Parry (2013, 9) emphasize the non-routine and unique characteristics of a special event. In contrast with historical, small local events such as weddings the event organizing nowadays often requires managerial expertise, trained workforce, extensive amount of money and complicated planning.

2.1 Event management

In the middle of the event management process there is the producer, who “might act as the general organizer, who will adapt according to the need and the situation. In practice he might concentrate -- on some of his field of expertise such as marketing, sponsor acquiring or financial management.” (Halonen, 2007, 44). In this project, the main organizer took the role of the producer, by creating the schedule and leading the project, while taking the responsibility of the whole process; from the idea to the decision making, planning and preparation to running the event and finally, wrapping up.

According to Shone and Parry (2013, 119) the planning process for event management begins with objectives; for what reason(s) is the event executed? Questions such as why, who, what, how, where and when should and will be discussed in the beginning of the planning of the event.

Like figure 2.1 shows, the event management activities include 5 steps, of which the first one is setting the objectives and getting started. The objectives have to be made clear from the beginning for everyone involved in the organizing party in order for the project planning and executing to succeed. The objectives of the event can be tested using the SMART formula (Shone & Parry, 2013, 242):

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Timely**

All of the objectives should be expressed precisely in order to create an event that the organizers aim to. If the objectives are not measurable, monitoring the event management process becomes challenging. Objectives should be achievable in terms of resources, management and expertise, in order to put up an event. Non-realistic objectives are a poor foundation for an event, since they cannot be reached. Finally, there should be enough time to reach for the objectives.

In the case of the Academic Heavy Cruise, the objectives were outlined the way that they could be identified with all of the SMART-elements; to begin with, since the concept of the Academic Heavy Cruise is already well-established, being specific on what we want to keep and what to renew was easy. Observing the data from previous years' feedback also gave the organizing committee a sense on how many guests to expect and what kind of turnover to aim at; in other words, numerical values were set. Also the objectives were set achievable, and the organizing committee, being responsible for the first time, did not try to invent the wheel again, but relied on the power of the already known concept, giving it only slight polish. The objectives were realistic, since the organizing committee knew how many guests there had been in the previous cruises and set the target a bit higher. The organizing of the cruise began on time, a year earlier than the event took place, and so also the goals were timely and the planned schedule was followed.



Figure 2.1 Planning as a management activity for an event (Shone & Parry, 2013, 118)

The planning phase includes operational, financial and marketing planning (Shone & Parry, 2013, 124); the purpose of the draft outline plan is to find out information about the potential target group, resources, dates and timing, venues, staffing, costs and revenues and possible problems. Knowing the draft outline plan, a systematic detailed plan can be made. The detailed plan includes financial plan, budget, income,

investments, operational plan, venue, team, equipment, production schedule marketing plan, promotion and schedule to mention a few. In this phase the event is prepared on whole.

The draft outline plan of the Academic Heavy Cruise 2014 was created by the organizing committee together; potential target group included all of the ARMY organizations' members, and especially the ones who had visited the cruise earlier. Resources in use were limited, since the HYRMY's annual turnover is relatively small and the council only has 9 members (HYRMY, n.d). Dates and timing were chosen to follow the tradition of the earlier years, since it was well known and none of the ARMY organizations had any other annual events coming up on November. There was also discussion about a two-day cruise, but in the end the idea was discarded because of practical reasons.

Afterwards, the detailed plan for the cruise was created by the main organizer. Usually the first aspect in the detailed planning is the estimation of demand (Shone & Parry, 2013, 124); especially if there has not been any event like the upcoming one before, estimating the number of potential guests can be difficult. The estimated number of guests is also affected by the date or time the event is put on; for instance, in 2013 in Helsinki, when Tuska Open Air metal festival and Rock the Beach festival were organized on the same weekend, Rock the Beach managed to attract 51 000 visitors, which was 6 000 people more than the beforehand estimated number was, while Tuska Open Air only had 25 000 visitors, so somewhat 1 000 people less than in 2012 (Savon Sanomat, 2013). The date for any event also has to be decided well beforehand in order to be able to book the suitable venue; usually there is a limited number of venues available, and the most wanted dates will be booked well in advance.

After having a rough estimation on the number of guests participating in the event, the financial plan can be created (Shone & Parry, 2013, 125). While it is wise to take a look on the ticket price of similar events than the one to be organized, the price should not be solely based on other events' ticket prices. Before setting the ticket price all of the costs should be listed as accurate as possible, and only after calculating them, the price should be compared to the competitors' prices. In the planning phase for the Academic Heavy Cruise the greatest effort was to create an estimated financial plan without knowing the band's costs for instance and still make sure there will be profit made.

Marketing planning is also a noticeable part of the planning phase - even if the event would not be intended as public activity, such as a birthday party or wedding (Shone & Parry, 2013, 130). The event still needs to seem interesting, appealing and so, worth visiting. This is where the marketing activities step into the picture.

While the budget and time limitations affect the marketing plan, it should still be based on the target market and their interests (Shone & Parry, 2013, 130). When trying to figure out the target market, several questions should be considered by the organizers; for instance, is the event targeted at the general public or to a special group? The better the knowledge about the target market and their interests and habits, the easier it is to come up with cost-effective ways of marketing. For instance, if the event is targeted for local, elderly people marketing via local radio station or newspaper probably gets more coverage within the target group than advertising on social media, which is more occupied by the younger generations.

However, even if the target group would be reached with the advertising, they need to be influenced (Shone & Parry, 2013, 199). Not all of the potential customers are willing to participate in the event right away; they will ponder if their friends will participate, if they will get value for their time and money, if they know the event before hand, if it is a "once in a lifetime" -experience or annual and such other questions in their minds. By influencing positively on these aspects the organizers are much more likely to get participants for the event.

Like mentioned, other aspects in marketing and public relations to take into consideration are the marketing budget and schedule (Shone & Parry, 2013, 208-209); regardless of the size of the event, the marketing budget should be carefully prepared and costed. All of the items needed in marketing should be listed with the amount and size/type, for instance the number and price of leaflets, tickets, banners, Facebook/Twitter/Instagram/other social media content, pre-event days and familiarization visits. The marketing schedule, also, should be as detailed as possible with dates and names of those responsible. Besides the distribution of the marketing material, also the preparation times should be taken into consideration in the schedule. For instance, designing and printing the marketing posters can take up to weeks, while distributing them can take only hours.

The fourth step in the event management process is the implementation of the event; following the detailed plan the event is run by the organizing party. However, not all of the events will be successful and follow the plan; sometimes the incompetence of the

organizers, the lack of resources or time, external factors such as weather or traffic, or nearly any other reason will result to unhappy guests and experiences. These kinds of results will be taken into consideration in the final step. (Shone & Parry, 2013, 268)

In the Academic Heavy Cruise 2014 the plan was followed by the organizing party very well, but the external factors forced some changes into it; for instance the sound equipment was not the way it was promised to be. Without the flexible and professional musicians and the sound technician the end result could have been catastrophic.

The last step in the event organizing process is the close-down and evaluation. The event close-down can be divided to three sub-processes: physical close-down, administrative duties and evaluation (figure 2.2). First, the event should be wrapped up in the place; when the guests are sent on their way, the staff takes down the equipment and clean the venue, to make it look the way it was before the event. Administrative duties include thanking all of the people involved, making them feel appreciated and to create new and to boost already existing relationships with the guests but also with the staff. Finally, the administrative duties include taking care of contracts and bills not only for the just closed event but for the next one(s) too. (Shone & Parry, 2013, 312)

In the Academic Heavy Cruise the first part in closing-down was wrapping up the gig and taking away the music equipment and merchandise. Of course the event continued after that, in the form of after parties and the next day's program. The first part of closing down the cruise was the speech given by the main organizer in the end of the heavy karaoke and metal quiz, since there were people who did not come to the afterparty. Those who joined in the afterparty, were also thanked in that event.

The final step in closing down the event is the evaluation (Shone & Parry, 2013, 313). The guests and partners should be asked for feedback about the event; what was working, what was not, if there were any points of improvement or other comments. A simple feedback questionnaire can be for instance attached to the ticket and the box to gather the responds can be located near the exit (Shone & Parry, 2013, 212). Also, in the evaluation phase the organizing committee should consider two questions (Shone & Parry, 2013, 313):

- Were the objectives met?
- Are there any points of improvement for (possible) next event?

Finally, around one week after the Academic Heavy Cruise 2014 the guests were asked to give feedback via online form by the main organizer, where they could either

thank or criticize and give comments and suggestions to make the next Academic Heavy Cruises even better. This information was taken analyzed and used when planning the next Academic Heavy Cruise.

From the basis of this information, the objectives and process for the next event, if there will be one, should be built. Other important information when thinking of the next event is the record of visitor number, details of spending and use patterns and marketing effectiveness (Shone & Parry, 2013, 212-213); by analyzing this information the planning of the next event to match the target markets' expectations and motives becomes significantly easier.

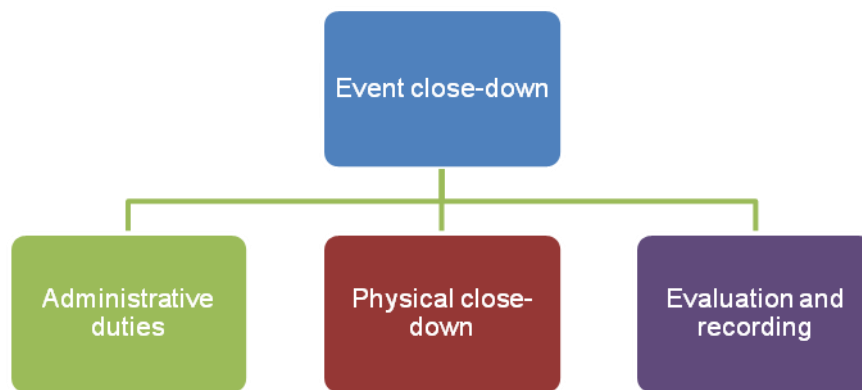


Figure 2.2 Final phase of the event activities (Shone & Parry, 2013, 307)

2.2 Experience management

A customer, who buys an experience, is in fact paying for spending time while enjoying a series of memorable events “to engage him in personal way” (Pine & Gilmore, 1999, 2). Rather than buying a tangible good or intangible service, a customer (or a guest) is actively or passively participating in the experience, and either immersed into it or absorbing the experience (see figure 2.3). Depending on the level of participation and immersion or absorption, the experience can be categorized as one of the four: escapist, educational, entertainment or esthetic. For instance in an entertainment, such as metal music gig, the guest is not actively participating (regardless of the iconic manoeuvres such as mosh pits and headbanging) and is rather absorbing the visual and auditory stimuli than immersing into them. Example of an educational experience is for instance a handicraft class; escapist experience a scuba dive and esthetic experience a visit to a museum exhibition.



Figure 2.3 Experience realms (Pine & Gilmore, 1999, 30)

From the organizer’s point of view, experiences are provided to guests when the organizing party “intentionally uses services as a stage and goods as props to engage an individual” (Pine & Gilmore, 1999, 11). These two traditional articles combined are used to affect the guest’s stage of mind in a sensational way and to create a personal, and also emotional, physical, intellectual and/or spiritual bond between the guest and the event staged. While the work of the experience stager perishes after the performance, the memories the guest has made, will stay alive for a long time in the most successful case.

To visit any event in the first place, a guest needs a motive (or multiple); a need to interact with friends, a need of cultural enlightenment, a need of tranquillity or such. In their study, Crompton & McKay (1997) designated 6 motives of festival visitors:

- novelty,
- cultural exploration,
- recover equilibrium,
- family togetherness,
- external socialization and
- known-group socialization.

In their study conducted in 2001 Sidmouth International Festival, Mason & Beaumont-Kerridge (2004) have identified 5 different types of festival goers according to their motivation:

- returning guests, who were motivated by the desire to challenge themselves in learning situations; interacting with friends and relatives was also important to this group
- guests, who attended the festival to be entertained; passive participation such as watching the shows was more important than active participation
- family oriented people, both first-time goers and returning guests
- first-time goers, who were motivated by social factors
- guests, who were escaping routine; escapists

Out of the motives introduced by Crompton & McKay, family togetherness has lost some of its relevance since (Mason & Beaumont-Kerridge, 2004, 43), and motives such as status or publicity, have become to replace it. However, social factors are still important motives, especially to the guests visiting an event for the first time; the returning guests are seeking motivation more from internal factors, such as fulfilment by challenging themselves.

The reason why event organizers should take the guests' motives into consideration when planning the event, is that "motives occur before the experience and satisfaction after it." (Crompton & McKay, 1997). Satisfaction, again, is a key factor for returning customers, which is the aim of every event organizer in today's world, where competition in the event industry is tight.

The returning customers in the Academic Heavy Cruise form a solid number of the visitors altogether, and the challenge in this project was to respond to the wants and needs of those who have experienced the Academic Heavy Cruise possibly more than 5 times already, and seen it grow to the event it is now. There needed to be something to motivate the returning guests to book the trip again; many familiar elements, but also renewed details could persuade the decision making of the returning guests.

Regardless of the behind-the-scenes effort by the organizers such as preparation, logistics and layout, the crucial part of the experience is the guests and their interaction. The environment together with the cognitive, emotional and physiological reactions of the guests (but also the staff, crew and artists) shapes the event experience and how the guests feel about the event afterwards (Shone & Parry, 2013, 268). On the other hand, while an event only lasts for limited time, an experience can,

and will, be affected after the event too. Event organizers use (social) media not only in promotional means, but to engage the visitors in a personal level by publishing photos of their guests for instance, like Tuska Open Air did; several festival guests were photographed by their co-operation partner, Inferno-magazine and the photos were published on the internet (Inferno, 2014) and on magazine. This of course requires the permission of the people in the photo, which was indeed asked for.

Some of the Academic Heavy Cruise 2014 guests were already contacted personally when the last week of registration was at hand; the main organizer sent a personal Facebook private message to those, who had been invited to the Facebook event, but had not responded or had responded "maybe". Out of these 32 people 4 got registered after receiving the message, while most of the people were thankful for the reminder, but were unable to make it to the cruise.

In addition to the organizer's input the customer-to-customer interaction has a significant affect on the customer experience (Huang & Hsu, 2009; Nordvall, Pettersson, Svensson & Brown, 2014); positive or negative interaction with other guests might make the pleasing experience to seem even more memorable, and the other way around. In their studies in a Swedish music festival Nordvall et al. (2014) identified three main types of social interaction, revising the list of Crompton & McKay (1997): known-group socialization, external socialization, and audience socialization. Known-group socialization means the interaction between people who already know each other, while external socialization takes place between event guests who do not know each other. Audience socialization means the interaction between the performing artists and the audience. All of the three have an effect on the guest's experience; for instance an artist who steps down from the stage and comes to the audience to give them high-fives for sure gives open and down-to-earth impression, and creates a personal connection with them. Then again, passionate fans often queue to make it to the first row in a mega-concert, and in these lines people unknown to each other tend to share not only food and blankets, but experiences.

In the Academic Heavy Cruise the known-group socialization is of course the most common way of interaction, since most of the guests come with their friends from their own organizations, but the other two (external socialization and audience socialization) can also be recognized as significant processes. As there are guests who fluently move from one (cabin) party to another, and probably know people from several organizations, external socialization becomes easy for those who might not know anyone but some people from their own organization. The atmosphere in the Academic

Heavy Cruise is very disposed, and since all of the guests share certain features or interests, external socialization takes place easily and often. Not to mention that since the bands performing in the Academic Heavy Cruise are always not more than semi-famous and often friends or acquaintances with some cruise guests, the performers tend to join the afterparties in the cabins with the ordinary guests. In the Academic Heavy Cruise 2014 the singer of Crimfall even performed songs in the Friday afternoon karaoke.

Also, as O'Grady and Kill (2013) state: "sociability, participation, togetherness and excitement are other key factors that draw audiences to these events..." Coming to an event only for the performance is not the reality anymore and this pushes the organizers to come up with additional program to engage the audience rather than keeping them as only receivers; for instance a meet-and-greet with a band creates interaction, and thus a special kind of bond between the performer and the audience. These memorable moments make the guest associate the event with positive issues, which might lead to a customer to return in the next event, but also spreading the good word about the event and the organizing team.

Also, other kind of activities to add the event's value are tried out; for instance metal festival can have an art exhibition in the festival area, like Tuska Open Air did in 2013 (Esiteysteiteen keskus, 2013). Having two different fields of art covered in one event, the organizing team is not only able to attract more visitors in number, but also get more diverse audience. This also attracts the audience to spend more time in the festival area - and so, to spend more money on the extra services. However, from customer's point of view diverse, while still coherent cultural experiences within one festival make the event stand out and offer added value.

3 Project execution process

The project of Academic Heavy Cruise 2014 was executed in three parts, somewhat modifying the model by Shone & Parry (see figure 2.1); the event management process was divided into three phases. The first phase, actions before the cruise, included planning, objectives, organizing and preparing the event, while the second phase was implementing and running the event, and finally, the third phase was the close-down of the event.

3.1 Before the cruise

In November 2013 in the Academic Heavy Cruise the future of the cruise was brought up in the ARMY meeting; on the first hand, the organizers from TYRMY felt like they needed a break and on the other hand, the change of the venue sounded refreshing for the concept of the Academic Heavy Cruise in everyone's opinion. Since Turku and Helsinki are the only two cities in Finland to have a proper cruise harbors, the decision was relatively easy. Also, as there are two academic metal organizations in the capital area, either one could arrange the cruise with the other one helping.

In HYRMY's council meeting in late November 2013 it was decided that the thesis author would take the main responsibility in organizing the Academic Heavy Cruise 2014 from Helsinki to Tallinn.

3.1.1 Organizing committee

As HYRMY already had a new council selected in January 2014, appointing the organizing committee (see figure 3.1) was not really a question but more of self evident. The positions in the council were the following:

- chairman (Tommi H.), who runs the council and the council meetings, and acts as the head of the organization
- vice-chairman (Markus E.), who supports the chairman and takes over his duties if the chairman is not available
- secretary (Petri S.), who keeps minutes and makes notes in the council meetings
- publicist (Suvi S.), who creates and publishes the information letters about the events, creates social media publications, and takes care of the media coverage
- treasurer (Miikka V.), who accepts the bills, makes the monetary transactions, follows the bank account balance and creates the annual financial report
- technical support (Marko L.), who takes care of the website, the mailing list (email) and so, also the member register

- environmental activator (Nicholas P., was not in the organizing committee), who makes sure the organization acts as environmentally friendly as possible and writes a report about it
- HYY activator (Milla L.), who communicates with HYY, the student union of Helsinki University
- deputy member(s) (Hanna R.), who will take place of the members who are unable to act in the council anymore
- officer(s) (Pyry P.), who are not members of the council but for instance revise the annual reports of the organization

The thesis author working already as the publicist for the organization would take care of the communication with the cruise line operators and the cruise guests, while the recruiting of the bands and organizing the logistics was appointed to the assisting organizer, the chairman of MC Mökä, the heavy metal organization of Aalto University in Espoo. HYRMY and MC Mökä had been co-operating multiple times before and had joint events, so naturally the greatest of the annual events was to be planned and executed together.

The rest of the tasks, such as the treasurer taking care of financial issues and technical support were appointed to the members of HYRMY council already working for those positions in the council. The rest of the council would act as assistants when needed in the cruise, for instance in the ticket sales and cleanup.

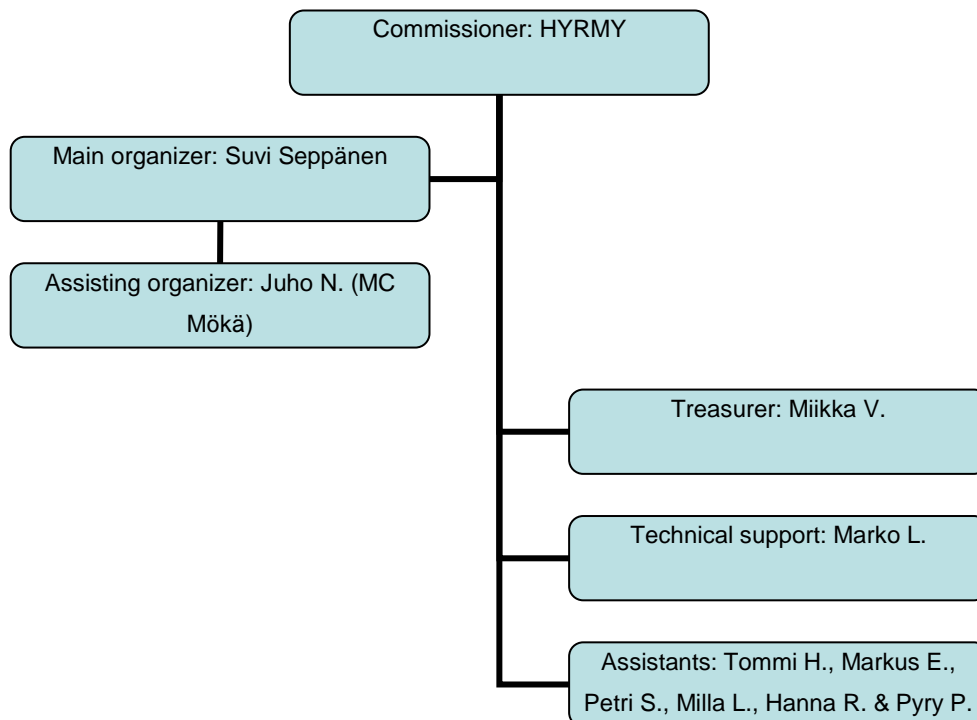


Figure 3.1 Organizing committee

The organizing committee did not have meetings solely for the cruise planning, but the cruise related issues were discussed in four council meetings in November 2013, January, June and August 2014. In addition, some details were discussed in the council's (private) Facebook-group and via email. For the more detailed timeline of the event management process, see figure 3.2.

After the first meeting on 21 November 2013 in Helsinki, where the organizing committee had decided the budget and discussed about the financial issues, in the second meeting in 20 January 2014 in Helsinki the thesis author presented the draft plan for the cruise and asked for other committee members for the permission to sign the organizational contract with Tallink-Silja and invited them to join in the meeting with Tallink-Silja sales manager in the following day.

In the third meeting on 6 June 2014 (when the thesis author was present via Skype) the organizing committee agreed to buy the Tallink Bonus Money vouchers from TYRMY to get a discount from the final price of the cruise. Tallink Bonus Money vouchers are given to organizations and companies who have made an organizational contract with Tallink-Silja and bought roundtrips or cruises from Tallink-Silja. Based on the number of the guests the organization will be granted with Bonus Money vouchers which can be used to reduce the price in the next roundtrip or cruise. The vouchers are valid for one year. The payment for the vouchers was made in mid-June 2014 via internet banking and the physical copies of the vouchers were to be handed from TYRMY representative to the thesis author in Tuska Open Air Festival on 27 June. Moreover, the organizing committee was informed that most of the practical arrangements for the cruise would take place from June 2014 on.



Figure 3.2 Timeline for the cruise

3.1.2 Negotiations with the shipping companies

After the HYRMY council had given the thesis author the right to ask for an offer from the shipping companies the search for the best offer was executed. First of all, the schedule of the cruise had to be suitable for every ARMY organization, meaning that the starting time had to be somewhere in the evening, and the arrival time could not be too early or too late in the following day. Also, the basic price had to be reasonable taking into consideration that the program for Academic Heavy Cruise would be added for the ticket prices, which should not exceed 35 euros. In addition there would be some extra services needed such as venue for the bands performing and venue for the second day's program.

After creating a list of requirements for the shipping company, the ship and the cruise package, the author observed the cruise option offered by several companies operating from Helsinki; Viking Line (Mini Cruise, n.d.), Tallink-Silja (22 h roundtrip cruise), Linda Line and Eckerö Line. Linda Line and Eckerö Line were dropped from the offers because of the practical matters such as venues and timing, while the offers were asked from Viking Line and Tallink-Silja. These two companies were the only ones offering the kind of cruise that would suit Academic Heavy Cruise, when taking into consideration schedules, venue and capacity. After receiving the offers for 200 people and comparing them (see figure 3.3), it was clear that only Tallink-Silja had made a practically and - most importantly - financially reasonable offer.

Shipping company	Viking Line	Tallink-Silja
price offer per person	35 €	23 €

Figure 3.3 Price comparison

The estimation of the number of the guests was made based on the number of guest from the previous years' cruises (see figure 3.4); assumption, that the number of participants would go slightly up from previous years was made, since Helsinki is a new venue for the Academic Heavy Cruise and there are two academic metal organizations in the capital area whereas there is only one in Turku.

Year	Number of guests in the of Academic Heavy Cruise
2009	132
2010	170
2011	164
2012	180

Figure 3.4 The number of Academic Heavy Cruise guests year by year

Other reasons for choosing Tallink-Silja was the fact that the organizing committee had already got the contact person's name from previous organizers in TYRMY. In addition TYRMY could sell Tallink Bonus Money vouchers earned from organizing previous cruises with Tallink-Silja, which would bring down the price by almost 600 euros.

From this foundation it was easy to proceed to meet the Tallink-Silja sales manager in Helsinki on 21 January 2014. The meeting was held in Tallink-Silja office in the West Harbor, Helsinki, and present were the thesis author, the assisting organizer and Tallink-Silja sales manager. In the meeting the organizers' wants, needs and wishes were discussed, and also how Tallink-Silja could respond to them. Some of the ideas discussed were for instance the venue for the bands to play in, benefits for the organizing committee, and some general rules to mention a few. The organizational contract, which would benefit HYRMY in the future, was signed and the first payment of 10 % of the final invoice to confirm the reservation was made in February 2014.

In the meeting HYRMY was also appointed a personal sales representative, with whom the thesis author would keep in contact via email to discuss about the details as they changed along the way.

3.1.3 Program planning

In June 2014 it was time to create the more specific program for the cruise. Following the successful concept from the earlier years, it was decided by HYRMY council that the main program would take place on Thursday night, when two metal bands will perform for approximately two hours. The responsibility of booking the bands was given to the assisting organizer, the chairman of MC Mökä, since their council had represented a wish to have their opinion heard when choosing the bands. Also, since MC Mökä has been organizing more concerts and other performances with relatively known bands such as Ensiferum, Turisas, Moonsorrow and Eternal Tears of Sorrow (Metal Club Mökä, n.d.) HYRMY found their contacts and experience in the field useful when trying to come up with an agreement about the terms and conditions for the bands. The assisting organizer had organized a mini-festival a year earlier; he was found the most suitable for the task of finding the bands and organizing cruise-related issues with them.

While deciding which kind of bands to make proposals to, the organizing committee had three options to go for: to have two less known bands; one well known and other less known; or two well-known bands. The organizers decided not to take too many risks by booking two big names, thus making the cruise more expensive than ever, but chose to go for one reasonable priced semi-known band and other less known act. Also, the feedback from the earlier cruises collected by TYRMY affected the decision to aim for certain names; the assisting organizer had the list of the bands, which the cruise guests would wish to see in the cruise. Among these were Torture Killer and Heavy Metal Perse. Both of these bands had even performed in MC Mökä's events earlier, so the assisting organizer had the contact information already.

After getting some straight-up refusals and no responses, in July 2014 the organizers agreed to confirm Crimfall, a Helsinki-based folk metal band, to be the main band. The reasons for choosing them were the reasonable price and the fact that they had been on hiatus for some time after the departure of their previous singer and did not have too many performances coming up during the autumn 2014. However, the latter reason turned out not to be valid, since after being confirmed to play in the Academic Heavy Cruise they announced couple of other performances too. However, since the cruise is always targeted for a limited group, this did not become a problem.

The search for the support band, however, continued. In August 2014 the organizers faced some challenges as the due date for starting to collect registration was drawing in. Since some of the members in the organizations are also musicians themselves, it was an option to ask for them to play in the cruise. However, the fact that these bands were quite familiar for most of the capital area -based guests already, and they had been performing for free in HYRMY's previous events, the organizing committee decided to go for a band outside of the organization. Also, what was taken into consideration was the need to bring to stage diverse bands, so as the main band was playing folk metal, the support band could represent another metal subgenre.

One example of the importance of networking in the event organizing occurred when some members of HYRMY and MC Mökä were visiting a private metal festival in Ostrobothnia on 3-4 August 2014. In the festival there are always 10-15 more or less known bands playing, and this year the main band for Friday was Hellspirit. This black metal band originates from Kuopio, so quite far away from the capital area, which could have been a problem if the band had not been so flexible in their conditions. After discussing about the idea with Hellspirit drummer Eld the organizers agreed that the idea of having Hellspirit to play in the Academic Heavy Cruise was interesting and the

details would be discussed later on. It was important already at that point that since the band comes from such a distance, the logistic expenses would need to be included in the performance fee. The conditions were agreed later via email and Hellspirit was confirmed to become the support band for Crimfall.

In September 2014 the assisting organizer came up with the idea of the after party; Caught in the Between, a metal band from Helsinki, had not been able to play in MC Mökä's Tuska pre-party in June 2014, so they had made an offer for the assisting organizer to come and play for free at the after party for the Academic Heavy Cruise. This idea sounded suitable taking into consideration the nature and the schedule of the cruise, and as HYRMY's clubroom was available for the time, the plan was confirmed. The logistics would be taken care of by the band themselves.

After the Thursday's program was settled, there was only Friday afternoon program to be planned. Again, following the well-known program from earlier cruises, it was decided that a heavy metal themed quiz and metal karaoke would serve as the program for Friday afternoon, when the ship would be heading back to Helsinki. For the final program see appendix 8.

The quiz was created and printed by the main organizer a week before the event. The idea of the quiz is to wake up the sleepy cruise guests a bit, so it should not be too hard or long, but on the other hand, the winner should have a bit more inside knowledge about the genre than the rest. The program flyers were also created and printed out by the main organizer, but also the Hevikaraoke DVD's (Hevikaraoke, n.d.) and laptop to back up the karaoke equipment offered by Tallink-Silja were brought by the main organizer.

3.1.4 Financial planning

Since HYRMY is a non-profitable organization and the Academic Heavy Cruise is meant to be mainly for students, the price was planned to be as inexpensive as possible. For financial planning this meant almost nonexistent profit margin. However, the event itself was not meant to make a loss either, so there had to be some kind of profit margin just in the case of unexpected costs.

In the first organizing committee's meeting on 21 November 2013 in Helsinki the committee agreed that there is room in the annual budget for the cruise and that the cruise would take place on 13 -14 November 2014. So, the thesis author was given the

right to begin to ask offers for the cruise from the shipping companies. The suitable price for the cruise was agreed to be maximum 35 euros.

Knowing the number of participants in the earlier cruises (see figure 3.4), it was estimated that Helsinki would bring around 20 more people mainly from the capital area, but also from the two new ARMY organizations, so the booking was made for 200 people. Just in case, the calculations were made for 180 people for possible cancellations and for the profit margin.

The more detailed financial planning began in June 2014 when the basic price for the cruise from Tallink-Silja was already known, and the maximum price (35 euros) for the ticket was decided. Besides the fact that the organizational contract gave HYRMY a better price than what it would have been without contract, HYRMY would benefit from it when organizing the cruise next year; when an organization or a company organizes a cruise for certain amount of people, they gain Tallink Bonus Money discount vouchers which should be used within a year after receiving them. The amount of the discount depends on the number of participants. Since in 2013 TYRMY had organized the cruise, they had still their vouchers unused. HYRMY bought these vouchers to use them to get a discount of 590 euros. This was the first expense that needed to be taken into consideration in the financial planning. The rent for the venue for the bands in the ship was also set in the first invoice from Tallink-Silja.

Secondly the organizers needed to estimate how well known and thus how expensive band would serve as a headliner. The combined budget for the bands was set to 700 euros, and thus the balance between the two bands' price had to be found. More information about the choice of the bands is presented in the chapter 3.1.3.

After finding out the bands performing fees and their wishes for the backstage and estimated food costs, which were calculated for the bands, their assistants, the sound technician and the two organizers, the variable costs were missing only the sound equipment (including the sound technician's payment) and logistics costs.

In August 2014 the plan was to rent the sound equipment and hire the sound technician via MC Mökä, and the cost would have been 225 euros. Also, the van to be used for logistics was supposed to come from the organizing assistant's contacts, so the logistics costs in the first financial plan were the parking lot tickets for the cars, which were calculated for only two cars.

After the estimated cost calculation (appendix 1) was being finished, the price for the cruise was set to 33 euros, which consisted of the basic cruise, breakfast and the program for the cruise. Extra services such as dinner buffet or sauna ticket were also available, but for additional price (appendix 1).

3.1.5 Promotion and registration

The next step in the process was promotion and creating and launching the registration form for the guests. The guideline for the Academic Heavy Cruise is that all of the participants should be members of some academic metal organization, thus making the target audience quite narrow.

In August 2014 the main organizer wrote the promotional letter to the other ARMY organizations with all the necessary information about the cruise, instructions on how to promote the event and how to manage with the registrations. Also, the due date for collecting the registrations and payments was set to Sunday 12 October. The registration form was made locally for each of the sub-organizations except in the metropolitan area the two organizations had a common registration form in Google Docs (see appendix 7) created by the technical support. Information needed from the guests include the personal information as well as the wish for people to share the cabin with, and extra services such as meal buffet and/or sauna voucher. After the registration the participants were sent a confirmation email with payment instructions. The local registration forms were used for the practical reasons concerning about the financial issues and cabin division for instance.

The ways to promote the cruise for the organizations' members were mainly email lists (see appendix 5) and social media (see appendix 4). These two channels are the most used ones in the organizations' usual promotion too. The afterparty was also promoted in social media, as seen in appendix 6, and via email lists.

After the registration ended on Sunday 12 October all the other contact people send their list of participants and paid commonly for the whole organization. On 15 October the balance of the HYRMY bank account was checked and all payments missing or with some mistakes were listed by the treasurer. Altogether only 5 people's payment was missing, but also these payments were received after one notification.

After one cancellation the end the list of participants was the following:

- Guests: 182

- Staff (organizers, band members, sound technician etc.) members: 15

The number of guests was smaller than expected, but enough to cover the costs. The profit margin, however, was barely enough to cover the possible new expenses which created doubts in the main organizer's mind.

After the final list of guests, extra services and the rent of the gig venue was confirmed, the final confirmation and the invoice was received from Tallink-Silja and the treasurer paid for it. The 10 % confirmation payment and also the Bonus Money vouchers were reduced from the final invoice.

As usual, even after the registration had ended, the main organizer got emails which told that some of the registered guests could not make it to the cruise. In cases like this the condition has been that the original guest finds a replacement for himself. All but one guest had found a replacement before the event by themselves, and still in the harbor the last replacement was put in the list. Also, some minor changes in the cabin division had to be carried out before the event due to requests made by two people.

3.1.6 Challenges and last minute problems

In January 2014 when booking the 22 h -cruise from Tallink-Silja the ship operating between Helsinki and Tallinn was M/S Silja Europa, and the venue which was reserved for the gig venue was the Europa Theater, suitable for over 200 people and shaped like a (movie) theater. However, the assisting organizer informed the main organizer on 21 July that the news had told about Tallink-Silja leasing M/S Silja Europa to Australia starting from 7 August 2014. Two days later the main organizer received an email from the Tallink-Silja sales representative about the same issue. The change of the ship would not cause any other problems but the venue for the bands would need to be relocated. Since there was no such venue as Europa Theater in M/S Baltic Queen, the replacing ship, the program would take place in some bar in the ship. After estimating how many of the Academic Heavy Cruise guests would actually come and see the bands, Tallink-Silja suggested that Tango Lounge would be suitable for the audience of 120 people. Thus the change of the ship did not affect the organizers more than by bringing a slightly different venue for the bands to perform in.

The main organizer and the assisting organizer together with the sound technician and Tallink-Silja sales manager visited the ship M/S Baltic Queen on the harbor on 1 September 2014. In this meeting the two parties also discussed about details

concerning the bands' show times, technical issues, bands' merchandise selling options and conditions and the premises for the program on Friday afternoon to mention a few.

Just as everything was thought to be settled, the band's representatives informed the main organizer on Sunday 9 November that the band equipment was missing a bass head, which was to be organized by the assisting organizer. The main organizer, who was not responsible for the bands or the equipment, was forced to make a quick decision in order to make the gigs happen; to give the assistant the permission to rent one, if he had not found one to lend until Wednesday 12 November. This could only mean that the budget would be exceeded, leading to an unprofitable event. Luckily, on Wednesday morning the main organizer got a message from the assisting organizer, which said that a working bass head had been found and could be lent without any costs.

Also, another last minute decision which ended up costing a lot of money was using a taxi in the logistics; the main band's singer informed the main organizer on Wednesday 12 November that they had not done anything to organize the logistics, as they were informed earlier in the summer that all of the logistics would be taken care of for them. This original plan by the assisting organizer unluckily could not be carried out, as the planned van was not in use and there was no backup plan. The band's training house was luckily located quite near the harbor, so in the end the logistic costs stayed moderate (appendix 1).

3.2 During the cruise

The Academic Heavy Cruise began on Thursday 13 November in the West Harbor in Helsinki. The assisting organizer had arrived to the harbor together with the bands at 15.30, to wait for the previous cruise to land and to begin to carry the equipment to the ship. As the main organizer went to do the group's check in at 15.45. she also met the band members and the sound technician, as well as some of the HYRMY council members working as assistants in the logistics.

3.2.1 Thursday 13 November

While the main organizer was checking through the boarding passes she noticed that some of the names which had been changed in the last day before the event were still with the old names. This caused some extra work, but luckily the people in charge from other organizations were flexible and understanding. Also, every organization was early

at the harbor, even before 17.00 when they had been told to arrive. Instead of letting every individual to come and gather their documents, the assistants gave them per cabin. This made the process easier and more effective.

One incident still happened in the harbor. As the main organizer learned that one guest was from the organization in mid-Finland who had informed earlier they had no-one to join the cruise, quick decisions had to be made. Luckily there had been one cancellation with no replacement. The unfortunate fact was that as the main organizer had told the customer service just less than half an hour earlier to cancel the one spot. Hoping that it was still possible to undo the cancellation the main organizer asked for this possibility and it indeed was possible.

Because of all this hassle in the harbor it took more time to organize and hand out the boarding passes than the main organizer had thought, which caused lines, and in the end, she forgot to hand out the program flyers for most of the guests, as well as breakfast vouchers for a couple of people. This was also due to the poor instructions by the main organizer for the assistants handing out the boarding passes. Luckily the breakfast vouchers found their owners in the ship later that day and most of the program flyers could also be handed out later on. Also, there were announcements about the program via the ship's loudspeakers half an hour before the program both on Friday and Saturday.

After getting to the ship between 17.00-17.30 the 25 guests, including the main organizer, who had booked a dinner buffet were enjoying the cuisines in the restaurant, while the rest were socializing and getting to know the other guest and waiting for the tax free shop to open, the assistants went to buy the raider for the bands and took it to the bands' cabins, and the assisting organizer was doing the soundcheck with the bands in Tango Lounge.

Around 19.00 when the bands were supposed to begin the soundcheck for the gig, the main organizer learned that the bands had been ordered to be silent until 20.00., because there was a meeting in the conference room below Tango Lounge. Other option which they had been given was to have the soundcheck "quietly". This could have been an option, since the soundcheck should be done in about 50-70 % of the volume of the real show volume (Burton, J., 2012); however, when the idea is for the sound technician to find the right settings in order for the live music to sound as good as possible, the volume would have probably been still too loud, the suggestion was not taken into consideration. Because the silence was ordered by the chief of

entertainment in the ship, the musicians and technician had no other chance than to obey and leave the support band's soundcheck for later.

During the waiting time the main organizer had briefed the first volunteers in the ticket sales/bouncer duty. As the bands were quite extreme for an average cruise customer and all of the guests in the Academic Heavy Cruise already had paid for the ticket, it was not too busy for the ticket sales. Altogether 6 tickets were sold in the end. There was more use for the bouncer than a ticket sales person, as towards the end of the gig some people were trying to force themselves in without paying even though there was a sign which told that there was a private event going on.

At 20.00 when the bands had the right to make noise again, Hellspirit got to test the sounds. Luckily the band and the sound technician acted professionally and quickly found the right settings, so the first gig started at 20.15., thus only 15 minutes late. Even though being only modestly known in Finland, Hellspirit drew attention of all the people at the bar and even gathered people in front of the stage along the way (see appendix 8). Hellspirit's set lasted around 40 minutes, until 20.50.

The main band for the night was Crimfall, who began their show around 21.15 as planned and played for 1 hour. After they finished, the stage was emptied by the bands and couple of assistants. At 22.30 the scheduled program for the night was over and it was time for cabin parties for some and sleeping for pretty rare.

3.2.2 Friday 14 November

On Friday morning the breakfast was served from 7-10 in the buffet restaurant, although the breakfast voucher worth of 11 euros could be used in any restaurant in the ship until 13.00. The guests also had the option to visit Tallinn city from 8-12, which seemed to interest surprisingly many guests. Especially the exchange students who were present told they enjoyed the possibility to visit the city.

When M/S Baltic Queen began to head back to Helsinki, the main organizer hosted a metal themed quiz from 12.30-12.50 at the Disco Ibiza. The quiz consisted of 6 multiple choice questions concerning the Academic Heavy Cruise, heavy metal events and bands in general. After turning in their replies the participants could get to the stage and perform heavy metal songs of their choice in Heavy Karaoke until 13.50. After 14 singers, at 13.50 it was time to announce the winners of the quiz and share the prizes.

The winning team decided to enjoy the Tokaji wine, while the second best chose the Crimfall CD as their prize, and the Hellspirit CD was handed to the third best team.

After the official cruise program for the guests was over, the ARMY meeting gathered the representatives to discuss about the feedback of this year's ARMY events and also the next year's program. It was also suggested that HYRMY would continue organizing the Academic Heavy Cruise the next year. When the meeting was over, the assisting organizer joined the bands to pack up the music equipment and to lead the logistics when the ship arrived back to Helsinki.

3.3 After the cruise

In addition to the Academic Heavy Cruise there was an official after party for the cruise for the first time in history. When the ship M/S Baltic Queen landed in the West Harbor at 16.00 the assistants began to lead the way to HYRMY's clubroom in Leppäsuonkatu 11, while the main organizer and the assisting organizer stayed with the bands at the harbor to make sure the wrapping up will go as planned.

3.3.1 Official after party

The after party began at 17.00 in HYRMY's clubhouse. The first two hours were used mainly for socializing and sharing the cruise experiences with those who did or did not make it to the cruise. The after party was free for everyone to enter as long as they were members of some academic metal music organization. Approximately 5-7 people who had not been in the cruise still joined the 40-50 people from the cruise.

At 19.00 Caught in the Between, a metal band with HYRMY and MC Mökä contacts, began the intimate, acoustic gig. After the one hour set had ended, the official program for the after party was over and everyone was free to continue the night elsewhere or to stay for a couple of more hours. Around 02.00 the assistants closed the event and cleaned up the clubroom, which also meant the Academic Heavy Cruise 2014 had officially ended.

3.3.2 Financial outcome

The variable costs changed quite a lot already before the event – luckily while some of them got higher, some got smaller. For instance the PA equipment was loaned from Tallink-Silja and from the organizer's friends for free and the sound technician asked for smaller salary than in the original financial plan. The logistics were the only expense

which got significantly higher than originally planned. Instead of having the van, the bands had to use a taxi and three private cars to get the bands' equipment to the ship. While the parking lot tickets were luckily only half of the price the main organizer had calculated, there were three cars to park there to.

Some profit was also made from the two cabins which were meant for the organizers; the guests other than organizers staying in these cabins paid the normal price for HYRMY, but HYRMY did not need to pay that money to Tallink-Silja. Also, tickets sold in the gigs brought the extra income of 30 euros (see appendix 2).

In the end the event turned out to be profitable. Like the cost calculation (see appendix 1) shows, fixed costs were 6 239,50 euros, and variable costs were 1 770,79 euros. Taking into consideration the Bonus Money voucher discount and the sources of income, this means that per person the cruise cost 32,13 euros, while the ticket price was 33 euros. So, the profit margin of 1 % was enough and the profit per guest was 0,87 euros. In the end, HYRMY made 157,21 euros profit (see appendix 2). This fills the goal of making some profit, but does not break the rules of the non-profit organization in the long run.

4 Results, feedback and evaluation

The Academic Heavy Cruise 2014 was the 6th time the cruise was organized, and some of the guests have been in the cruise every year since the first cruise. Some of the guests were experiencing the Academic Heavy Cruise for the first time - for some it was even the first cruise from Helsinki to Tallinn in their life!

For the organizing committee, who were responsible for the Academic Heavy Cruise for the first time, it was important to receive feedback from the cruise, for two reasons: a yearlong process has taken a lot of energy and resources, so it is rewarding to see the results, but also since HYRMY had preliminary promised to organize the Academic Heavy Cruise 2015, the organizers want to develop the cruise experience to match the hopes and wishes of the cruise guests as well as possible.

The feedback survey was created in Google Docs before the cruise and the link to the survey was sent to the ARMY organizations' people in charge for them to post it in the Facebook-event of their organization and the link was also shared in the ARMY Facebook-group. The time to gather the responds was set to 2 weeks from 19 November until 3 December 2014.

In order to make the responding more appealing and to gather bigger pool of respondents, a prize, a free cruise for the next year, will be drawn between those who have left their contact information.

The purpose of the survey is firstly to recognize what was working in the cruise and what was not, and secondly, what could be done differently in the upcoming years. The survey consists of the basic information, opinion about the program, opinion about the location and time and other comments. The survey result gives both quantitative and qualitative data.

Out of 197 participants there were 57 respondents, so the response rate was approximately 29 %. All of the responds, except one on question about time and place, were qualified.

4.1 Basic information

In the first section of the feedback questionnaire the basic information about the respondents, such as gender, age and how many times they had been in the cruise, was collected.

As the figure 3.1 shows 67 % of the respondents were males while 33 % were females. This is no wonder, since there are more men in the academic metal music organizations.

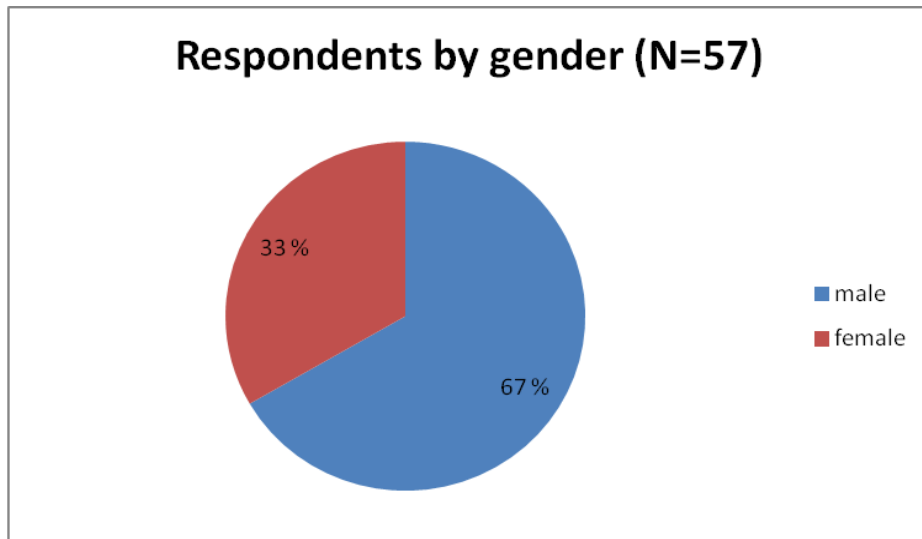


Figure 4.1 Respondents by gender

Most of the respondents had been in the cruise more than once, but less than 5 times (42 %), while for 32 % of the respondents this was the first Academic Heavy Cruise (figure 3.2.). 26 % of the respondents had been in the cruise for more than 5 times, some even in the every Academic Heavy Cruise there was ever organized. This shows that the number of the returning customers is high, and they should be recognized when planning the renewal for the concept again in the coming years.

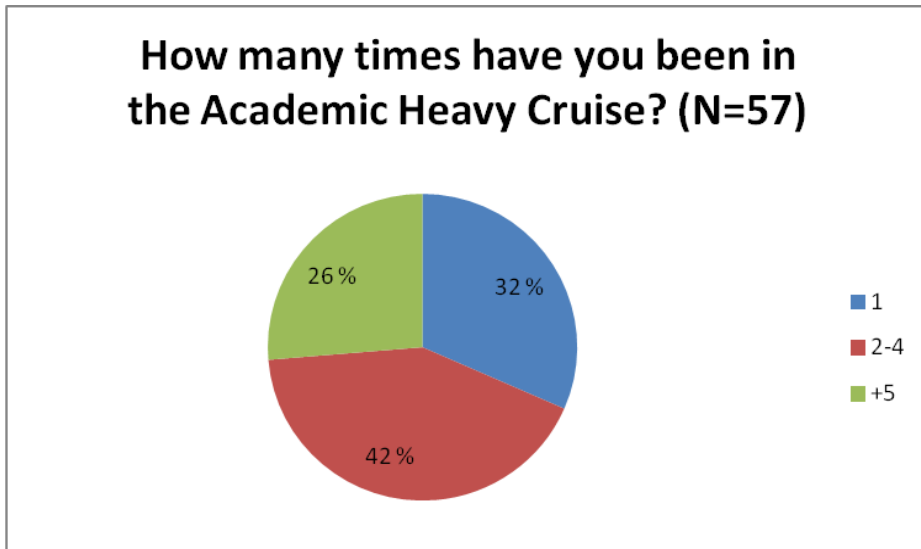


Figure 4.2 How many times have you been in the Academic Heavy Cruise?

Majority (70 %, see figure 3.3) of the respondents did not have any extra services such as meals or sauna ticket. The most popular additional service was dinner buffet (à 33 €) on Thursday night, which was chosen by 16 % of the respondents. Combinations of dinner buffet, lunch buffet on Friday afternoon and/or sauna ticket were also chosen by some respondents. Even though most of the guests do not prefer to have any extra service, they are good to keep in the selection, as it does not produce any extra work for the organizing party.

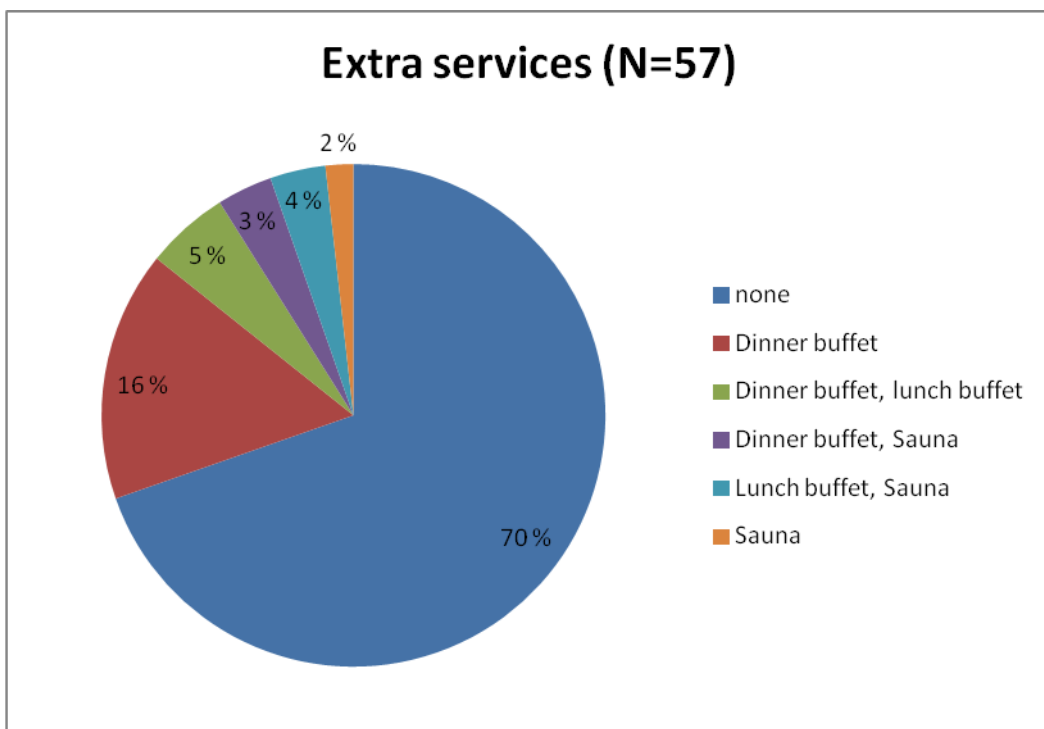


Figure 4.3 Extra services

The price of the cruise was seen reasonable (see figure 3.4) by 54 %, while 33 % thought it was quite cheap. 7 % of the respondents thought the price was cheap, while 4 % thought it was quite expensive and 2 % thought the price was expensive.

This result shows that despite the price limit of 35 euros is a good one, but it would not be the end of the Academic Heavy Cruise if the price was a bit higher than 35 €.

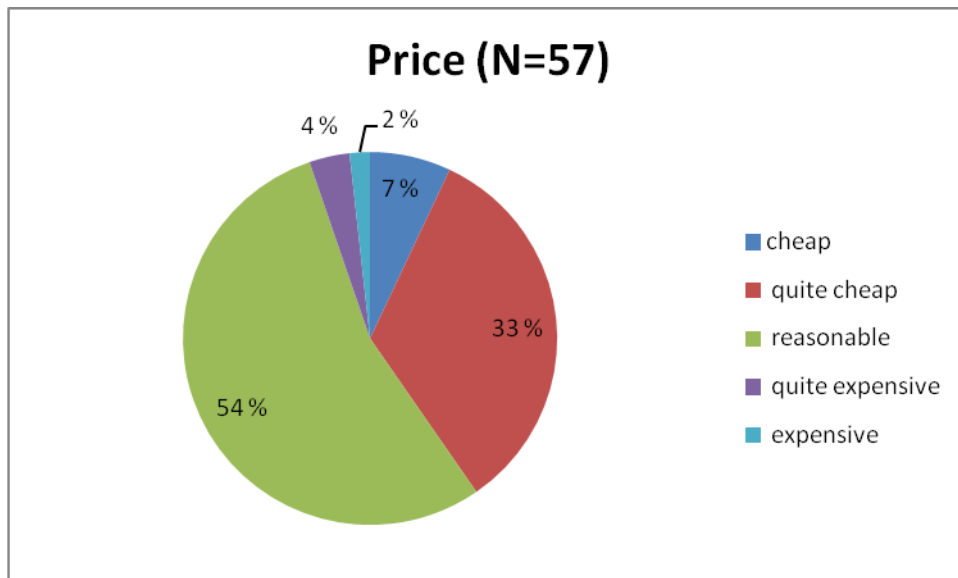


Figure 4.4 Price

4.2 Program of the cruise

The bands playing on Thursday night were the main activity in the program of the Academic Heavy Cruise. 60 % of the respondents did go and see both of the bands playing, while 30 % saw one of them, while 10 % did not see any of the bands (figure 3.5). Reasons for not seeing the bands were lack of time, lack of interest towards the bands and missing information about where and when the bands were playing.

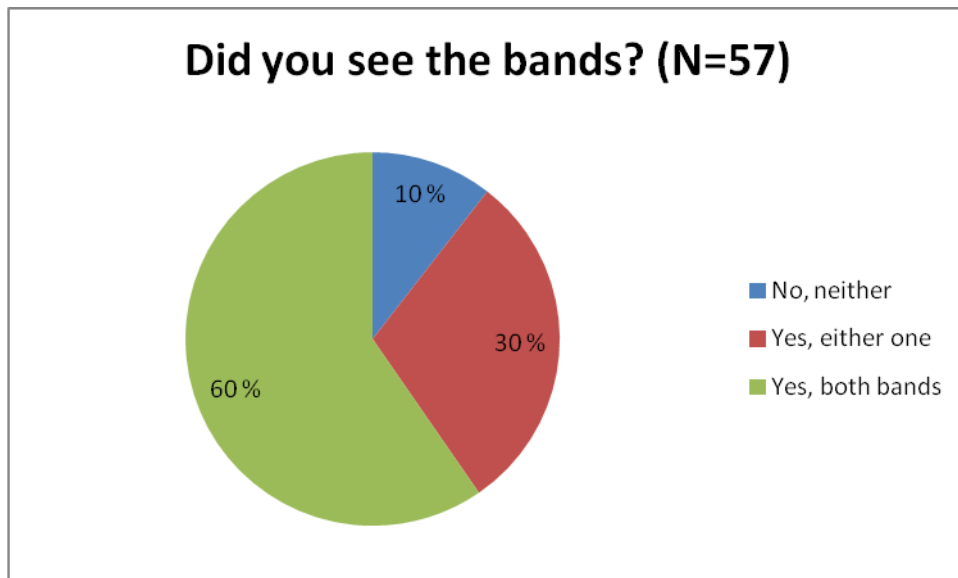


Figure 4.5 Did you see the bands?

Wishes for the bands in the next cruise(s) were received from 25 respondents, and these bands mainly represented Finnish acts. Unfortunately most of them were out of the budget of the Academic Heavy Cruise, such as Insomnium, Ghost Brigade and Kalmah.

As in previous feedback questionnaire Heavy Metal Perse and Torture Killer were again wished to see to perform in the Academic Heavy Cruise. Also, an idea of having another band playing cover songs was given.

Other comments praised the diversity of the two bands who played in the cruise; while the support band Hellspirit was appealing to the black metal and underground listeners, Crimfall was interesting to those who are mainly into another types of metal.

Tallinn as a destination was a new addition to the concept of Academic Heavy Cruise. The cruise guests were given an option to visit Tallinn city on Friday morning for four hours, and 37 % of the respondents took the chance (figure 3.6). Especially exchange and other non-Finnish students seemed to enjoy the visit. However, 63 % of the respondents stayed in the ship for the whole time, most probably due to sleeping late after a long night.

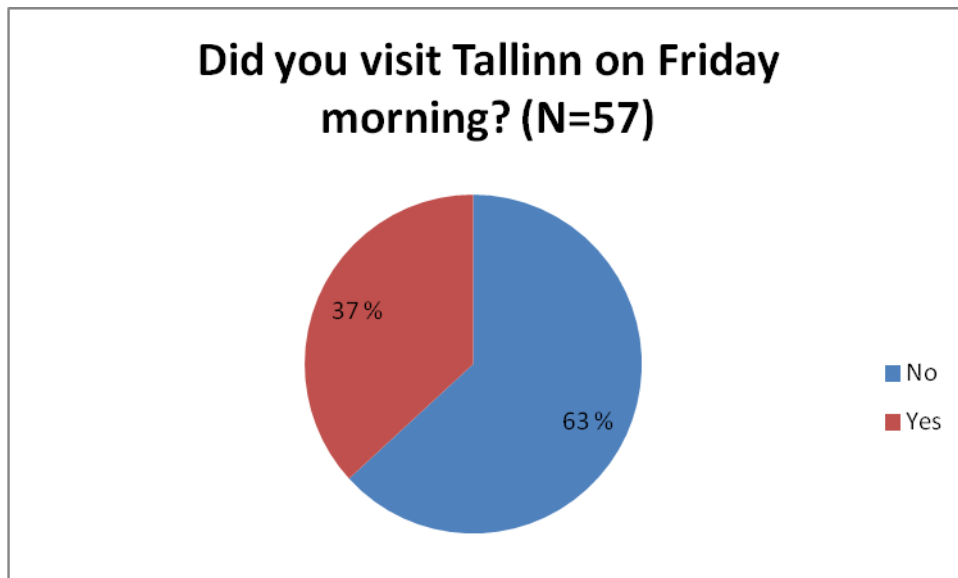


Figure 4.6 Did you visit Tallinn on Friday morning?

On Friday evening the program included heavy karaoke and a metal themed quiz. 70 % of the respondents did not participate in these activities, while 30 % did (figure 3.7). Other activities suggested for the second day were heavy metal bingo, stand up performance, a movie or another band playing. All in all, people who participated, were happy with the program, since it was social and relaxed. Reasons for not participating were lack of information and tiredness.

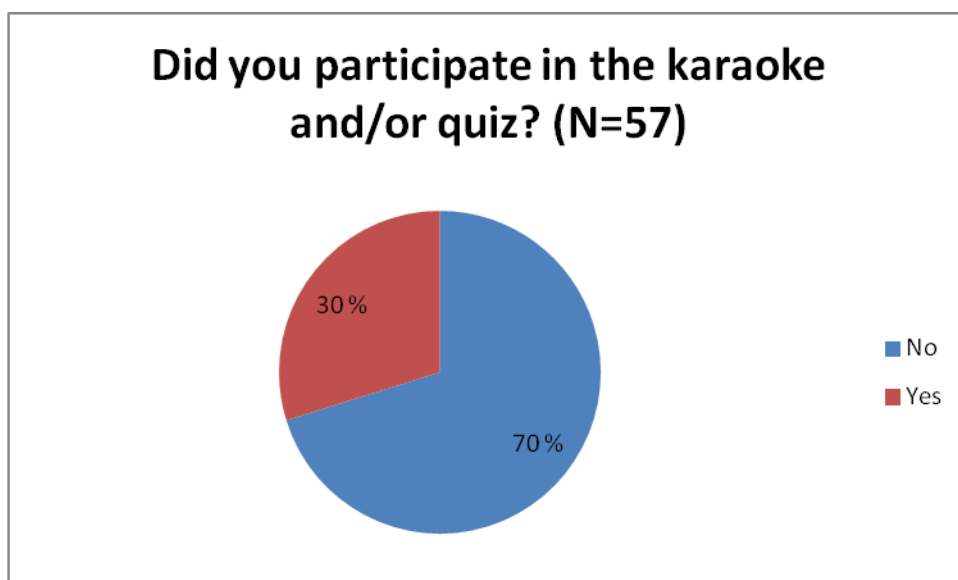


Figure 4.7 Did you participate in the karaoke and/or quiz?

4.3 Time and place

While the Academic Heavy Cruise has traditionally been organized on Thursday and Friday, there has been discussion whether it should be organized on the weekend. 87 % of the respondents are however pleased with the cruise taking place outside

weekend. 11 % would prefer to go on weekend and for 2 % the time is indifferent (figure 3.8). This results shows that since the Academic Heavy Cruise is mainly targeted for students, they prefer the weekday cruise with a lower price over higher priced weekend cruise.

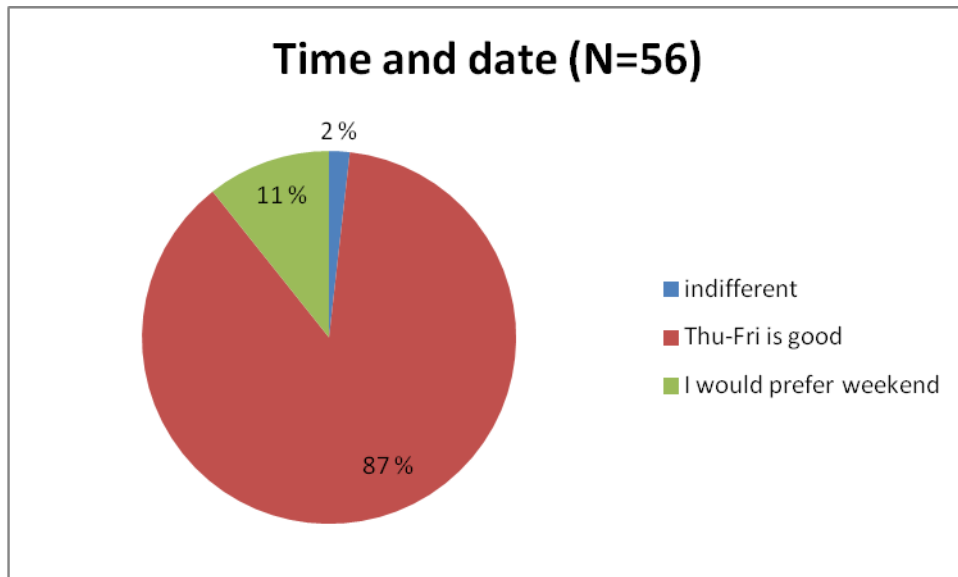


Figure 4.8 Time and date

The Academic Heavy Cruise 2014 was the first one to leave from Helsinki instead of Turku, and the change of location was found mainly (56 %) positive (figure 3.9). 12 % thought it was better to leave from Turku and for 32 % the location was indifferent. This shows that the transformation from Turku to Helsinki was successful.

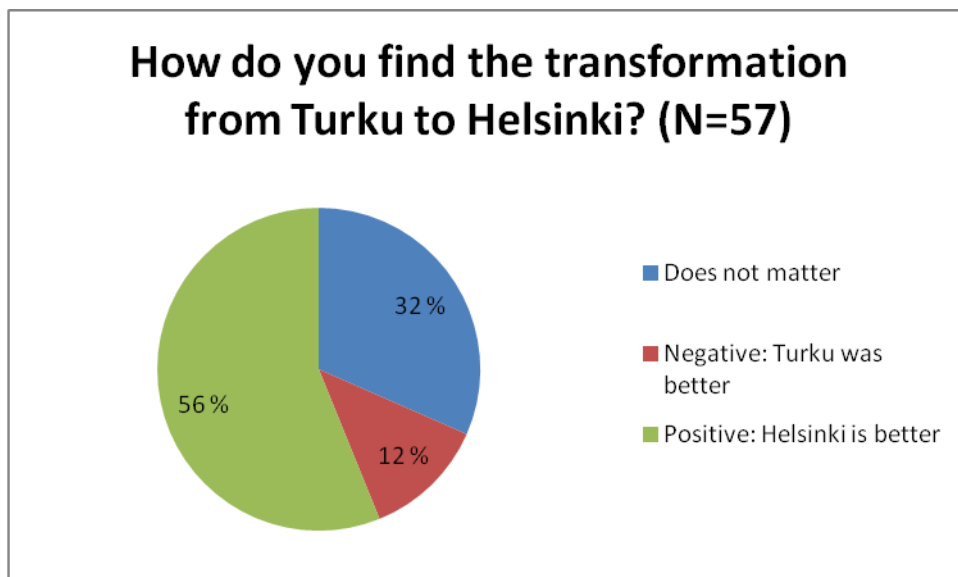


Figure 4.9 How do you find the transformation from Turku to Helsinki?

4.4 Other comments and feedback

According to other comments, all of the respondents were happy with the cruise and thankful for the organizers. Also the official after party was praised as a nice extra. Helsinki-Tallinn as the route was found a bit better than Turku-Stockholm mainly because of the shorter duration and especially Tallinn as a destination was praised because of the shopping options.

Points of improvement included a better promotion about the program, longer showtimes and better handling of the breakfast vouchers. Also, the Tallink-Silja staff members were criticized for scarce customer service. All in all, the comments show customer satisfaction with some useful and acknowledged points of improvements, which create a great base for organizing the cruise another time.

Feedback for the event was asked from the two musicians who were the contact persons of their bands: the singer Sara from Crimfall, and the drummer Eld from Hellspirit. Sara's comments can be read on whole in her blog (Strömmer, 2014), but to point out the most important facts, she wrote:

"Me and my band got invited to play in one organization's pre-Christmas cruise. Along the way there were some misunderstandings about the PA system of the ship, but the organizing party promised to take care of these issues. -- A day before the event I got to know that the organizer had not done anything for the logistics. -- Luckily the ship sailed only late in the evening, so I spent the afternoon on calling to taxi companies and booking a taxi for the band to move the equipment from the training house to the harbor. -- After the soundcheck there was a good time to get ready to the show. The bands did not have any backstage, but the preparation had to be done in the cabin. --

The atmosphere before the gig was relaxed and for the whole gig I felt very comfortable. -- The gig left a good feeling for me. There was a big audience enough and they were responding enough. -- [After the gig] the night was only beginning in the cabin parties, but that I don't think I will have to write more about. In the end everything went well!"

Eld, the drummer and contact person for Hellspirit responded via email on 15 December 2014. His response was the following:

"My band Hellspirit was being asked to play at Academic Heavy Cruise 2014 with Crimfall by the main organizer of the cruise. Hellspirit was performing as headliner of Friday at Selviytyjät Private MetalFest 2014 and some members of HYRMY witnessed our performance there. Contacts between band and cruise organizers were born and shortly after weekend information about line-up was confirmed.

From the side of main organizer it all went really well. Our performance fee was counted well and things with band's staying at ship, parking and food worked out really well. Also exchanging info was active from directions, the bands and the main organizer.

The assisting organizer could have been keeping more contact and kept the band updated about difficulties with backline and the sound technician. Really much info had to be given by the main organizer because the assisting one didn't keep enough contact.

In the end all thanks go to the main organizer who took care of things, also stuff that was extra for her. Existing problems that appeared were taken care of and assisting organizer was actively encouraged to take care of his duties several times.”

On a HYRMY council meeting in December 2014 it was decided that due to good outcome of the event, HYRMY will organize the next Academic Heavy Cruise also. However, this time the organizing committee will include only people from the HYRMY council to make sure the communication works effectively. Also, the two people working as assisting organizers are working closer to the main organizer and they were chosen on their tasks based on their interest on event and gig organizing.

When the new organizing committee was formed, the three members of it participated in a meeting proposed by the Tallink-Silja sales manager on December 2014. While having the meeting it became clear that it is very likely that the feedback given by the main organizer will not be responded to by the Baltic Princess on board staff members or their supervisor, which is unfortunate. Otherwise the terms and conditions were agreed in a good spirit and the new committee began to plan the Academic Heavy Cruise 2015.

4.5 Self evaluation

The Academic Heavy Cruise 2014 was definitely successful project for the organizing committee but also for the thesis author. All of the goals were met, some of them just barely, some with higher margin, but in the end everyone seemed to have a memorable and enjoyable cruise, the concept of the Academic Heavy Cruise was renewed slightly with a new departure place and destination and by adding the after party to the program, and the financial goal was also met.

First of all, all of the cruise guests found their way to the harbor in well in time, as well as back to the ship when leaving from Tallinn, so in this case the information had been spread out well. On the other hand, some people missed the program because of information loss; this would have been avoided if the organizing committee had remembered to distribute the program flyers with every boarding pass already in the harbor - not only in the ship. Nonetheless, communication with the responsible ones

from the other organizations was well taken care of; everyone had the main organizer and the assisting organizer's cell phone numbers with them.

Some of the cruise guests would have also wanted to have a map of the cabins which were occupied by the Academic Heavy Cruise. This information, however, was not given to the organizing committee even. The idea is useful, but the organizing committee also has to consider the unwanted consequences; not all of the cruise guests are pleased to have unknown visitors banging their cabin door in the hope of the cabin party. The terms of privacy have to be respected.

The guests were pleased with the dinner buffet being in the earlier setting, but some had problems with the breakfast vouchers next morning. One could use the breakfast voucher in the breakfast buffet or in any of the restaurants before 13.00 on Friday, but this information was not given by Tallink-Silja beforehand. In cases such as this, the organizing party cannot do anything but be sympathetic and give feedback to the restaurants, and of course remind the guests in the next cruise beforehand.

Having two bands representing different metal subgenres was definitely an idea worth using again; while some enjoyed the more primitive and dark support band, others found the semi-known folk metal band as the main act to be suitable for the Academic Heavy Cruise. Tallinn as a destination was also praised by the guests, even though if most of the guests did not make it out of the ship.

Program for the Friday morning was almost the same as it has been in earlier years, and never has there been too many people participating. This tradition continued, but taking into consideration the feedback, the reason for not participating is not the content or nature of the program - it is the timing. Guests, who have been partying until the morning, are still sleeping at 12.30 in the afternoon, and there are no tricks to invite them to join. Either the program should be so early that they would be still awake, or even later (around 15.00). Having the program later would maybe gather some more participants, but since the ship arrives to the harbor at 16.00 some people are already doing their last minute shopping or packing their bags in the cabins, so this would not work either. Having even better prizes for the winners might bring some new participants too, but again, the number would not probably go much higher. This is the fact the organizers have to accept.

Program preparation by the organizing committee was probably the aspect which could have gone better; first of all, by choosing people motivated enough, to be in the

committee would have made the preparation and thus the execution of the event a lot smoother. In the end of the project the main organizer was the only one responsible for running the event. Also, a clearer division between tasks between the organizing committee members would have helped a lot; for instance distributing the boarding passes in the harbor was originally planned to do by “the committee members who are not helping with the band equipment”. However, the committee members were trying their best since a successful event was for the benefit of everyone.

Planning and executing the logistic and band equipment matters, a responsibility which was given to the assisting organizer did not go at all the way it was planned. For instance, the van planned to used in transferring the band equipment from the training house to the harbor was not available, and there was no plan B. Unfortunately the main organizer heard from the problems from the band members in the morning of the day the event was taking place, and an expensive last minute solution had to be executed, as the bands did not have any other choice but to use a taxi in getting to a harbor. Also, as there was some band equipment missing from both of the bands, a bass head was supposed to be provided by the assisting organizer. The main organizer also heard from this problem only a couple of days before from the bands. Luckily the problem was taken care of a day before the event. However, these two last minute problems could have been avoided with better communication between the main organizer and the assistant organizer, instead of believing everything was fine. This is the one of the aspects which will be changed in the process of organizing the next Academic Heavy Cruise. Also, the thesis author, who continues to act as the main organizer, has taken into consideration what kind of people to engage in the organizing committee; rather than quite randomly ending up with a person with little ambition to participate in the project, she sought after people who were into organizing gigs and other large events. This time all of the organizing committee members are also from one organization only, HYRMY, in order to secure the good communication within the organizers.

All in all, the major issue in organizing the event was communication; messages sent to the assisting organizer by the main organizer and especially the bands were sometimes not replied at all, Tallink sales person often gave the main organizer false information or forgot some details, the main organizer did not give instructions clear enough when distributing the boarding passes and Tallink onboard personnel probably made the worst mistake, when not replying to the complaint message sent to them after the cruise. This issue was, however, discussed with the Tallink-Silja sales manager in the combined feedback and planning session in December 2014, and the

sales manager admitted that it is unfortunately usual that the ship's staff and management do not reply to the feedback given to them.

However, even though there were many points of improvement, bigger or smaller, the overall feeling in the cruise and after it was the same than after the cruises before; the Academic Heavy Cruise is the climax of the year for the members of the ARMY organizations. Most of the guests are returning ones, and since the atmosphere in the Academic Heavy Cruise is always unique, the main organizing is looking forward to be the head of the organizing committee in 2015 also.

5 Conclusion

The Academic Heavy Cruise as a project was a very challenging and time consuming, yet more rewarding than the author would have ever imagined. From the beginning in November 2013 until the event in November 2014 and finishing the written part in early 2015 the author has been able to put into practice many of the skills learned in the university of applied sciences; not only learning what project and event management among other subjects mean in practice, multiple HR skills have been useful.

The thesis process, evolving from the idea of organizing a metal gig for the commissioner in autumn 2013, has indeed been a long journey. It shows that instead of trying to work out the first idea which came to her mind, the thesis author was not afraid to take the ambitious challenge of organizing something bigger and more risky, even though being quite inexperienced in the field of event management. The writing process itself has been quite short, but effective time period compared to the event organizing process.

Despite many problems and challenges that were experienced along the way, the organizing committee was able to reach the goals set in the beginning. Both, the organizational and personal goals set by the author were met, some more clearly and some just barely; for instance the thesis author was able to organize and manage an event with almost 200 people involved, which was not only the biggest event to organize for herself, but also for HYRMY. She also got to understand the essentials of event and experience management theory and use them as the foundation of this project and objectively documented the process of creating and running the event.

HYRMY as an organization also successfully carried out a largest of their event all time, and had at least one person from each of the ARMY organizations participating, and the guests were in positive mindset after the event. The Academic Heavy Cruise also made profit, which affected positively on the balance of HYRMY's bank account.

In the end every guest was satisfied with the cruise, and made it safe back home with some memorable moments on their mind. Feedback from the guests was received with a good rate, and excellent points of improvement were given. These tips in mind the next organizing committee has began to plan the Academic Heavy Cruise 2015.

Personally the author is satisfied with the end result of the event, and appreciates all of the parties involved in the process, and feels like she has put all of her expertise

learned in the University of Applied Sciences into practice. Like mentioned in the chapter 2 about the event producer, the nature of the main organizer in this project was much alike with the producer; so, when thinking of working in the tourism and experience industry, the thesis author has found this project educational and a great practice for the future in event organizing.

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Appendices

Appendix 1. Cost calculations

Variable costs:		Fixed costs:	
Crimfall		Cabins	
Hellspirit		á guest	23,00 €
Raiderit	175,00 €	cabins	60
Meals for bands 10x33 €?	330,00 €	guests per cabin	4
Logistics etc.	56,00 €		5 520,00 €
PA & sound tech	225,00 €		
Tango Bar	350,00 €	Tango Bar	350,00 €
	1 761,00 €	Payment for Tallink	5 870,00 €
guests altogether	180		
Variable costs:	9,78 €		
price without the profit margin:	32,61 €		

Estimated cost calculation - August 2014

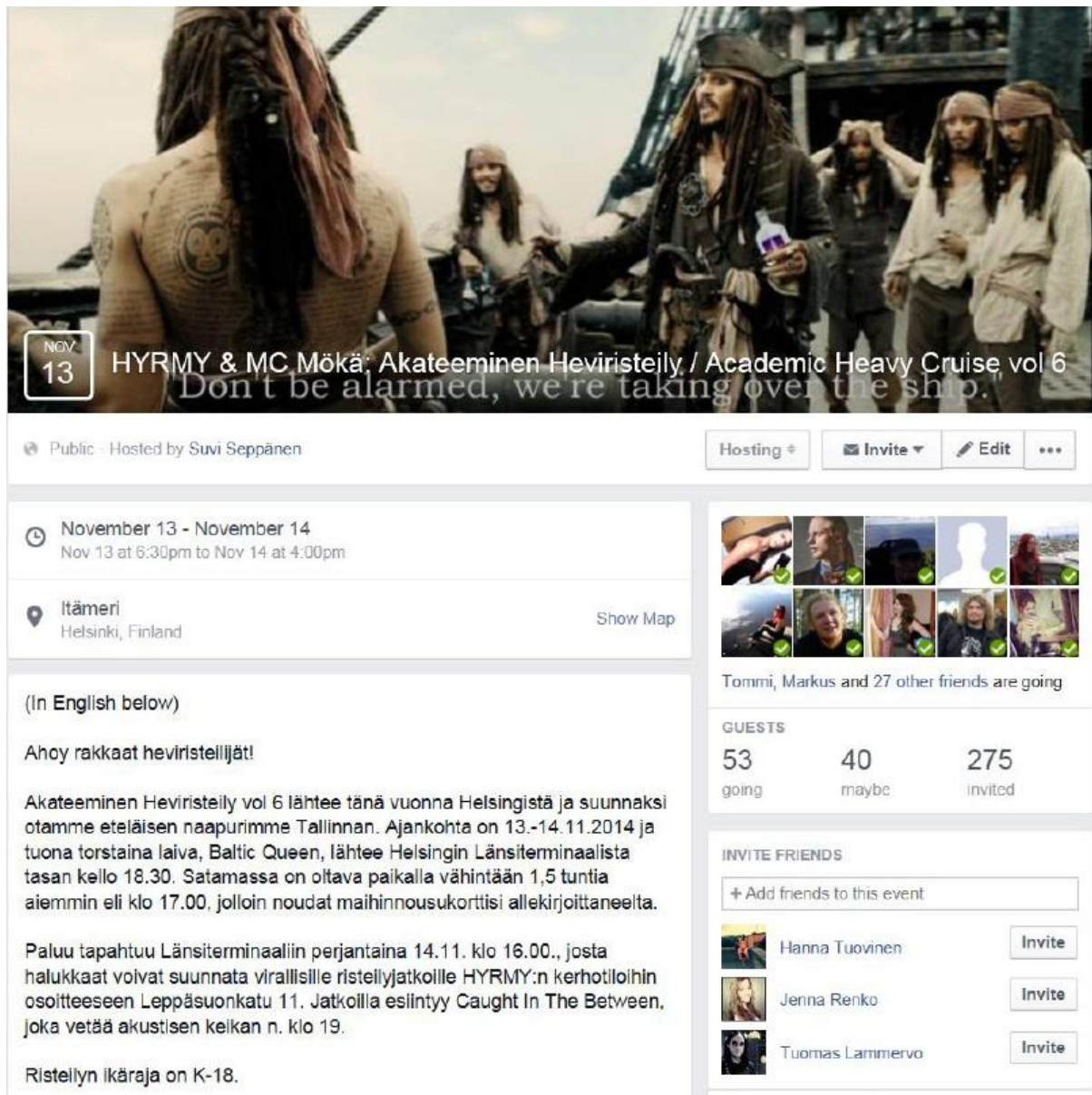
Variable costs:		Fixed costs:	
Crimfall		cruise per guest	23,00 €
Hellspirit		normal priced guests	178
Riders	98,89 €	price of breakfast only	10,50 €
Meals	417,50 €	guest who only paid for breakfast	4
Parking and other logistics	209,40 €		
Sound technician	70,00 €		
Tango Bar	350,00 €		
Total	1 770,79 €	Total	4 136,00 €
Total costs - discount*	1 662,79 €		
Extra services:			
Price of the dinner buffet	33,00 €	Meals for bands	417,50 €
Dinner buffets sold	25	Tango Bar	350,00 €
Price of the lunch buffet	25,00 €	Total payment for Tallink	6 239,50 €
Lunch buffets sold	15	10 % reservation payment	714,10 €
The price of the sauna voucher	8,00 €	Bonus Money discount	588,00 €
Sauna vouchers sold	17	The final payment	4 937,40 €
Total	1 336,00 €		
		*Bonus Money, organizers benefits	

Final cost calculation - November 2014

Appendix 2. Income calculation

Income & discounts	
tickets sold	6
price of the ticket	5,00 €
Total	30,00 €
Organizer's benefits sold	4
Value of the benefit	12,50 €
Total	50,00 €
Bonus Money value	28 €
Total	108,00 €
Final income:	
Guests altogether	182
Variable costs/person:	9,14 €
The price without profit margin	32,14 €
Profit margin 1 %	0,32 €
Price with the profit margin	32,46 €
The price for the guests	33 €
Profit/guest	0,86 €
Profit altogether	157,21 €

Appendix 3. Social media promotion for the cruise



NOV 13 HYRMY & MC Mökä: Akateeminen Hevirsteily / Academic Heavy Cruise vol 6
"Don't be alarmed, we're taking over the ship."

Public · Hosted by Suvi Seppänen

Hosting

November 13 - November 14
Nov 13 at 6:30pm to Nov 14 at 4:00pm

Itämeri
Helsinki, Finland [Show Map](#)

(In English below)

Ahoy rakkaat hevirsteillijät!

Akateeminen Hevirsteily vol 6 lähtee tänä vuonna Helsingistä ja suunnaksi otamme eteläisen naapurimme Tallinnan. Ajankohta on 13.-14.11.2014 ja tuona torstaina laiva, Baltic Queen, lähtee Helsingin Länsiterminalista tasan kello 18.30. Satamassa on oltava paikalla vähintään 1,5 tuntia aiemmin eli klo 17.00, jolloin noudat maitinuouskorttisi allekirjoittaneelta.

Paluu tapahtuu Länsiterminaliin perjantaina 14.11. klo 16.00., josta halukkaat voivat suunnata virallisille risteilyjatkolle HYRMY:n kerhotiloihin osoitteeseen Leppäsuonkatu 11. Jatkollla esiintyy Caught In The Between, joka vetää akustisen keikan n. klo 19.

Risteilyn ikäraja on K-18.

Tommi, Markus and 27 other friends are going

GUESTS		
53	40	275
going	maybe	invited

INVITE FRIENDS

	Hanna Tuovinen	<input type="button" value="Invite"/>
	Jenna Renko	<input type="button" value="Invite"/>
	Tuomas Lammervo	<input type="button" value="Invite"/>

Appendix 4. Promotional letter for the ARMY organizations



Suvi Seppänen <suvi.seppanen92@gmail.com>

Akateeminen heviristeily vol 6. 13.-14.11.

13 viestiä

Suvi Seppänen <suvi.seppanen92@gmail.com>

3. syyskuuta 2014 10.47

Vast. ott.: army@lists.utu.fi

Tervehdys,

Akateemisen heviristeilyn info vielä kokonaisuudessaan:

Ilmoittautumisen voi aloittaa kun itse niin haluatte, mutta ilmoittakaa jo nyt minulle, mikäli yhdistyksenne on mukana ja kuka on yhteyshenkilö teidän päässä. Eli nimi ja maili, puhelinnumeronkin voi laittaa varmuuden vuoksi.

Viimeistään su 12.10 sulkekaa ilmo. Henkilöiden nimiä pystyy vaihtamaan, mutta lähtijämäärää ei tuon päivän jälkeen. Risteilyn ikäraja on K-18.

Risteily lähteekin tänä vuonna Helsingistä ja suunnaksi otamme eteläisen naapurimme Tallinnan. Ajankohta on 13.-14.11.2014 ja tuona torstaina laiva, Baltic Queen, lähtee Helsingin Länsiterminaalista tasan kello 18.30. Satamassa on oltava paikalla vähintään 1,5 tuntia aiemmin eli klo 17.00, jolloin jokaisen järjestön vastaava käy hakemassa maihinnousukortit ja muut tarjolla olevat lipukkeet minulta tai Juholta.

Risteilyn ohjelmaan kuuluu torstai-illalla (soittavat Tango Loungessa) bändit Hellspirit (<https://www.facebook.com/pages/Hellspirit-Official/458108570888110>) ja Crimfall (<http://www.crimfall.com/site/>) sekä perjantai-iltapäivän ratoksi tietovisa. Risteilyjatkot järjestetään Helsingissä HYRMY:n kerhotoiloissa, joissa ohjelmana on Caught In Between'n akustinen keikka.

Risteilyn hinta on 33 €/hlö, johon kuuluu:

- Hyttipaikka B4-hytissä
- 11 e arvoinen aamiaiskortti käytettäväksi kaikissa laivan ravintoloissa
- Risteilyn ohjelma
- Jatkojen ohjelma Helsingissä

Ilmoittautumista varten tarvitaan seuraavat tiedot:

- Suku- ja etunimi,
- sukupuoli,
- kansalaisuus,
- syntymäaika (pv.kk.vvvv.)

Vanhosten tapojen mukaisesti voitteko lähettää taulukkomuodossa tiedot (liitteenä).

Lisäksi mahdollisuutena on ostaa:

- Buffetillallinen (13.11), hinta 33€/hlö

- Buffetlounas (14.11), hinta 25€/hlö
- Saunavuoro (14.11.), hinta 8€/hlö

Risteilyn aikana on mahdollisuus käydä Tallinnassa maissa klo 8.00-12.00, mutta kukin huolehtii itsensä henkilökohtaisesti ajoissa takaisin laivaan jos maihin lähtee. Alkoholia saa ostaa tax free:sta menomatalla (sikäli mikäli Tallink ei taas ole muuttanut käytäntöjään lupauksensa vastaisesti).

Facebook-eventit kannattaa tehdä järjestökohtaisiksi, ja merkitkää selvästi, että kyseessä on vain teidän jäsenillenne tarkoitettu eventti.

Kuten mainittua, takaraja ilmoittautumiselle ja sitä myöten maksamiselle on su 12.10. jonka jälkeen asap (eli viimeistään ke 15.10.) suoritate järjestökohtaisen maksun HYRMY:n tilille (Nordea FI07 1469 3500 3153 00) ja ilmoatte minua, miten järjestönne jäsenet haluavat sijoittautua hyttikohtaisesti.

Kysymykset voi taas osoittaa minulle sähköpostilla (suvi.seppanen92@gmail.com) tai FB:ssa.

Risteilyterveisin,

Suvi

Appendix 5. Social media promotion for the after party

Caught in the Between

NIGHT OF THE ACOUSTIC HORSE MOLESTATION



NOV 14 Heviristeilyn jatkot / Heavy Cruise afterparty

Public · Hosted by Suvi Seppänen

Hosting • Invite Edit ...

🕒 Friday, November 14 at 5:00pm
about 1 week ago

📍 Domus Gaudium
Leppäsuonkatu 11, 00100 Helsinki, Finland [Show Map](#)

(In English below)

Ohoi! Jatkot näkyvissä!

Vuonna 2014 Akateeminen Heviristeily ei päätykään siihen, kun laiva saapuu satamaan. Niin vellovista aalloista (ja mahdollisesti vatsoista) selvinneet risteilyvieraat kuin myös maakravut, jotka jättivät välistä huikean mahdollisuuden vesillä, ovat tervetulleita jatkamaan iltaa HYRMY:n kerhohuoneelle osoitteeseen Leppäsuonkatu 11. Koska risteilyimme rantautuu noin klo 16, eli jatkot alkavat klo 17.00. Länsisatamasta kertsille pääsee helpoiten raitiovaunulla 9 keskustan suuntaan. Kannattaa seurata pääkaupunkiseutulaisia tai jos eksyt, voit soittaa Tommille (0400 985 535) tai allekirjoittaneelle (Suvi, 0445385019).

Ja kylläpä meitä nyt hemmotellaan: illan ohjelmassa on Caught In The Between –nimisen bändin akustinen keikka noin klo 19 ja vapaamuotoista sosiaalista hengailua. Kaikkein janoisimmat jatkavat vielä kertsiltäkin ennalta määrittämättömään anniskeluravintolaan, risteilyperinteitä kunniottaen.



Tommi, Markus and 23 other friends went

GUESTS

51 went	37 maybe	240 invited
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INVITE FRIENDS

+ Add friends to this event

	Jake Pistokoski	Invite
	Kathrin G-j	Invite
	Hanna Tuovinen	Invite

Appendix 6. Online registration form

Akateeminen Heviristeily 13.-14.11.2014 Academic Heavy Cruise 13.-14.11.2014

Helsinki - Tallinna @ Tallink M/S Baltic Queen

Ilmoittautuminen HYRMY:n ja MC Mökän jäsenille
Registration for HYRMY and MC Mökä members

Risteilyn hinta (33 €)

Hintaan sisältyy hyttipaikka B4-hytissä sekä aamiainen. Risteilyn ikäraja: 18 vuotta.
Ilmoittautuminen päättyy 12.10.2014. Maksuohjeet lähetetään sähköpostitse. Lisää
tietoa risteilyn Facebook-tapahtumassa:

<https://www.facebook.com/events/887614851250432>

The cruise price (33 €)

The price includes place in B4 cabin and breakfast. Age limit is 18 years.
Registration ends at 12.10.2014. Payment instructions will be sent via email. More
info at Facebook event: <https://www.facebook.com/events/887614851250432>

* Required

Lisäpalvelut - Additional services

- To/Th: Buffetillallinen / Dinner buffet (+33 €)
 Pe/Fr: Buffetlounas / Lunch buffet (+25 €)
 Pe/Fr: Saunavuoro / Sauna (+8 €)

Henkilötiedot - Personal information

Etunimi - First name *

Sukunimi - Last name *

Sähköposti - Email *

Syntymäaika - Date of birth *

Month	▼	Day	▼	2014	▼	📅
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Sukupuoli - Gender *

- Mies - Male
 Nainen - Female

Kansalaisuus - Nationality *

Muut tiedot - Other information

Toiveet hyttikavereista - People you would like to share a cabin with

Muuta huomautettavaa - Other comments

Appendix 7. The Academic Heavy Cruise 2014 program

THE ACADEMIC HEAVY CRUISE 2014

Thursday 13.11.

17.30. Buffet is open

18.30. The ship sails!

20.00. Hellspirit (Tango Lounge, deck 6)

21.15. Crimfall (Tango Lounge, deck 6)

Friday 14.11.

7.00.-10.00. Breakfast

8.00.-12.00. Optional visit to Tallinn

12.30. Heavy metal quiz & karaoke (Disco, deck 10)

16.00. The ship is back in Helsinki

17.00. The after party at HYRMY clubroom

Appendix 8. Photos from the cruise



Hellspirit audience



Crimfall audience