

Creating instructions for Hepo Cup organizers for HePo ry

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| Report Creating instructions for Hepo Cup organizers for HePo ry | Number of pages and appendix pages 40 + 18 |
| <p>The purpose of this functional thesis was to create instructions for future HePo Cup organizers in order to ease their workload. The commissioner of this thesis was HePo ry, the student association of Haaga-Helia Porvoo Campus</p> <p>As a part of this thesis, HePo Cup was organized for the second time in 19th of September. The tournament was held in the field of Myllymäki in Porvoo and 12 teams participated the tournament.</p> <p>In order to create the instructions, information and theory about creating a manual was gathered. Theory part of this thesis consists of topics such as manual, target group, pragmatic text and graphic design.</p> <p>The thesis is divided into six chapters. First one is the introduction, which gives the overview of the project. It is followed by the chapter where the operational environment is explained. The third chapter explains the phases of organizing the tournament. The theory of creating a manual is explained in the chapter four and it is followed by the chapter five which describes the implementation of creating the instructions for HePo ry. Last chapter discuss the outcome and the learnings the two authors got from writing this thesis.</p> | |
| Keywords Manual, Football tournament, HePo Cup, Instructions, Text structure. | |

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1. Introduction

This functional thesis is about creating a manual for organizing HePo Cup football tournament for the students of Universities of Applied sciences in the capital area of Finland. The tournament was organized for the first time by Rosa Repo and Juuso Kakkonen in year 2015. Commissioner for the thesis was HePo ry student association of Haaga-Helia Porvoo campus. Both authors of the thesis belonged to the HePo board when the thesis project began. As they both were about to specialize their studies to event planning and management, and Emilia Eriksson was the sport coordinator and Henna Tuomi the event coordinator in HePo ry, organizing the tournament felt like a natural part of their learning in Haaga-Helia UAS. Emilia had a great experience in football and tournaments, and Henna had already organized many different kind of events for the students in Porvoo. They were both interested to develop the student activities in Porvoo campus and creating a manual for an event that attracts wide scale of students was a great way to carry it out. The plan was to organize the tournament in September 2016 and start writing the thesis afterwards. The thesis was about to be completed by the end of May 2017 and everything went as planned.

Football tournament was organized as a product of this thesis. The aim of the tournament was to get enough participants to be able to decide about the continuation of the tournament and consider it as a part of annual events. The main idea was to gather the students together to enjoy each other's company by maintaining their fitness in a supportive environment. Porvoo campus student association already provides a great variety of party options so sport event is a bonus that many of the students want to be part of. The tournament was meant for all the students regardless of age and gender. The players of all levels were welcome to join as the main goal for the tournament was everyone to have fun.

The aim of this thesis was to create user-friendly instructions for organizing HePo Cup for HePo ry. To succeed on that the needs of the commissioner had to be considered. One of the objectives was to promote HePo ry's sports activities and create a continuum for participation in the tournament and thus make the event worthwhile also in the future. The purpose of creating the instructions was to facilitate the student association's board to organize the tournament. By creating a complete list of tasks to be taken care of when organizing the event, it was intended to save the association's time and make the implementation process of the tournament easier to them. The outcome was a PDF file which can be easily opened and shared between the HePo ry's board members. As the request

from the commissioner, the work was carried out in electronic form and a folder was created around it containing files that specify the topic.

Second chapter of this thesis is to explain the operational environment where the thesis was created. It includes the information about the commissioner, HePo Sport and about the Haaga-Helia University of Applied Sciences in general. Third chapter opens the event plan and discuss how football tournament HePo Cup was organized. Theoretical part, creating a manual, of the thesis is explained in chapter four and chapter five describes the implementation of creating a manual for organizing the HePo Cup.

2. Operational environment

HePo Cup 2016 was commissioned by Haaga-Helia Porvoo Campus' student association HePo ry. The event was organized because of the high demand among the students participating in previous year 2015. HePo ry and HePo Sport wanted this football tournament to become a part of their annual events. It is important to offer the students also non-alcohol event as it was requested. The tournament was intended for the students of universities of applied sciences without excluding other interested people from participating. This chapter tells about Haaga-Helia University of Applied Sciences as well as the Porvoo campus. The commissioner HePo ry which is the student association of Porvoo campus and its sport sector HePo Sport is also introduced.

2.1 Haaga-Helia University of Applied Sciences

Haaga-Helia is a private University of Applied Sciences which educates business and service industry experts and does researches and develops the knowledge and activities in these fields (Haaga-Helia 2016). Haaga-Helia's fields of education are business, hotel, restaurant and tourism management, information technology, journalism, management assistant training, sport management and vocational teacher education. There are approximately 10 500 students and over 630 employees. Teachers national and international expertise support students in learning and networking. In Haaga-Helia students will create networks to the work life already during their studies.

Haaga-Helia University of Applied Sciences has campuses in four different locations in the region of Uusimaa and one campus specializing to sport management is located in Vierumäki. There is a possibility to study the sport management both day and multiform studies in Finnish but also in English. The locations in Uusimaa are Pasila, Haaga, Malmi and Porvoo. Haaga-Helia offers a variety of study opportunities such as hotel, restaurant and tourism training as well as business, information technology and management assistant job training. Specializations are available in all the areas. Each campus also has their own student association taking care of the students and their rights.

2.2 Porvoo Campus

Both Haaga-Helia University of Applied Sciences and Laurea University of Applied Sciences have their units in Porvoo campus. Haaga-Helia UAS has about 1100 students and Laurea UAS has about 320 students studying there. Haaga-Helia Porvoo unit offers study

opportunities in the following degree programs: Business, Tourism, International Sales- and Marketing, Aviation business or Sales and Visual Marketing. All the degrees expect the Sales and Visual Marketing can be completed either in Finnish or in English.

Studying in Porvoo is very work-oriented and it focus on team work and working life experiences. Project based and co-learning methods lead the students to be active, to work together and to take responsibilities. Learning takes place in large modules and it is promoted by reading books, attending lectures, seminars and various workshops and searching for solutions independently or in groups. During the studies 20-week long internship, in Finland or abroad, gives valuable experience of work life, and the students will learn how to study and prepare a thesis. Haaga-Helia students can also develop their international skills in a variety of ways. International campus and students around the world guarantee a multicultural studying environment and part of the studies can be completed abroad.

2.3 HePo ry

HePo ry is the student association of Haaga-Helia Porvoo Campus. It is non-profit association, which means that they do not make profit but have enough money to support their own activities. There were two student association working in Porvoo Campus and HePo ry was established 1.11.2011 when Helium ry (student association for business administration) and Pomy (student association for hospitality management) united. In HePo's name the letter H represents Helium ry and the letter P represents Pomy. Among the Haaga-Helia student associations, it is special that one student association represents two degrees as HePo is doing by representing both hospitality management as well as business administration.

The main tasks for the student association are supporting and promoting the student activities, organizing various events as well as lobbying and developing the well-being of students. HePo ry represents HELGA - The Student Union of Haaga-Helia, in Porvoo Campus and works in partnership with it. The idea is to bring forward all the concerns and issues within the students to the Haaga-Helia Porvoo Campus's staff as well as to HELGA by participating in various meetings and development events. The purpose of the student association is to be easily approachable so that the students would come and tell their concerns or issues related to their studies so that the matter could be taken forward.

HePo ry office is a place where to meet and talk with the board members of the student association. Coverall patches, coveralls, tickets to the events, yearly stickers for the stu-

dent card and many other things can be bought from the office. The association also organizes a variety of leisure activities such as weekly sport sessions and different student parties.

Statutory meetings are held once a year. The board has meetings when necessary, usually once in every couple of weeks. At the meetings, all the current issues such as the economic situation, past and the future events and other relevant topics are discussed. The board has 11 roles which are: chairman, vice chairman, two event coordinators, two sport coordinators, secretary, treasurer, graphic, international affairs coordinator and student relations coordinator.

12.4.2017 HePo ry had 300 members. You can become a member by paying the membership fee in the office. Students can choose whether they want to have the membership for 1 semester, for one academic year or for the whole study time. By paying the membership fee, you will receive a Campus pass. The pass enables the students to get different kind of discounts in Porvoo from the companies who HePo ry is cooperating with.

2.4 HePo Sport

HePo sport is the part of the HePo ry student association. The old name Campus Does Sports! were changed to the name HePo Sport in December 2016 to reduce confusion between the Campus Does Sports! and HePo ry among the students. HePo Sport works under the HePo ry and the sport coordinators (two persons) in HePo board are the ones taking care of the campus' sport activities.

The main task for the sport coordinators is to provide variety of sport activities for the students of University of Haaga-Helia Porvoo campus. Numerous ball games and group exercises are the most common sports the HePo Sport provides. Try outs for different kind of sports (for example: roller derby, boxing, Frisbee golf, ice swimming etc.) are also organized couple of times per semester. Try outs always has the highest number of participants, and that is one of the reasons why the number of participants must be limited and set before the event. Taking care that people have enough place to move around will prevent the participants from injuries and ensures that there is equipment for everyone participating available.

The sport sessions are always on Tuesdays and Thursdays at the noon or at the evening. For the winter time HePo ry has booked the Linnankoski High School gym for HePo Sport's use. The shifts are both in Tuesday and Thursday at 8.30pm – 10pm. In spring

and autumn, the outdoor fields are used considering the weather and the possible other users of the fields.

3. HePo Cup

HePo Cup 2016 was organized because the high demand of it among the students. The tournament organized previous year (2015) was a success and since HePo ry provides a great variety of party options, the idea of expand also to the sport events is much wanted. The purpose of the tournament was to gather the students together to have a great time and maintain their fitness.

3.1 Event plan

HePo Cup was organized for the first time in September 2015. The previous organizers, Rosa Repo and Juuso Kakkonen's, aim was to create an annual sport event which will be held on every autumn for the students of Haaga-Helia University of Applied Sciences. In the spring of 2016 Emilia Eriksson and Henna Tuomi wanted to organize the event for the second time and create a handbook for the future organizers. The commissioner was Haaga-Helia Porvoo campuses student organization HePo ry.

HePo Cup is to be an annual outside sport event, and to facilitate the future organizers Eriksson and Tuomi, instructions were created. The tournament was held for the second time on September 2016 because Eriksson and Tuomi wanted to diversify the HePo ry's sport activities and to get more visibility to its events. The event allows students to be encouraged to physical exercise and to maintain a healthy lifestyle. Appendix 1 shows the event plan for the HePo Cup 2016.

3.1.1. Aims of the event

The aim for the football tournament was to create an approachable and supportive atmosphere. Last year the aim was to create an annual event which will be held on every autumn in Porvoo. This year one of the objectives was to gain more visibility in terms of the tournament's continuity compared to the previous one. The tournament was marketed in several Haaga-Helia campuses in order to reach the target group. Another objective was to arouse interest for HePo ry's sport activities and to make its activities more visible and known. The purpose of the event was not to make much profit but cover all the costs, still not excluding the possibility of gaining a small profit. The profit gained was donated to HePo ry's sport team which will help the sport coordinators to develop the sport activities.

3.1.2. Event organization

HePo Cup was organized by two tourism students of Haaga-Helia University of Applied Sciences, Porvoo campus. Overall the event organization was formed by the working group, commissioner and external stakeholders. The working group consist of the two organizers whom made the decisions together and together they planned and implemented the event from the beginning to the end. The commissioner for the tournament was the student association HePo ry.

External stakeholders consist of volunteers, sponsors, players, subcontractor (Akilles -03 team), government agencies, City of Porvoo sport services, Haaga-Helia and HePo ry. The final stakeholders were confirmed during the event progress and those can be found from the chapter 3.2.

3.1.3. Target group

Target group included the students of Universities in Uusimaa and Helsinki within the age range from 18 up to 30 years old. Information about where the participating teams were from was not gathered. The total number of players and viewers together was expected to be between 80 and 120 people. Marketing was targeted to the students from different campuses of Haaga-Helia University of Applied Sciences regarding to the amount of the potential participants. However, the organizers did not want to restrict the attendance for the participants coming from other areas as well because they wanted the event to be kept open for everyone interested. The event was believed to raise the most interest among the advanced players but the tournament was marketed and aimed for the players of all levels.

3.1.4. Resources

The event was organized by Emilia Eriksson and Henna Tuomi and therefore a larger project group did not exist. HePo ry's board were there to help in marketing and on an event day. Help of volunteers were also used. The time spent on organizing the tournament in year 2016 was about 4 months. The event was funded by HePo ry and in addition sponsors and partners were looked for.

3.1.5. Estimated budget

The table 1 below shows the estimated budget for the HePo Cup football tournament. Estimated budget was created in May before the summer holiday 2016. On the budget the costs were on total 510€. For the rent of the football field the budget was 145€ and for the marketing, which includes printing out the posters, was 50€. Notice of public event cost 25€ and for the Teosto grant license was allocated 60€. Prizes or awards for the three best teams could cost 100€ and the cup for the winner team 30€. Transportation costs were 40€ which includes buses to the other campuses when marketing the event. First aid supplies (cold bags, roll bandages and plasters) had a budget of 30€. For the other possible costs were allocated 30€. The break-even point for the event was calculated considering total of eight teams participating to the tournament. Therefore, one of the team's participation fee was 65€. Application to HELGA operating grant to get 150€ was also sent.

| ESTIMATED BUDGET: | | | |
|----------------------|------------------|--------------------------------------|----------|
| Costs: | | Income: | |
| Football field | - 145,00 € | Participation fee/8 teams | 520,00 € |
| Marketing | - 50,00 € | Participation fee/per team is 65,00€ | |
| Notice of public eve | - 25,00 € | Allowance: | |
| Teosto grants licens | - 60,00 € | HELGA operating grant | 150,00 € |
| Awards | - 100,00 € | | |
| Cup | - 30,00 € | | |
| Transportation | - 40,00 € | | |
| First Aid Supplies | | | |
| Cold bag | - 20,00 € | | |
| Roll pandage | - 5,00 € | | |
| Plasters | - 5,00 € | | |
| Other | - 30,00 € | | |
| Total: | -510,00 € | 670,00 € | |

Table 1. Estimated Budget of the HePo Cup 2016 football tournament.

Actual budget was created after the event when all the costs were known (Appendix 2). The rent for the football field was 127,50€. There were no marketing expenses as the posters were printed at school. Notice of public event cost 25€ as it was initially estimated. Music performance royalties promise took less than was expected. The cost was 54€. The awards costs were 66€ which included the gift cards to a restaurant for two photographers and for three referees. Winner team got the cup which price was 17,50€. For the transportation costs were budgeted 30€ but the actual amount spent was 23,60€. First aid supplies included cold bags, roll bandages, plasters, pain killers, sports tape and Septidin –

wound cleanser. Total cost for those were 42,33€. Other expenses were 29,92€ and those included the snacks for the volunteers, whistles and the waste bags.

From participation fees were gotten on total 600€. The number of participating teams increased from eight to 12 teams and one of the teams won the fee half price in the lottery. As additional input HELGA gave 150€ Helga grant which allowed to decrease the participation fee from planned 65€ to 50€. The actual income for the event was 750,00€ and the costs were 410,85€. The HePo Cup football tournament made 339,15€ profit.

3.1.6. Schedule

A weekly schedule was created for the project and it began from the week 21 in year 2016, which was 16 weeks before the actual event (Appendix 3). In the first week the event plan implementation begun and the exact event date was decided. The event was held on the week 37 and the closure of the project was on the week 39. Because of the schedule made it was easy for the organizers to get all the tasks done on time and follow the progress of the implementation for the event.

More specific schedule was made for the last week which included separate tasks for both organizers. The last week's schedule was made because the organizers wanted to make sure that all the tasks to be performed were done on time and by having their own responsibility areas that came true.

3.1.7. The problems and risks

The most significant risk was not to get enough of participants and for that reason the expenses could have not been covered. Other risks were delays in the schedule at the event day, bad weather conditions, a limited number of volunteers and sponsors and team cancellations. The relevance of the risks is described on the table 2 below.

| Severity | | | | |
|-------------|----------|------------------------|--|----------------------------|
| Probability | | Minor | Major | Catastrophic |
| | Unlikely | | The lack of volunteers | |
| | Possible | Bad weather conditions | The lack of sponsors | Cancellations of the teams |
| | | | The lack of money | |
| | | | Delays in the schedule on the game day | |
| | Likely | | Injuries | The lack of participants |

Table 2. The evaluation of the risks in HePo Cup.

To get enough participants, more effort was put into marketing by visiting other campuses in Haaga-Helia University of Applied Sciences such as Haaga and Pasila's campuses. Social media was actively in use and the posters were put up around the campuses. Also, a similar pre-competition as previous year was maintained to attract possible participants to attend. A deadline for registration was set up in order to avoid the cancellations.

Injuries were the other severe risks but there was no possibility to influence them beforehand. The first aid persons and first aid supplies were there to prevent the injuries. The organizers informed their friends early enough to get enough volunteers to be present and most of the friends were ready to help.

3.1.8. Communication

Internal communication between the organizers was carried out mostly via the Whatsapp and Facebook Messenger, while OneDrive was an excellent way to share and storage the documents. Communication between the commissioner and the organizers were smooth as both organizers were part of the HePo ry. All the possible issues were managed in the HePo board meetings but also using the boards own communication tools.

The external communication between the partners and the sponsors took place by e-mail. The target group was reached by using social media and posters. The event was also marketed by hosting a stand in several Haaga-Helia campuses.

3.1.9. Reporting and documentation

In the thesis, the chapter 3.2, describes different stages of planning this tournament and measures taken. There is also a summary written about the schedule of the day. All the materials of the project are found from the appendix chapter of the thesis. The meetings between the organizers are documented to OneDrive. The event was filmed and short movie about it was made. Link to the video can be found in YouTube under the name HePo Cup 2016. Video can be viewed at:

<https://www.youtube.com/watch?v=wkccm5skH14>. It was published on Youtube on Emilia's Youtube account.

3.1.10. Closing the event

The closure of the event included collecting feedback from the participants (players, volunteers, viewers). The commissioner's feedback was collected at the HePo ry's board meeting and the sponsors feedback was asked via e-mail. It was important to get feedback to form opinions and developing ideas for the future. Editing the short movie was also part of the closure.

Feedback from the sponsors and partners were asked after the event via e-mail. Akilles - 03 was the only partner which answered to the e-mail giving thanks for the good tournament. Other sponsors did not answer to the feedback questionnaire at all. There was no survey made about the atmosphere during the event day but when asking face to face from the players and volunteers it turned out that people were happy about the tournament and the schedule. They did highlight the good atmosphere and the weather which could have been the reason to the good number of visitors viewing. Commissioner was happy that the budget was maintained and even little profit was made for the HePo Sport's use. The tournament got great number of participants and therefore its continuity is on a more secure basis.

3.2 Stakeholders

The commissioner of the tournament was HePo ry and the City of Porvoo rented the venue for the event. Permit issues were handled by the Police of Finland. Other stakeholders were the participants as well as the volunteers, partners and sponsors. As the tournament was part of the organizers thesis work, Haaga-Helia University of Applied Sciences was magnificent partner and sponsor. Figure 1 below show all the stakeholders.

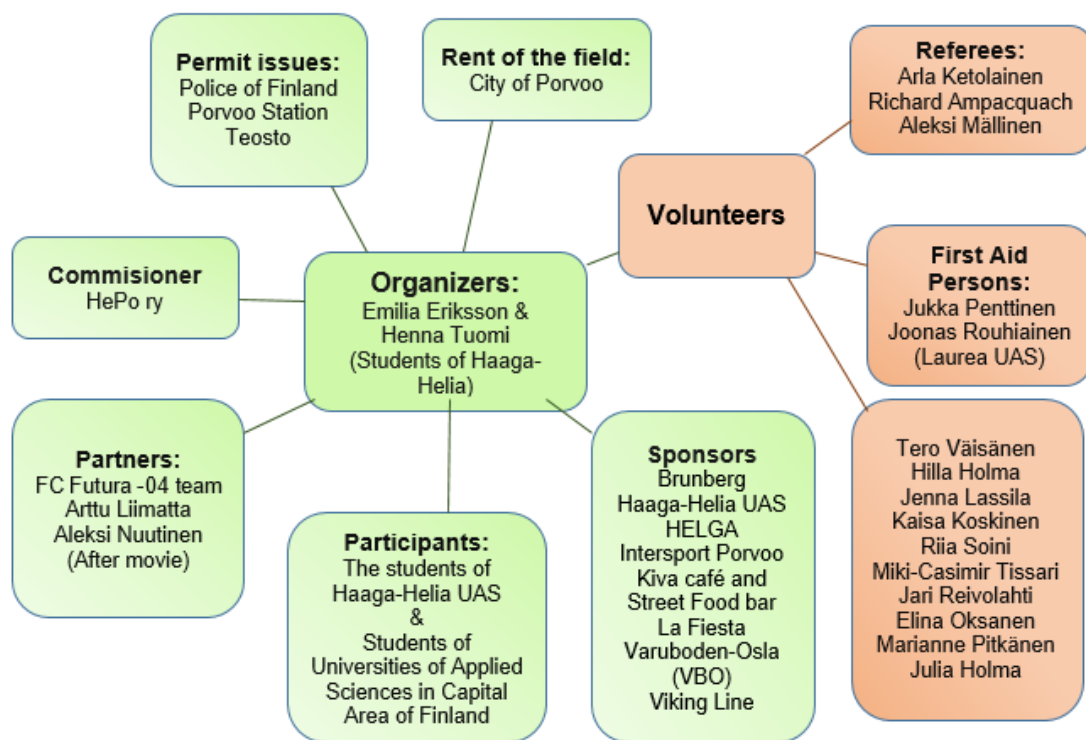


Figure 1. Stakeholders of HePo Cup tournament.

3.2.1 Finding partnes and sponsors

The acquisition of sponsors was planned to begin in June and the aim was to have all the sponsors named at the beginning of August. First thing on June was to find out the last year's sponsors and partners and contact them in first place. Very soon it was found out that five of the sponsors in HePo Cup 2015 (Seikkailulaakso, Villitomaatti Catering oy, FMF, Life Porvoo and Stadium) were not interested to take part to the tournament held in 2016. The target was to find sponsors and partners that are local, suits for the theme or have other relations regarding to organizing a football tournament. All the sponsors and partners contacted were: Antti Lähtevänoja, Brunberg, EasyFit, Akilles, Haaga-Helia UAS, HELGA, Intersport Porvoo, Kiva café streetfood bar, La Fiesta, Kraftverk, Lidl, Life Porvoo, Seikkailulaakso, Stadium Oy, Tiger, Varuboden-Osla (VBO), Viking Line, Willi-tomaatti catering oy and VisitPorvoo. Approach happened mainly via e-mail expect Stadium Oy where the other organizer worked at that moment. Organizers also visited Kiva café streetfood bar as a wish of the owner.

From the sponsors and partners contacted there were nine companies in all who wanted to take part to the tournament. Eight of the companies were: Brunberg, Haaga-Helia UAS, HELGA, Intersport Porvoo, Kiva café and streetfood bar, La Fiesta, Varuboden-Osla (VBO), and Viking Line. All the final sponsors can be seen from the figure 2. In addition to

these Akilles -03 team was there as a partner managing the kiosk during the tournament, and the profit they made they could keep for themselves.

There was created an individualized e-mail to each company to send where the concept and the aim for the event was opened. Each e-mail included the request of what could a company give or how it is expected a company to partake this event. For example, in the e-mail sent to the VBO the request was to assist in compiling packed lunches for the players. The e-mail is found from the appendix 4.

Brunberg provided 150 pcs of famous Brunberg's kisses which were given as a prize for the third- and second-placed teams. Haaga-Helia UAS did sponsor the tents, tables and 44 pcs of Danone DanUp yoghurt drinks. From the Haaga-Helia student association HELGA 150€ grant money were given. Intersport sponsored 12 drinking bottles and the Kiva café and streetfood bar gave 12 pcs of 12euro gift cards for the winner team of the tournament. La Fiesta was the only sponsor who gave the company's advertisement to put on at the venue. However, the organizers also printed out the rest of the sponsors logos and put those up on the dressing room walls. La Fiesta also provided the after party for the tournament and gave 150 pcs of free entrance tickets to be distributed to the players. VBO did help with the players packed lunch by donating about 150 bananas and 100 pcs of Danone DanUp yoghurt drinks. Viking Line provided 150 pcs of cruise gift cards which were given for the players and volunteers. After movie was filmed and edited by Arttu Liimatta and Aleksi Nuutinen.



Figure 2. HePo Cup 2016 sponsors.

3.2.2 Volunteers

Volunteers were needed to participate to carry all the equipment, help with the constructions, manage the first-aid and the audio technology and to officiate the games.

The organizers had divided the major responsibilities with each other so that coordinating all the tasks was easier. Emilia had the responsibility to coordinate all the matches and to check the field condition before the matches, and Henna was responsible for welcoming the teams, building up the tents and managing the audio technology. Emilia did announce the game results after each match but Henna was the main commentator along the day.

Most of the volunteers were friends with the organizers but for example the first aid persons were two students asked from Laurea University of Applied Sciences, Jukka Penttinen and Joonas Rouhiainen. There were four members helping from the student association HePo ry: Tero Väisänen, Hilla Holma, Krista Koskinen and Jenna Lassila. Tero Väisänen and Jari Reivolahti helped with the transportation of all the equipment in the morning. Hilla Holma, Jenna Lassila and Tero Väisänen were responsible for building up the tents. Krista Koskinen was in charge of arranging all the supplies, such as packed lunches, for the players together with Henna Tuomi.

Julia Holma together with Tero Väisänen took care of building up the music equipment. She was also the person in charge of playing the music during the day. Eino Laukka worked as a security guard. Other volunteers were Riia Soini, Markus Kynäräinen, Elina Oksanen and Marianne Pitkänen. They were taking care of the tidiness of the dressing rooms and putting up the posters of the sponsors around the event venue. They were also helping with all the upcoming issues during the day.

Arla Ketolainen, Aleksi Mällinen and Richard Ampacquach were the referees. Emilia Eriksson handled calculating the points for each team and updating the game schedule during the day. Aleksi Nuutinen and Arttu Liimatta were videotaping the event.

Volunteers received an email which included the schedule for the day and the main tasks for everyone attached. It was not needed to organize an orientation for the volunteers as a group since the volunteers were friends of the organizers and the organizers took care that each one of them knew what the certain task included. First-aid persons had been

volunteering HePo Cup in the previous year so also in that matter all the general issues were briefly discussed in person.

As a thank you for the volunteers they got sandwiches and bananas as well as yoghurt drinks. They also received the vouchers for Viking Line and free entry to La Fiesta for the tournament after party. First-aid staff, security guy and the photographers got the gift cards to a preferred restaurant, either Subway or Smiley's Döner.

3.3 Event licensing

Public notification for the event were sent to the Porvoo Police station regarding to the amount of the participants. The event was low-risk kind of so therefore safety or traffic related special arrangements were not needed. The public notification had to include the football field's booking confirmation, Teosto grants license number and safety plan. Food sales did not have to be notified as the sales were low-risk as well as the sales took place on behalf of a sport club (Akillies -03) whose sales operations do not need to be notified to the Finnish environment Institute.

Music was played during the event day and for this reason the organizers did purchase Teosto grants licensing and Gramex event license. They also purchased Spotify Business which is intended especially for companies and associations. Playlist for the tournament day was created through Spotify account. For the Gramex event license the organizers had to estimate the amount of the players, viewers and volunteers and to report the event time and place likewise the billing address and music played. Actual number of visitors had to be notified to Teosto after the event and the payment was determined by the number of visitors.

Safety plan (appendix 5) for the tournament includes basic knowledge of the event, responsible persons and their contact information likewise the estimated amount of the participants. Major risks and their prevention methods can be found from the safety plan. The nearest health center and instructions for calling the emergency vehicle (ambulance) had also be included in a plan. In addition, the organizers wrote instructions in case of accidents, sudden illness, as well as fire. These instructions were printed out and attached to the doors of the dressing rooms so that everyone could see those.

3.4 Marketing

The first thing in marketing was to design the poster and take the picture for it. HePo ry's graphic designer Krista Koskinen took care of designing the poster (Figure 3) and the Facebook banner, and together with Emilia Eriksson, they took all the photos needed. Marketing was targeted for the students in Haaga-Helia University of Applied Sciences and especially for the students in Porvoo, Pasila and Haaga's Campuses. Advertising took place personally in these campuses and posters of the event were pinned up around the campuses.

Marketing started at the beginning of the semester. There was no need to start earlier since the target group would have not been reached because of the summer holiday. The marketing plan was made which included all the tasks for each week. Event page on Facebook was created to reach the target group and different kind of posts were posted couple times per week. Also, the lottery for winning the participating fee for half price was advertised on Facebook and it was also used as a marketing tool when promoting the event in the campuses. The teams which signed up before 13th of September had the possibility to win the participation fee at half price.

The event aroused interest among the participants of the previous year but also the new exchange students were enthusiastic about the event.

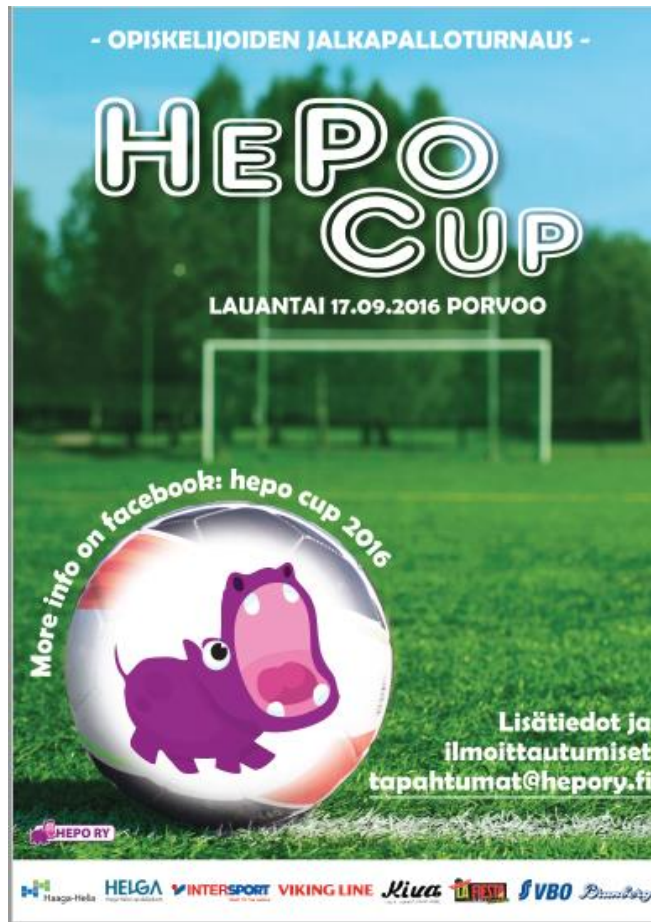


Figure 3. Poster of the HePo Cup 2016 football tournament. Krista Koskinen.

3.5 Match schedule

Compared to the previous year the match schedule was created in a different way. This year the organizers wanted to reduce the level differences between the partaking teams so that the teams playing against each other could both enjoy the game. Therefore, they created two different blocks where the other block is for the players who might not have an experience of playing football and the other one is intended for more advanced players. The main idea of the tournament was that everyone is having fun and the players get to play as many matches as possible during the day. For this reason, the teams were divided into these two blocks (named as Group A and Group B) in which they all played against each other. Then the two best teams from each block gets to the semifinals. At the semifinals, the Group A's winner faced the Group B's second placed team and vice versa. The winners of these matches played against each other in the Final while the losers played the bonze match. The match schedule can be found from the appendix 6.

3.6 Progress of the project

The project started in May. The first thing to do was to create an event plan and to start thinking about the possible dates for the tournament. The organizers had to consider all the other events held in Autumn to achieve the highest number of participants. The schedule for the summer and organizing the tournament was also made in May. Every week was planned ahead and the tasks for each week were given (Figure 4). By each week the organizers divided the tasks among each other. Estimated budget was created. When the date and the budget were clear, the organizers could rent a football field. Also in May, the focus was to name the companies and possible partners who to contact during the summer. The goal was to have all the sponsors confirmed by the beginning of August.

First thing to do in June was to create an e-mail to send to the sponsors. In the e-mail was to be included the aim of the event and the request of what could a certain company provide for the tournament. Finding out about the permit issues began on June and it was found out that managing the permit issues was the most sensible to start later when all the relevant information was gathered together. The identification of volunteers also started in June as there were general tasks that the organizers needed to hand to someone else. For example, Krista Koskinen, HePo ry's graphic designer designed together with Emilia Eriksson the promotion pictures and the poster.

Finding sponsors and partners did continue in July and majority of them were confirmed before August. The match schedule and the schedule for the day were preliminary planned already in July, although the number of participating teams of course would have affected on it later. The changes were made after the teams were named and the organizers knew the exact number of partaking teams. In July, the organizers had a week-long summer break. After the break, they created Facebook event for the tournament and Krista Koskinen and Emilia Eriksson went to take the pictures for the promotion and poster usage. Krista Koskinen edited the pictures and created the poster which was printed out at school (three copies of the poster were needed).

The organizers focused the marketing on Facebook already from the beginning of August even though the school started 22.08.2016. Facebook was the channel were to update details about sponsors, participation fees, the schedule and all the general issues what needed to be shared between the teams. All the sponsors and partners were confirmed by the middle of August and therefore those could be published on Facebook. Marketing plans for Porvoo, Haaga and Pasila Campuses were done in this month. The organizers started to market the tournament in Porvoo campus immediately when the school started by keeping a stand in a school lobby and placing posters in school. They also talked a lot

with the students by encouraging them to form teams for the tournament and mentioned them to go follow the Facebook page to get more information about the event itself. Teosto Grant license was applied in this month.

Marketing did continue in September and the number of Facebook updates doubled. The organizers went to Haaga and Pasila Campuses to get more visibility from Haaga-Helia Campuses in Helsinki. One of the goals was to get teams also from outside of Porvoo and this goal was achieved excellently. All in all, five out of 12 teams participated from Helsinki. The last few weeks before the event went really fast. The organizers had their hands full while picking up the donations from the sponsors, dealing with the registration, assembling packed lunches and taking care of the marketing. Information sharing and training for the volunteers took also place in September. The tournament day was Saturday 17.9.2016 and the after movie was filmed during the day.

After the tournament feedback e-mails were sent to the sponsors and partners and oral feedback was collected from the volunteers and players. When the tournament was over, started the organizers began to open the event plan for their thesis work.

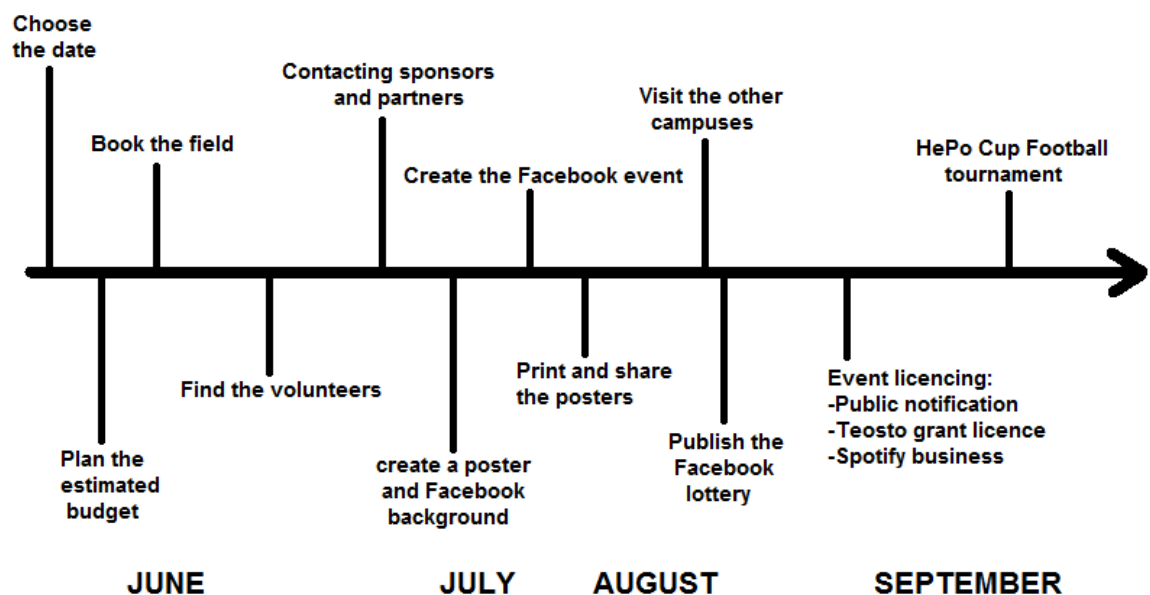


Figure 4. Timeline of planning the HePo Cup 2016 tournament.

3.7 Event day

The day began at 06.30 a.m. by waking up and preparing the lunches for the volunteers. After that the equipment were carried downstairs and outside of Emilia and Henna's apartment. The volunteers arrived to help transfer the equipment to the field. Figure 6 shows the ingredients for the packed lunches for the players. Elina Oksanen, Tero Väisänen and

Jari Reivolahti had their cars in use. All the equipment needed to be at the field at 8 o'clock because of the first teams were supposed to arrive at 8.30 a.m. Also at 8.30 a.m. Akilles -03 kiosk organizers arrived to the field. They took care of their own stuffs and materials and their tent can be seen in the figure 7.



Figure 6. Yoghurts in the fridge and bananas for the players. Henna Tuomi

Up on arrival to the field, all the volunteers helped with carrying the equipment out of the cars. Emilia was in charge of checking the condition of the field before the matches. The goals, benches, field numbers and corner flags needed to be moved in place. Henna was responsible for welcoming the teams and giving them the lunch boxes, match schedules and the afterparty tickets. She was also in charge of coordinating the volunteers, building the tents and managing the audio technology. The info tent can be seen in the figure 8 below. All the volunteers had their own responsibility areas they needed to take care of before the matches started. During the day, there were no need for as many volunteers as at the morning so some of the volunteers could leave earlier if they had other running responsibilities during the same day.



Figure 7. The tent of Akilles -03 team. Henna Tuomi

The referees, Arla Ketolainen, Aleksi Mällinen and Richard Ampacquach arrived at 8.40 a.m. so that Emilia could give them a short introduction of the day. During the games, Emilia handled calculating the points and updating the game schedule. At 8.50 a.m. Henna gave a short welcoming speech and wished good luck for the teams. The music was put on at 8.50 a.m. and before the first games begin, Henna organized a little warm up along the Macarena song. The first match started at 9 a.m. as scheduled. There were always two games on at the same time. Each of the teams had their own schedule which they were following during the day.



Figure 8. Our info tent. Henna Tuomi

During the games Henna stayed nearby the info tent (Figure 8) and worked as a commentator and helped with all the possible issues while Julia Holma took care of playing the music. Aleksi Nuutinen and Arttu Liimatta arrived to the event place at 9 a.m. and they were videotaping the event. They were filming the games and the atmosphere during the day. In the figure 9 it can be seen when Aleksi and Arttu are interviewing the players.

There was also a radar between the game fields. Everything went well at first with it, but because there was no supervisor for it, people started to kick the ball so hard that it ended up to the yard of the nearby houses. The decision to call off the radar was made as it caused more troubles than good to the organizers to handle.



Figure 9. Aleksi Nuutinen and Arttu Liimatta were interviewing the players.

The teams had come to the field on time and the matches could start at 9 a.m. like written in the match schedule. The referees stayed on the schedule throughout the day and fortunately big injuries were avoided. A few cold bags and plasters were needed but that was all. The atmosphere was encouraging and the viewers who came to the field just to cheer the players added extra value for the event. When the initial series were completed it was time for the semifinals. The other semifinal pair was Simon Opetuslapset versus Kippis and another one FC Bad Boys versus FC Panenka. The matches could start 10 minutes ahead the schedule (2.10 p.m.) as the players wanted to have only 10 minutes long rest instead of the 20 minutes what was given to them. The bronze game started at 2.30 p.m. where Kippis and FC Bad Boys played against each other. Kippis won the match and thus ranked third in the tournament while FC Bad Boys had to settle with the result of being fourth. The final game was at 2.50 p.m. which resulted that FC Panenka was the winner of HePo Cup 2016 and the second team in the tournament was Simon Opetuslapset.

When the winner was clear, Richard Ampacquach and Emilia did gather the finalists together into two queues. Richard lead the teams to the middle of the field into two lines along the theme song of Champions League. After this Emilia and Henna congratulated and shook hands with the teams and gave them the prices. The winner team got a drinking bottles from Intersport, gift cards to the Kiva Café Streetfood Bar and Brunberg's kisses. The second team was awarded with the Brunberg's kisses.

When the games were over, Emilia took care of the condition of the fields by moving everything back to their correct places. Henna packed the music equipment and the tent. Volunteers were helping to clean the fitting rooms, the field, the stubs from the smoking area and to carry the equipment back to the cars. The rent of the field ended at 16 p.m. but since we were ahead of the time schedule, we could leave the field at 15.45 p.m. All the equipment were moved back to Emilia and Henna's apartment from where they were later moved back to the school. All in all the tournament day went very well and as it can be seen from the figure 10, the organizers were very happy.



Figure 10. The organizers of HePo Cup 2016. Eino Laukka.

4. Creating a manual

Chapter four describes the elements that must be taken into consideration while creating a manual. First, the manual concept is opened and followed by target group. Next the text structure and pragmatic text are explained, and manual visual elements such as format, typography, image and colors are described.

4.1 Manual

Manual is an opus, that shows the key information about on particular issue. (Suomisana-kirja 2017.) The synonyms for manual are handbook and guidebook. (Thesaurus 2013)

Kankaanpää and Piehl (2011, 295) wrote that a successful manual must show all the necessary. It must be written so that the structure and the order of the subject serves the purpose the best and the turn of phrase must be reader-friendly. Instructions/manuals can be made on a wide range of topics and for a variety of users. The main purpose is to tell to a reader how a certain result can be achieved. The instructions/manuals may be purely verbal, contain images or solely consists of images. It is recommendable to avoid the use of uncommon terms and use clear and comprehensible language. If the text requires the use of special words, they must be explained so that the content of the concept is clear. (Cambridge Dictionary 2017; Kankaanpää & Piehl 2011, 299.)

According to Don Norman, "A manual should be written so that it will end up looking well-designed, well-organized product, containing only the necessary information: short, simple and easy. The manual should be constructed so that a person is able to read a section and understand it immediately."

4.2 Target group

It is desirable to define the target group already in the planning phase when starting to produce a text. The text style and the sophistication of the content strongly depend on the target group's attitudes and knowledge of the subject. Content, delivery, spelling and grammar should be specified for the audience. For example, when producing text for children the outcome must be dissimilar compared to the text which is meant for adults. The consistency of the language should be strictly followed so that misunderstandings caused by careless use of terms could be avoided. When designing the content and the style for a text it should be taken into consideration that the reader's prerequisites for the subject is

not probably in the same level than writer's is. Linguistic expressions should be clear and easy to understand including the sentence structure and choices of words. (Nykänen 2002, 19.)

Relationship between the writer and the reader defines the tone of the text. If the writer's position of authority goes over the readers, then the tone might be more instructive and authoritative. More formal and polite tone is used when the text is written for someone with more power, such as CEO's or experts. It is also important to think what the reader will do with the information provided. In the text, must be included all the necessary information so that the person is an able to make intelligent decision or take it into an action. One of the reasons the writer should be familiar with the target group is that the text itself should answer to the questions what the certain target group might have. (Writing for an audience 2017.)

4.3 Pragmatic text

There are a wide range of pragmatic texts because there are so many subjects and many reasons and ways of presenting the matter. That is why pragmatic text is difficult to be defined precisely. Pragmatic text can be for example a short news or announcement, application or other short document, report, essay, manual or entire book. The text can contain different sources combined or be completely the writer's own output. The main purpose for pragmatic text is to give an easy and understandable message of the subject. (Jukka K. Korpela; Kankaanpää & Piehl 2011, 21-22.)

Pragmatic text provides information, is proceed consistently and is written in a clear and good standard language. Standard language is a common, widely understandable language. It uses the common language format, uses the well-known vocabulary – or at least explains special terms and the sentence structure is clear. (Kankaanpää & Piehl 2011, 21-22; Verkkokielioppi 2002.)

Work related texts are mostly pragmatic texts which are written in a standard language. These texts are neutral and used mainly on the purpose of running errands. In these texts the author justifies why the reader should act in the author's wishes and that is why the author should not express personal feelings. Text should be neutral and impersonal. (Kankaanpää & Piehl 2011, 21-22.)

4.3.1 Text structure

It is important that the writer takes into consideration the text type and what is the purpose of the text because those two things affects to the structuring of the text. According to Marieke van de Rakt (2013-2017) "The structure is the skeleton of your text: it will help the reader grasp the main idea of your text." Briefly, the text structure is how information is organized in writing. (Patterns of Organization; Husu, Tarkoma & Vuorijärvi 2010,122.)

Consistency in writing is important, and that is why the writer must consider the written order of their own thoughts. Structuring the text is supposed to help authors to bring these ideas clear to the reader. (Kankaanpää & Piehl 2011, 92.)

There are many different styles to structure the text. When choosing the structure style, the writer should take into consideration if the text is supposed to give a quick and relevant information, if the reader is only interested in detailed description or if he or she wants to have all-inclusive information. (Kankaanpää & Piehl 2011, 93.)

The author will also have to consider whether the text is meant to be read completely, used as a reference or if only the essential elements (from it) are intended to be used. All in all, the topic and the aim of the text determines the structure of the text. (Kankaanpää & Piehl 2011, 96.)

4.3.2 Chronological order

In time order, known as chronological order, steps are multiplied by a real event or execution order. This structure order is familiar for example from fairy tales as well as from literature. Using the chronological order is appropriate when you are explaining how to do something, how to make something, how something works, or how something happened. When the text is written in chronological order, the subject must be temporally structured and the aim of the text should be a description of the process. The chronological order can be notified in a text if it contains expressions of time such as dates, time, months or for example other suggestive phrases such as, first, then, next, finally. (Kankaanpää & Piehl 2011, 94-95.)

For the pragmatic text the chronological order is ideal, when the text's idea is to explain the sequence of events and the outcome of the text. For example, minutes are presented in the order they are discussed in a meeting. Any process which is processed in a time or-

der can be presented in a chronological way in a text. Chronological order suits for example to the following text styles: story, biography, event description, instructions, and manual. (Kankaanpää & Piehl 2011, 94-95.)

In addition to stories and fiction, chronological order is suitable for operational instructions such as recipes and manuals. In a manual, it is essential to tell what to do first, next and how the object is reached. Typically, an instruction which follows chronological order is structured so that all the chapters can be sorted by numbers. Therefore, it is easy for the reader to follow the instructions and read one point at a time to work on it.

If it appears that the instructions are easier to follow when the information is discussed at the earlier stage, the time sequence may then depart from the original time order. For example, telling the outcome in the beginning of a recipe helps the reader to internalize instructions better. However, the outcome is mostly clear by the reason of the title or images. (Patterns of Organization 2017.)

4.3.3 Thematic order

Thematic order is a good alternative when the purpose of the text is to describe a large entity which can be easily viewed in parts. For example, the scientific classifications for plants and animals as well as the structure diagrams for devices and substances are good examples of thematic order. When writing in thematic order, the text should involve the relevant topics of the text's purpose. The topics can be classified for example by person, place, method, function, outcome or use. (Kankaanpää & Piehl 2011, 102.)

In a thematic order, topics can be defined in different ways. In addition to naming the topics, it is important to decide in which order they will be processed in the text. The first topic should be the most important, and it will be followed by the more negligible topics. If clear order of the priority does not exist, the order of the titles do not matter and the topics can be arranged in either a random order or in an alphabetical order. Alphabetical order helps the reader to find the points he or she is interested about. The topics form a hierarchy, and to give a general impression of the subject to the reader it is important to list briefly the equal top-level topics in the beginning of the text. (Kankaanpää & Piehl 2011, 103.)

In a text, these topics should occur in the same order as listed. In the introduction, it is important to define the main concept, present the topics of the next level as well as the third-level subdivision of these issues. The introduction should introduce the hierarchical sys-

tem which the text follows. Normally, the hierarchy of the topics can be seen from the table of contents. In a writing process of the text, the material will be acquired first and only after this the themes will be classified into their own topic groups. Classifying the topics will help the reader to understand the text easier and it helps the reader to find the necessary information easily. From the reader's point of view, it is clearer that the text is proceed from the general theme to the private. (Kankaanpää & Piehl 2011, 106.)

Thematic order is suitable for several different types of texts. It is consistent, easy to read and easy to parse. It allows the reader to find easily the information needed without reading the entire text and it is ideal when the meaning is to teach something to the reader. The thematic order is the best suitable for brochures, directories, manuals and reports, which are designed to give the reader an overall picture of the subject. For instructions, the chronological order is well-suited, but if the instruction consists of number of alternatives or instructions related to various issues, the thematic order is a better option. (Kankaanpää & Piehl 2011, 107-109.)

4.4 Graphic design

The process of visual communication is called graphic design. By using typography, visual arts and page layout techniques the visual compositions are created.

4.4.1 Format

Format is an overall layout of a document. It is the material form of a publication. When creating for example a manual, the big part of the outcome is the chosen format. It should be taken into consideration to whom the manual will be written or produced such as a user friendliness is very important part for the users. For different purposes, there are variety of file formats where to choose the right one. (User Manual Template 2008.)

There are equal number of different file formats as there are different programs to process the files. A few of the common file formats are: Word documents (.doc), web text pages (.htm or .html), web page images (.gif and .jpg), Adobe Acrobat files (.pdf) and multimedia files (.mp3 and others). The file formats can be divided according to their purpose as follows: Archive file formats, image file formats, text file formats and video file formats. While some of the file formats can be used for multiple purposes, such as a GIF file format that can be used to save images and animations, the other file formats are designed for just one purpose, such as JPEG for static image capture. (File format 2017.)

4.4.2 Typography

Letter type selection is the most important thing in typography. The use of too many letter types gives rise to confusion and complicate the reading. Depending on the intended use of typography it is desired to either attract attention or be deliberately modest. Harmonious in overall impression is created not only with the choice of the letter type but also considering the font size and setting the spacing and splitting. Also, paying attention to the length of lines facilitate the reading experience. When the column's width increases, a larger font size should be used. Bold and italic text can be used to underline a sentence. However, it is important not to use them too much so that the purpose is not lost. Contrasts are created by separating the texts (titles, paragraphs) from each other between the density and brightness differences. Combining text and images is also a way of creating contrasts. (Loiri ja Juholin 1998, 32-51)

Typography can be practiced in different conditions that can be divided into three parts. Those three parts are printing typography, office typography and web typography. The readership of the printing typography or publication typography is generally large. It produces printed publications such as books, magazines and brochures. Office typography produces letters, price lists, memos, reports and other usage texts, and the readership is limited, possibly only just one person. Web and intranet pages are made by using web typography. (Jukka K Korpela 2008, 14-15.)

4.4.3 Images

The saying "picture is worth a thousand words" tend to be perceived as such but sometimes excellent text can be more describable and impressive. In most cases, however, the best results are obtained by a combination of image and text. An image supports or illustrates the text and therefore it is important that the image ratio in the text becomes clear. Documents often use only images that are strictly required by the content, such as diagrams whose content cannot be reasonably explained only by text. Also, sometimes instead of explaining the content of the text with an image there is symbolic art work used to bring new perspectives to the text. (Jukka K Korpela 2008, 79; Loiri ja Juholin 1998, 52.) Understanding the image does not require language or any other special skills. An image is often intended to identify and clarify the issues which are discussed in the text. Perceiving a whole also becomes easier when the text and images are structured to support each

other. It can be expressed as captions or with the references in the text. Image should always have a message to be transmitted to the reader. Sometimes one image may even contain many messages or meanings. Context always determines what kind of image is in place at any given time. When designing the art work, it must be considered whether the image is the main thing, complementary or attention awakening. For example, when composing the whole book, the header types, captions, texts, colors and empty spaces must be taken into consideration. The aim is to form an aesthetic entity that embodies balance and movement. (Loiri ja Juholin 1998, 52-55, 62.)

4.4.4 Colors

Color is a property of light. Colors can be influenced by the fact that seeing a certain color often involves feelings, moods, tastes and symbolisms. For example, green grass in spring smells fresh. When an object is described to be color (for example red), the color will be, in fact, the light that strikes the object and is reflected out of it. In the color tone shaping it is also affected whether it is sunlight or artificial light, as well as whether the day is clear or cloudy. The most flawless light is daylight which includes all the shades. All the visible colors of the spectrum that humans can see are called color shades. White contains all the colors as it reflects them back as opposed to black which does not reflect any of the colors. Prism, a pyramid shaped body made of light permeable material can be used to reflect all the colors of spectrum to a white paper (colors of the rainbow). (Loiri and Juholin 1998, 108-112)

The general problem with the use of colors is their excessive use (Kuutti 2003, 100). Commonly accepted colors are color combinations. Below are shown the basic color chords based on the color wheel:

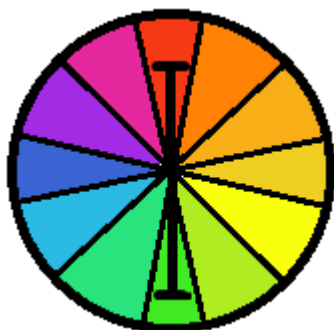


Figure 9. Complementary

Complementary colors are considered as colors that are opposite each other on the color wheel. For example, the colors red and green. These colors create an attention and gives a vibrant look. Complementary colors are used when something should be stood out from the context. To avoid the color overpowering the color scheme must be well managed. Often these complementary colors are not used in large doses. (Color harmonies 2015.)

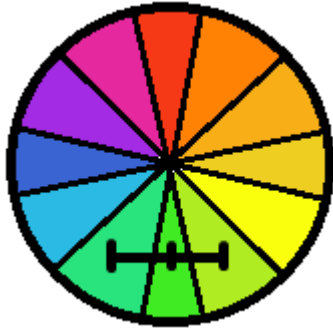


Figure 10. Analogous

Analogous colors are serene and please to look. These colors are next to each other on the color wheel. They are known as matching and comfortable designs. These colors are harmonious and often found in nature. The colors are natural to each other and does not create too much of a contrast side by side. That is why it is important to bear in mind to create a contrast another way when choosing an analogous color scheme. (Color harmonies 2015.)



Figure 11. Triad

Evenly spaced colors around the color wheel are known as triadic colors. Even the colors might not be close to each other on a color wheel, to create a successful harmony, the colors should be balanced. Usually they are used by choosing one color to dominate the trio and the two others are used as accents. These color harmonies are generally seen quite vibrant. (Color harmonies 2015.)



Figure 12. Split-complementary

This color scheme is a variation of the above explained complementary color scheme. It is a good choice for someone unfamiliar with the colors as it is difficult to mess up. Split-complementary color scheme mean the use of one of the base color added by two other colors next to each other. It creates a good contrast but has less tension when in comparison to complementary scheme. (Color harmonies 2015.)



Figure 13. Rectangle (tetradic)

Rectangle or tetradic color scheme has a great variation of possibility to use the colors. It means always working with two pairs of complimentary colors. The balance between warm and cool colors complement the overall appearance. This color scheme works the best when choosing one color to be the dominant hue per pair and then going two stops over to select the other color. (Color harmonies 2015.)



Figure 14. Square

In square color scheme, all four colors are spaced evenly around the color circle. Working with this scheme means juggling four colors. Using four different colors it is important to balance between warm and cool colors in the design so that the overall appearance is not to be too cold and sharp. (Color harmonies 2015.)

5. Implementation of the instructions for HePo ry

The result of this functional thesis is a manual for HePo ry. Functional thesis is an alternative to a research thesis and it aims to guide, organize and rationalize practical activities. (Vilkka & Airaksinen 2003, 9.)

The final output of the functional thesis is always concrete product such as a book, instruction, information pack or portfolio. The goal is to create an overall picture by using communicational and visual elements from which you can identify the goals the person is looking for. (Vilkka & Airaksinen 2003, 51.)

5.1 The process of writing the instructions

The idea for this thesis came in spring 2016 when both organizers were in HePo ry's board. HePo Cup 2015 and its continuity was the subject in a meeting the board was discussing about. Both organizers were interested in event production so it felt natural that part of their thesis would be organizing an event. The aim of the thesis was to design and write a manual where are the steps for implementing the HePo Cup for HePo ry.

The thesis proceeded so that at first the tournament was implemented. Planning process started in summer 2016, and the product-type thesis "Opiskelijoiden jalkapalloturnas HePo Cup 19.9.2015" by Rosa Repo and Juuso Kakkonen worked as a direction indicator from where to get ideas for the implementation of the tournament. After the tournament, the stages of the event were opened for the thesis. Next step was to start collecting data about manual creation for the theoretical part of the thesis. The authors of the thesis felt that after the data was collected and theoretical part of the thesis was written, it was easier to start working with the manual itself, not the other way around. They felt that designing was easier only after all the necessary information for that purpose had been obtained and, therefore, the written theory part provided support for the creation of the manual. The theoretical part included the chapters: Manual, Target group, Pragmatic text and Graphic design.

5.2 Finishing and editing the instructions

When considering the implementation of the manual there were several different platforms to choose from. In the authors opinion, basic Word document was boring and its usability was very limited. Power Point was too large document and the idea of slide type document did not suite for this use. Adobe Sparks felt tricky as it is browser-based and unclear

to use. The manual was decided to be implemented with the free Canva software where it was possible to create different designs such as blog graphics, presentations, Facebook covers, flyers, posters etc. This software was chosen because of its ease of use, possibility to create customized platforms and the output is delivered as a PDF file that is easy to share and open on all devices. After talking with the HePo ry's chairman Hilla Holma and as HePo ry uses Google Drive as a platform for their files the decision of creating one clear folder which includes the manual and all the possible example attachments was made.

Instead of long and a lot of text-based manual it was intended to create a clear and simple file. This way, new organizers can easily check the tasks required for organizing the tournament and get a clear and concise picture of what needs to be done to make the tournament happen. It did not feel useful or user friendly to write down all the details or instructions on what to do, such as the telephone numbers or addresses, as this would have reduced the validity of the manual in long term. For example, phone numbers change over the time from time to time. The idea was to create a "check list" that will keep the organizers on schedule. More details are easily found on both this and "Opiskelijoiden jalkapalloturnas HePo Cup 19.9.2015" by Rosa Repo and Juuso Kakkonen theses where the different stages of the event are opened to the thesis reports.

When choosing the color world for the manual the above mentioned analogous color scheme was used. Manuals' color scheme consists of different shades of purple as HePo ry has already established purple in their new logo. The font Montserrat was selected because it was clear but at the same time looked beautiful. The font sizes vary depending on whether the text is a headline, a subtitle or a body text. The estimated budget was intended to be attached into the manual to give a reference on how it was done in previous years. Also, the HePo ry's logo associates the manual with the user group and gives the final touch for it. Excessive use of images and attachments in the manual would have confused the look with the aim of creating an eye-pleasing output. Other images or attachments were not used because they were not necessary, would have taken a lot of space and may have given confused picture of the manual.

6. Discussion

This functional thesis is clear and consistently approached, proceeded logically. It has been implemented by acquiring knowledge on the subject independently and stayed on the schedule. Since the discussion of the thesis is not intended to evaluate the actual event but the manual, it has been found that the event was successful and the observations and feedback from the participants and commissioner was good. Also, the budget was maintained.

There could have been some improvement in the scheduling of the autumn writing process. Writing could have started more closely right after the event. The goal was to open the event plan to the thesis before the Christmas break but for various reasons it was delayed so that the event plan was completed in January. Both authors of the thesis were studying full-time day program while writing the thesis and in addition they both were acting in the current HePo board in the autumn 2016. The authors had agreed to keep the Christmas holiday as Emilia was about to go abroad and Henna was working during the break. Together they created a new schedule to get the event plan written by the end of January. In retrospect speaking, it would have been good to have the event plan ready before the holiday so that in January it would have been possible to immediately begin with the process of searching sources for the theoretical part of the thesis. Also, the phases of the event would have been better in memory, and thus it would not have taken that much time to remember all the details.

The commissioner gave the freedom to choose the format for instructions as long as it is in electronic format and the output is clear and easy to use. Also, even the thesis is implemented in English, the output and possible attachments must be in Finnish as the user group is the members of HePo ry's board. Commissioner's feedback was that the content was good and does not require changes. Small grammatical changes were needed, otherwise comprehensive and clear instructions.

Neither of the authors had any experience in graphic design so a large part of writing the thesis was to gather knowledge about the subject of creating a manual. When the theoretical part was written and the knowledge of writing a manual was collected, the authors decided that instead of a large manual, instructions were created. These instructions include the "check list" of the tasks that need to be done when organizing HePo Cup football tournament. A more comprehensive set of phases of implementation can be found both in Emilia and Henna's and Rosa Repo and Juuso Kakkonen's theses from theseus by their names. For this reason, it felt unnecessary to start working on the co-called third major

version of the stages of the event. Instructions were created by setting up solutions to the learned theory. (Rosa Repo and Juuso Kakkonen 2015.)

Finding material and sources for the theoretical part of the thesis was challenging. Literature on this subject was not found easily. Reading previous theses related to the topic helped but either those reports did not discuss about the same issue. However, sources found enough and writing the theoretical part went well. The authors learn to make a visual output and now understand what it requires. For Henna this was a learning experience of writing in English as she is studying in Finnish. She also felt her professional language and grammatical matters have evolved. Emilia in turn felt her confidence in writing has grown a lot during these two years of studying in English and her academic capabilities have developed. Both authors felt their vocabulary had grown. They exceed the learning boundaries and strive for knowledge in every topic taught to them. Both learned a lot about building and organizing an event. The theoretical part was different to several theses, which brought their own challenges but at the same time it gave the joys of success when completing the thesis.

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Appendices

Appendix 1. Event plan.



HePo cup 2016

- Opiskelijoille suunnattu harrastejalkapalloturnaus
- Tapahtuma järjestetään Myllymäen kentällä
- Pelit pelataan pienellä kentällä, täten kuusi kenttäpelaaja + maalivahti. Pelaajia joukkueessa saa olla enintään 12
- Pelin kesto: 20min
- Kaksi alkulohkoa → välieräottelut → pronssiottelu → finaali
- Tapahtumaan pyritään luomaan mukava ja kannustava ilmapiiri
 - Kahvila, musiikkia, järjestettyä oheisohjelmaa
 - Valokuvaaja/videokuvaaja

Tausta

- HePo cup järjestettiin syksyllä 2015 ensimmäisen kerran
- Silloisten järjestäjien, Rosa Repon ja Juuso Kakkosen tavoitteena oli tehdä tapahtumasta jokavuotinen urheilutapahtuma
- Keväällä 2016 Emilia Eriksson ja Henna Tuomi halusivat organisoida tapahtuman uudestaan luodakseen tapahtumasta käsikirjan HePo ry:lle
- Toimeksiantajana toimii Haaga-Helia Porvoo Campusin opiskelijayhdistys HePo Ry.
- HePo cup järjestetään syksyllä 2016, koska
 - Tapahtumasta halutaan jokavuotinen perinne
 - Tämän mahdollistamiseksi syksyn 2016 tapahtumasta luodaan HePo Cupin järjestämisen käsikirja tulevia vuosia varten
 - HePo ry:n liikuntatoimea halutaan monipuolistaa ja sille halutaan saada enemmän näkyvyyttä
 - Tapahtuman avulla halutaan kannustaa opiskelijoita liikunnan pariin ja ylläpitää terveellistä elämäntyyliä

Tavoitteet

- Luoda ilmapiiriltään kannustava ja helposti lähestyttävä tapahtuma
- Saada minimissään kahdeksan osallistujajoukkuetta
- Herättää mielenkiintoa HePo ry:n liikuntatoimen aktiviteetteja kohtaan
- Saada tapahtumasta voittoa, joka lahjoitetaan HePo ry:n liikuntatoimelle
- Saada tapahtumalle enemmän näkyvyyttä sen jatkuvuuden kannalta

Tapahtuman organisointi

- Projektipäälliköt: Emilia Eriksson ja Henna Tuomi
- HePo ry:n hallitus
- Vapaaehtoiset ja yhteistyökumppanit
 - Kahvila (futuran juniorit, Porvoon alakoulun luokka)
 - Oheisohjelma (tutka, cheerleader esitys, freestyle jalkapallo)
 - Tuomarit (junioripelaajat?)
 - Valokuvaaja/videokuvaaja
 - Järjestyksenvalvojat
 - DJ

Kohderyhmä

- Kohderyhmänä Uudenmaan sekä pääkaupunkiseudun korkeakouluopiskelijat
- Markkinointi kohdistuu yllämainittuihin ryhmiin
- Emme kuitenkaan rajoita ulkopaikkakuntalaisten tai jo valmistuneiden opiskelijoiden osallistumista
- Odotettavissa 80-120 pelaajaa sekä katsojaa yhteensä
- Arvioitu ikähaarukka 18-30

Kustannusarvio

- Kenttä maksaa 145€ (klo 8.30-17)
- Markkinointikulut 50€ sisältävät julisteet (3kpl 50cmx70cm noin 15€ kappale)
- Ilmoitus yleisötilaisuudesta 25€
- Musiikinkäyttölupa Teosto 60€
- Palkintoihin varaamme 100€ käyttörahaa, tarkoituksenamme on saada suurin osa palkinnoista sponsoreiltamme
- Pokaali 30€
- Matkustuskulut 40€ markkinoidessamme Helsingin ammattikorkeakoulu campuksilla
- Ensiaputarvikkeisiin 30€ (kylmäpussit, laastarit, ideaalisiteet)
- Muut odottamattomat kulut 30€
- Kulut yhteensä: 510€
- Tulemme hakemaan HELGAN toiminta-avustus rahaa (150€)
- Haluamme, että osallistumismaksut kattavat arvioidut menot, joten osallistujamaksuksi määräytyy $510\text{€}/8 = 65\text{€}$
- Toteutunut budjetti laaditaan tapahtuman jälkeen

Resurssit

- Tapahtuman järjestävät Emilia Eriksson sekä Henna Tuomi, ja näin ollen suurempaa projektiryhmää ei ole
- Markkinoinnissa sekä tapahtumapäivänä apua saadaan HePo ry:n hallituksen jäseniltä
- Tulemme käyttämään myöskin vapaaehtoistyöntekijöiden apua
- Tapahtuman organisointiin käytettävä aika on noin neljä kuukautta
- Tapahtuman rahoitus hoituu alustavasti HePo ry:n toimesta
- Lisäksi hankimme sponsoreita sekä/tai yhteistyökumppaneita

Aikataulu

| VIIKKO | |
|-----------------|--|
| 21 | Tapahtumasuunnitelman aloitus, tapahtuman päivämäärän päättäminen |
| 22 | Tapahtumasuunnitelman jatkaminen, aikataulun ja kustannusarvion laatiminen, kentän varaus, yhteistyökumppaneiden ja sponsoreiden kartoitus |
| 23 | Sähköpostien laatiminen sponsoreille |
| 24 | Sähköpostit lähetetty sponsoreille, tapahtumasuunnitelman avaaminen opinnäytetyöhön |
| 25 | Lupe-asiat, yhteiskumppaneiden ja sponsoreiden hankinta jatkuu |
| 26 | Vapaaehtoisten kartoittamien aloitus, promootiokuvan ja julisteiden suunnittelu alkaa, yhteistyökumppaneiden ja sponsoreiden hankinta jatkuu |
| 27 | yhteistyökumppaneiden ja sponsoreiden hankinta jatkuu, ottelusunnitelmapohjan luonti |
| 28 | yhteistyökumppaneiden ja sponsoreiden hankinta jatkuu, alustava tapahtumapäivän aikataulu |
| 29 | Lepoa |
| 30 | Markkinoinnin aloitus: Facebook tapahtuman luominen, promootiokuvat ja julisteet käytäntöön |
| 31 | Facebook markkinointi jatkuu, muita esille tulevia asioita, aikataulut ja suunnitelma henkilökohtaisista markkinoinnista varten alkaa |
| 32 | Yhteistyökumppaneiden ja sponsoreiden varmistaminen |
| 33 | Markkinointisuunnitelma ammattikorkeakoulu vierailija varten valmiina |
| 34 (kulu alkaa) | Markkinointi Porvoo campuella alkaa, |
| 35 | Markkinointi jatkuu |
| 36 | Markkinointi jatkuu, viimeistelyä tapahtumapäivää varten |
| 37 | Viimeistelyä tapahtumapäivää varten, TAPAHTUMAPÄIVÄ la 17.9.2016, tapahtumasta kuvataan traileri, osallistujapalute |
| 38 | Palute toimeksiantajalta, vapaaehtoisilta sekä muulta henkilökunnalta, että yhteistyökumppaneilta ja sponsoreilta |
| 39 | Tapahtumapäivästä kirjoittaminen opinnäytetyöhön, käsikirjan kirjoittaminen alkaa |

Ongelmat ja riskit

- Markkinoinnin toimivuus
 - Tehokas markkinointi
 - Kuinka saada tarpeeksi osallistujia
- Osallistumisten peruutus
 - Tietyn päivämäärän jälkeen osallistumista ei ole mahdollista perua, eikä maksua palauteta
- Tapaturmat
 - Ensiaputarvikkeet, ensiapua osaavat ihmiset (Laurea AMK:n opiskelijat?)
- Sää
 - Vesisateella katokset ja sadeviitat sponsoreilta?
- Vapaaehtoistyövoiman vähyys
 - Tarpeeksi aikainen ja hyvä mainostus lähipiirille sekä kontaktien hyödyntäminen
- Tapahtuman aikataulujen viivästyminen
 - Jätetään aikavaraa

Muuta huomioitavaa

- Pyrimme saamaan paikalle myöskin:
 - Kahvila (futuran juniorit?, ala-aste luokka?)
 - Freestyle jalkapalloilija Antti Lähtevänoja
 - Oheisohjelmaa (tutka, cheerleader esitys?)
 - Ständi (HELGA?)
- Mahdolliset sponsorivaihtoehdot:
HELGA, Stadium Oy, Varuboden-Osla, La Fiesta, Kraftverk, Lidl, Life Porvoo, Viking Line, Antti Lähtevänoja, VisitPorvoo, Kiva cafe, Tiger, EasyFit, Willitomaatti catering oy, Seikkailulaakso, Brunberg,

Viestintä

- Sisäinen viestintä:
 - Järjestäjien välillä viestintä tapahtuu pääsääntöisesti WhatsAppin, Facebookin ja OneDriven välityksellä
 - Molemmat järjestäjistä kuuluvat HePo ry:n hallitukseen ja näin ollen viestintä toimeksiantajan kanssa on sujuvaa hallituksen kokouksissa sekä sisäisissä viestimissä
- Ulkoinen viestintä:
 - Yhteistyökumppaneiden ja sponsoreiden kanssa tapahtuu pääsääntöisesti sähköpostitse.
 - Tavoitamme kohderyhmämme sosiaalisen median kautta sekä mainostamme tapahtumaa julisteiden avulla
 - Markkinoimme myöskin henkilökohtaisesti paikanpäällä eri ammattikorkeakouluissa

Raportointi ja dokumentointi

- Järjestäjien opinnäytetyöstä löytyy kohta, jossa kerrotaan tapahtuman suunnittelun eri vaiheet ja toteutetut toimenpiteet
- Tapahtumasta kirjoitetaan myöskin tiivistelmä, joka kuvaa päivän kulun
- Raporttiin liitetään myöskin kaikki materiaali projektista
- Tapahtuma valokuvataan ja siitä luodaan traileri tulevia vuosia varten
- Kokoukset järjestäjien välillä dokumentoidaan OneDriveen

Projektin päättäminen

- Raportointi
- Palautteen ja kehitysehdotusten kerääminen osallistujilta (pelaajat, vapaaehtoiset, katsojat) ja sen analysointi
- Toimeksiantajan palaute HePo ry:n kokouksessa
- Mielipidekartoitus yhteistyökumppaneilta
- Trailerin editointi

Appendix 2. Budget for HePo Cup 2016.

Budget for HePo Cup 2016

| Expenses: | | | | Income: | | |
|------------------------|-----------|----------|---|----------|-------------------------|--------------------------|
| | Estimated | Actual | | | Estimated | Actual |
| Football field | - | 145,00 € | - | 127,50 € | Participation fees | 520,00 € 600,00 € |
| Marketing | - | 50,00 € | - | - € | HELGA operating grant | 150,00 € 150,00 € |
| Notice of public event | - | 25,00 € | - | 25,00 € | Total: | 670,00 € 750,00 € |
| Teosto grant license | - | 60,00 € | - | 54,00 € | | |
| Awards | - | 100,00 € | - | 66,00 € | | |
| Lottery fee | - | € | - | 25,00 € | Income statement | |
| Cup | - | 30,00 € | - | 17,50 € | | |
| Transportation | - | 40,00 € | - | 23,60 € | Income | 670,00 € 750,00 € |
| First aid supplies | | | | | Expenses | - 510,00 € - 410,85 € |
| Cold bag | - | 20,00 € | - | 19,90 € | Profit/Loss | 160,00 € 339,15 € |
| Roll bandage (2psc) | - | 5,00 € | - | 6,88 € | | |
| Plasters | - | 5,00 € | - | 1,59 € | | |
| Pain killers | - | € | - | 3,42 € | | |
| Sports tape | - | € | - | 6,19 € | | |
| Septidin | - | € | - | 4,35 € | | |
| Other | - | 30,00 € | | | | |
| Whistle | - | € | - | 6,51 € | | |
| Waste bag | - | € | - | 1,99 € | | |
| Snack for volunteers | - | € | - | 21,42 € | | |
| Total: | - | 510,00 € | - | 410,85 € | | |

Appendix 3. Weekly schedule.

| VIIKKO | |
|------------------|---|
| 21 | Tapahtumasuunnitelman aloitus, tapahtuman päivämäärän päättäminen |
| 22 | Tapahtumasuunnitelman jatkaminen, aikataulun ja kustannusarvion laatiminen, kentän varaus, yhteistyökumppaneiden ja sponsoreiden kartoitus |
| 23 | Sähköpostien laatiminen sponsoreille |
| 24 | Sähköpostit lähetetty sponsoreille, tapahtumasuunnitelman avaaminen opinnäytetyöhön |
| 25 | Lupa-asiat, yhteiskumppaneiden ja sponsoreiden hankinta jatkuu |
| 26 | Vapaaehtoisten kartoittamisen aloitus, promootiokuvan ja julisteiden suunnittelu alkaa, yhteistyökumppaneiden ja sponsoreiden hankinta jatkuu |
| 27 | yhteistyökumppaneiden ja sponsoreiden hankinta jatkuu, ottelusuunnitelmapohjan luonti |
| 28 | yhteistyökumppaneiden ja sponsoreiden hankinta jatkuu, alustava tapahtumapäivän aikataulu |
| 29 | Lepoa |
| 30 | Markkinoinnin aloitus: Facebook tapahtuman luominen, promootiokuvat ja julisteet käytäntöön |
| 31 | Facebook markkinointi jatkuu, muita esille tulevia asioita, aikataulut ja suunnitelma henkilökohtaista markkinointia varten alkaa |
| 32 | Yhteistyökumppaneiden ja sponsoreiden varmistaminen |
| 33 | Markkinointisuunnitelma ammattikorkeakoulu vierailuja varten valmiina |
| 34 (koulu alkaa) | Markkinointi Porvoo campuksella alkaa, |
| 35 | Markkinointi jatkuu |
| 36 | Markkinointi jatkuu, viimeistelyjä tapahtumapäivää varten |
| 37 | Viimeistelyjä tapahtumapäivää varten, TAPAHTUMAPÄIVÄ la 17.9.2016, tapahtumasta kuvataan traileri, osallistujapalaute |
| 38 | Palaute toimeksiantajalta, vapaaehtoisilta sekä muulta henkilökunnalta, että yhteistyökumppaneilta ja sponsoreilta |
| 39 | Tapahtumapäivästä kirjoittaminen opinnäytetyöhön, käsikirjan kirjoittaminen alkaa |

Appendix 4. Sponsor proposal email.

Hei,

Olemme järjestämässä opiskelijoille suunnattua HePo Cup jalkapalloturnausta, joka järjestettiin viime vuonna ensimmäisen kerran. Viime vuoden tavoite oli tehdä tapahtumasta jokavuotinen ja näin ollen järjestämme tapahtuman uudestaan. Toimeksiantajana toimii HePo ry Porvoo Campuksen opiskelijayhdistys.

Turnaus järjestetään lauantaina 17.9.2016 Myllymäen tekonurmella Porvoossa. Tapahtuma ajoittuu aikavälille klo 9-16. Tavoitteenamme on saada vähintään kahdeksan osallistujajoukkuetta, joissa pelaajia 7- 12. Odotettavissa 80-120 pelaajaa ja katsojaa yhteensä.

Tapahtuman tavoitteena on saada HePo ry:n liikuntatoimelle lisää näkyvyyttä ja saada opiskelijat innostumaan sen aktiviteeteista. Mahdollinen voitto tullaan lahjoittamaan HePo ry:n liikuntatoimelle. Tavoite on myös saada tapahtumalle näkyvyyttä, jotta sen jokavuotinen järjestäminen olisi kannattavaa. Pyrimme järjestämään tapahtuman mahdollisimman edullisesti opiskelijoille, jotta kynnys osallistua olisi matala. Haluamme luoda tapahtumasta ilmapiiriltään kannustavan ja helposti lähestyttävän.

Haluaisimme tiedustella olisiko S-market Keskusta, Porvoo, kiinnostunut sponsorioimaan tapahtumaamme auttamalla meitä kokoamaan eväspakettia pelaajille? Tässä meidän ehdotuksemme sponsoroinnista teille:

50 kpl Danone, DanUp mansikka jugurttijuomia (kappalehinta 0,85€), 42,50€

Tarjoamme vastineeksi sponsoroinnista näkyvyyttä VBO:lle sosiaalisessa mediassa sekä teettämässämme mainosjulisteeissa. Tulemme markkinoimaan tapahtumaa Haaga-Helian Porvoon, Pasilan sekä Haagan Campuksilla, joten julisteet tulevat saamaan näkyvyyttä kohderyhmämme keskuudessa. Mahdollisuuksien mukaan teetämme myöskin rannekkeet osallistujille, joissa tulee olemaan sponsoreiden logot.

Mikäli itsellänne tulee mieleen ideoita sponsorointituotteista tai siitä mitä vastineeksi sponsoroinnista haluaisitte, niin kuulisimme niistä mielellämme. Yritämme organisoida tapahtuman mahdollisimman pienillä kustannuksilla osallistujille, joten pienikin apu otetaan mielellään vastaan.

Vastaamme mielellämme kysymyksiin tai tulemme tapaamaan teitä paikan päälle.

Ystävällisin terveisin

HePo ry hallituksen liikuntavastaava Emilia Eriksson sekä tapahtumavastaava Henna Tuomi

Emilia Eriksson

emilia.eriksson@myy.haaga-helia.fi

+358 440983855

Henna Tuomi

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+358 404152996

Appendix 5. Safety plan.

TURVALLISUUSUUNNITELMA

| | |
|--------------------------------------|---------------------------------------|
| Tapahtuma: | HePo Cup jalkapalloturnaus |
| Osallistujat: (kohderyhmä, määrä) | Opiskelijat (80-120 henkilöä) |
| Ajankohta: | Lauantai 17.9.2016 klo 8-16 |
| Tapahtumapaikka: | Myllymäen kenttä, Kallenlinnankatu 11 |

Tapahtuman organisaatio

- Tapahtuman järjestäjä:
Haaga-Helia Porvoo campuksen opiskelijayhdistys HePo ry.
- Tapahtuman vastuuhenkilöt:
Emilia Eriksson ja Henna Tuomi
- Emilia Eriksson yhteystiedot:
Puh. 0449783855, sähköposti: emilia.eriksson@myy.haaga-helia.fi
- Henna Tuomi yhteystiedot:
Puh. 0404152996, sähköposti: henna.tuomi@myy.haaga-helia.fi

Tapahtuman ohjelma ja aikataulu:

Jalkapalloturnaus järjestetään lauantaina 17.9. klo 8-16 Myllymäen kentällä Porvoossa. Turnauksessa pelataan pienkenttäpelejä. Yhden pelin kesto on 15 minuuttia. Paikalla on myös FC

Riskikartoitus:

Jalkapalloturnauksessa riskejä ovat nilkan nyrjähdykset, erilaiset lihasvenähdykset/lihasrevähdykset, sekä ruhjevammat. Lisäksi pelitilanteet voivat aiheuttaa loukkaantumisia esimerkiksi kaatumisia tai törmäyksiä. Sairauskohtaukset on kanssa laskettava riskitekijöihin

Riskien hallinta:

Paikalta löytyy ensiapupiste, josta saa apua lieviin vammoihin (esim. venähdykset ja ruhjeet). Tapaturmissa tai sairauskoh-
tauksissa annetaan ensiapua ja tarvittaessa kutsutaan ambulanssi. Paikalla on kaksi ensi- aputaitoista henkilöä: Jukka Penttinen (jukka.penttinen@student.laurea.fi) ja Joonas Rouhiainen (joonas.rouhiainen@student.laurea.fi)

Ensiapuvälineet sijaitsevat infopisteessä aivan kenttien ja pukukoppien vieressä. Näin ollen kaikki tapaturmat on helposti havaittavissa.

- Useamman kylmäpussin (10-20kpl)
- 2kpl ideaalisiteitä
- Laastareita
- Särkylääkkeitä, tulehduskipulääkettä Ibumax tai Burana

Onnettomuuden sattuessa:

Toimitaan tapahtumien edellyttämällä tavalla.

1. Arvioidaan tilanne
2. Estetään lisäonnettomuudet
3. Annetaan ensiapua
4. Hälytetään apua
 - Soitto 112 tarvittaessa ja selvitä mitä on tapahtunut ja missä
 - Kerro mikä on potilaan tilanne
 - Osoite on Kallenlinnankatu 11, 06100 Porvoo. Lähetä joku opastamaan hälytysajoneuvoa.
5. Hoidetaan tilannetta, kunnes apu on tullut paikalle

Hälytysajoneuvot:

Tapaturman tai onnettomuuden sattuessa hälytysajoneuvo ohjataan ajamaan kentälle, parkkipaikan läpi sekä pääporteista sisään. Osoite on Kallenlinnankatu 11. Tapahtumavastaavat pitävät huolen, että kulku hälytysajoneuville säilyy esteettömänä.

Lähin terveyskeskus/sairaala:

Päivystyksen hoitaa Porvoon sairaala. Päivystys on auki 24h vuorokaudessa. Osoite: Sairaalan tie 1, 06510 Porvoo. Puh. 019 548 2551. Terveyskeskus ei ole auki kyseisenä päivänä.

Vakuutusturva:

Turnaukseen osallistutaan omalla vastuulla. Tapahtumajärjestäjät eivät vakuuta pelaajia eikä katsojia.

Muuta huomioitavaa:

Tapahtuma on päihteetön.

Tiedottaminen:

Turvallisuusasioista tiedottaminen on vastuuhenkilöiden vastuulla. Vapaaehtoistyöntekijät tullaan tiedottamaan käytännöistä yhteisessä kokouksessa ennen tapahtumapäivää. Tapahtumapaikalle viedään ohjeet onnettomuus -ja tulipalotilanteissa toimimista varten.

Luvat ja ilmoitukset viranomaisille:

Tapahtumasta on tehty poliisille ilmoitus yleisötilaisuudesta.

Appendix 6. Match schedule.

| Time | Field 1 (Group A) | Field 2 (Group B) |
|---------------------|--|---|
| <u>9:00</u> | <i>United Sexy Boys - FC Porvoo United</i> | <i>Humuhumunukunukuapua'a – Jippikayjei</i> |
| <u>9:20</u> | <i>FC ViruValge – FC Bad Boys</i> | <i>Porvoon Perseet – FC Ball- kickers</i> |
| <u>9:40</u> | <i>Simon Opetuslapset – Buli- Klubben CF</i> | <i>FC Panenka - Kippis</i> |
| <u>10:00</u> | <i>FC Porvoo United – FC Bad Boys</i> | <i>Jippikayjei – FC Ballkickers</i> |
| <u>10:20</u> | <i>FC ViruValge – Simon Opetus- lapset</i> | <i>Porvoon Perseet – FC Pa- nenka</i> |
| <u>10:40</u> | <i>Buliklubben CF – United Sexy Boys</i> | <i>Kippis - Hu- muhumunukunukuapua'a</i> |
| <u>11:00</u> | <i>FC Porvoo United – FC Viru- Valge</i> | <i>Jippikayjei – Porvoon Perseet</i> |
| <u>11:20</u> | <i>FC Bad Boys – BuliKlubben CF</i> | <i>FC Ballkickers - Kippis</i> |
| <u>11:40</u> | <i>Simon Opetuslapset – United Sexy Boys</i> | <i>FC Panenka - Hu- muhumunukunukuapua'a</i> |
| <u>12:00</u> | <i>FC ViruValge – BuliKlubben CF</i> | <i>Porvoon Perseet - Kippis</i> |
| <u>12:20</u> | <i>United Sexy Boys – FC Bad Boys</i> | <i>Humuhumunukunukuapua'a – FC Ballkickers</i> |
| <u>12:40</u> | <i>FC Porvoo United – Simon opetuslapset</i> | <i>Jippikayjei – FC Panenka</i> |
| <u>13:00</u> | <i>United Sexy Boys – FC Viru- Valge</i> | <i>Humuhumunukunukuapua'a – Porvoon Perseet</i> |
| <u>13:20</u> | <i>BuliKlubben CF – FC Porvoo United</i> | <i>Kippis – Jippikayjei</i> |
| <u>13:40</u> | <i>FC Bad Boys – Simon opetus- lapset</i> | <i>FC Ballkickers – FC Panenka</i> |

| | | |
|--|---------|---------|
| <u>14:20</u> Se- mifinal | A1 - B2 | A2 – B1 |
| <u>14:50</u> Bronze Medal Match | ? - ? | |
| <u>15:20</u> Final | ? - ? | |

Appendix 7. Instructions for HePo Cup.

HePo Cup ohjeet

21.5.2017

Tämä ohje on tarkoitettu HePo ry:n hallituksen käyttöön. Tähän on listattuna kaikki tärkeimmät tehtävät, mitkä tulee ottaa huomioon HePo Cup turnausta järjestettäessä. Tarkemmat tiedot jokaisesta kohdasta on löydettävissä opinnäytetyöstämme theseus.fi -sivulta hakusanalla Instructions for HePo Cup organizers for HePo ry.

Mukavia turnaushetkiä!

Toivottavat:

Emilia Eriksson ja Henna Tuomi

1

PÄIVÄMÄÄRÄ

- ☒ Valitse päivämäärä, jonka ympärillä ei ole paljon muita tapahtumia:
- ☒ Ota yhteyttä muiden opiskelija-yhdistysten tapahtumavastaaviin ja tiedustele heidän tapahtumistaan
- ☒ Kartoita muut opiskelijatapahtumat
- ☒ Tarkista kentän käyttömahdollisuus

3

KENTÄN VUOKRA

- ☒ Ota yhteyttä Porvoon kaupungin liikuntatoimeen

5

VAPAAEHTOISET

- ☒ Voivat olla hallituksen jäseniä, ystäviä tai muita kiinnostuneita opiskelijoita
- ☒ Määritä tehtävät ja kuinka monta vapaaehtoista tarvitaan
- ☒ Arvioi tehtäviin kuluva aika
- ☒ Päätä mitä vapaaehtoisille tarjotaan vastineeksi työstä
- ☒ Sitouta vapaaehtoiset kyseiseen päivämäärään
- ☒ Perehdytä vapaaehtoiset

2

ALUSTAVA BUDJETTI

Vuoden 2016 alustava budjetti

| ESTIMATED BUDGET | | | |
|------------------------|------------|----------------------------|----------|
| Costs: | | Income | |
| Football field | - 145,00 € | Participation fee/per team | 65,00 € |
| Marketing | - 50,00 € | | |
| Notice of Public event | - 25,00 € | | |
| Teosto grant licence | - 60,00 € | HELGA operating grant | 150,00 € |
| Awards | - 100,00 € | | |
| Cup | - 30,00 € | | |
| Transportation | - 40,00 € | | |
| First Aid Supplies | | | |
| Cold bag | - 20,00 € | | |
| Roll bandage | - 5,00 € | | |
| Plasters | - 5,00 € | | |
| Other | - 30,00 € | | |
| Total: | - 510,00 € | | |

4

YHTEISTYÖKUMPPANIT

Palkinnot, eväät ja apuraha

- ☒ Kontaktointi on hyvä aloittaa jo kesäkuussa
- ☒ Ensimmäiseksi yhteydenotto sähköpostitse ja tarvittaessa kontaktointi puhelimitse tai kasvotusten
- ☒ HELGAN toiminta-avustuksen hakeminen
- ☒ Muiden avustusten kartoitus esim. Veikkaus, Porvoo Kaupunki, Haaga-Helia
- ☒ Kerro tapahtuman tausta, tavoitteet, mitä haluatte yhteistyökumppanilta ja mitä heille tarjotaan vastineeksi



6

MARKKINOINTI

- ✓ Facebook- tapahtuma kannattaa luoda noin 2 kuukautta ennen.
- ✓ Markkinointi somessa on hyvä aloittaa muutamaa viikkoa ennen koulun alkua
- ✓ Somessa tulee olla aktiivinen ja on hyvä tehdä useampia postauksia viikossa, lisääntyen lähempänä tapahtumaa.
- ✓ Olisi hyvä keksiä kisa, jolla sitouttaa oppilaat osallistumaan tapahtumaan.

6.1

JULISTE JA FACEBOOK TAUSTAKUVA

- ✓ HePon graafikko voi suunnitella
- ✓ Yhteistyö visuaalisen markkinoinnin opiskelijoiden kanssa

6.2

FACEBOOK TAPAHTUMAN LUOMINEN

6.3

JULISTEET

- ✓ Kartoita mahdollisuus tulostaa julisteet koululla
- ✓ Kiinnitä julisteet mahdollisimman monelle campukselle sekä lähetä info-televisioihin julkaistavaksi

6.4

PROMOAMINEN

- ✓ Ständin pitäminen campuksilla
- ✓ Yhteistyö muiden opiskelija-yhdistysten kanssa
- ✓ Ruokailuiden aikaan on parhain mahdollisuus saavuttaa opiskelijat

6.5

FACEBOOK ARVONTA

- ✓ Esimerkki aikaisemmilta vuosilta:
Jos joukkue ilmottautuu ennen tiettyä päivämäärää, heillä on mahdollisuus voittaa osallistumismaksu puoleen hintaan

7

LUPA-ASIA

7.1

ILMOITUS YLEISÖTILAISUUDESTA

- ✓ Tehtävä vähintään viisi vuorokautta ennen tilaisuuden alkamista Polliisille
- ✓ Yleisellä paikalla järjestettävän yleisötilaisuuden ilmoitus sähköisesti tai paperilla
- ✓ Järjestämispaikan omistajan tai haltijan suostumus
- ✓ Muun lainsäädännön edellyttämät tilaisuuden järjestämiseen liittyvät ilmoitukset, luvat tai toimenpiteet
- ✓ Liitä mukaan turvallisuussuunnitelma

7.2

TEOSTON MUSIIKINKÄYTTÖLUPA

- ✓ Tapahtuman perustiedot ilmoitetaan etukäteen:
 - Tapahtumapäivä
 - Tapahtuman nimi
 - Järjestäjän tiedot
 - Laskutustiedot
- ✓ Tapahtumassa käytettyä musiikki, tapahtuman mahdolliset lipputulot ja yleisömäärää ilmoitetaan tapahtuman jälkeen
- ✓ Ilmoita viimeistään 14 vuorokautta kunkin tapahtuman jälkeen
- ✓ Kun tiedot ilmoitetaan ajoissa, kunkin tapahtuman musiikinkäyttökorvauksesta saadaan 3 % alennus

7.3

SPOTIFY BUSINESS

- ✓ Antaa yritykselle kaupallisen käyttö-oikeuden ja oikeuden suoratoistaa ja ladata musiikkia Spotifysta ja toistaa sitä laillisesti
- ✓ Kannattaa luoda oma soittolista HePo Cupia varten, silloin helpompi seurata soitettuja kappaleita

8

TAPAHTUMAPÄIVÄ

- Otteluohjelma
- Päivän aikataulu
- Organisoijien ja vapaaehtoisten työtehtävät

