

KYMENLAAKSO UNIVERSITY OF APPLIED SCIENCES
International Business/International Marketing

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ORGANIZING A SMALL EVENT

Case: Launch Event of PR-material for Occupational Therapists

Bachelor's Thesis 2010

TABLE OF CONTENTS

ABSTRACT

TIIVISTELMÄ

1 INTRODUCTION	6
1.1 Purpose of the research	6
1.2 Active research in thesis	7
1.3 Project	8
2 ORGANIZING A SUCCESSFUL PUBLIC EVENT	9
2.1 Event management	12
2.2 The team	12
2.3 Financial issues	14
2.4 Marketing and informing	15
3 DESCRIPTION OF THE EVENT PROCESS	16
3.1 Starting point	16
3.2 Place	17
3.3 Target group: Participants	19
3.4 Promotion: Marketing communication tools	20
3.4.1 Print media advertising	21
3.4.2 Public relations	22
3.4.3 Direct marketing	24
3.4.4 Sales promotions	26
3.4.5 Word of mouth	29
3.4.6 Sponsorship	30
3.4.7 e-Marketing	31
3.4.8 Appearance of the material	32

3.5 Product: The day(s) of the event	33
3.6 Closing the event	35
3.7 Follow-up	37
 4 CONCLUSIONS	 39
4.1 Limitations	40

REFERENCES

ATTACHEMENTS

- Attachment 1. Accompanying note to the invitations send by e-mail
- Attachment 2. Invitation
- Attachment 3. Summary of the PR-material
- Attachment 4. E-mail to the newspapers
- Attachment 5. Invitation to press
- Attachment 6. Questionnaire suggestion

ABSTRACT

KYMENLAAKSO UNIVERSITY OF APPLIED SCIENCES

International Business

AHOLA, JANINA

Organizing a Small Event

Case: Launch Event of PR-material for Occupational Therapists

Bachelor's Thesis

42 pages + 6 pages of appendices

Supervisor

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April 2010

Keywords

project, organizing an event, active research in thesis, occupational therapy

The purpose of this thesis was to plan, organize and implement a launch event for two friends of mine who had made as their thesis a handbook for occupational therapists to introduce themselves. Invitations to the event were sent to reference groups in the nearby cities in both communal and private sector. The event was also open for public. In the event my friends introduced their work that combined of a written part and five cases from different sectors of occupational therapy. My job was to take care of all arrangements of the event from compiling the invitations to marketing and to the practical preparations at the day of the event.

The goal was to increase the participants' knowledge of occupational therapy and therapists as well as present the know-how of my friends and through that improves their possibilities to find jobs. My own goals as an organizer were to draft a successful marketing and informing plan including the invitations and to make sure that everything would go smoothly at the day of the event.

In thesis was studied theory related to organizing a public event and based on the information learned I introduced a project plan that was also implemented. The event itself was held 14 of November 2007 in the auditorium of Kouvola's library and there were about 40 participants.

The feedback was solely based on conversations with the participants immediately after the event and the comments were purely positive. Also the few job offers my friends received tells the same story and fulfils another set goal.

TIIVISTELMÄ

KYMENLAAKSON AMMATTIKORKEAKOULU

Kansainvälinen liiketoiminta

AHOLA, JANINA

Yleisötapahuman suunnittelu

Case: Toimintaterapeuttien PR-materiaalin
julkaisutilaisuus

Opinnäytetyö

42 sivua + 6 liitesivua

Työn ohjaaja

Lehtori Ilkka Virolainen

Huhtikuu 2010

Avainsanat

toiminnallinen opinnäytetyö, tapahtuman
järjestäminen, projekti, toimintaterapia

Opinnäytetyöni tarkoituksena oli järjestää lanseeraustilaisuus kahden ystäväni Suomen Toimintaterapialiiton toimeksiannosta opinnäytetyönään tekemälle PR-materiaalille. Tilaisuus oli suunnattu lähikuntien sidosryhmille niin kunnallisella kuin yksityiselläkin puolella ja näille tahoille lähetettiin kirjallinen kutsu sähkö- tai perinteisellä postilla. Tilaisuus oli myös avoin yleisölle. Tilaisuudessa ystäväni esittelivät työnsä kirjallisen osuuden sekä viisi tapauskertomusta toimintaterapian eri osa-alueilta. Oma osani oli hoitaa kaikki tilaisuuden järjestämiseen liittyvät tehtävät kutsuista mainontaan ja tapahtumapäivän käytännönjärjestelyihin.

Tavoitteena oli lisätä osallistujien tietämystä toimintaterapiasta ja –terapeuteista sekä esitellä ystäväni ammattitaitoa ja sitä kautta lisätä heidän työllistymismahdollisuuksiaan. Omia tavoitteitani järjestäjän ominaisuudessa olivat lisäksi onnistunut markkinointisuunnitelma kutsuineen ja itse tilaisuuden toteutuksen sujuva kulku. Luonnollisesti myös oman osaamiseni syventäminen tapahtuman järjestämisestä sekä siihen liittyvistä moninaisista vaiheista oli tärkeää.

Opiskelin erityisesti yleisötapahuman järjestämiseen liittyvää teoriaa ja sen pohjalta laadin suunnitelman jonka sitten toteutin. Itse tilaisuus järjestettiin 14.11.2007 Kouvolaan maakuntakirjaston auditoriossa ja osanottajia oli noin 40. Tilaisuus toteutettiin suunnitelman mukaisesti eikä mitään yllätyksiä ilmennyt.

Palautelomaketta ei valitettavasti tehty joten osallistujien palaute tilaisuudesta on itseni sekä ystäväni heti tapahtuman jälkeen käymien keskustelujen varassa, ja saamamme palaute oli pelkästään positiivista. Toki myös ystäväilleni hieman myöhemmin tulleet muutamat työtarjoukset kertovat samaa viestiä.

1 INTRODUCTION

1.1 Purpose of the research

The basic framework of the thesis was to plan, organize and implement an event that took place on Wednesday 14.11.2007. I studied some related theories and will discuss how to set up and organize an event. The actual event was put up for two friends of mine (Sanna Lampinen and Karima Guedra) who have made as their Bachelor's Thesis a handbook for the websites of The Finnish Association of Occupational Therapists. The purpose of their PR-material was to be in use for all the occupational therapists to introduce who they are and what they do in form of PowerPoint show and printable slides. So, in other words their work is a public relations material. My job was to act as an event organizer and come up with a launching event for their work. Together we agreed on some issues such as the location where the event was held and the date was also planned to best suit their schedule. Building up an event like this one in question was rather simple when money is concerned because it did not aim to get any profit and the expenses were very low.

I did not actually discover this idea by myself but it was the two friends of mine who asked if I would be interested in helping them and marketing their work in the form of planning and implementing this event. I was not sure immediately if I really wanted to do it but eventually I thought that this kind of event would be interesting to organize. I was also confident that I could successfully go through the whole process by myself so I decided not to look for a partner for this thesis. Of course the girls helped me by giving their opinion on matters such as who to actually invite.

One aspect I had to keep in mind when planning the event was that advertising social and health industry is extremely difficult due to the fact that health and welfare are such terms that each individual has their own way of looking at them and understanding what they really mean and consist of.

1.2 Active research in thesis

A thesis conducted by active research basically means that the goal of the thesis is to reason or produce instructions of the actual activity with the help of a concrete product. The product can be for example a guide, portfolio, familiarization or an event like in my case. In active research thesis combine the implementation of the actual product as well as the thesis report that discusses the description and evaluation of the product. (Vilkka & Airaksinen 2004, 9.) From the thesis report the reader should see how and what the writer(s) has learned about the topic, whereas for the employer the important thing is that the actual product can be used for the purpose it was ordered. (Vanhanen-Nuutinen & Lambert 2005, 66) Thesis' conducted by active research are often very comprehensive when it comes to implementation and thus they often are done in pairs. (Vilkka & Airaksinen 2004, 55) I find that Sanna and Karima were my employers and everything I did aimed for the event to be organized well enough that they just needed to arrive on site at the day of the event.

In active research thesis it is not necessary to use investigational methods and the analyzing of the collected information does not need to be as precise and organized as in a thesis using some of the basic research methods. Instead information can be gathered for example by interviewing specialists (Vilkka & Airaksinen 2004, 56-58). It is advisable that for a thesis conducted as action research, an employer from the actual business world is used. The thesis' topics that come from companies enable the student to show his own knowledge and expertise wider and it is more likely that in working life an interest will arouse for the student who is making the thesis. This can significantly increase the possibility to get a permanent job. It is also said that a thesis done as a commission supports occupational growth as it is often said that changes and development in working life leads and education follows. (Vilkka & Airaksinen 2004, 16-17.)

Since my event was rather small I did not feel a need to get a pair. Also, as it turned out this was a job easy enough for one person and to be honest there would not have been enough work for two. Also the fact that this was more of a favour to a friend than an actual commission this did not open any new career opportunities for me.

1.3 Project

It can be said that organizing an event is a project as it requires planning and there usually is a beginning and end. The process starts with planning and ends after the event for evaluation and follow-up. Kauhanen et al. (2002, 24-25) say that a project is defined in time. It has clearly some typical features of a project: goals, life span, group work, uniqueness, collaborators and risks as well as uncertainty.

According to Kauhanen et al. (2002, 26) projects usually are divided into phases to ease the planning and understanding. They divide the phases to eight essential parts:

1. Provisional selection of a project
2. Decision to start a project eg. starting a project
3. Background and pre-settlement
4. Planning the project
5. Assessing feasibility and risks
6. Realization of the project
7. Ending the project
8. Assessing the project

All projects are said to have a driver who decides to start the planning of an event. In a project organization there normally is a management group, a project manager and project workers and support personnel. How the project organization actually is formed depends on the size of the event. (Kauhanen et al. 2002, 31)

An important part of any project is also project management.

“Project management is a carefully planned and organized effort to accomplish a specific (and usually) one-time effort” (Free Management Library 2007)

In project management it is included to develop a project plan that is build from such elements as defining project goals and objectives, specifying tasks or how goals will be achieved, what resources are needed, and associating budgets and timelines for completion. These all work hand in hand with the eight project phases. The project plan also needs to be implemented and it is very important to ensure that the project is being managed according to plan, otherwise the whole thing will most likely become one big chaos. (Shone, A. & Parry, B. 2004, 166-186)

2 ORGANIZING A SUCCESSFUL PUBLIC EVENT

The very first thing that is useful to do is to gather some key people around one table and throw into the air as many ideas as possible with the help of some of the most popular idea gathering methods such as brainstorming and mind maps. After the most useable ideas are thought through more carefully and implemented to the use of the particular event team can move to the next phase. One of the most important steps towards a good event is for the leader(s) or key person(s) to make sure that everyone involved to the event in any way knows what their tasks are and how they are expected to accomplish them.(Kauhanen et al. 2002, 33-36)

At the beginning of the planning process of any public event the following seven questions are a great help in making the event successful:

Why?

What?

Where?

When?

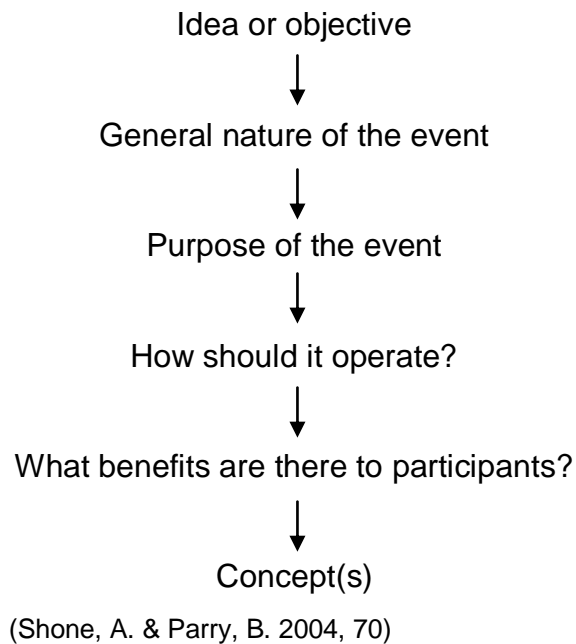
Whom to?

How?

Image?

(Kauhanen et al. 2002: 35)

Another way to conduct the screening process and come up with ideas is to follow the list below



By answering these questions or following the list it can be clarified what is the goal of the event, so in other words why is the event held in the first place: is it meant to educate, entertain, build image, economical profit or something completely else. It will also become clear what the event will be like in structural terms, if it will be a ski contest, music festival or a non-profit skateboard event for the teenagers. The seven questions will also clarify what will precisely be done in the event and especially who are doing it. In this context asking the question whom to aims to find out what is the segment of people that the event is targeted to. The question how in this context is more concerned about the monetary and mental resources available.(Kauhanen et al. 2002, 35-37)

It is almost impossible to set up a good event without adequate amount of money. In some cases the need for money is not that large but the case is often something entirely else. Finding and attracting the right kind of sponsors to an event is an extremely challenging job and it needs to be well planned. When the potential sponsors have been decided the organizer needs to think what the event has to offer for the sponsor and what they might want in return. It is also worth considering if it is possible to serve the needs of all necessary groups inside the wanted target segment by having only one kind of program or should there be different options from which to choose. (Kauhanen et al. 2002, 60-70)

As everybody knows whatever we do and how much we plan there are always variables that might change the course of the event or ruin the whole thing. Some of these variables are such that we can have an effect on and to some we cannot, so called force majeure reasons. Such things we can imagine in advance are also known as risks. When making a public event it is necessary to take into consideration all the possible things that might go wrong not just the risks to participants' health but literally everything, no matter how strange they might sound at the time. This is called realizing risks. After all imaginable risks have been written down they all need to be evaluated and categorized according to the likeliness and unlikeliness of them. The last phase is to make necessary plans such as emergency procedures and decisions how to minimize and eliminate all possible risks. It is also very important that the organization team has all the necessary information so that everyone would know what to do in each possible case that might come reality right before or during the event. (Shone & Parry 2004; Kauhanen et al. 2002)

In the event that was now organized it would have been an option to divide the event into two parts that would have taken place one in the morning and one in the afternoon. In both parts different cases would have been gone through and the cases would have been chosen according to the interests of the participants. As it was already discussed in previous chapter the timing is very important to an event and this is exactly why it was found out well in advance from the likely participants what could be the preferred time for the event to take place. Information gained from these inquiries showed that it would not be wise to have two separate occasions mostly just because it would be too costly and most participants were interested in all of the five cases at least in such level that no extra benefit or number of participants could have been gained. This event was also a good example of an event that did not require a lot of money to be organized but if there would have been more money to spend I am sure I would have made some changes.

2.1 Event management

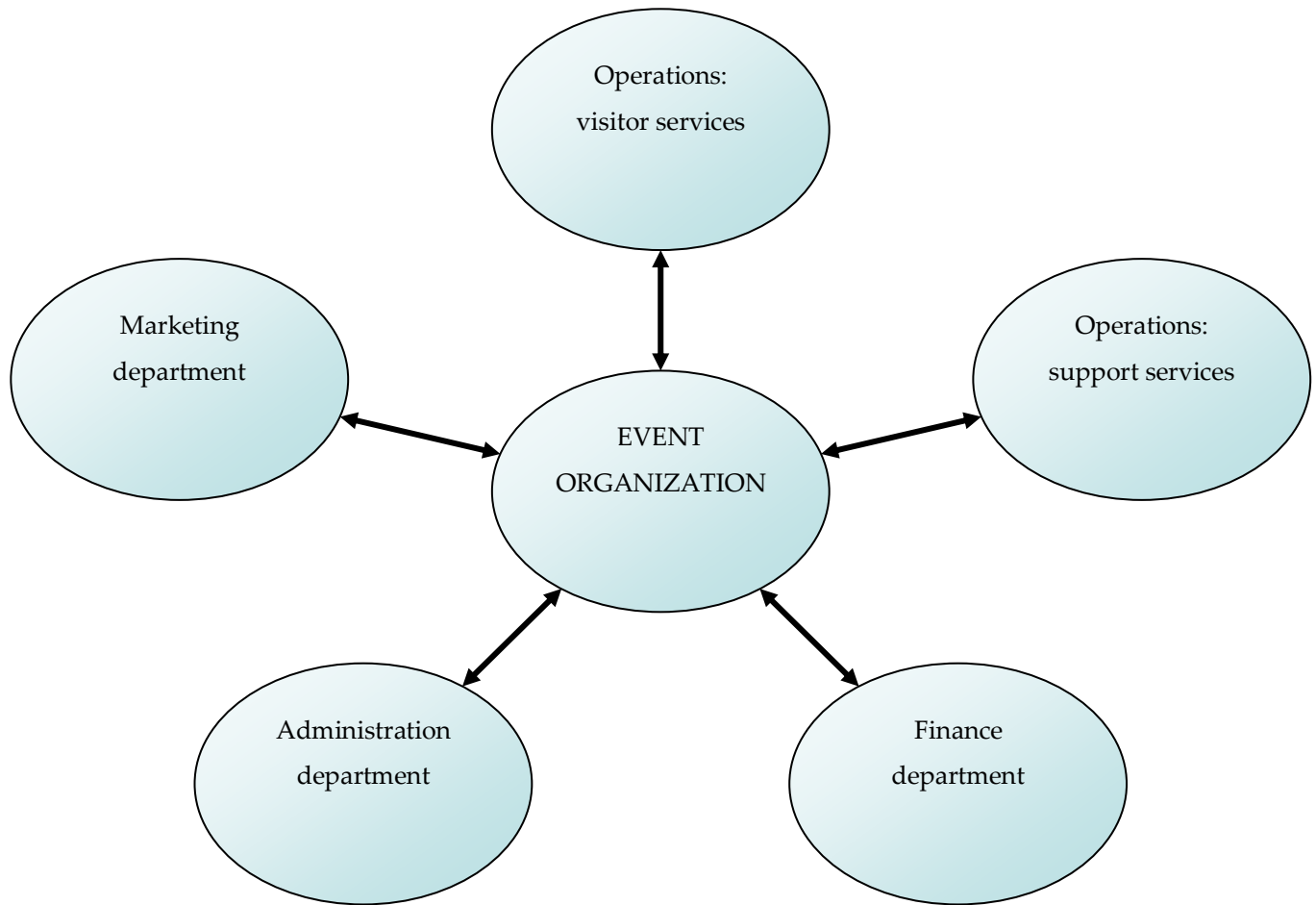
One of the definitions of management is extremely well put in my opinion “*Wise use of means to accomplish a purpose*” (Imber & Toffler. 2000). Event management is very similar to project management and their largest difference is the nature of actual events and the process. Events are not so often one time occasions and they tend to be larger in many ways compared to projects. Especially the amount of people participating to an event is usually much higher than in projects. Also the lack of appreciation that the co-ordinator of an event gets compared to the similar person in a project is reality. (Shone & Parry 2004; Kauhanen, Juurakko & Kauhanen 2002)

No matter if we are talking about the goals of project or event management there is one very important list to keep in mind and this is SMART. It combines of the words Specific, Measurable, Achievable, Realistic and Timely. The objectives need to be set properly so that there can be no misinterpretations, and measurable in order to know if the goals are reached or at least is the direction right. The goals should not be set too high, they need to be achievable with the resources and skills at hand nor should they be too fancy to serve the purpose of either planners or participants. In timely it is meant that the amount of time available needs to be taken into consideration and plan to do only such things that are possible in the given timeline. (Shone & Parry 2001, 165)

2.2 The team

When a good plan has been drafted good staff is needed to implement it. Depending on the size of the event and of course budget it might be a possibility to hire a whole professional organization, just a general manager, survive on volunteers or something in between. The organization chart forms the framework for the activities and services of the event. Especially in large events it is wise to have a person responsible of each of the departments. The team needs to be carefully chosen and everyone should have a task they are most familiar with and/or most likely to succeed in. A good briefing is very important. Everyone should know what is expected of them. People have to be motivated and information should be willingly given.

It is good to remember that the flow of information should not only work vertically but also horizontally. (Shone & Parry 2004, 189-192) Below is a basic event organization chart that illustrates well what are the key teams in a event organization and also how the information should run. The number of



people inside these teams is entirely dependent on the size or the event.

Picture 1. Basic event organization chart (Shone and Parry 2004, 190)

At the end of the day people make the event. It does not matter if everything does not go quite as planned at the day of the event since a good staff will handle it with a smile on their face. And as a result of this the other important group of people called participants get what they came for and leave the event happy. After that surely one of the most important goals has been achieved. Especially if we are talking about an event that will be organized again it is most likely that the next time there will be much more people as the word has spread of a good event.

2.3 Financial issues

After the objectives of the whole event have been decided the organizers can start to make financial choices. The link between the objectives and budget should be kept strong at all times, after all you may not be able to achieve the goals set for your event if you have not correctly calculated what implementing it will cost. No matter if the amount of money spendable is scarce or massive a budget needs to be drawn. The more money there is to be spent the more detailed the budget and financial management should be. All income and expenditure need to be recorded. It is useful to have two separate lists, the other being what has been planned and the other the actual realization. Some kind of overview of the financial side needs to be done at all stages, before, during and after the event. The best way to keep all the financial issues in order is to appoint someone fit responsible of the whole thing.

In many events it is of great importance that enough people arrive, just to make break-even. There are very few events that can be successful and at the same time make loss. So, the difficult job of estimating the realistic amount of participants is the next step in order to make a working budget. As helpful tools for example prior experience, market research and size of the targeted segment(s) in the area can be used. (Shone & Parry 2004, 97-103)

These days there are a lot of events that do not aim to get money but to provide information and experiences. In these cases a participation fee that might be collected does not exist in order to make profit but to cover costs. No matter if the event does or does not want to make profit there are more ways to collect money than just entrance or participation fee. Brochures, selling food, V.I.P. -packages, car parking, raffles, stands, memberships to events that are frequently organized and so on. Ways are many but of course the organizing team needs to think what suits best for the targeted segment. (Shone & Parry 2004, 112-113)

I will again discuss my own budget later in the work. I can tell that much that the budget of the event was extremely small but it was well enough to get everything that was needed to go through the event with satisfactory results and that is all that matters.

2.4 Marketing and informing

When marketing a public event it is important to be able to direct the marketing activities to the right target group. In order to do this one needs to know what are the interests, needs and wants of the target group and what attracts their attention. The image, price and time needs to be just right in order to get the best possible result. It might sound logical and easy but it is not always the case. Just to define the target group can be much more difficult than expected. (Shone & Parry 2004, 145-151)

The marketing plan also needs to have its core in the general objectives of the event. According to Shone and Parry there should be no more than five aims in order to have them all effectively achieved. As the person responsible of the event's marketing may not have too many resources on labour or money are for example word of mouth, general awareness and responses to enquiries important channels of marketing rather than just relying on paid advertising. With this said it comes clear that public relations can play a significant role in promoting an event.

The decision making process of an individual to take part in an event very often follows the AIDA pattern. It consists of the words Attention, Interest, Desire and Action. I find the words them self rather self expletory and thus will not go them through further. The first three are the phases where right kind of marketing and informing play a significant role. After that the person just needs to take action and buy the tickets or sign up for the event.

Informing can be divided into six parts which include internal and external informing and the timeline has three parts before, during and after the event. Internal informing needs to be more precise and detailed than external. That is because the core team has to be on the same level when it comes to having information or else big mistakes can occur. (Shone & Parry 2004, 153-156)

Marketing this particular event was a bit easier than in many cases because my friends the occupational therapists will do most of the work of defining the target groups and I as the organizer of the event will just be in charge of finding the right way and channel to inform the necessary groups or even individuals. I will discuss the nature of the invitations and advertising used in this event later on in this work.

3 DESCRIPTION OF THE PROCESS

Here are gone through all the main stages of the process that are involved when organizing an event. I will apply the 4P's (place, price, product and promotion) into the process description as I feel they fit into this kind of use perfectly. I will not mention price again in the text as the event was free of charge for the participants.

The old saying that well planned is half done is very true when talking about organizing events. This is why enough time needs to be reserved for the planning stage. If the process is done in hurry the possibility for forgetting something important or even making mistakes increases significantly.

3.1 Starting point

A systematic change of ideas is a good way to start an event. As events are non-routine it can be said that the planning process really is the key to it all. When the plan is made well you have in a way already went through the whole event with all its possibilities and threats in your mind. It is important to go through the whole event at one sitting from the very beginning to the end. Otherwise there is a risk of something important being forgotten. Planning also makes people involved in a way that they actually want to search information, be involved and tackle the problems that might appear. (Shone & Parry 2004, 81-83)

Just like so many other projects mine started out of a simple conversation. In this change of words Sanna expressed me their need for someone who could organize an event to introduce the thesis of herself and Karima came up and as I was in need for a subject for my own thesis we chose to help one another. It quickly came clear that event such as this would not get any funding so we would have to pay more or less all the expenses ourselves so I was more than eager to plan the event as cost effective as possible. This naturally limited quite heavily my planning process when thinking about what I could do and where.

Some of the main goals set were purely mine and involved the more practical side of the event and then there were also some joint goals that made the event successful in my mind as well as for Sanna and Karima. For me the first goal was to create a good invitation that would make people interested about the subject and turn out to the event or get efficient information from the appendixes about occupational therapy. It was also important for all of us that people who arrived would also take part in conversation and not just sit there quietly without us ever knowing were they even listening. And of course we all wanted to see the people leave satisfied.

Creating new contacts was more of a goal for Sanna and Karima but as a matter of a fact I also got a small job offer at the event because of my clear and loud voice and talent for performing. Another main goal for me was that all the arrangements would run smoothly from technical matters to serving coffee even though that had been outsourced. It would have been much too difficult for me or the girls to bake at home and take care of the catering when there was a perfectly good cafeteria right outside the auditorium. No one can or is expected to be capable of doing everything by themselves. There was also a moment when we thought about paying the cafeteria's services our self but after all decided that that was not worth it. In our case money really was time (to concentrate on other more important things) and not the other way around.

3.2 Place

Choosing the location of an event is critical to its success. The distance is not as important as it is that the image of the location is the right kind in the eyes of the segment(s) that are wanted to participate. The best places are the kinds

that are already familiar to the participants or they can easily be guided there with instructions and/or signs. Also the connections to the site need to be in order. Good public transportation system is always helpful but if for some reason this is not possible then it is up to the planner to organize sufficient transportation means.(Kauhanen et al 2002, 38)

The person in the organization responsible of venue finding should see the site before making any decisions. Before the actual visit a list of all the necessary questions and requirements should be comprised so that nothing important gets forgotten and the person can be sure that the site has all the features that are needed for the event in question. It is always good to remember the importance of first impressions: The one that the organizer gets will most likely be the same as the visitors or participants will have. This is a situation where all senses should be taken into use. (Shone & Parry 2001, 122-123)

As one of the girls lived in Kouvola and another one in Lappeenranta we decided that the auditorium of the library in Kouvola would be the perfect location. The library is a key location in the middle of the city and is well known by the locals as well as people from nearby towns. The public transportation is not that good to the site but the problem concerns the whole city so there was nothing to do about it. Most likely all participants will arrive by car and for that purpose there is plenty of parking space right next to the library. Renting the space was very cheap, it only cost €15 per hour (incl.VAT) and after we realized to ask we got the money to pay the rent from the Finnish Association of Occupational Therapists who in this case is the sponsor of the event. The rent of the auditorium also includes use of all the necessary equipment and there are 60 seats that we thought would be enough. There is also a cafeteria of the library right next to the auditorium so I informed them about our event beforehand so that if they somehow wanted to prepare for the possibility of larger crowd that day they had the opportunity. The cafeteria serves coffee, home baked pastries and soup lunch. Of course I also wanted to offer as good service as possible for the participants and this included making sure that everyone could buy something to eat if they wanted. Shortage in the budget as well as a knowing choice kept us from offering the coffee to the participants.

3.3 Target group: Participants

In the event in question participants will be consisted of representatives of different companies and organizations that are all interested in occupational therapy in one way or another as well as general public.

I believed that the auditorium was large enough although I sent invitations to all such places that would possibly need the services of an occupational therapist. Home for the elderly, child care centers, social office of the city of Kouvola and also to same kind of places in other cities nearby. Also the care centers for the disabled were on my list of receivers. What was hoped for the participants to get out of the event was most importantly more information about occupational therapy as well as therapists. Starting from background information telling where the occupational therapists are educated and a little bit about what they do when studying. It was made clear that a licensed occupational therapist has undergone a three-and-a-half year degree in a university of applied sciences and is ready to work as soon as they graduate.

Due to the extremely busy schedules of most of the people who were invited I thought it was a good idea to first contact some of these people as I told before. I wanted to ask them what would be a good day of the week and time of the day to an event like this. After a number of calls I believed I had found a relatively good time for the event and all I could do then was to hope that as many as possible of the invited would be able to arrive.

As there actually are five different cases used in the thesis of the girls, all from different situations that are all of interest to different groups I asked them to keep the presentation twice, so that they talk about different cases on both times. In this way we do not have wasted the time of those that the other topics are not that relevant. Unfortunately they did not feel this was a good idea as they felt that the presentation would not take that long that this kind of arrangement would be worthwhile. Especially when thinking about the rising costs. They also felt that it would be hard to divide people into two groups as we had welcomed also the publics to the event and there was no knowing what cases they would be interested.

3.4 Promotion: Marketing communication tools

Communication is always one of the most important and vital strategic areas of an organization's success or in this case success of the event. You can have the best or most innovative products or services, but if your internal and external communications are weak, then the demand for your products or services most likely will not meet the expectations. When communicating the value of your products or services, you want to focus on how they will benefit your clients. (Moore 2010)

Today we often talk about integrated approach to marketing communications. It is rather hard to get people (let it be consumers, employees, pressure groups or other publics) to hear and fully understand your message by using only one of the communication tools. This is why carefully choosing the right communication mix you can assure that whatever you are trying to communicate reaches the right audience and gets understood. Formulating the right kind of strategy in any kind of marketing starts with finding out what the customers are looking. Knowing precisely what TV channels they watch, what magazines they read and what are their interests in life helps to make the right kind of strategy for media spending. (Blythe 2000, 33)

Integrated marketing communications can save time, money and stress by creating a competitive advantage. It can also boost sales and increase profits through increased effectiveness. Unintegrated communications tend to send disorganized or in other words unclear message that reduces the impact of the message. (Smith & Taylor 2004, 16)

The most well known marketing communication tools are Selling and sales management, Print media advertising, Active media; TV, radio, cinema, Outdoor advertising, Public relations, Branding packing and merchandising, Direct marketing, Exhibitions and trade events, Sales promotions, Word of mouth, Sponsorship and e-Marketing. I will now only concentrate on those of the tools I have used when communicating my event.

3.4.1 Print media advertising

Newspapers, magazines, professional journals and directories together form print-based medium. This is the most used medium since it is fairly cheap, easy and convenient to use and gives the consumer the possibility to return to the advertisement whenever they choose or need to. This actually is the most distinctive feature of print media; it is permanent. Newspapers are not usually kept as long as magazines and that piece of information helps the advertiser to use the right medium for right purpose. Not to mention directories that can be kept for years. There are magazines for almost every imaginable purpose so targeting right consumers is fairly easy. Print media is often used in places where others mediums such as TV or radio do not exist and so it has the full attention of the consumer. Statistics of success of print advertising are also fairly easy to get and this helps media planning a great deal. (Blythe 2000, 52-53)

I made a small advertisement (attachment 4) of the event to the local newspaper Kouvola Sanomat that is a subscription paper. I placed my advertisement to the section "Menovinkit" (today called Menot) where people can send tips to readers where to go and when. This section publishes events that take place on the day of question or the next day. My ad was in the paper day before the event. I also utilized free sheets of the Kymenlaakso area and sent the same ad to those papers. The idea was that the advertisements in the papers would work as an invitation of the event to the public, meaning whoever is interested of the topic and especially for those whose family members might need the services of an Occupational Therapist.

In a case like mine the advertisement needs to be as short and informative as possible for two reasons: to make sure it will be entirely read by those who it is directed to and to save money. I made a conscious choice of not even offering the invitation to any professional magazines that are read by the target groups as I thought we would get enough participants anyway when thinking about the space we got. I also wanted to keep in mind that this was just a small local launch or even a pre-launch event and the informing of this material in a wider scale was definitely the job of Finnish Association of Occupational Therapists.

3.4.2 Public relations

Public relations (PR) is all about creating positive images and mutual understanding as well as establishing and maintaining goodwill about something (e.g. company, organization or even a person) in the minds of employees, consumers and other publics. In this case by publics are meant all the groups that the image creator is dependent. (Blythe 2000; Smith & Taylor 2004; Jobber, 2004)

PR activities such as publicity, corporate advertising, seminars, publications and donations to charity can help to reach several goals. To name a few there are promoting products, handling issues and opportunities, building up reputation, overcoming misconceptions and dealing with bad publicity, attracting and keeping good employees and raising goodwill among all kinds of target groups. (Jobber 2004, 603-604)

What makes PR so challenging is that different groups have different interests which may even conflict. Most used tools of PR are word of mouth, press, TV and personal recommendation. Public relations covers such a wide field of issues that it should not be thought solely as a publicity or marketing means but as a versatile strategic tool in the work of creating and maintaining reputation. It should not be forgotten that PR is also needed for countering bad publicity that is hardly ever entirely avoidable.

Perhaps the largest reason for many companies, especially smaller ones, not to have someone responsible of public relations is the fact that PR does not create direct sales. It is almost impossible to measure whether some PR activity actually cumulated to sales in the long run or not but this does not mean it is not an important part of the company's internal and external image and even survival. (Blythe 2000; Smith & Taylor 2004)

It is important to separate earned media from paid media because PR is very different from marketing. Marketing thrives to get people to buy something usually by using advertising campaigns that cost money. PR can and should be handled without ever putting a penny on advertising. This is the reason why PR people often refer to earned media. PR should not be about placing

ads in different mediums but about earning stories and coverage. The old saying “all publicity is good publicity” does not really prove to be correct at least in the corporate world. Just as you can earn press coverage for good things, you can earn it for bad ones as well. And how the bad news are dealt with is what really matters a great deal. A great example of this is Nixon and Watergate scandal. It was not the crime that destroyed Nixon, it was the cover-up. The bad PR. (Bergstrom 2010)

The best way to get the most of what PR has to offer is to use it as a well planned integrated tool alongside with advertising, sales promotion and personal selling. (Blythe 2000, 106)

One way to look at the event I organized can be that it was all about public relations. We shared information to the public and wanted to create a positive image about occupational therapy and therapists. The material that was presented at the event was indeed solely public relations material meant for any occupational therapist to help with the task of telling who they are, what they do and why their presence in some situations is needed. The material was very well thought out and it had used in a funny way the fact that in Finnish language the abbreviation for occupational therapist is TOI. All the headlines were in the form of “Kuka TOI on?” or “Mitä TOI tekee?”. I believe that many PR professionals agree with me on the statement that little humour here and there can take a message a long way. Of course there are situations where humour just does not suite but those aside many very serious messages are easier to adapt by those who see, hear or listen to it when some humour is involved.

Another matter that can be seen as something that belongs to the field of PR is the fact that I sent to all local papers an invitation for the press (attachment 5) to join the event and make a story about the event. Unfortunately no one was interested.

3.4.3 Direct marketing

The Direct Marketing Association (Smith & Taylor 2004, 386) in the UK defines direct marketing as:

The distribution of information, products or services through any advertising medium that invites the individual to response directly to the advertiser.

Whereas The American Direct Marketing Association (Blythe 2000, 161) defines direct marketing as follows:

Direct marketing is an interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any location.

Direct and database marketing are often used synonymously as the database marketing is just that part of direct marketing that is done by computer. In direct marketing it is always the advertiser who approaches the consumer and usually as personally as possible. Direct marketing should be seen as one of the tools in an integrated marketing communication rather than used as a single tactic. (Blythe 2000; Smith & Taylor 2004)

According to Smith & Taylor, direct marketing includes:

1. direct mail:
2. telemarketing;
3. door-to-door selling (pyramid, multi-level, network retailing and field sales forces)
4. direct response advertising (TV, radio, cinema, posters, Web and press-advertisements that solicit an immediate response, eg. "phone now" or "fill in the coupon")
5. computerized home shopping (link home computer with a store so that one can browse around the aisles, pick up merchandise, inspect it by turning it around on screen, etc.)
6. home shopping networks (which have turned millions of living rooms into shopping malls)
7. miscellaneous (stuffers, inserts, leaflet drops/house-to-house distribution)

(Smith & Taylor 2004, 387)

One of the most important factors for successful direct marketing is to have good, up-to-date information about the people who are to be approached. Biggest advantages of direct marketing are tailored messages, opportunity to test, easiness of targeting, cost-effectiveness, accountability and the possibility to instantly measure results. Especially telemarketing is both immediate and flexible since the discussion varies on the customer. Databases can be built and with the help of all the information gathered creating and maintaining active long-term customer relationships gets easier. Of course direct marketing has also its disadvantages, probably the largest one being the consumers who consider direct mail intrusive “junk mail” and telemarketing and door-to-door sales force annoying waste of time. When talking about the traditional mail initial cost for acquisition of a customer is rather high. And so is always the cost of thousand people contacted compared to many other marketing methods. As much as 98% of the mailings end up in the trash. (Blythe 2000; Smith & Taylor 2004)

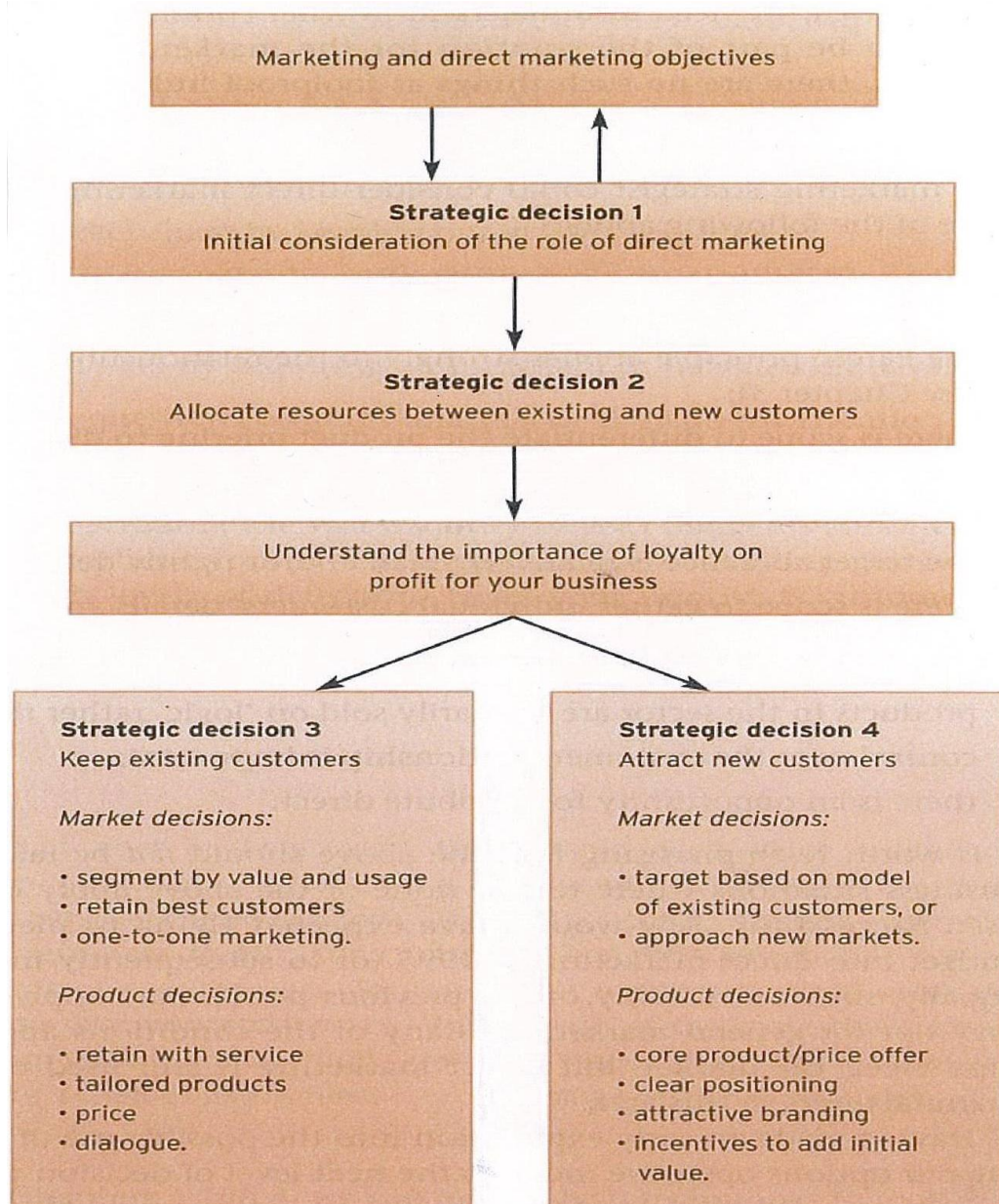
When setting objectives for direct marketing a couple of issues need to be taken into account. First of all direct marketing and overall marketing needs to be linked in a way that they both aim to the same goal. After that sales objectives come into the picture and they need to be transformed into customer-based goals in order to be used for the purposes of direct marketing. It is also wise to set some limits or should I say guidelines for costs and retention rates.

The main interest for direct marketing are markets i.e. customers and because of this also the objectives are for example number of customers and not on amount of sold products. In order to have some clarity to the next stages of the process it is helpful to divide the ways of obtaining customers into two groups, the first one being the excising customer base and the other one acquiring them from either competitors or totally new markets. Persons responsible of direct marketing should also always remember to keep an eye on allowable spending, meaning that the cost per one customer does not exceed what they are worth. This leads us to the fact that implies especially well to direct marketing, segmentation by customer value. Tailored products and services can be offered to those customers who may not use the services so often but when they do the amounts they buy are so large that they

account for most of the company's revenue. The basic assortment is offered to the so called regular customers who may purchase regularly but the amounts are smaller than the top customers'. The last segment is the unprofitable customers and naturally they have to go as they are downright unprofitable. (Tapp 2005, 120-133) In direct marketing this kind of segmentation is relatively easy to put into practise as the focus is on people and thus the customers are nearly always treated as individuals. Change of segment for a single customer can be noticed and if the change is for the worse a decision whether to contact the customer and try to set things right or to lose them once and for all is an actual possibility.

The picture below illustrates well the whole strategic process involved in direct marketing campaigns.

Figure 1. Strategic process in direct marketing campaign (Tapp. 2005, 129)



I used direct marketing and more precisely direct mail and direct e-mail as a tool to provoke interest to the event and the subject itself in a form of invitation (attachment 2). I will talk more closely about the e-mail in the chapter about e-marketing. With the paper invitation there was also a cover letter (attachment 1) and in the e-mail the same text worked as the actual message in the e-mail. The more detailed invitation was as an attachment. I specifically wanted to follow a well know Einstein's KISS principle (Keep It Simple Stupid). Anyone who would open the letter or e-mail would at least read the short cover letter or message and then would know the absolute main points of where, what and when.

I did not require an RSVP, so only at the day of the event I knew who showed up. This was mainly because I decided that I could easily invite people from all reference groups in the area without having a situation of overcrowding in the event. The invitation was sent two and a half weeks before the event and the idea was that this would give those who wanted to participate enough time to arrange someone to cover for them at work if that would be needed. Many of the invitees were working in such a position that it might be an issue. On the other hand I felt that in 2.5 weeks no-one would forget the event. Also these days everyone has a calendar where appointments are marked. I sent out altogether 31 paper mails to bigger companies and organization where it was hard to find one specific person to address the invitation to and on the other hand almost everyone working in these places were welcome to participate in the event. E-mail invitations I sent out 168 of which 33 did not reach the recipients for one reason or another.

In the list of the invited were people from day care centres, different kind of service centres for the elderly, both private and municipal medical centres, rehabilitation centres, so called home care companies that provide food and help with everyday matters for those who have problems with moving, A-clinics, several organizations and foundations that work with disabled, employees' health care units, dispensaries and schools. We chose people from top to bottom when an organization was in question and hoped that in this way the message would reach as many people as possible. As I already mentioned some of the invitations were handled so that only one invitation was sent to organization using a simple contact address or email given on their websites. These are the organizations where practically anyone could have participated.

Accompanying the invitation was also a short summary of the PR-material (attachment 3) for those who could not attend. The summary was only about the written part of the material as that held the most important information for a person who quickly wanted to find out what the material was about. The case descriptions contained a lot of pictures and were meant to be presented by someone not just read. Also sending accurate pictures via e-mail would have made the file very large. In this summary a physiotherapist Saila Laakso was also mentioned as she worked in co-operation with Sanna and Karima. Very often a person who needs the services of an occupational therapist also needs a physiotherapist and in this way the girls were able to offer the whole package. In my mind this made the e-mail also an advertisement. We felt that it was very important to get at least the summary to all recipients in order for them to have know who and what Sanna and Karima were as well as have the possibility to contact them in case they actually had a need for their services. It is clear that no professional would contact them if they did not feel confident enough that though the girls are rather young they are professionals and know what they are talking about. So, it can be said that the summary worked as a proof of that. The recipients of the invitations were well thought through and as it turned out later on Sanna and Karima did receive some inquiries on the basis of the material sent.

Even though in my case the overall marketing efforts were not that large I feel that my direct marketing was in a good balance with the other marketing. In this case it means mostly word of mouth and press. Together they all formed a scheme where the invited, or at least some part of them, were reminded about the event from different medium in such a timeline that it was almost impossible to forget the event.

3.4.5 Word of mouth (WOM)

People like to share experiences by talking. We talk about companies and organizations, products and service we have gotten and so on. No advertising method or excellent sales staff can top the opinion of someone you trust. WOM is based on reputation, referrals and recommendations. Even though it is difficult some extremely well thought communication tools themselves can create WOM. For example creative publicity stunts or challenging advertisement campaigns can be used as an example. Of course WOM can also do harm to a company and its reputation. People are keen on telling about their bad experiences and it is said that a dissatisfied customer can tell about the unpleasant encounter to as many as 11 people. The worst part about this is the fact that the customer may never send the complaint to the company and thus they can not react to it in any way. (Smith & Taylor 2004, 590-592) So as the old saying goes “bad news travel fast”. I personally work with complaints every single day and it is often the case that no matter how irritated the customer is at first a well handled claim will make them calm down and perhaps even have a better picture of the company than they had before.

In my own case using word of mouth was more of a job for Sanna and Karima since they had daily contact with people who were likely to participate. I on the other hand did not know many people who would need the services of an occupational therapist and so it was not worth telling about the event to just anyone. I believe that after the event was held WOM held a significant role in transmitting the message that this sort of tool for occupational therapists exists and also that there are two new therapists looking for jobs. I am sure that everyone who participated told about the event to someone and this was one of the largest goals.

3.4.6 Sponsorship

“An investment in cash or kind to in an activity in return for access to the exploitable commercial potential associated with this activity” (Meenaghan, 1991)

Clear objectives help to combine other marketing communication activities to sponsorship, or the other way around, depending what is the main purpose. There are a range of objectives and a good sponsorship programme can reach many goals.

Below is a brief presentation of the most well known objectives:

1. *Increase awareness* – e.g. brand/company is just entering the markets and wants to get known within the right segment
2. *Build an image* – repositioning or strengthen a brand or company image by getting associated with such sponsoring activities that communicate and support the brand value.
3. *Improve or maintain relations* – through hospitality and entertainment at a sponsored event with any given reference group (employees, clients, investors etc.)
4. *Increase sales and open closed markets*
5. *Increase sales (sampling and direct selling)* – action orientated sampling opportunities in a situation where consumers are in a relaxed state of mind and so also more perceptive
6. *Attract distributors/agents* – again creates awareness and helps to attract inquiries from possible partners in other markets
7. *Create promotional material* – some events offer great opportunities to take photos (sights, scenes, celebrities...) that can be used as an asset in other means of marketing communication
8. *Circumventing advertising bans* - especially events shown in TV give the sponsors a loophole on advertising bans

(Smith & Taylor 2004, 488-489)

As I told earlier The Finnish Association of Occupational Therapists worked as our sponsor in this event by paying the rent of the space used for the event. For them the event was a valuable way to spread information about their services so in other words increase awareness about occupational therapy and therapists directly to the right target group.

3.4.7 e-Marketing

All marketing that is done online is called e-Marketing. It enables closer and more successful and satisfying relationship with the customer. Among other things a marketer will get more (profitable) contacts with less work and the customer will get added value. The actual purchase does not have to take place online. One very important side of e-Marketing is search online marketing (SEM). It helps to attract more visitors to a site. SEM identifies what words customers must use in order to find the correct product or service they were looking for. These so called 'keywords' can change even on short periods of time and SEM must anticipate this. (Smith & Taylor 2004, 620-624)

Viral marketing is basically word of mouth online. The ways are numerous (video clip, animation or just text) and the actual information sent can be only a link to the actual message. Nevertheless the most important goal is to get the "wow" factor to arise in anyone who reads the message. It also needs to be good enough for people to want to send it onwards to as many as possible. For anyone who wants to take advantage of viral marketing it helps a great deal to find opinion leaders who are willing to send the message through their website, blog, facebook or just plain e-mail. When using viral marketing it is crucial not to use it like spam. One always has to be sure to have permission for sending marketing messages to someone's e-mail.

Some other e-marketing tools are opt-in e-mails, interactive TV's and radios, mobile telephones (WAP) etc. and they all have their advantages and disadvantages. Because of this it is highly important to have an actual well thought out e-strategy that just like any other marketing strategy has clear target markets and positioning.

I consider the invitation I sent to the event via e-mail also e-marketing as the invitation was not only an invitation but it was also an advertisement about services of Sanna and Karima. The information in the e-mail was identical to the paper letter sent. I sent out 168 e-mail invitations of which 33 did not reach the recipients for one reason or another. Most likely they had changed jobs as I double checked the spelling of those e-mail addresses that returned. The people who received the invitation were carefully chosen (comparable to opinion leaders) and we had high hopes of them using WOM and by so spreading the message to people, both inside and outside their workplace, who might need the services of occupational therapist. I have to admit I preferred the e-mail because at least then I was sure that the person had received the message and at least glanced it through. I knew this because I had asked for an automatic receipt when they had read the e-mail. Email is also much easier for the receivers to send forward to others who might be interested in the topic.

3.4.8 Appearance of the material

Appearance is always important no matter what we are talking about because I believe that appearance sends a message of its own. Whether it is the way a person dresses, how an office is decorated or even how a company logo looks like or like in this case the material sent to people who we wished to participate as well as to press. It is important to strive for a situation where the message that is transmitted, via e-mail or mail in this case, arouses the right kind of image.

Packing needs to be well planned so that it is accepted by the targeted consumers and gets their attention. Choosing the right colour for packing is also important as the colour has a big influence on perception, colour communicates. (Blythe 2000; Smith & Taylor 2004)

The PowerPoint material presented in the event did have a clear and well-thought theme including colours, shapes and pictures. As a matter of fact these were all designed by a graphic designer as a part of her thesis. When you think of it information in the PowerPoint was the product and the appearance of it was the packaging. Also the invitation and summary followed

the same theme and thus the whole material created an entity. We hoped that for anyone who takes a look at the material it looks professional, well thought through, young and also with the usage of light neutral colours makes it easy to approach. We naturally hoped that this would increase the interest of those who were invited based on the impression they had gotten from the material.

3.5 Product: The day(s) of the event

When the actual day comes everything should be in order and the task of the organizer is to go through everything one more time in case there are some last minute changes or something is not the way it should be. It is crucial that the communication during the event works in all directions inside the team, not only up and down but also from side to side. In this way information passes quickly and is available to all those who need it. Depending on the size of the event there need to be decisions made concerning the amount and types of staff. What amount can be paid full-time or part-time workers and is it possible to use volunteers. It is entirely up to the size and nature of the event how this can be dealt with but at the end the most important thing is to have enough workers to make the event run smoothly even if something would go wrong. The staff also needs to be located right so that everyone is having a task they can best handle.

One of the best ways to know what actually is going on and is everything running smoothly is to go through all the same things as the visitors will do and be sure to talk with the guests and ask immediate feedback of what they think about everything. In this way if there are some shortcomings they will be noticed and fixed if not this time but most certainly the next time the event is being held. As in every managerial situation also here delegation is a key to success. The main person should not get caught up in small details but to look more at the big picture and make the staff work on the little things. It can even be seen as a failure in management if the main person needs take care of jobs that do not belong to him or her. (Shone & Parry 2004; Kauhanen, Juurakko & Kauhanen 2002)

In Figure 2 is presented, one suggestion of how to go through the big day. This list is meant for a larger event than the one I held but the points showed can be also thought in smaller scale.

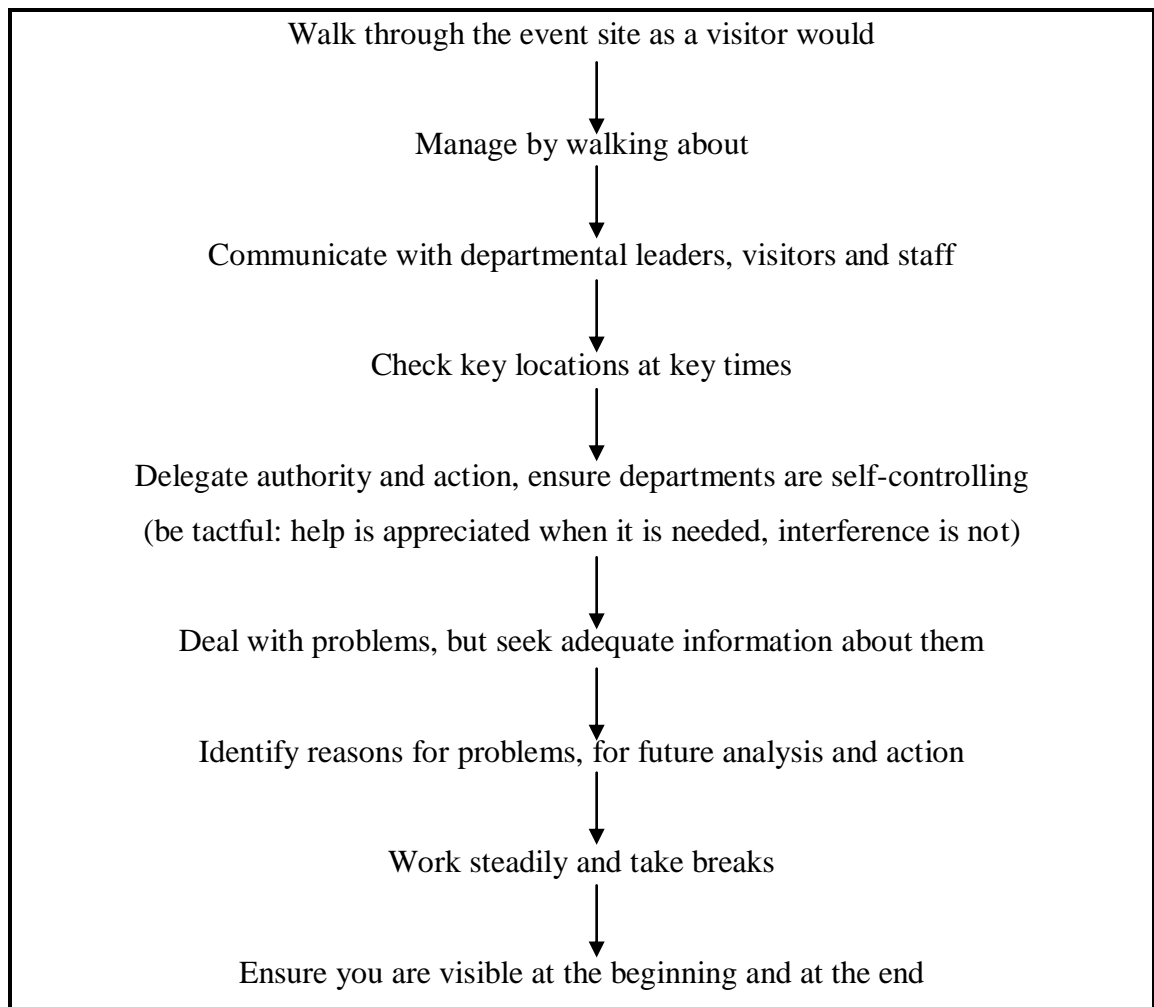


Figure 2. Activities on the day of the event (Shone & Parry 2001, 211)

I personally arrived to the location only an hour before the event as I knew this would not be such an event where participants arrive very early. All I really had to do was to put a sign of the event at the top of the stairs that led to the auditorium so that people would find their way. I also changed a few words with the person responsible of the canteen though she was not one of my employees so I could not have any influence on what she did. Still I found it polite as I knew she had made an extra effort for us baking fresh pastries although the cafeteria would have been open at that time anyways. As soon as Sanna and Karima arrived I set up all the equipment and then we tested that everything was running smoothly and they knew how to operate all the necessary devices. After that I moved to the door and was ready to welcome the guests.

At the very beginning the girls asked for everyone to write at the end of the presentation what new facts about occupational therapists they had learned during this event, if any, to white piece of paper they had in front of them and just leave them at the table once they left. This was mostly done just to encourage people to really listen and pay attention to everything that was said as well as to see how well the participants really knew the various tasks occupational therapist is trained to handle.

The whole presentation took a little less than two hours which I think was ok when we had said in the invitation that the duration would be about one and a half hours. Also when looking at the participants I did not detect anyone constantly looking at their watch or otherwise acting nervously in a way could have indicated their need or want to already leave. A small 10 minute break was held between the theory part and the presenting the actual cases.

During the actual presentation I remained at the back by the door ready to help if something would have been needed but otherwise on the background. Everything went smoothly and my services were not needed before the presentation was over and I switched off all electronic devices and checked that no one did not forget any personal items to the auditorium.

3.6 Closing the event

Below in Figure 3 is a very simplified picture of the different phases that need to be taken into consideration when closing down an event.

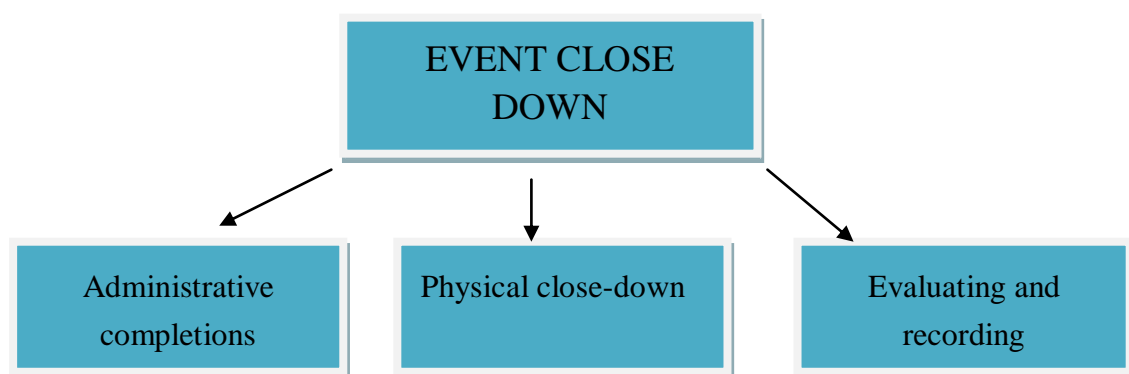


Figure 3. Event close down (Shone & Parry 2004, 215)

Once the event ends the first close down tasks are rather physical. Perhaps the most effective way is to do everything that was done when setting up but in a reversed order. All members of the staff, let it be the same ones that have been working in the event or an entirely new clean-up team, again need to know what their tasks are. The organizer should also be able to realistically plan the need of labor and machinery for the close up. Making sure all guests have left the area and if there are gates or doors they should be closed. After that the cleaning and possible deconstructing can begin and a helpful rule is to move from the small stuff to the big ones. If we are talking about a mass event the exit routes for equipment and materials should be separate from the one used by the public. All-in-all the whole process of closing down gets often too little attention in the planning stage as it is seen less important than other stages. Another very important but often forgotten matter is thanking the staff. Takes very little effort from the side of the organizer but might mean the world to the employees, especially if they are volunteers.

Administrative side of the close down is about paying the outstanding invoices, handle contract releases when the job that the contract is for has been done and if needed deciding whether to use the contractor again. Also completing the accounts is done in this stage. The actual closing of the accounts is done by the treasurer, accountant or who ever in the organization is responsible of the accounts. From the final accounts the organization team as well as sponsors, investors and other possible reference groups can see how the event really went financially and did it meet the goals that were set, if there were any. (Shone & Parry 2004, 214-218)

After the physical closing of the event has been carried out also the project needs to be clearly closed and assessed. Going through the closure can be divided into four parts. First one being the assessment of the successfulness of the event, second one is thanking the project team and contact groups. Third part is to reward the project team and last but not least comes the writing of the final report. It is also very important to sit down with the project team right after the event and quickly go through the event. Purpose is to write down and discuss what went well and what went wrong. This information is crucial if the event is organized again. (Kauhanen et al. 2002, 125-126.)

Right after the visitors had left Sanna, Karima and I sat down on the event site and changed some thoughts as a goal to assess how the event went.

Since in my case there was nothing to clean up or take down nor any administrative issues to handle we were able to move straight to the evaluation process. We all agreed that I had done everything they wanted me to do very well and they did not had to worry about any of the arrangements themselves. They were also very pleased with the turnout of about 40 participants. They also told me that they felt that their own performance went relatively well but as they both were rather nervous at the beginning they both talked a bit too fast. This is a common mistake for people who do not need to make presentations in front of crowds very often and as Sanna and Karima relaxed a little the speech found its natural rhythm. They also bought me as a thank you a coffee and a bun, so this can be considered as thanking the project team. Thanking the contact groups was done just by telling the participants at the end of the event how happy we were that they had arrived and if they had any further questions they were more than welcome to be in touch. The reporting of the event to our sponsor The Finnish Association of Occupational Therapists was handled by the girls and the feedback from association's side was also positive. What comes to writing the final report I believe this thesis serves that purpose in a perfect way.

3.7 Follow-up

No event can be called successful if it does not reach the goal(s) set and no matter what these goals are if there are not enough people in the event it can not be a success. It is often hard to single out and measure specific reasons why something went wrong and why something else was just perfect because these are often the sum of many things. Still this does not mean the team should not try. What ever they find out it will most likely be useful when putting together the next event.

In this case the follow-up was conducted in a little sloppy way though I say it myself. I chatted with some of the participants at the event site and most of the feed back has become through girls in the form of participants sending them e-mail or straight ahead ordering their services. So, in this case we did not feel comfortable asking people to spend any more time on us than they already had by requiring them to fill out a feed back form of some kind.

The answers would have been too quickly done and the results might not have reflected the actual opinions of the answerers. There was a very likely

situation that the questions would not have been read through carefully and answers would have been shorter than what would have wanted. After all the actual participation and in that way getting the information we wanted to share was already one set goal reached. We were able to fill almost the whole auditorium, so we were extremely pleased with the turn out.

Afterwards thinking maybe we should have a survey (attachment 6) of some kind. Most likely a very simple small yes/no sort of survey like in the attachment could have been put together in a paper form and it could have been handed out at the end of the event and ask the participants to fill it out and hand it back straight away. If someone would have stood in the doorway the participants would most likely have felt more obligated to actually answer as they have to pass someone before going out. The problem would have been to ask the right questions that have more to do with the actual event and not girls work that naturally is the largest part of the event in the eyes of the participants. In the survey there could also have been something about the invitation (was it send early enough, did it have all the necessary information etc.) and another question about the advertisements in the local newspapers (e.g. did they all notice the ad in the papers, if so then in which one), duration of the event (too short/ok/too long) and something about the effect of the event e.g. do they think this was a more affective way to present the work than just by sending them a link to the Internet pages of the Finnish Association of Occupational Therapists. From my perspective it would have been very interesting to find out did the participants feel that the event met their expectations that I as the organizer had created. We also could have found out how the participants heard about the event. Most interesting part of that would have been to know did anyone come just based on the ad in the papers. It also would have been possible still to send some kind of questionnaire for those who were invited but did not come. Asking about the reason why they missed the event. Of course this would have increased the expenses a little but most of the questionnaires could have been sent by e-mail.

Some weeks after the event I contacted both Sanna and Karima and we sat down together to talk about the event and I also wanted to ask if they had received inquiries and perhaps even job offers from the participants of the event. They both had been contacted but at least at the time nothing more had come out of those directly. They both are currently working as occupational therapists and have been almost all of the time after they graduated. Unfortunately the social and healthcare circles are so small in the Kymenlaakso area that it is very difficult to assess if their thesis and the event has played any part in their work situation. Both of them were very pleased with all the arrangements I had done. They also felt they had performed well and said all the things they wanted to share with the audience. Especially happy they were about the fact that participants asked questions during the presentation as they were advised to do. For this to happen the atmosphere needs to be relaxed enough.

4 CONCLUSIONS

The key ingredients for a successful public event are to come up with a brilliant idea, plan everything thoroughly before any implementation, set clear and reachable goals but not too many, make sure to have enough and right kind of staff, be well on track of how much money there is to spend and act accordingly, use only such marketing communication tools that are suitable for the event in question in other words help to achieve the set goals and integrate them to support each other as much as possible. After the event thank staff as you might need them again and last but not least sit down with the key organizers and go through the event step by step and record how everything went and if the event will be organized again make suggestions of improvements.

A good manager knows how and to whom to delegate. It may well be one of the most important features of a successful leader. When the big boss does not have to worry about the little things they can concentrate on the big picture. I have often thought that the word supervisor is the best synonym for manager because of this.

I believe that active research was exactly the right choice for me since I am more of a person who likes to do concrete things and not for example make a research about something. I also think that the size of my event was good for one person to organize though I have strong faith that I also would have been able to manage something a little bigger as well. In my case everything run so smoothly that it is impossible to discuss drawbacks, mistakes or such. The only real improvement suggestion was the questionnaire.

The one thing I regret is that I did not finish this thesis right after the event when all the smallest details would have been easy to remember. Now over two years later it has been rather challenging to complete this thesis as the memories have faded but I did my best.

Of course if there would have been more money to be used it would have been interesting to organize a whole occupational therapy day. The location would have been different, ads to target groups' publications could have been placed in order to attract participants around the country, a starting coffee and lunch could have been offered and perhaps even a small participation fee could have been collected. I could have invited guest lecturers and marketed the day as a possibility for important information gathering and learning for the target groups.

One idea that I got during the writing process of this thesis was that it might be interesting to study the possibilities of marketing occupational therapy and therapists as it is at least in my mind a rather difficult an unexplored subject. People who need the services of occupational therapists excluding the elderly have injured themselves, have learning difficulties or are somehow disabled so, in a way belong to groups of people that are not particularly easy to talk about in marketing sense.

4.1 Limitations

The situation I had when organizing this event differs quite a lot from other events when thinking about my role. I had absolutely no control concerning the contents of the event I was merely putting up the framework where the girls could present their work. I see this as a situation where the girls were in a way my clients who had ordered a service and given me some demands

about how they wanted the things to be. In this case I had rather free hands when the process was concerned since the clients were only interested in the final result. They still were involved in the process in such a way that all written material that was sent out had gotten their approval. What this actually means is that if the people who were in the event were somehow unsatisfied with the content that was something I could not have had an effect on.

The subject occupational therapy is not very appealing media-wise. Sopromoting and advertising this kind of event for the public was with our resources almost impossible. Because of this we decided already in the beginning that we would inform the press that the event was free for anyone to come but that we would concentrate on getting as many professionals whose organizations could benefit from the services of an occupational therapist to arrive. With more resources available it would have been smart to try to make the invitation more interesting for different fields. This could have been done by concentrating on what some specific contact group like nursing home or a kindergarten could benefit from occupational therapy and why exactly they should come to listen for the presentation.

The lack of more sponsors made our budget quite small and we were not willing to place our own money into this event. The scarce budget is also the reason why we were not able to place ads in magazines that would have charged a fee. Also things like serving coffee before or after the event free of charge for the participants was impossible but we also felt that the topic was such that people should come there to really listen to the material and not to get a free coffee. On the other hand the free coffee could have been our way of repaying them the effort of travelling to the location and spending valuable time with us.

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Hei

Liitteenä kutsu keskiviikkona 14.11 Kouvolan maakuntakirjaston auditoriossa järjestettävään kaikille avoimeen tilaisuuteen jossa esitellään toimintaterapiaa ja sen monia muotoja.

Levitättehän kutsua organisaatiossanne.

Terveisin

Janina Ahola
markkinoinnin opiskelija

Kutsu

Aihe: MIKÄ TOI ON? tietoa ja tapauksertomuksia toimintaterapiasta

Aika: Keskiviikko 14.11.2007 klo 9.30

Paikka: Kouvolaan maakuntakirjaston auditorio, Salpausselänkatu 33, 45101 Kouvola

Kesto: n. 1 ½ h

Toivotamme teidät lämpimästi tervetulleeksi kuuntelemaan mitä on toimintaterapia.

Havainnollistamme toimintaterapian monia muotoja tiedon lisäksi seuraavien tapauksertomusten avulla: 4- vuotiaan toimintaterapia, psykiatrisien nuorien keittiöryhmä, työikäisen käden kuntoutus ja ikääntyneen kotikäynti. Samalla voimme keskustella toimintaterapian tarpeesta yksikössänne ja siitä mitä toimintaterapia voisi yksikössänne olla.

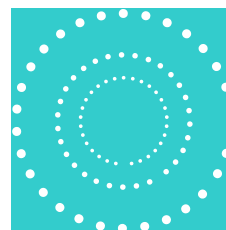
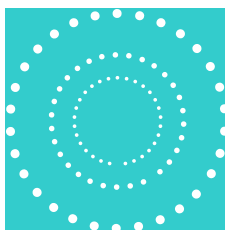
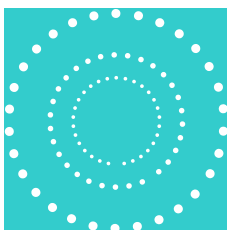
Viestin liitteenä löydät lyhyen tiivistelmän tilaisuuden tekstimateriaalista ja tietoa tarjoamistamme palveluista. Toivomme, että tutustut siihen erityisesti jos et pääse paikalle. Mikäli se herättää kysymyksiä tai tunnistat mahdollisen tarpeen toimintaterapeutin palveluille ota meihin yhteyttä.

Tämän PR-materiaalin ovat tehneet opinnäytetyönä Suomen Toimintaterapeuttiliitolle Etelä-Karjalan ammattikorkeakoulun toimintaterapiaopiskelijat Sanna Lampinen ja Karima Guedra. Kutsun suunnittelu ja tapahtuman järjestäminen ovat osa Kymenlaakson ammattikorkeakoulussa markkinointia opiskelevan Janina Aholan opinnäytetyötä. Tilaisuudessa esiteltävän materiaalin ulkoasun on toteuttanut graafinen suunnittelija Nina Rokka.

Ystävällisin terveisin

Sanna Lampinen (puh. 045-6331711 tai lampinen.sanna@gmail.com)

Karima Guedra (e-mail: guedrakarima@gmail.com)



Attachment 3: Summary of the PR-material

1. KUKA TOI ON ?

– toimintaterapeutin pätevyys

Toimintaterapeutit ovat laillistettuja terveydenhuollon ammattilaisia.

Ammattikorkeakouluopinnot kestävät keskimäärin 3,5 vuotta, laajuudeltaan ne ovat 210 opintopistettä. Toimintaterapeutit voivat työskennellä sosiaali- ja terveydenhuollon sekä kuntoutuksen eri sektoreilla, koulutoimessa, yksityissektorilla sekä itsenäisenä ammatin harjoittajana. (Toimintaterapianimikkeistö 2003.)

2. MISSÄ TOI ON ?

– toimintaterapeutin työkentät

Toimintaterapia on osa kuntoutusta. Kuntoutus nähdään sosiaali- ja terveystalouden toiminta-alueena. Kuntoutus on lakisääteistä, ja se on osa sosiaali- ja terveyshuoltoa, työhallintoa, opetushallintoa ja vakuutussektoria. Yksityinen, kolmas sektori, projektit ja kehittämishankkeet täydentävät kuntoutuksen järjestämistä ja kehittämistä. (Opetusministeriö 2006.)

3. MITÄ TOI OSAA ?

- toimintaterapeutin osaamiskuvaus

Toimintaterapia perustuu asiakaslähtöiseen työotteeseen. Toimintaterapiapalveluiden asiakas voi olla yksilö, ryhmä tai yhteisö. Asiakas on aktiivisesti työskentelyyn osallistuva, omia tavoitteitaan ja hyvinvointiaan määrittelevä kumppani. Vuorovaikutussuhteen ja terapeutin toiminnan tarkoituksena on parantaa asiakkaan toimintamahdollisuuksia. Asiakasta myös tuetaan ylläpitämään ja parantamaan omaa toiminnallista suoriutumistaan.

Toimintaterapiassa toiminta käsittää erilaiset tehtävät, toimet, teot, ajattelun ja olemisen. Toiminta vaikuttaa yksilön kehittymiseen, terveyteen ja hyvinvointiin. Toiminta koostuu toimintakokonaisuuksista. Toimintakokonaisuuksia ovat itsestä huolehtiminen, asioiminen ja kotielämään liittyvä toiminta, koulunkäynti ja opiskelu, työssä selviytyminen, yhteiskunnallinen osallistuminen, vapaa-ajan viettäminen, leikki ja lepo. Toiminnan avulla asiakkaalle annetaan valinnan ja kontrollin mahdollisuus, mahdollisuus tasapainoiseen ja

tyytyväiseen elämään. Asiakasta tuetaan tunnistamaan ja ratkaisemaan erilaisia suoriutumisen ongelmia ja tunnistamaan ja käyttämään voimavarojaan. Toiminnassa voidaan keskittyä erilaisten taitojen ja valmiuksien harjoittamiseen. Porrastamalla, soveltamalla ja muuttamalla toimintaa voidaan harjoitella heikentyneitä tai puuttuvia taitoja ja valmiuksia.

TOIMINTATERAPIAPROSESSI

Toimintaterapiaprosessi alkaa arvioinnilla, jossa tarkastellaan asiakkaan vahvuuksia ja ongelma-alueita. Arvioinnissa kartoitetaan toimintoja, joista asiakas ei suoriudu turvallisesti tai itsenäisesti. Tavoitteena on tukea ja edistää asiakkaan toiminnallista suoriutumista. Toimintaterapeutti määrittelee toimintaterapian tavoitteet yhdessä asiakkaan kanssa. Seuraavat vaiheet ovat suunnittelu, toteutus ja tulosten tarkastelu. On myös tärkeää muistaa, että terapeutin toiminta valitaan osana asiakkaan luonnollista ympäristöä.

TARJOTTAVAT PALVELUT

Myymme arviointi-, yksilö- ja ryhmäterapiapalveluita kunnille, yhdistyksille, pienkodeille, laitoksille, ryhmäkodeille, terveyskeskuksille, sairaaloille tai kelle tahansa tarvitsevalle. Lisäksi palveluihin kuuluu TYKY-toiminta sekä työskentely erilaisissa projekteissa ja kehityshankkeissa. Kanssamme toimii yhteistyössä myös fysioterapeutti Saira Laaksonen ja hänen avullaan voimme tarjota juuri asiakkaalle sopivan täydellisen räätälöidyn paketin.

Tilaisuudessa, tai ottamalla meihin yhteyttä, voimme keskustella yksikkönne toimintaterapian tarpeesta.

Lisätietoja antavat

Sanna Lampinen(TOI) puh. 045 6331 711 tai lampinen.sanna@gmail.com

Karima Guedra(TOI) e-mail: guedrakarima@gmail.com

Saira Laaksonen(FYS) puh. 050 5356 095 tai sailalaaksonen@hotmail.com

MIKÄ TOI ON? TIETOA JA TAPAUSKERTOMUKSIA TOIMINTATERAPIASTA.
KESKIVIKKONA 14.11.2007 KLO 9.30, KOUVOLAN MAAKUNTAKIRJASTON
AUDITORIOSSA.
KAIKILLE AVOIN TILaisuus.

.....

TÄHÄN TILaisuuteen on lähetetty myös kutsuja lähialueen
SIDOSRYHMILLE. Tilaisuudessa esiteltävä materiaali on tehty
OPINNÄYTETYÖNÄ SUOMEN TOIMINTATERAPEUTTILIITOLLE JA SAMALLA
TYÖN TEHNEET TOIMINTATERAPEUTTIOPISKELIJAT(SANNA LAMPINEN JA
KARIMA GUEDRA) ESITTELEVÄT OMIA PALVELUITAAN JOITA MYyvät ALUKSI
TOIMINIMILLÄ. TAPAHTUMAN JÄRJESTÄMINEN ON OSA OMAA
OPINNÄYTETYÖTÄNI.

TOIVOTAMME MYÖS LEHDISTÖN LÄMPIMÄSTI TERVETULLEEKSI
TAPAHTUMAAN. LAITAN LIITTEEKSI LÄHETETYN KUTSUN OMINE LIITTEINEEN
JOISTA SELVIÄÄ LISÄÄ AIHEESTA SEKÄ TILaisuUDEN SISÄLLÖSTÄ.

VASTAAN MIELELLÄNI MAHDOLLISIIN KYSYMYKSIIN.

TERVEISIN

JANINA AHOLA
MARKKINOINNIN OPISKELIJA

KYSELYLOMAKE**Tilaisuus:****Mikä TOI on?**

Tietoa ja tapauksertomuksia toimintaterapiasta 14.11.2007, Kouvolan maakuntakirjaston auditorio

1. Mitä kautta sait tiedon tapahtumasta (ympyröi)

- a. Kirjeitse
 - b. Sähköpostitse
 - c. Kouvolan Sanomien Menovinkeistä
 - d. Työkaverin kautta
 - e. Muulla tavalla, miten
-

Kyllä

Ei

2. Oliko tapahtuman ajankohta (päivä ja kellonaika) mielestäsi sopiva

☐☐

3. Vastasiko tapahtuma odotuksiasi? (ympyröi)

- a. Kyllä
 - b. Ei
 - c. Jos vastasit ei kerro muutamalla sanalla miksi
-

KUTSU

Kyllä

Ei

4. Jos sait kirjallisen kutsun tilaisuuteen oliko se sinusta

- a. selkeästi jäsennelty
- b. tarpeeksi informatiivinen
- c. en saanut kirjallista kutsua

☐☐☐☐☐☐

Kyllä

Ei

5. Oliko toimintaterapia sinulle entuudestaan tuttua?

☐☐

Kyllä

Ei

6. Opitko tilaisuudessa mitään uutta toimintaterapiasta

☐☐