Event-plan for the Italian restaurant "Trattoria Limone"

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Nowadays, restaurant business is one of the well-known and broadly emerging department of the tourism and hospitality. In our modern world people as customers have a demand not only in satisfying their physiological needs such as calmness of hunger but have a desire in high customer service, social aspects, food presentation and events. In this way, restaurant business is a service industry that directs to the customer's satisfaction. With every year number of restaurants increases rapidly around the world, and Finland is not an exception. Especially in Helsinki, cult of food and culture of eating is growing more and more energetic. Where is a big interest in food, there is a high level of competition among restaurants. From that musings, the idea of development the event project plan for the additional customer's attraction in the Italian restaurant called Trattoria Limone was born.

The objective of this thesis is development and execution the event project plan for the capturing new customers involvement, growth of restaurant recognition and launching of fresh flow in time occupation for people. In consequence identification of right segment of customers in the restaurant. Also, the author of this thesis can use this knowledge and skills of planning, developing the event plan for own future business.

Trattoria Limone is Italian restaurant that successfully operates few years in Finnish market. Author of this thesis as a part-time worker will be at first hands participate in developing this plan of the event for kids named "Chef Piccolo". The concept of the event is familiarization with basic cooking of pizza and Italian culture, moreover, closet ties of family spirit among the kids. Result of the event plan was succesfull, author got positive feedback from the owner and he will organize this event in near future.

Author used interview and questionnaire methods while doing the development process for this thesis. Collected data such as experiences, needs and ideas from the owner of the Trattoria Limone and preferences from the customers. All the process helped the author to understand the event management in real restaurant environment.

Keywords: kids event, event-plan, event marketing

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1 Introduction

Food culture and restaurant interests are growing greatly these days in Finnish life. Eating in the cafes or restaurants becomes as a part of daily routine. Further and further restaurants open in Finnish market, especially in Uusimaa area. This raises the question how to stay afloat and endure longer in high restaurant competition. Many restaurants start to find the ways to differ from each other. Some restaurants trying to build unique atmosphere inside and creating different menu that unlike the previous, other restaurants reducing the prices. On the one hand, these actions are justifiable and useful but on the other hand, at the time of global changes and digitalization restaurant owners and managers should find the different approach, especially, approach that is not so common in Finnish market.

Restaurants and cafes make changes in customers attraction mostly by the old system. Therefore, there is a good chance for finding a new way of difference in big competition among restaurants in Helsinki central area with segmentation. Based on the growing competition, restaurant businesses are interested in arranging various events. Special themed event is a creation of restaurant uniqueness in order to more successful operation. This kind of the event will push customers perception. When event is turned to be prosperous, then there is not benefits only for restaurants, but also customers have positive and pleasant memory. It might contribute to bigger involvement of customers. Offering different kind of events might become as a great new flow in restaurants, due to the lack of these kind of events in Finland and customer's interest.

This thesis is departing from accustomed thesis structure as at the beginning theoretical framework and then practical framework. This thesis is constituting a harmonious combination of theory and practice. Author decided to choose this way of thesis presentation owing to thesis goal – event plan. It is more visual and precise way to explain special event plan for the particular restaurant. The theory concerns topics such as event marketing that presents better understanding of different types of the events, characteristics and reveals main points of event planning. Market segmentation theory is relevant to get knowledge of market segments and find right segment of focusing segment for the Trattoria Limone event. At the same time, practical parts are smoothly proceeding inside the theory parts. It presents with qualitative method, such as interview with the restaurant owner, questionnaire for customers in the restaurant and then explained and introduced a project plan of the event.

Special event was found out during the questionnaire that readers will find in further chapter. At the end of the thesis, readers will be able to see a ready plan of event, company evaluation and personal feedback. All knowledge is acquired by personal experience during the thesis process and reading of several materials such as online sources and physical books. Author, in

turn, got a lot of theoretical and practical knowledge regarding planning and organizing events, and might utilize gained skills in the future business environment.

Author of the thesis works in Trattoria Limone since July 2016 as a marketing assistant. Marketing assistant position consist from creating different marketing campaigns, managing all social media platforms, making photo and video shooting, designing the menu and corresponding marketing materials. Sometimes stands as a part-time restaurant manager in order to reduce restaurant burden. That is why, she has direct relevance to the restaurant. She is planning to continue her work in the restaurant industry, moreover commit it with marketing and event organizing. Interest about having and organizing a special event came to mind during the together work with Trattoria Limone.

When both author and owner realized a need in additional attraction of customers, and new way of competitiveness. After that author saw a great possibility in combining two opportunities. First, write the thesis about planning the process of the special event. Second, in connection with this, increase restaurant recognition, customers involvement and bring a fresh impetus to the restaurant. Before and during the planning, author understood an importance of special events. They can effect on customer decisions to be closer to the restaurant, raise restaurant personal motivation through going away from every day routine, provide opportunity to find new partners and suppliers.

2 Company introduction

Trattoria Limone is Italian restaurant, that is located in the residential area Lauttasaari. Concept of the restaurant is trattoria. It means that the restaurant is less formal than fine-dining restaurants and serves the food in local Italian style. At the moment, there are two restaurants, one is located in Lauttasaari, Helsinki and the other is in Kivistö, Vantaa. Both of the restaurants keep same business line and same atmosphere.

Limone Lauttasaari was opened in 2016 of January and Kivistö Limone was opened on month later in 2016 of February. Together with a great team where were owner, famous Finnish designer, two Finnish construction workers and one Italian chef they have built both restaurants in the same Italian style with uniqueness. It took five months to build restaurants after the first day of receiving a key. Trattoria Limone brings most of the its products from Rimini and Napoli, Italy. With this reason, team keeps the line of real Italian place with a true Italian spirit in Finland. Provides an opportunity to customers of tasting products and wines, that are brought directly from Italy. In soon future, owner of Limone is planning to open a third restaurant in the city center of Helsinki, street name is Lönretinkatu.

Each of the restaurant has own waiters and chefs. Owner takes on the role of restaurant manager and shift manager for both restaurants. Even sometimes, represents himself as a chef too. In total, two restaurants have sixteen permanent workers. The main course of the restaurant is pizza. There are more than 18 different pizzas. Outlook and menu in general change seasonally twice a year. Menu includes starters such as Italian antipasto, salads, pasta, risotto, pizza, different variants of meat and options for kids. Currently, there is one main focus, it is lunch. A lot of people come to eat during week days. This is the busiest time in Limone. Moreover, Limone does not have buffet service, for the purpose of quality and freshness.

Why Trattoria Limone is positioned itself different from the other restaurants? Due to the restaurant concept. Food is cooked by the chefs directly from Italy. Most of the products, that restaurant uses, are brought from Italy. This gives a real fresh taste for the dishes. Majority of Limone customers are resident of Lauttasaari and Kivistö. Segment of customers changes with each restaurants location. Limone Kivistö brings customers who live in this area. There are regular customers like families and little bit older people. Limone Lauttasaari is favourite among Finnish and Swedish people who live nearby.

2.1 Interview

For this thesis was done qualitative research that is comprised from interview and photos and notes as appendixes. Interview was conducted with the Trattoria Limone owner. Photos and noted are presented for visual impacts of the project plan and thesis. This part of the thesis introduces fundamental elements that will help to understand and use these methods more beneficial for further research, analysis and presentation of event project plan.
"Research in general terminology involves searching of knowledge. It is well structured search for relevant information of a particular topic" (Kothari 2004, 1). According to Redman and Mory (1923), defined research is a "systematized effort to gain new knowledge". Many people when they hear the term research method they think that this is so difficult process and laborious to implement. At the same time, people experience it every day. (Kothari 2004, 1.)

Susan Wyse (2011) gives definition of qualitative research as "Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. In plain language, this kind of research answers the questions: What? How? Why? Because of this kind of research companies can get concrete and detailed information about consumers behavior, their opinion about specific product or service, reason of positive or negative consumers attitude about product/service or company in general. It gives precise idea about behavior and attitude of consumers. (Nykiel 2007, 39-41.)

Interviews are generally presented as a conversation between two parties. One is interviewee and other is researcher. Interviews are organized in order to receive knowledge, ideas and experience about a particular subject. Interview can be presented in three models: structured, semi-structured or unstructured. Usually, unstructured interview is supple and easy approach due to both sides, researcher and interviewee, can have control of the interview. However, this kind of interview is difficult to plan because the key point of discussion can be lost. And later, it can bring the problem of data analysis. Semi-structured is less flexible because interviewee has more control. Moreover, more questions are structured and planned in advance by researcher. In structured interview interviewee has more control than researcher due to knowledge of predefined questions. Unlike the other interview, structured interview data might be more readily to analyze. (Wilkinson & Birmingham 2003, 45.)

Interviews allow to know more particular information about what is happening. There are few numbers of phases to using in a better way interviews. The figure 1 below gives demonstrable graphic of phases.
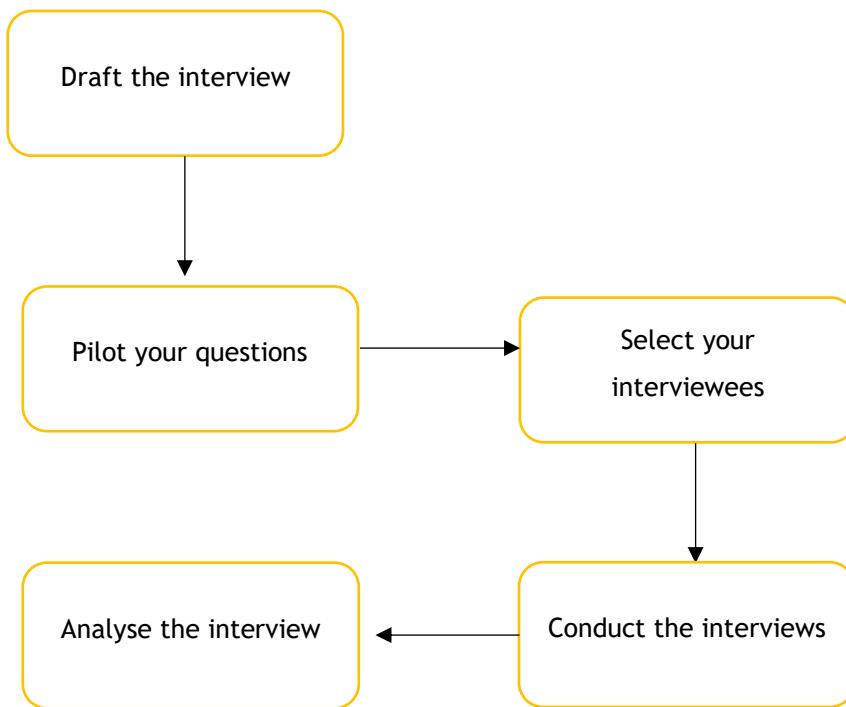

Figure 1: Phases of using interview (Wilkinson & Birmingham 2003, 45.)

Draft the interview is preparatory phase. Researcher widely specify which question he or she would like to ask, amount of the questions, format and choose one of the interview model. Main purpose of the interview is data collection, that is why all the questions have to be well

prepared for the saving time and collecting more information. Also, one of the important part is determination of the recording way. It can be recorded by audio devices, video devices. Transcriptions of the interviewee and researcher is more reliable than any notes, remarks that might be written down, because researcher will not be able to list all the information. Researcher has to focus on the interviewee and the process of the interview, but not to be trapped by making the notes. (Wilkinson & Birmingham 2003, 44-50.)

Pilot your questions phase is a stage where all mistakes and corrections should be identified. Before carrying out the interview is always better to testing out chosen questions with some people. Piloting helps to avoid uncertain questions and gives structure feedback. That is why, people should not underestimate this process. Select your sample interviewees phase talks about representation. Questions should help to identify the amount of interviewees and who specifically should be interviewed. For example, if there are more than one interviewee in the same company, it should be organized from the top to down sequence. Conduct the interview phase cover the important part of actual organization of the interview. Very formal interviews might look like confrontational and in some sense aggressive for the interviewee because of front in front position of sitting. Less formal interviews give the feeling of more relaxed attitude. Both sides sit along with each other with audio or video recording device. This device usually placed imperceptibly, in order to not frighten or disturb the interviewee. (Wilkinson & Birmingham 2003, 44-50.)

It is always better if the researcher will start the interview with personal introduction, description of the process, reason of the interview and its structure. Open-ended questions comparing to closed questions give a possibility to present more detailed information. It is also important to provide relaxing and comfortable atmosphere for the interviewee with different signs. This tactic helps to provide more information and extensive answers. There is also one good way to replicate what interviewee said because it will give clarification and better understanding about what has been said. Interviewer should not afraid of silence. It might become as a help to collect more information. Interviewee needs time to analysis the question and gives answers. When all the questions are lighted up, there is time to close the interview in a right way. There is additional opportunity for the interviewer to correct and interpret the collected information. It is also general way to thank the participant and present a summary of the interview. (Wilkinson & Birmingham 2003, 50-54.)

Last part of the interview is structure and collection the data that researcher got during the interview for further analysis. In small groups of interviewees, all data is collected from each interviewee and prepared for comparison. In large groups of interviewees, it might be necessary to use computer tools such as NVIVO. This tool will make process easier.

Advantages

Because of your indirect involvement as a researcher, you can achieve a 100 percent response rate for your questions.

You can decide on follow-up questions (considering whether they are appropriate, or if you can glean any further useful information by asking them).

You 'hear' far more than just what the participant 'tells' you. You can observe body language and interpret the tone of a response to a question.

Participants often see interviews as opportunities to voice opinions and 'let off steam' about subjects.

In most cases, they provide vast amounts of rich and useful data for further analysis.

Disadvantages

A good interviewer requires considerable training in interview techniques.

Interviews are time-consuming and costly to conduct. As a rule of thumb, you should allow two days' transcription time for one full day of interviewing.

Data generated through interviews can prove difficult for the lone researcher to analyze.

Interpretations of interview data may differ between researchers. Whose interpretation should be applied?

Unless strictly controlled, interviews can easily meander from the main subject.

Table 1: Advantages and disadvantages (Wilkinson & Birmingham 2003, 63-64.)

Certainly, like any other business, researcher faces with advantages and disadvantages of interview process. Table 1 above shows interviews strength and weakness of using interview as a data collection method. (Wilkinson & Birmingham 2003, 63.)

2.2   Interview result

In order to get and understand ideas, wishes and current trends of the Trattoria Limone, author has organized an interview with the restaurant owner in October. Moreover, interview answers will give better and clear understanding of thesis goal. Interview was done by semi-structured

model in consequence of its convenience and possibility to get more detailed information. There were basic and advanced questions during the interview. The aim of this interview was to get knowledge about history, personal background, main customers and needs of the restaurant. The interview can be found at the end of this thesis as an appendix 1.

It was a big pleasure and honor to had an interview with the friendly owner of the Trattoria Limone. He was born in Turkey, but originally, he is Kurdish. He moved to Finland in far 1997. Almost from the first days, he immersed himself into restaurant business in Finland. His first restaurant was opened in 1998 in Pieksämäki, named Hima. Then later, he moved to Helsinki, and became successful restaurant owner of Italian concept restaurants in Lauttasaari and Kivistö.

Figure 2: Trattoria Limone logo

During the interview author found out, that at the beginning, Limone's owner wanted to call his restaurants as Limoncello. By the definition, "Limoncello is an Italian lemon liqueur mainly produced in Southern Italy. Traditionally, it is made from the zest of Femminello St. Teresa lemons. Lemon zest, or peels without the pith, are steeped in grain alcohol until the oil is released. The resulting yellow liquid is then mixed with simple syrup" (Definitions 2017.) Choice fell on Limoncello due to its extensive popularity among people. Since people start to think about traditional italian drink then comes to mind Limoncello. Unfortunately for his regret, according to the Finnish law, it is forbidden to use any alcohol drinks, that more than twenty percent of alcohol, as a name of restaurants. After small disappointment, Limone's owner immersed himself into a creative process of thinking. After discussions with his team, they referred to name Limone. Limone is a conversion of the Limoncello. Limone was identified because if its brevity, recognition and freshness. Figure 2 above is visual presentation of the

logo. It was no coincidence that main colors of the logo are yellow, green and black. Yellow and green colors represent the meaning of the name Limone, obviously, means lemon in English. In this way, author learnt about logo story and design.

Restaurant was opened in 2016. And in spite of many challenges and ordeals along his way, has gained a good status and build loyal customers recognition nowadays. In the near future, he is planning to go a bigger scale in the restaurant business and build the Trattoria Limone as a brand and bring this concept to many places. Author also learnt, that owner is holding negotiations about opening new restaurant in the heart of the Helsinki, in Lönnrotinkatu. Trattoria Limone is located in residential areas: Lauttasaari and Kivistö. Figures 3 and 4 are represented visual understanding of the restaurant outlook. But author focuses on Lauttasaari area, caused by writing the executive plan for the event that Limone might use in organization of actual event. Based on internet sources and personal interview, author learnt that Lauttasaari is mostly residential area with several services such as marina and canoe club. There are around twenty thousand people live on the island.

According to the owner opinion, residential areas are good for the establishing a restaurant. Residential area is like a big family where restaurant personnel recognizes customers faces. Residential customers are different than customers from the center. There are no tourists, businessmen do not organize business meetings, but nonetheless, there are big groups of people and customers with kids. Restaurants admit a priority of family category. Because this category usually become loyal and regular customers. There are few advantages of restaurant in residential area to quote the owner. There are many consumers since population density is high, whereas competition level is less than in center. Customers feel more comfortable and relaxed in their home area. They can park cars easier or even they can walk to the restaurant, moreover, they can bring their kids and friends. Another good feature is economy of opening a restaurant, typically, it is simpler for investors. Rental rate, utility systems are lower, condition of building is better. After personal experience, owner of the Trattoria Limone inferred that myth of what good restaurants are only in center is disappearing.

If to talk about main customers of the restaurant, they are residents of the Lauttasaari, workers from the closest companies, young adults and families. During first part of the day, there is lunch menu. At this time, mostly workers visit the restaurant. They choose the restaurant due to several reasons: close to work place, time saving and Italian eating habits. Closer to the evening customers are changing, young adults and families come to eat. It happens because after the work is better to have comfortable environment close to your home, that people should not drive anywhere far or struggle with parking, especially in Uusimaa area.

One of the question, and particularly, main question of the interview was needs of the Trattoria Limone. According to answers that owner gave, author understood a crucial goal of this thesis.

Owner shared with author his needs in attracting new customers, increasing an interest among old and new customers and improving brand recognition. Due to the fact that these needs cover same result, author decided to combine all needs and figured out the necessity in creation of event project plan.

Figure 3: Trattoria Limone Lauttasaari
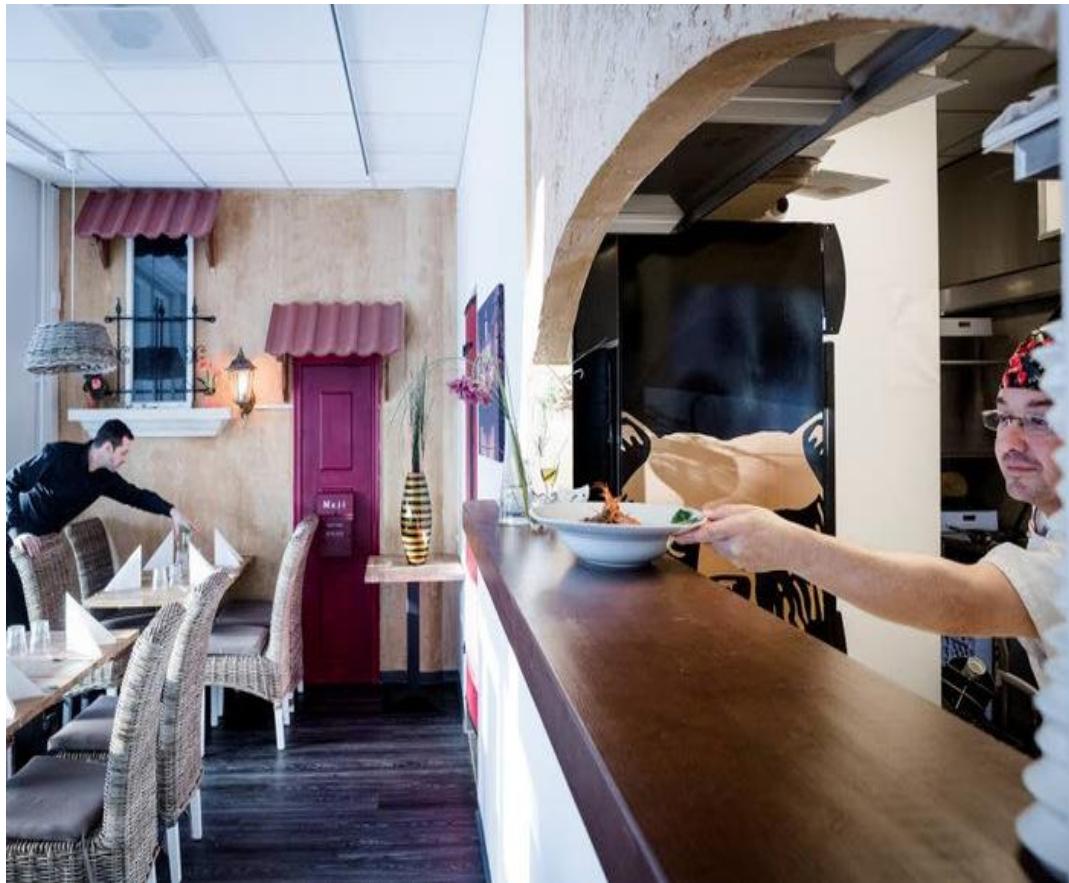
Figure 4: Trattoria Limone Kivistö

Photos above (figure 3, figure 4) are represented a visual demonstration of the restaurant's interiors in Lauttasaari and Kivistö.

3   Event marketing

In this part of the thesis, main definition of the event marketing is presented. Readers will be enlightened with main concept of the event marketing and types of events. Additionally, stages of preparation and subsequent realization of the event will be introduced. By the end of this section readers will get broad range of knowledge in organizing an actual event from the theoretical framework.

3.1   Event marketing and its distinctive characteristics

By definition, "event marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events. Brands use event marketing entertainment (like shows, contests, or parties) to reach consumers through direct hand-to-hand sampling or interactive displays" (Marketingschools 2017.)

Any marketing strategy of the company is constructed from standard set of tools: mass advertising in media channels, organization of events, sponsorship, and much more. Nowadays, world environment is changing day by day and competitors invent new unconventional ways. Furthermore, potential consumers become more sophisticated in their needs and stop to react on direct advertising. At this time arise new marketing strategy fundamental role of which is customer orientation. At the basis of this strategy there are goals not to become irritating with the endless advertising, attempting to sell particular product or service that is profitable for business, but give superficial sense that customers make decisions by themselves. (Goldblatt 2002, 261-265.)

When advertising and other promotional advancements become as an event or celebration, when an idea of purchases or visits of business brings bright and memorable action, then event marketing is coming. Event marketing has been coined to approach with target audience, when already known methods do not work with the customers. It is more effective tool in direct communication with consumers, with business partners, and frequently with staff members. Should not be forgotten, that staff members are also consumers like all others. Should be kept in mind, event marketing is the means of conveying messages to the target audience that follows concrete own goals and aims. (Goldblatt 2002, 261-265.)

If event marketing is organized properly, target audience is relevant then effect will be successful. With the help of a correctly organized event marketing can increase brand awareness and raise the sales, in addition, build audience loyalty to the brand from event marketing. Moreover, the use of event marketing is beneficial in reminding about company. There are multiply characteristic of the event marketing. Event marketing allows to place greater attention to the customers which are in the stage of taking decision about product or service. It is also a mix of ATL, BTL and PR, thus takes action on several communication channels. Promoted event is becoming as a brand in its entirety, that gives a possibility for the next following strategies of the company. Events have a long-lasting effect due to the fact that effect has started long before the event in social media, posters, press releases. Participants can be considered as a big focus group. During the event specialists are collecting knowledge about their customers, it helps to avoid an unnecessary expense in research. High creativity and flexibility, that laid down in the event marketing, help to build unique and original program for different target groups with different interests and finance level. (Goldblatt 2002, 277-279.)

3.2   Types of events

One of the crucial goal for event marketing is formatting a connection between company, brand and customers. All events that carried out within event marketing realization can be divided into several types. First one is trade events, that organized for partners, customers and

distributors. These events are mostly official but do not exclude entertaining components. The purpose of the organization such events is to introduce a product or service, clearly demonstrating its advantages. Also, these events are often organized to present the new services, exchange of experience as well as new strategic partners. (Romanzov 2009, 23-27.)

Second type of the events is corporate events. Corporate events have a unique opportunity to provide ideas directly to employees, but can be also served as an effective tool for external marketing, because can invite customers and direct partners as well. This will secure the loyalty of guests and allow them to feel their importance. It can be company anniversaries, employee birthdays, parties and holidays. And special events, that author will examine more detailed for her further research. Special events usually are targeted to maximum interaction with audience and provision of individual, personal approach to the target audience. As a result of this interaction, there is direct contact between customers and products. This kind of events give a possibility of supporting contact with previous customers and getting new customers. These activities can be presented as spontaneous or well-planned events that coincided with special celebration or launch of the new brand or maintenance of customers loyalty. (Romanzov 2009, 27-32.)

In a survey of German marketing specialists from the leading market research company Forsa shows that organization of the special events at this point becomes an integral part of the managing a company. 62 percent of experts assume that events of the event marketing manage with emotional part of product or service development. 56 percent of experts use the events in both parts: in emotional and in informational. For this reason, event marketing is an optimal way for exchange of view for 40 percent of companies. (Romanzov 2009, 26-32.)

3.2.1   Questionnaire as a useful tool

In this part, will be talked about research method as a quantitative research that is introduced by questionnaire. Questionnaire that was performed in Trattoria Limone, figured out a right event for the organization in the restaurant. Author explained the need and importance of questionnaire as a tool of understanding customer's opinions and desires. Particularly for this thesis understanding and defining a type of special event, that will be organized later in the Limone restaurant. First of all, will be presented theoretical part of questionnaire in general and then its types.

According to Kothari (2004, 3) quantitative research method "is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity." In other words, quantitative method answers on questions: How many? Who? How? And of course, the first question is crucial, because it gives a possibility of receiving maximum accurate data. This method allows to collect quantitative data of particular issue, but from the big

amount of people. Usually, it helps to assess how particular company or brand is known and popular, what customers think about new product or service, defines core group of customers and market size and much more. According to the customers quantitative method gives a clear picture of own customers, allows to understand perspective of new product and service, that company wants to launch, find out how to develop current product or service. (Gerasimenko 2015, 85-89.)

Always has to be considered strong and weak sides of each research. In quantitative research, there are advantages and disadvantages. There are several advantages of quantitative research. It is possible to measuring and analyze the collected data easier in form of charts. Researchers are more impartial to data that was found. Results of research are more visual due to numbers. Although, with strengths at the same time weaknesses. Due to the reason of numbers, it might be not always the latest results. It should be updating continuously, because numbers might change. (Nykiel 2007, 55-57.)

Data can be collected by interview, observation, questionnaires and scales. But author will focus on questionnaire. Will give a definition and its characteristics. As well, will tell about questionnaire from the practical point of view, because author used this method for determine an idea for the event.

"Questionnaire is a list of questions, usually printed, submitted for replies that can be analyzed for usable information" (Dictionary 2017.) Questionnaire is one of the popular tool in research due to its effectiveness and affordability of data collection. Data that collected is presented in readable, structured and acceptable form. On the one hand, questionnaires might be structured in detailed way and consists from many questions and covers many issues. On the other hand, they might be short and simple but concentrate on particular major field. Generally, to understand what people want or to know their opinion, it is necessary to ask people different set of questions. Questions can be structured and provided to researcher extensive date from many interviewed people. Well planned and prepared questionnaire is a good way of precise data to researcher. (Wilkinson & Birmingham 2003, 7-8.)

There are multiple types of questionnaires that research might use for collecting and later analyzing the data. In this thesis will be discussed three types of questionnaire: mail survey, household drop off surveys and group administrated questionnaires.

The most frequent type in use is the mail surveys. It is send by mail and focused on respondents. Mail surveys are effective because it can bring a big data collection. Among other things, questionnaires through mails are usually neutral and might get less numbers of replies. If to talk about household drop off surveys, it is presented like combination of mail survey and group administrated questionnaires. However, it is less known and popular type of questionnaires.

Researcher might have face to face contact with respondents, that give personal interaction, and gets later answers on survey through mail. Group administrated questionnaires is a type of getting data from people that are together in the same place and who supposed to answer on ready-made questions on specific subject. Each of respondent fulfils given sets of questions and gives back to researcher. This types usually gets higher amount of replies due to its process. Later in personal research, author will use group administrated questionnaire, but will adapt and modified in personal image. (Wilkinson & Birmingham 2003, 10.)

According to the further research, author will use the group administrated questionnaires in order to learn in what kind of the event customers would like to participate. Based on the results, author will write her project plan for the Trattoria Limone owner.

For successful conduction of the questionnaire, it is important to choose right type of the questions. Application of particular suitable way of asking questions will bring a chance to receive essential information from the respondents. By choosing correct type, will be possible to screen out unnecessary data, and focus on the main goal. Certainty, before creating any questions, types of questions have to be studied. In this reason, Table 2 is compiled three types of questions that can be used. (Wilkinson & Birmingham 2003, 11.)

Closed questions	This type of the questions is the most common in use. It answers on questions yes or no. That is why, researcher can get answers on each question. One of the advantages is time. Closed questions proceed faster and answers can be analyzed easier and quicker. In contract, there is disadvantage of this type of questions. In particular, people are restricted in their answers and research might confront with limited meaning of answers.
Multiple choice questions	Multiple choice questions are constituted a specified, constant set of answers. It presents numbers of answers. This type is good because researcher can get fixed amount of answers on given question. That will contribute on the goal of the questionnaire. On the other side, responses that are given might be limited due to narrow questions that are presented.

Open ended questions	Open ended questions are more flexible, because they do not provide predefined answers. This is good for people, because they are free in their responses, they can give own answers. But the bad side of this type of questions is difficulties in data collection and continued analysis. For that reason, each answer has to be analyzed separately and might be understated incompetently.

Table 2: Types of questions (Wilkinson & Birmingham 2003, 11.)

After learning the main characteristic of questionnaire and main type of questions, author has stopped on multiple choice questions, for the purpose of understanding an event theme for the restaurant.

3.2.2   Limone questionnaire

After the interview with the Limone owner, author identified main needs of the chosen restaurant. All the needs are directed at engagement between customers and restaurant. Main focus is attracting new customers. At the time of conducting the interview, was defined the project idea – organization of the special event. In order to specify the theme of the event, that customers would like to see in the restaurant. Besides this object, it was made to understand numerical answers from the customers. Questionnaire was created with multiple choice questions. Questionnaire that was given to customers is presented visually in appendix 2.

Obviously, starting point of any event is identifying theme and concept. Right choice of the theme will bring positive effect for the restaurant. With the right event, restaurant will be able to attract more customers and assure them that special events are not only time spending, but also a great chance to meet new people and expand networking.

Before questionnaire setting, author made a research in the internet about what are the nowadays trends in restaurant events around the world. It was used search engine for searching particular events in the world wide web. Author understood that now restaurants are interested in organizing an own special event that suits the most to its target customers. During the internet research, were found several events that are presently popular for attracting customers. These events are charity events, sports arena, deal of the day, wine tasting, theme nights, comedy night, guest chef night, cooking classes, happy hour and much more. After this research, author got an idea of combining main trends, that are listed previously, and put personal creativity and owner's ideas in creating concept and theme of events.

Due to the restaurant location – Lauttasaari, Helsinki, and due to the main concept – italian restaurant. Author together with owner determined the target audience. This is mainly young adults and families. That is why, were created three events for the questionnaire, such as draw and wine, movie evening and cooking master class for kids. On these bases were created three events (table 3) for identifying which one among these three will be the most popular in Trattoria Limone.

Draw and wine	It is creative event, that combines functions of drawing with an artist and Italian wine tasting with a sommelier. This event would be good for active, creative people who would like to try out new experience. Restaurant that provides this event, will ensure with all equipment for drawing, guidelines from the artist and two glasses for tasting from the sommelier.
Movie evening	Combination of two favorite people occupations: eating and watching a movie. Movie would be showed on big screen with projector, guests would be sited like in a cinema. Before coming to this event, customers will choose in advance their preferable menu. This will make the process more comfortable and relaxed.
Cooking master class for kids	It is great opportunity to involve children in cooking process on mean to playing. Under the directions of professional Chef, children will learn the secrets of preparing pizza, participate in cooking process and at the end will eat pizza that they made. This event will interest children and provide time for parents to relax from the daily actions.

Table 3: Event ideas for the Trattoria Limone

Together with the owner was decided to print hundred questionnaires and they were placed next to the cashbox. It was written in both languages: Finnish and English. For each waiter has been said to bring list with questions to each table when customers asked a bill. It made process easier and organized. After when bill was paid, the list was taken and placed back next to the

cashbox. Questionnaire was conducted during one evening on Friday 20 of October from 17.00 to 22.00 o'clock. Friday is the busiest time in the restaurant, that is why this day was chosen. Of course, waiters could not force customers to fulfill the questionnaire, according this reason, only eighty-one questionnaires were completed. Despite this fact, author could get clear picture of this research. At the end of the evening, eighty-one lists were returned out of hundred.

On the second day, author was calculating the results. At the expiration of the calculation was showed that 12 people would be interested to participate in the movie evening, 21 people would engage actively in the draw and wine event due to its uniqueness, and finally 48 people voted for the cooking master class. By results of the questionnaire was revealed that most of the customers would like to participate in the cooking master class for kids. Basically, parents would like to provide additional opportunities for their children to be occupied during weekends.

The main goals of the questionnaire were understanding of this research tool, getting an idea which event will be the most popular and knowing customers preferences. This research is effective and actual because the objects were defined a type of event and got answers from customers. First and second objects were achieved.

3.2.3 Kid's event for Trattoria Limone

Result of the questionnaire showed interest of customers in participating in special events like event for children. It happened because majority of customers have children. Events for kids is not so difficult marketing instrument, that not only increase turnover, but also encourage parents to come back next time. Because this kind of service, unfortunately, not in every place. On the one hand, it is an omission among restaurants in Finland, but on the other hand, it is a great opportunity for the Trattoria Limone.

In recent times, subject like selling through the children is growing more and more in Restaurant industry. Increasing numbers of restaurateurs that open special rooms for children, develop a menu, create master-classes, organize events for them. All these actions are specially designed to attract families with children. Owner gave comprehensives reasons why should the restaurant focus on this customers segment and why author should create the project plan for the Limone. The most important man is a buyer or customer, namely, he or she spend money on restaurant service. However, there is term as a consumer. Consumers use products or services unlike customers who buy these services and products. This idea of this is presented more visually in figure 5.

The most selling in the world doll for girls.

Customer is parents of the girl.

Consumer is this girl.

For this reason, she whines and demands this doll, thus motivates parents to buy the doll.

Figure 5: Example of consumer and customer

There are three core advantages in involving children to the restaurant. First advantage is that children wish might be crucial in choosing the restaurant for all family. Many parents are dependent on decisions that their children make. In this reason, parents will agree to any request for making their children happier. Second advantage, while children are occupied with master class or any event, meanwhile their parents are eating and spending money. In this way, increasing sales of the restaurant. Third advantage, if the restaurateur builds a long-lasting business, then this kind of customers are the most prospective, regular and loyal for the restaurant.

According to these results, author understood a need of writing a plan of organization an event for children. This event plan that owner can implement in the near future will bring more customers to the restaurant and build trust and loyalty. Limone's owner believes that this project plan of the event will be useful and productive for his business in future.

3.3   Organizational process of special event

At the core of each event there should be prevail a creativity and quality of organization. There is specific mechanism in management that called project approach. Each work has a concrete goal and has to be implemented through tactical actions. In the project approach, all the goals have interconnection between each other. That is why in organizing an event, companies use consistent way of actions. Basic aspects of actions: system approach, clear formulation of objectives, determination of costs and investments and allocation of resources. Organization of the event is almost always lengthy and time-consuming process, that demands constant monitoring and considerable attention to small details. This process consists from no small amount of various stages, each of which is incredibly important and has a directly impact on final result and effectiveness of measures. Even one omission from one of the stage might ruin the event in general. In order to avoid any difficulties and meet the timeline, special events have to be plan in advance, preferable, three months before. (Goldblatt 2002, 5-7.)

Organization of the event has three main parts: creative part, administrative part, work with mass media. Creative part includes objectives, aims, content and expectation from the event. Moreover, in the first phase of preparation, program, script, participants and their roles are

considered carefully. Administrative part is the most laborious phase in preparation. There are few obligatory tasks in administrative part of the event. Allocating responsibilities and monitoring their execution by the deadline, finding of venue, time and duration of the event. The essence of the management of different flows within the framework of the event, it is the inevitable negotiations and required control, as well as, it is the availability of necessary information in a properly structured manner. This is a key to success. In addition, the specialist of the public relations needs to control preparation and decoration of the chosen venue. It is useful to map out a graphic data of the venue in order to determine more valuable places for stage, decorations, food tables, advertising materials. Then, make a list of invited guests and monitor selling of the tickets and invitations. Thereafter, determine the scope of employee's responsibility who will participate in the event. (Goldblatt 2002, 7-9.)

According to the theory let us imagine all the work in planning and conducting the event as a diagram on paper, then it will show few vectors that move independently from each other, but then meet at one point, which is the planned special event. Turning to the mass media, it requires thorough preparation as well. It can be described in few stages: drafting of media representative database, which are invited to the event; formulation of the press release; invitation of the media representative to the special event; together work in after event materials. It is relevant to contribute in media work, it will support positive image of company and good appearance of event's materials. That is why it is important to follow all these stages because it will help to build additional image of the company, help to keep old loyal customers and bring new ones, additionally promote the place due to organization of the event, also, event might become as a brand itself and of course will attract new partners and suppliers for the future collaboration. Moreover, company should focus on its customers, because their attitude towards your company might be positive or negative influences on your image. (Goldblatt 2002, 9-13.)

3.4   Current trends of event marketing in restaurant business

There are many types of the event marketing in restaurant business: exhibitions, wine or food tasting, concerts, master classes or any celebrations or private events. Each of the event can be organized as separate event or combined with few events at the same time. At the time of a big competition in the restaurant business, owners and managers should find the best way to stay at the forefront. (Romanzov 2009, 3.)

First of all, it needs to be done an analysis of your competitors, why are they better or worse than you, what is the difference in building customer engagements, do they organize any activities. Talking about Finnish market there are many successful restaurants, where each person can find what fits the most, from gastronomic places or fine dining restaurants to street food or Italian trattorias. Nowadays, food culture in Finland is dynamic, and always changing.

One of the main concept in Finnish restaurants is the Nordic cuisine, that mostly popular to use local ingredients. The best examples are famous restaurants such as Chef & Sommelier, Nokka and Olo. For Instance, the chef Jari Vesivalo from the Olo restaurant does something great with artichoke. He creates nine different shapes of artichoke and serves all of them on same plate. (Visithelsinki 2017).

In spite of the popularity of the local restaurants, there is always on-going trend of the Italian cuisine. Italian cuisine is easy but at the same time exquisite, and it gets high popularity throughout the world based on its universality and healthy characteristics, and Finland, especially Helsinki, has not become an exception. There are several tendencies. Fusion cuisine is presently one of the famous. A good example of it is restaurant Ragu. They combine Scandinavian local ingredients with innovative Italian recipes. This kind of restaurant has a special niche of customers due to the high prices and fancy approach. There are many customers who can be classified under this special niche, but majority of customers in Finland is customers that prefer the easy-going approach in dining.

There are various restaurants of this type, for example, Pjazza, Trattoria Sogno, Il Siciliano and much more. People prefer real Italian with in the best tradition of national Italian cuisine, that supports concept feel like at home. Due to the big number of restaurants, and particularly Italian restaurants, idea of the organizing a special event in Trattoria Limone has come to author's mind, and become the main objective of this thesis. For instance, kid's events will be one of the best way of attraction different age groups. Kids will be happily participating in the event of food preparation, in the meantime, parents might communicate with each other and relax while their kids are busy. After successful event both age groups as kids and parents will share their positive impression with friends, families. That will bring beneficial impacts for the company recognition.

3.5   Planning and preparing an event

Promotion and movement of products and services through creation and organization of events, that create emotional straight connection between customers and companies, is one of the most significant method to influence on customers.

3.5.1   Goal and target audience of event

Planning an event like any other marketing actions involves at first setting of goals and objectives. This means, person who organize an event should answer on questions like for whom this event is organized, what is a message that will be given for the audience, what to expect from this event and what will be a result. In spite of the size and type of the event, these questions have to be considered. Type of the event will be depended on these questions

answers. It is important to set all the goals from the beginning. Because company should know these goals for a successful and valuable event for its customers. (Goldblatt 2002, 246-247.)

One of the useful tool to set company's goals is SMART formula. All goals should be clear and concrete and set out in understandable form. This gives confidence how and in which way to build the event. Goals have to be presented in measurable way. It is always helpful when company can measure and value its goals. If a goal is measurable, then company will see was it made or not. Always necessary to focus on concrete actions, to understand is the goal achievable. Goals should be realistic and appropriate. It means, for instance, goal suits to company budget. One of the main element is time of the goal. Company should know its deadlines and timetables. Table 4 below shows summary questions that author made to show demonstrable interpretation of SMART. (Mindtools 2017.)

Specific	What kind of results company should achieve?
	What are the characteristics and qualitative indicators of results?
Measurable	What are quantitative indicators?
	What are their dimension and characteristics?
Achievable	What should be done?
	Which recourses should be used?
Realistic	Is the goal important for success?
	Is it possible to reach the goal?
Timely	When is the deadline of the goal?
	What is a timeframe?

Table 4: Summary questions of SMART

In the beginning of event planning should be identified target audience. Because right target audience might determine and bring a sensation to the particular place where this event is organized. Put simply, without people, event will not be conducted. Other question that should be considered is how to attract particular audience and how after the event hold these customers and bring new ones. Moreover, the event that is organized should be interesting for the audience. Otherwise, customers will not come again and might contribute to bad image for other people. (Capell 2013, 17.) Project plan goals for Trattoria Limone are introduced from a position of SMART in Figure 6.

1st goal

Preperation of executive plan of kid's event
- **Achievable**
- **Realistic**
- **Specific**

S
M
A
R
T

2nd goal

Is there need of these kind of events
- **Specific**
- **Realistic**
- **Measurable**
- Measurable

3rd goal

Presentation of event to the owner in time
- **Achievable**
- **Realistic**
- **Specific**
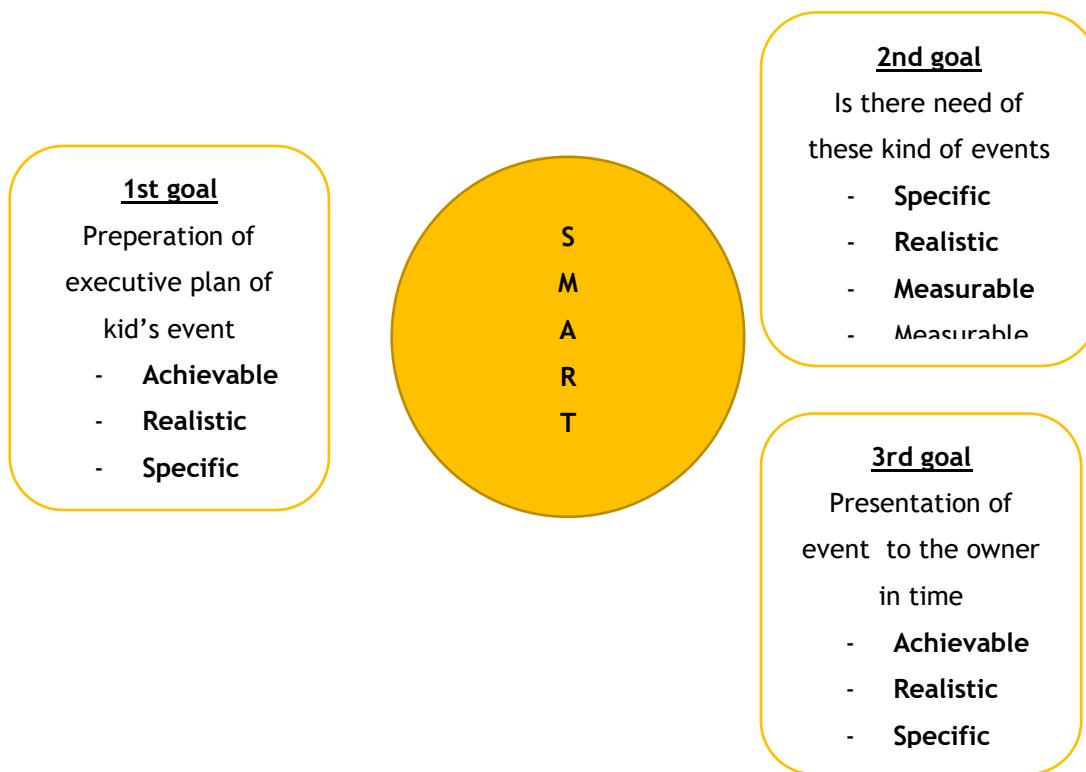
Figure 6: Own event-plan goals

In planning process of any event is important to set the goals that will be reached during the process. Right goals will lead to success of company. That is why, author carefully chose goals for project plan. First goal is a preparation of executive plan of kid's event for Trattoria Limone. This plan will be useful for the restaurant to attract new customers and keep loyal ones. Second goal is understanding if there is need of this kind of events. Author is sure, that by having a special event in restaurant, it might stand out from competitors. After when the event plan is

ready the third goal is presentation in time to the owner. Because after the presentation, he will evaluate the plan and give final feedback.

3.5.2 Time and place of event

Once goals and target audience were defined, then it is time to find right time and place for the event. These two conditions play necessary role in event planning. Indeed, in some cases, bad choice of the time will not let target audience to visit event. Bad choice of the place might deter right audience and bring unwanted customers. By identifying time of the event should be taken into account plenty elements, particularly, calendar days, time of year, target group occupation time. Time also directly depends on a theme of the event. For example, it might be suitable to organize a celebration dinner event on the way of new year. On the other side, event that organized in Christmas eve might not attract people due to its traditions to celebrate within the family. (Capell 2013, 163.)

When choosing place or location for the event, it is always needed to proceed from target audience needs and goals of the event. In most of the cases right place and location play important role when customers decide to visit or not this place. Organizer should answer on several questions before choosing the place. Is it easy to reach and find this place? What is around? Is atmosphere of the place suits to theme of the event? Does chosen place has a good image? Important to remember, it is good to visit place personally to avoid all misunderstanding and misleading by photos for example from the internet. It should not be forgotten, when choosing the place to remember to count on amount of people that will attend the event. Too big or too small venue might cause a failure of the event or discomfort of the guests. Indicative counting of attending guests will help to choose right place for the event and avoid difficulties later. (Capell 2013, 185-186.)

3.5.3 Content of event

Determined with two options that were explained above, it is possible to start with planning a content of the event. Content should conform with the target customers, time, occasion and place. Each detail, each presentation and action have to clearly fit into the event concept and work on the event goals. Useful tool for analyzing atmosphere it is take a look from the customers perspective through the photo or video cameras. It gives an opportunity to evaluate and observe from outside. In addition, it helps in final choice of visual explanation of the coming event. (Gerasimenko 2015, 435-436)

Event has to be estimated with the time. Content should not be boring and long, guests should be involved in actions. Advertising and entertainment parts should be harmonically combined with each other. Good to remember, that based on the physiology, human perceives through the eyes 80% of information and 20% of information perceives through other senses. If company

does not know how to involve people through eyes, then they will not listen and except given information. Moreover, cultural aspects of the event should correspond to the chosen target customers. (Gerasimenko 2015, 462-465)

3.5.4 Budget of event

"Budget is an estimate, often itemized, of expected income and expenses for a given period of time" (Dictionary 2017.) Each event is individual and unique, all calculations will depend on goals and objectives of particular event. Most of the times, preparing budget for event is difficult because of assumptions and lack of information. Budget is a good tool for controlling costs and expenses. It has to be determined total budget of the event, or at least minimum of estimated expenses. Good preparation of the budget provides a possibility to be structured and streamlined and prevent potential losses in budget. Organizers of events should constantly keep in mind idea of staying within a budget. There are three types of events, that disclose particular reason of event. First type is profit oriented event. It means that income should be higher than expenditure. Most of the time, it is event that involves creating of new products, services and sales. Second type is break even event. In this type of the event situation is different. Income is equal to expenditure. Organizers have to generate revenues and calculate fees, in order to cover all expenses. Third type is loss leaders event. From the beginning these events are doomed to money failure. An example of these events is university graduation ceremonies. (Goldblatt 2002, 120-122.)

Profit = revenue – expenses

Figure 7: Producing profit (Goldblatt 2002, 125.)

Figure 7 is visual explanation of profit formula. It means that each event has to have higher revenue than expenses, if they want to be profitable. Specifically, events can get their revenue within means of selling tickets at the door or pre-online selling, fees of participation, facilities and venues renting, sponsorship, partnership and advertising. (Gerasimenko 2015, 351)

3.5.5 Promotion of event

In order to make event recognizable, it is needed to follow a full complex of promotion. It is not only to give an information to the target customers, as well as make them interested. First of all, it is important to make a research about particular target group, to get closer to them, it will help to interest them. After identification of the target customers, organizer should focus on that place for promotion where are its customers. If they are in social media, then main focus is there. Nowadays, due to the digitalization, most of the customers are online. It should not be underestimated proven channels like media, newspapers, posters. Does not matter

which channel company will use, it is always important to have direct communication with people. (Goldblatt 2002, 254.)

Author focuses more on digital ways of promotion due to her thesis topic. Later she will provide for chosen company a promotion through the social media platforms in order to attract customers to participate in kid's event.

Involvement of vast majority of people in digital life does not leave a doubt to use actively social media for promoting and advertising the event. Social media is a great tool that help to attract necessary people and get maximum benefits from them in real life. Company has to be active online before, during and after the event. (Tilda.education 2017.)

Promotion has to begin with locating a platform, where target customers are presented and active. For instance, master-classes and business-seminars are good for Facebook. Political and social events are better for Twitter. IT field events and conferences are publicized through the Google Plus. Instagram is good place for promoting creative events in fashion, restaurant and beauty areas. Next stage of promotion is a page design. It has to start with poster, where is main extensive information about the event. Other information regarding the event is better to give post by post. Other stage is about posts. It is better to publish about what is going to happen during concrete event. One of the good way to keep an interest of audience is different quotes, photos and survey. Posts that include contest or possibility to win something will attract more people. Currently, there is new trend to be live. Reportage is important, because it gives a possibility to customers that did not participate in event, to become interested and visit next coming events. (Tilda.education 2017.)

All these activities raise loyalty and participation of audience. Significant stage is being talkative with the audience. Answer on comments and questions, send invitations of new events to people who have been on previous events. There is one more important aspect, if it is needed to track a number of participants, it will be appropriate to create each page for each event separately. (Tilda.education 2017.)

3.5.6   Risks of event

Every event is a complicate process, that involves collaboration of people and technologies. Like in any difficult question, things might go wrong, and company and organizer should be ready to meet face to face. It is important that customers do not notice any problems, especially, these problems do not bother them before or during the event. (Goldblatt 2002, 304.)

There are several risks that company might face with. One of the main risk is noncompliance of company plan. It is possible that people who are in organizational process might not

implement tasks that were given to them. To work around this, each team member should be familiar with all regulations and responsibilities. Other risk is participants. During the event, people might be confused and lost in new environment, might lose their own belongings or take someone else's stuff. There are risks that belong to technology. Computer might be broken, recording devices might fail, charger of the phone might be finishes and much more. In this case, team has to prepare spare computer, charger, camera. Always necessary, to have a backup of all data that is needed for the event. (Capell 2013, 254-256.)

Risks can be regarding contractors. They might not bring necessary equipment, or bring them behind the schedule, or damage during transportation, or might framed with bills and payments. It cannot be excluded that small theft or slight fraud during the event. In such a case is good to record all inventory. If possible, it is good to renumber the inventory. In some instances, there are risks with property and risks to the health and life of audience. To prevent this, will be good option to insure the event. The most important thing is knowledge of methods and ways of preventing one or another risk will help to hold successful and memorable events for the company and target customers. (Capell 2013, 227-230.)

4   Market segmentation

In this section of the thesis, author covers theory basis of market segmentation. First of all, basic definition and four main types are explained. Also, importance and benefits of this theory in business, especially in restaurant business are discussed. Third, theory explores major themes that can be used for kid's event that is going to be organized and gives clear understanding of importance of kids and parents involvement in restaurant. Literature as physical books and internet resources were used during examining of this theory. This section essence will be used in organizing actual event for the Trattoria Limone and readers will get complete understanding of the market segmentation.

Market segmentation is one of the most important strategies in marketing. It allows to create a competitive advantage to any new company that entering to the market, and helps to avoid a competition to the existed market leaders. This strategy gives an opportunity to make products/services more attractive and valuable for special consumer groups, increase frequency of consumption in these groups, facilitate conversion of potential customers to real customers. Results that are achieved during segmentation expand competitive advantages of the company. (Weinstein 2004, 15.)

First, market segmentation helps to understand better company's customers. In order to sell products or services, company should identify the reason why customers want to buy concrete product or service. It allows to analyze profiles of different customers groups. Companies can use this information for establishment better marketing campaigns and programs. However,

companies might create totally new product and service for specific customers. Second, market segmentation gives a sense about company's product in current time for target groups. Throughout segmentation, company can run into alternative usage of products, that is differ from the previous usage. Moreover, company can launch new market for the customers and competently supervise it. Third, segmentation helps to bring new customers to the business. Comprehensive analysis of market segmentation includes the reason why customers do not buy some products. By understanding why, the various market segments do not buy these products, company will be able to develop marketing approach or change product development for obtaining new customers. It is important to have a balance when trying to get new customers, as well as, it is important not to lose current ones. (Weinstein 2004, 98-103.)

4.1 Market segmentation and its types

For better understanding of subsequent information, author decided initially to give a definition of market segmentation. "Market segmentation is the division of a large market (mass market) into smaller homogeneous markets (segments or targets) on the basis of common needs and/or similar lifestyles. Segmentation strategies are based on the premise that it is preferable to tailor marketing strategies to distinct user groups, where the degree of competition may be less and the opportunities greater" (Tuckwell & Jaffey 2014, 119.)

In the other words, company should understand what kind of people are interested in its product or service ideas. Companies need to divide their customers into different groups and focus on particular group that they are interested the most. From the definition is already getting clear understanding that this process is one of the first step in developing product or service strategy. Core of the market segmentation lies in the fact that structuring all the customers in specific groups and finding that customers that have the highest selling potential for company. It depends from chosen criteria of segmentation. Company can divide market into big segments or find more valuable small niches. Main goals and objectives of the market segmentation are maxim customer satisfaction, improvement in competitiveness, optimization of company resources and focus on profit. Generally, segmentation is a way of determination for which group of customers particular product/service is intended. Awareness of company's advantages and disadvantages that have to be improved. Only on the basis of these, can be structured share of the market for the specific product/service that company can provide to particular customers. (Elitarium 2017.)

Currently, customer population is growing, and at the same time customer preferences are becoming wider, and competition is becoming more accessible. And that is why, market segmentation has become decisive in business life. If to talk about what customers want, there are three characteristics to categorize it. It is defined as wants, needs and demands. There is,

above all, implement the segmentation. The first step is defining a customer's type that will be the most interested in company products or services. (Marketing91 2017.)

By the classification, there are four various types of market segmentation: demographic, behavioral, psychographic and geographic. Further, author will illuminate each of the type more detailed. Figure 8 below is summarized together in order to give visual look on the market segmentation to the reader.
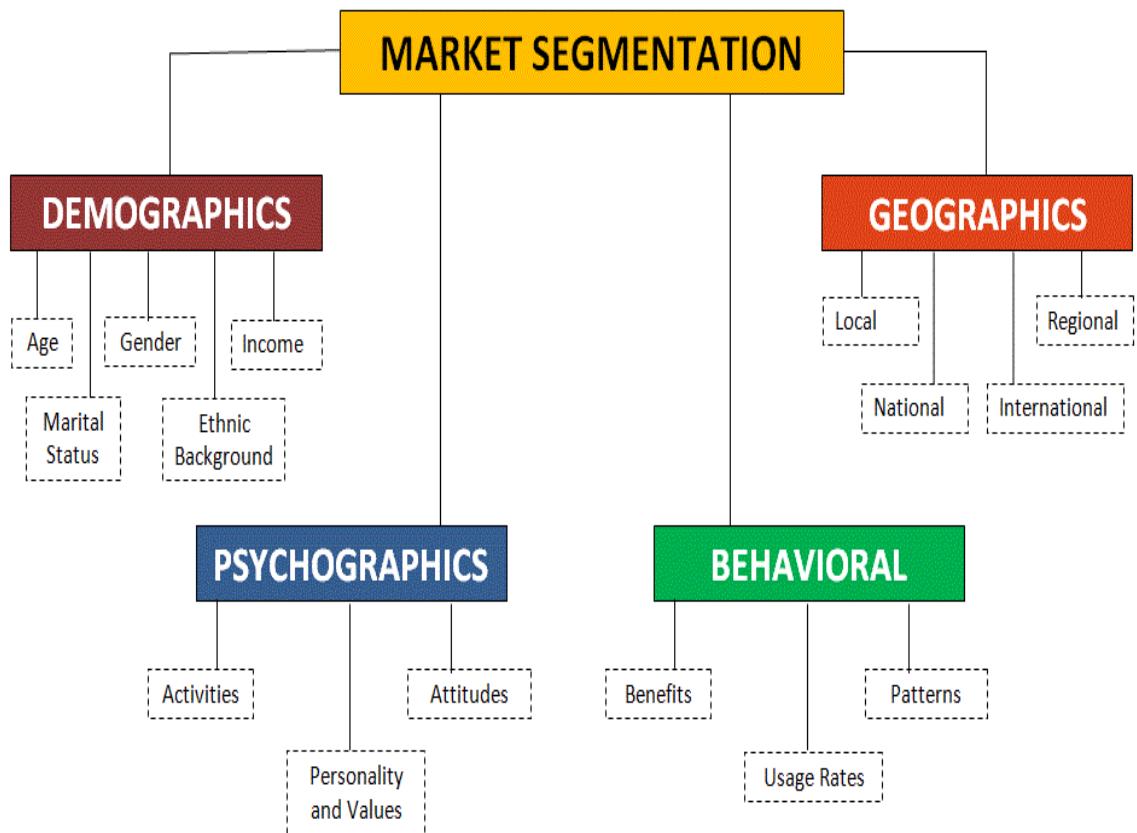

Figure 8: Four market segmentation types (Kitkatmarketing 2017.)

Demographic segmentation is easy and broad type of market segmentation. It can be divided into five segments such as age, gender, life cycle, income and religion race/nationality. This segmentation helps to analyze a lot of information and date in shorter time, which has a big benefit in time consuming and time management. Lambin (2012, 183-184) determines demographic segmentation as a descriptive segmentation. In the center of this segmentation is people description, rather than analysis of factors. Behavioral segmentation determines customers based on their usage, decision making and behavior. Customers make decisions based on their behavior and this is how the behavioral segments are focused. This segmentation mostly focuses on the customer behavior during purchasing. (Kotler & Keller 2012, 220-227.)

Psychographic segmentation is pretty similar to behavioral segmentation, but focused more on customer's motivation, lifestyle, interests, opinions and activities. It helps to define customers based on what they want and what they think, basically, understand more their life wishes. Thereby, companies can better understand what kind of marketing activities they should implement. People that live in the similar demographic group can demonstrate varying psychographic identity. Geographic segmentation is the basic type of the segmentation. It can be presented as a difference in nation, location, language and also climate and other elements that can be connected to the geographic segment. Companies can focus on one particular element or combine all of them but not forget about local points. It helps to focus on wants and needs of local customers and make right marketing programs. (Kotler & Keller 2012, 220-227.)

In these days, there is new trendy term - grassroots marketing. "Grassroots Marketing - promoting your business within your community using cost effective strategy" (Barringer 2002, 2). It is assumed that people who live at the same place have similar preferences, wishes, needs and will be significantly different from people who live at the other place. (Barringer 2002, 2-3.)

4.2   Market segmentation of Trattoria Limone customers

Segmentation is also important for Trattoria Limone in order to identify what customers want and how to satisfy their needs. Customers are various and different, that is why identification of right customer segmentation will help to understand what customers want from the restaurant and what can offer to them.

For the better and closer awareness of customers, author and owner of the restaurant have defined all four market segmentation types according to Limone's customers and closely described several segments of each type of market segmentation.

Demographic mostly involves age, income, marital status, gender. By the data, that were collected from the owner and statistics from the Instagram of the restaurant account (Figure 9), were detected customers segments. Age of the restaurant customers is, on average, from 20 to 55 years old. Percentage of women is higher than percentage of men. The data that were taken from Instagram might be inaccurate in comparison with real customers. Because it does not necessary that all followers in social media are regular customers. Lauttasaari is the residential area, as was mentioned before, that is why most of the residents are families and young adults. Thus, marital status of customers primarily is married and single.
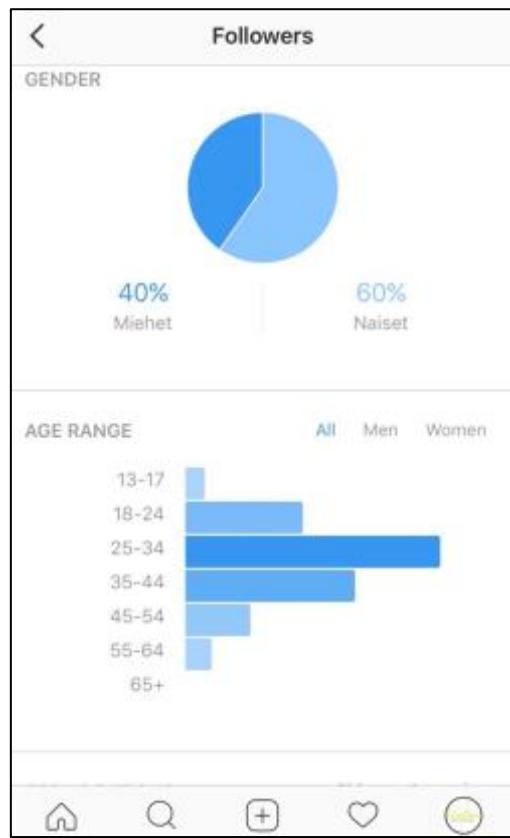
Figure 9: Statistics from Limone Instagram
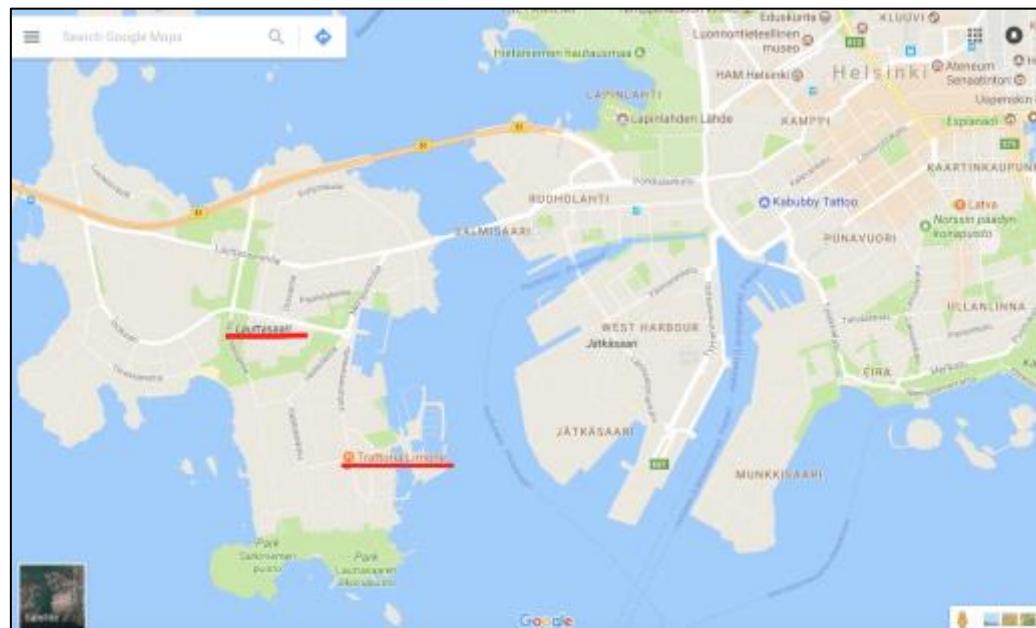
Figure 10: Lauttasaari map (Google maps 2017.)

Speaking of geographic, it gives basic information of everything what relates to location and geographic. Trattoria Limone is located on island Lauttasaari, that is neighbor of Helsinki (Figure 10).

There are 20.000 of people who live on this island. Mostly, there are Finnish and Swedish speaking residents. At present days, owner focuses on Lauttasaari more, rather than on Kivistö, because he gave a rent of the Kivistö Limone. Lauttasaari Limone concentrates attention on its customers that live in this area and that demand good quality and good food. If to talk about Instagram, it is visible that top cities locations are Helsinki, Vantaa, Espoo, Istanbul, Tampere. And top countries locations are Finland, Italy, Russia, USA and Turkey. Visually this material is presented at figure 11 below.
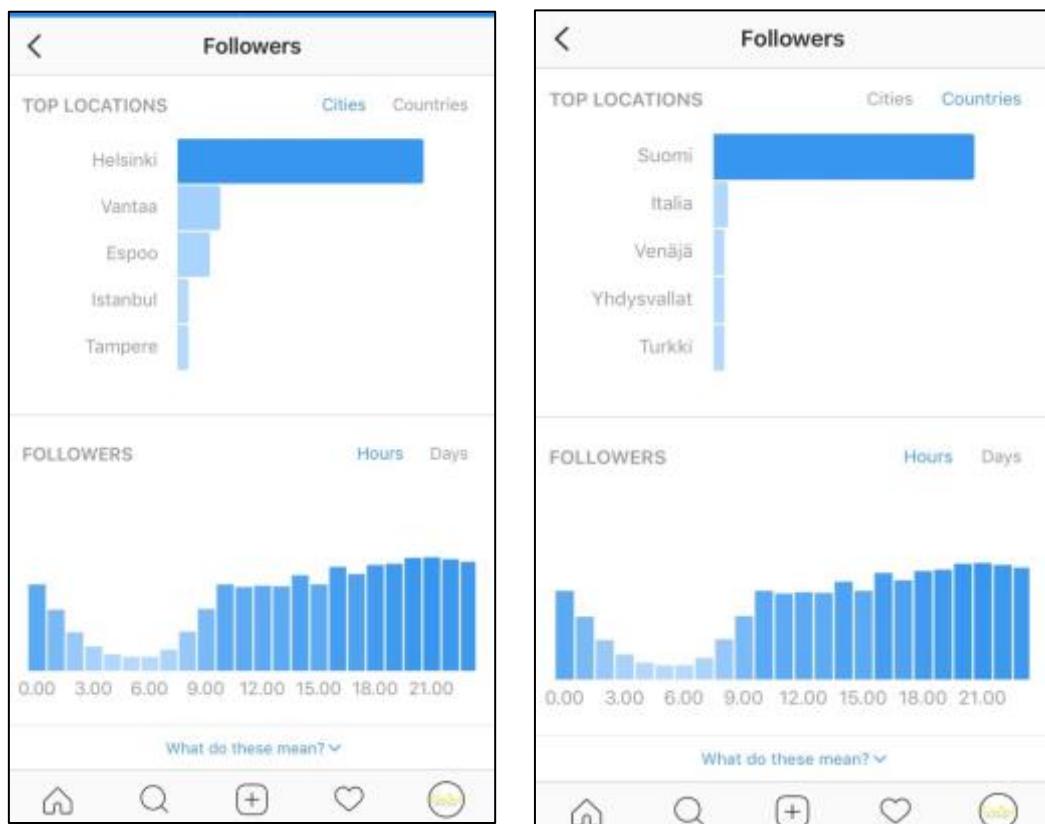
Figure 11: Top cities and countries locations in Limone Instagram

In terms of psychographic, lifestyle, personality, values are considered. People of Limone are people who like and understand Italian cuisine, who prefer easier going and relaxed place for eating like trattoria, who choose calm neighborhood instead of noisy city center, who give priority to food conservatism, but not too much, who decide to spend money at more reasonable prices.

Behavioral segmentation presumes a division of customers into two types of customers. First is on the products use. Second is on attitude towards brand. Restaurant attitude of customers is considered. Customers choose this restaurant, due to their personal benefits. This restaurant is cozy and local, where they can spend more time with their friends and families, where they can eat favorite Italian dish if they do not want to cook at home. Furthermore, as has been said, there are many customers with kids who live next to the restaurant that is why they choose Limone as beneficial solution. In the case of products, restaurant produces seasonally new products for selling such as own coffee blend. And customers are enthusiastically buy it. Therefore, market segmentation of target audience helps to widen number of customers and find a right approach to each person. What is important is creating individual and advantageous offer of which customers will not be able to refuse.

5   Presentation of the event plan process

In this chapter readers will be introduced to the planning process of the event for children in Trattoria Limone. Author focused more on planning and preparing the executive plan, rather than organizing this event in real. It happened, because the restaurant owner would like to organize this event in February 2018, that is already after author's graduation. Author is interested to take a part in event execution later. The most useful and necessary elements of this process, such as structure, timeline, marketing promotion of event and ready-made program are presented.

5.1   Planning process

Whole planning process took around two months. Idea of organizing some special event came into the mind in the beginning of September after the first thesis meeting. When the teachers agreed with a topic of the thesis, author spoke with the owner about this. Due to the fact that the owner was busy with his other duties and tasks, he did not have time to organize something that might attract additional customers. That is why, he became inspired by this suggestion.

Thus, before writing the thesis, author asked a permission from the owner, and he gave positive approval. In September, core focus was sent to the theoretical background. The data were collected from the books and internet resources. Theory topics were selected thoroughly. Event marketing and market segmentation were the most suitable and helpful during the planning process and writing the thesis. October took an active part in research process for the plan. Engaged in interview with owner and questionnaire with customers. After the interview, it was clear that the restaurant needs more customer's engagement. Moreover, after the clarification that currently people are interested in special events, the idea of having a special event in the Limone was born. Thereafter, was needed to find out a theme of the event, and of course it happened not without customer's opinion and wishes. It was conducted by questionnaire that

held on 20 of October. It gave a lucid idea of the event theme. Most of the people became interested in participating in the cooking master class for kids.

Owner did not have previously experience with organizing any special event, thus he did not give any guidelines, it gave an opportunity for author had free hands in planning and creative process. Certainly, he shared his ideas, wishes and experience, and looked after process mostly from the side. One of the main wish was that the plan can be implemented in future and can bring profit.

There were many ideas regarding the type and theme of the event during the planning. But based on customers and of course owner, cooking master class was created with the main focus on children. Ones in two weeks, author met and discussed details of plan development. Owner tried not to involve deeply with his advices, he just controlled, that all actions were going to the right direction. At the end of October, author concentrated on marketing and promotion material, that can be used when the event will be launched. And in the beginning of November, was final attention on executive event plan program that presented to the Limone owner. In the middle of November, it was introduced to the owner.
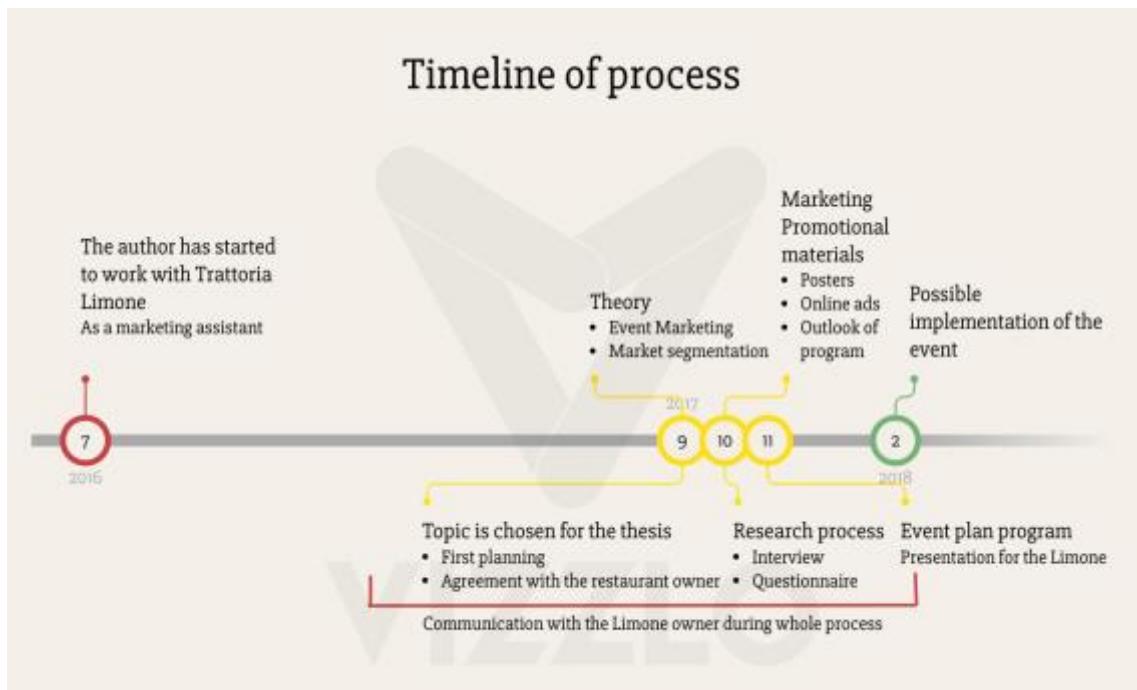
Figure 12: Timeline of process

Graphic timeline of the process shows the path from the beginning to the final steps of the process (Figure 12). In order to make the timeline, author used online tool Vizzlo.

5.2   Event plan structure

As it has already been revealed, special events, in particular, events for children become one of the most popular and turn into great way of attracting customers to restaurants. Cooking master class is unusual event, that helps to interest children at any age. Frequently, children like to be in the kitchen, and try as much as they can to help with cooking, trying themselves as a Chef.

It was noted, that Trattoria Limone is Italian restaurant, hence, it is logical to use one of the Italian traditional dish for the master class. As well known, that kids are in love with pizza, especially, if it is cooked with own hands. In connection with this idea of using pizza as a main course of cooking was created. Master class will be for children from 6 to 12 years old. In this age, they like to work with hands. Apart from that, this occupation develops moto skills of hands. In such a way, parents as Limone customers will be happy that they will be able to give to their children additional interesting weekend. Where not only they have fun, but also where they can progress.

After negotiation with the owner of the restaurant, author came up with an idea to give a name for the event, like "Chef Piccolo". This name reflects main subject and target of the event, and gives direct message for people. It will feel so good, when a kid will proudly carry a name as the Chef Piccolo.

Kid's event would take a part in the first part of the day closer to the lunch time, approximately, 11.00, on weekend. And will continue for two hours. Greeting little guests personally would be Head Chef of Limone at the entrance. Because, precisely, under his guidance, children will prepare food and get knowledge about cooking. After when children come in, it is important at the beginning to give necessary instructions and tell about precautions, in order to avoid any accident. Take for instance, basic explanation about hygiene. It is important to make sure, that every kid would wash hands before cooking. Restaurant prepared in advance work space, that is suitable and comfortable for each participant.

Necessarily, that before and during the master class, Limone's staff will control and guarantee all process relating to safety, for example, with sharp knives, electrical appliances. Children under 7 years of age should not be allowed to use them. It is better, if Chef will cut and prepare necessary stuff for them in advance. Will be checked freshness and quantity of all ingredients, that will be used during the cooking process. All necessary kitchen supplies would be ready and lie on the tables. Also, one of the good point to provide for kids hats and aprons. It will help them to adapt faster to kitchen environment and prevent to make clothes dirty. At first, children will get printed infographic with pizza instructions. Example of this infographic can be found in Appendix 3.

Children aged 6 to 9 will work with before prepared dough. Main tasks will be played process in decoration pizza with different toppings: tomatoes, cheese, mushrooms, ham, olives, seafood and much more. Children from 9 to 12 years old will start from basics. They will get detailed instructions of dough preparation and then continue with making own pizza with toppings.

Process of this event will be interactive. Chef will communicate with participants, ask them questions. For example, what is their favorite pizza, what is the right sauce for pizza and so on. The main idea of the event, that children prepare pizza by themselves. Chef follows, guides, helps and explains all secrets. This way helps to inspire confidence and strengthen sense of self-reliance. Children will be interested during the process by fascinating stories from the Chef about history and development of pizza around the world and learn basic words in Italian.

When all pizzas will be ready, and while they are cooking, children will be entertained by small cooking tricks from the restaurant staff or will watch short videos about food. It will depend on owner preferences, when he will implement this event in future. Parents during the master class are left on their own devices. They might safely leave their kids and have own free hours or they might sit on the special corner in the Trattoria Limone, drink coffee and follow the class and their children.

Master class will conclude with together eating prepared pizzas. In this phase, parents can join the meal. At the end of the event, will be presented to each child memorable certificate of participation in the Chef Piccolo (Appendix 4).

5.3   Marketing of the event plan

Certainly, there are customers, who already know about Limone event, because of the questionnaire. But none of them knows exactly the time, theme and any information of coming event. And in in this stage is required marketing of the event.

Primarily, Limone has chosen target audience before, it is mostly families and young adults. That is why, good platforms for promoting the Chef Piccolo event will be social media as Instagram and Facebook, and printed version as newspaper. The restaurant will use three stages of digital marketing: before, during and after kid's event. Before stage will include creation an individual page of event in Facebook, that will be appeared in column events. Individual page for the Chef Piccolo event will give opportunity of bigger people attraction. Followers will be able to invite by themselves friends to the page. Facebook page will include main information of the event. On the profile page will be poster, that will attract people with colorful outlook (Appendix 5). Event will start at 11.00 and will continue until 13.00. Mentioning about time will

give possibility for people to plan their time. It will also good to open online discussion, where parents might ask questions. At the end, photos will be posted after the event. With this way, participants can use photos as a memory and share them with friends. What will give additional advertising for the Trattoria Limone.

Instagram will be similar situation with marketing, with one difference, that posts will be presented on already existed page of Limone. That will help to involve current followers and attract new followers due to hashtags and Instagram Ads. Moreover, this type of social media will be great in posting video in LIVE mode. Nowadays, it is the most popular among people. All these activities will start three weeks before. It will give familiarity with the event, choose right customers and bring people to the restaurant.

For the people, who still prefer a bit old style of marketing, Limone will make an article with event poster in the Lauttasaari Lehti. It is additional help to reach people through the different channels. Beyond a doubt, printed version of poster will be placed in front of the restaurant door, that will catch customer's eye.

6   Evaluation and feedback from Limone owner

For the reason of own Limone schedule, it was impossible to organize an event in the restaurant during the writing thesis. Moreover, the most suitable time for the owner will be February 2018. But this time was not possible for author, because she wanted to graduate in December. Accordingly, core direction of the thesis was settled as future executive event-plan for children. Event notes for owner can be found in appendix 6.The example of the event program for customers can be found in appendix 7.

Due to the planning of event, as opposed to organizing, evaluation part was limited. Nevertheless, author together with the restaurant owner decided to use SWOT Analysis as an evaluation tool of the Kid's event plan for Trattoria Limone. SWOT Analysis is a method, that helps in strategic planning to evaluate internal and external factors of company development. It gives an awareness of strengths and weaknesses of the business, and finds new opportunities and avoids possible threats. (Projectsmart 2017.)

This tool is a great and visual way for giving a clear understanding of helpful and harmful points of this kind of event, as well as identification of practicality and usefulness for the Limone in future. For the better knowledge and results assimilation, author built a table of SWOT Analysis (Table 5), based on owner feedback. It was easy to identify strengths and weaknesses, because they belong to internal factors of the restaurant and also because of owner involvement in evaluation. However, compared to opportunities and threats, was a bit challenging, because these factors cannot control.

STRENGTHS	WEAKNESSES
• Own Italian Chef in the restaurant • Availability of regular customers • Big experience in pizza making • Accessible capacity of Limone • Residential area is more suitable for families	• Kids event might depend on the season • Might be pricy for organizing • Lack of experience in events • Schedule risks • Lauttasaari as a residential area might be less popular to visit, than center
OPPORTUNITIES	THREATS
• Other restaurants in Lauttasaari do not have any events like this • Kid's event is a popular trend nowadays • Kid's event as a new way to improve profit • Raise the standards among competitors	• Other restaurants as competitors. They might organize the same events • Weather condition • Children injury during the master class • People might not want to spend money on extra service as an event for children

Table 5: SWOT Analysis of the kid's event plan in Trattoria Limone

This evaluation from the owner as the SWOT gives a clear idea of positive reaction of the Limone owner on the event for kids. And he sees a big potential in organizing this special event in his restaurant in near future. Owner was happy to be involved in the thesis process. Furthermore, he thinks, that this event plan will be a good start to begin with and continue to develop. Also, this thesis gave to owner a better understanding of need in special events in his restaurant. That is why, this event plan can be called as successful. Because owner became satisfied and will implement it in real life in his business.

7   Conclusion

In this final part of the thesis, author took stock about event plan for Trattoria Limone as a thesis product. Event plan for kids was created by theoretical knowledge from the books and

internet resources. Author used theories such as event marketing and market segmentation. By the interview with restaurant owner was founded need of special event in order to enhance restaurant visibility and bring more customers. And by the questionnaire with customers was identified theme of the event. All theory can be used as a valuable knowledge for the following events, that Limone might organize.

Event plan for Trattoria Limone is organizing cooking master class for children. Author prepared and introduced to the owner how this event should be planned, what is the structure, how to advertise and attract more people. The main point that author convinced owner, that kids event will be profitable and useful for the restaurant. Special event is a fresh flow in restaurant industry in Finland, that is why purpose of the thesis was successful, due to the restaurant need.

Moreover, author presented the marketing materials, that introduced the main concept and idea of the master class. Limone can use these materials as actual advertising of future event for customers. Author created more demonstrable plan, rather than usual outlook of the planning in event management. She well combined theory and practice, that the owner can use the thesis, as a whole, as a guidance. All the elements and suggestions are structured and can be used any time.

Although, author did not have previously experience in event management, but she directly works with Limone marketing already for more than one year. Thus, she accepted the challenge and sent a force for event planning. By doing process by herself and collaboration with the restaurant, author got more practical experience and knowledge, that can be used at any personal point in the future. Finding right literature and writing the event plan was helpful process of learning.

There were few challenges, that author faced during the thesis process. One of the challenge was a big amount of books and online resources, where the theory could be taken, but after long search, event marketing and market segmentation were chosen as the most suitable theories. Second challenge was adaptation all knowledge in executive event plan. But in spite of challenges, purpose of the thesis was achieved.

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Figures

Tables

Appendices

Appendix 1: Interview with Limone owner

Limone Interview

Date:

Case: Trattoria Limone

Questions:

1. Could you please tell me briefly about yourself?
2. When did you open your first restaurant?
3. When was Trattoria Limone opened?
4. What are the plans regarding to Limone?
5. Could you tell more about Lauttasaaru area?
6. What are the advantages of residential area for restaurant?
7. What is the target audience of Trattoria Limone?
8. What would you like to bring new?
9. What are the needs of the restaurant?

Appendix 2: Questionnaire for customers

Appendix 3: Infographic of pizza instruction

Pizza Instructions

LimOne
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Prepare dough by using Chef's hints

Make a round shape of your pizza

Add your favorite toppings

Wait 10-15 minutes and your pizza is ready! :)

Enjoy your pizza

Appendix 4: Chef Piccolo certificate

Appendix 5: Poster of the Chef Piccolo

Appendix 6: Event notes for the owner

EVENT NOTES

10:00.   Work place preparation before the guests

10:50.   Final checks

11:00-12:20   Pizza preparation. Always to be attentive to the participants

12:20-13.00.   While kids and parents are eating, ask feedback and check environment

13:00.   Rewarding children with certificates and small gifts, talk to parents

13.10.   Tidy up the place and analyze the results

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Appendix 7: Event program for customers

EVENT PROGRAM

11:00. Chef personally greeting guests at the door

11:10. Introduction of basic safety rules

11:20-12:00. Pizza making, interaction with children by question and food culture stories

12:00-12:20. Entertainment as videos and chef's tricks while waiting pizza

12:20-13:00. Eating together. Parents might join at this point

13:00. Rewarding children with certificates and small gifts

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