



EXHIBITOR SATISFACTION RESEARCH

Case: Free Time –exhibition

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Abstract <p>The purpose of the thesis was to provide the assigner, one of Finland's largest exhibition organizers, Jyväskylä Fair Ltd., with essential information about Free Time exhibitors. The aim was to find out how satisfied Free Time exhibitors are and what concerns they might face with succeeding at the event. Clarifying this matter was especially important since the nature of the event is such that exhibitors have a lot of saying regarding the content.</p> <p>Jyväskylä Fair Ltd. makes a standardized survey to exhibitors annually and this acted as the base of the research. With the conducted research the purpose was to go deeper by giving more free speech to the respondents and also by making the questionnaire format more specified to concern Free Time –exhibition.</p> <p>The questionnaire was sent by e-mail to exhibitors who attended Free Time 2007 –exhibition. It included many open-ended questions, but also a few questions with suggested answer options. The data was analysed mostly with qualitative methods but quantitative methods were used to analyse questions with answer suggestions. Competition concerning Free Time -exhibition was researched with semi-structured phone interviews. Specialist interviews were made to deepen knowledge of the subject in general.</p> <p>The results indicate that there are concerns that Free Time exhibitors face. The thesis gave information to the assigner on what expectations exhibitors have towards the event and how to develop the exhibition in the future. Exhibitors attending Free Time –exhibition tend to be actively attending events and want to be part of the development processes. By giving free speech to exhibitors, genuine concerns can be realized and improved in the future as well.</p>		
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Tiivistelmä <p>Opinnäytetyön tarkoituksena oli tarjota toimeksiantajalle Jyväskylän Messut Oy:lle, joka kuuluu Suomen suurimpiin messujärjestäjiin, oleellista tietoa Vapaa-aika -messujen näytteilleasettajista. Tavoitteena oli selvittää, kuinka tyytyväisiä Vapaa-aika messujen näytteilleasettajat ovat ja millaisia huolia heillä saattaa tapahtuman onnistumiseen liittyen olla. Asian selvittäminen oli tärkeää, koska Vapaa-aika -messut on tapahtuma, jossa näytteilleasettajilla on paljon päätösvaltaa tapahtuman sisällön suhteen.</p> <p>Jyväskylän Messut Oy teettää vakimuotoisen näytteilleasettajatutkimuksen vuosittain, ja se toimii tutkimuksen pohjana. Tehdyn tutkimuksen tarkoituksena oli saada syvempää tietoa, ja sitä pyrittiin kartoittamaan antamalla vastaajille enemmän vapaata vastaustilaa ja tekemällä tutkimuksesta yksityiskohtaisemmin Vapaa-aika -messuja koskeva.</p> <p>Kysely lähetettiin näytteilleasettajille, jotka osallistuivat Vapaa-aika 2007 -messuille. Kysely sisälsi monia avoimia kysymyksiä, mutta mukana oli myös muutamia vastausvaihtoehtoisia kysymyksiä. Tulosten arvioinnissa käytettiin pääasiassa kvalitatiivisia menetelmiä, mutta kvantitatiivisia menetelmiä käytettiin analysoitaessa kysymyksiä, joissa oli vastausvaihtoehdot. Vapaa-aika -messuihin liittyvää kilpailua tutkittiin puolistrukturoiduilla puhelinhaastatteluilla. Asiantuntijahaastatteluilla hankittiin syvempää tietoa aiheesta yleensä.</p> <p>Tulokset antoivat viitteitä siitä, että näytteilleasettajilla on messuja koskevia huolia. Opinnäytetyö tuotti toimeksiantajalle tietoa näytteilleasettajien odotuksista tapahtumaan liittyen, ja työn kautta toimeksiantaja pystyy kehittämään Vapaa-aika -messuja tulevaisuudessa. Messujen näytteilleasettajat ovat aktiivisia osallistumaan erilaisiin tapahtumiin ja haluavat olla mukana tapahtumien kehittämisessä. Antamalla heille enemmän mahdollisuuksia kertoa todelliset huolenaiheensa ne voidaan myös tulevaisuudessa todeta ja korjata.</p>		
Avainsanat (asiasanat) Messut, asiakastyytyväisyys, Vapaa-aika -messut, markkinointi, tapahtuman kehitys		
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CONTENTS

1 INTRODUCTION.....	3
1.1 Purpose of the Research	4
1.2 The Research Problem.....	5
2 BACKRGROUND OF THE RESEARCH.....	6
2.1 Jyväskylä Fair Ltd. as the Assigner.....	6
2.2 Previous Research.....	6
2.3 Jyväskylä Paviljonki	8
2.4 Jyväskylä Fair Ltd.	8
2.5 Customer Satisfaction and Loyalty.....	9
3 EXHIBITIONS	11
3.1 Finland’s First Exhibition	11
3.2 Exhibitions in General	11
3.3 Exhibitions as a Marketing Advantage	13
4 FREE TIME -EXHIBITION.....	15
4.1 General Information	15
4.1.1 Free Time 2007 -exhibition.....	17
4.1.2 Free Time 2008 -exhibition.....	19
4.2 Specialist Interviews	19
5 RESEARCH	23
5.1 A Profound Research.....	23
5.2 Compiling the Survey.....	24
5.3 Collecting the Data.....	26
5.4 Reliability and Validity.....	27
6 RESULTS OF THE RESEARCH	29
6.1 Analysis of the results	29
6.1.1 General Impressions about Exhibitions	29
6.1.2 Estimation of Jyväskylä Fair Ltd.....	36
6.1.3 Free Time -Exhibition’s Image.....	42
6.4 Competition.....	55
7 CONCLUSIONS.....	60
7.1 SWOT Analysis.....	60
7.2 An Action Plan	61
7.3 Discussion	64
7.4 Finally	66
REFERENCES.....	68
APPENDICES	70
Appendix 1. The Questionnaire	70
Appendix 2. Answers to the Questionnaire	73
Appendix 3. Specialist Interviews	85
Appendix 4. Phone Interviews of Competition	89

TABLES

TABLE 1. The amount of exhibitors attending Free Time -exhibition during the last nine years	17
TABLE 2. Answer percentage	26
TABLE 3. Competing events	31

FIGURES

FIGURE 1. Comparison of my research and the previous one.....	7
FIGURE 2. How different media was used in marketing in Finland.....	14
FIGURE 3. Importance of exhibitions in making sales.....	35
FIGURE 4. Satisfaction of respondents to Jyväskylä Fair Ltd exhibition	41
FIGURE 5. Changing the exhibition	43
FIGURE 6. Changing the name of the exhibition.....	45
FIGURE 7. How many times the respondent has attended Free Time - exhibition	50
FIGURE 8. Is the respondent attending Free Time 2008 -exhibition	51
FIGURE 9. SWOT analysis.....	60

1 INTRODUCTION

Customer satisfaction is very important nowadays when competition in all fields of business is very strong. If a customer is unsatisfied there are plenty of companies that offer an alternative. Dissatisfaction is commonly like a spreading disease, people tend to transmit unpleasant experiences to others quite efficiently. Satisfaction also spreads from mouth to mouth, not as effectively as dissatisfaction but in a way that is very advantageous to companies. With my work I will try to understand the exhibitors of Free Time -exhibition better through a satisfaction and loyalty research. My research is based on an e-mail questionnaire, which is the core of my work. In addition I made phone interviews and specialist interviews to deepen my knowledge. My own experiences and know-how of the subject as well as the literature supported my work. With the findings of my thesis I will try to make Free Time exhibitors more satisfied in the future. I also aim to make them more loyal and willing to attend the exhibition annually.

In the beginning of my paper is a description of Jyväskylä Fair Ltd. as the assigner of my work and reasons why I came to choose this subject for my thesis. Previous research of the subject is also introduced. After this there will be more precise information about the company and exhibitions. The thesis will continue on with a close look at Free Time -exhibition which was the research focus. The following part is introducing the actual research and the analyses of the findings. Finally there is a conclusion of the thesis.

The core of my research was an e-mail questionnaire which was sent to exhibitors who participated Free Time 2007 -exhibition. The questionnaire consisted of many open-ended questions and a few questions with answer options given. A more qualitative research approach was chosen, because it answers the research questions better and gives added value. The results of the open-ended questions were analysed with qualitative methods, by focusing on the interesting issues and patterns that rise from the data. In the quantitative parts of the questionnaire the help of SPSS program was utilized

to form frequency charts. SPSS is one of the best known and widely used statistical programs in the world (Berenson, Levine & Krehbiel 2004, 36).

1.1 Purpose of the Research

The main goal of the research was to find out essential information about exhibitors attending Free Time -exhibition, organized by Jyväskylä Fair Ltd. I tried to find ways for the company, and especially the project manager Hanna Hautamäki to understand the behaviour of Free Time exhibitors better. This way the company can offer the exhibitors better services and make them more satisfied and loyal. One important goal of the survey in the long run is to make the company more profit. By being able to better predict how the exhibitors behave and what makes them satisfied the project manager can spend less time on trying to sell the exhibition and more time on other important things such as marketing, developing the exhibition and fulfilling customer needs.

The areas of interest were especially how exhibitors view the company (Jyväskylä Fair Ltd.) as an exhibition organizer, are the exhibitors active in attending exhibitions and what they think of Free Time -exhibition. Through understanding the thoughts exhibitors have about these areas, the intention is to be able to develop the exhibition to meet the needs of exhibitors and through them the visitors as well.

The subject is very topical since there has been a change of project manager for the exhibition. Hanna Hautamäki is for the first time the project manager of Free Time -exhibition (Free Time 2008, which was held on March 29th - 30th 2008); this means that a lot of things are new to her. With a research valuable information can be found and will help her to make the exhibition a success in the future. When being a new project manager for an event as big as Free Time 2008 -exhibition there are big expectations and maybe even doubts that one may face. Especially the exhibitors want everything to go as well as or even better than during previous years.

1.2 The Research Problem

With the research I wanted to find out what is the conception the exhibitor has about Free Time -exhibition. What are the goals of the exhibitor when attending the exhibition and how they succeed in meeting them. In my work I aimed at finding out the strengths and weaknesses of Free Time -exhibition from the exhibitor's point of view. I also wanted to know if the respondents who answered my questionnaire are active in attending exhibitions in general and what they think of exhibitions in a broader sense. I wanted answers to questions like: what are the general impressions that exhibitors have about exhibitions? Are they active in participating events and exhibitions? What image does the company have from their viewpoint? Why they attended Free Time 2007 -exhibition? And how they experienced the event? Also how would they develop the event? I wanted to gain deep information for the assigner about these issues.

2 BACKGROUND OF THE RESEARCH

2.1 Jyväskylä Fair Ltd. as the Assigner

I contacted the company by e-mail at the end of December 2007 and one of the project managers was interested in my idea of making a thesis concerning an exhibition. This person was Hanna Hautamäki, the new project manager for Free Time -exhibition. I met Hanna and from the first meeting on we had very similar thoughts and ideas of how to succeed with the research.

I did my 5 month practical training (January 2007 to June 2007) at Jyväskylä Fair Ltd. and it was natural for me to do my thesis there as well. I already had background information of the company and also of exhibitions in general. A strong interest in exhibitions and the organizing process is also one of the major reasons for my work. I also felt that doing my thesis associated with exhibitions makes my degree a well organized entity.

At the time Free Time 2007 -exhibition was held, I was working at Jyväskylä Fair Ltd. and this was a great advantage and help for me with this work. I helped the project secretary and the project manager with their preparation work for the event and had a very close look at what it takes to set up a big event like this. I also attended the exhibition as a visitor and this way saw the end product. All in all, the event was very familiar to me beforehand.

2.2 Previous Research

Jyväskylä Fair Ltd. has a research made annually by a company called Tietoykkönen to measure how satisfied exhibitors are. While I was reading it I realized that it consists mainly of questions with ready made answers. The survey had six questions with answer options given and one question with free speech. With the questionnaire Jyväskylä Fair Ltd. can follow in general how satisfied the customers are. Also the fact that the questionnaire does not change from year to year helps to compare the information yearly. The

questionnaire is very general and can be used for any exhibition, not only Free Time -exhibition. (Tietoykkönen 2007)

When I talked with the project manager of the exhibition we found out that there are still many questions that have never been asked. I wanted to do a very different kind of questionnaire than the one made annually. Due to the previous survey; I wanted to have many open questions and this way try to go deeper and give the exhibitors the possibility for free speech. I also wanted to make the survey more customized to find out important things concerning especially Free Time -exhibition.



FIGURE 1. Comparison of my research and the previous one

Above you see a figure showing the difference of the previous research made by Tietoykkönen and my research. The previous research is shown as the light blue box under my research which is the three red concentric circles. The previous research acted as the base material for my research and that is why it is shown on the graph under my research. The base research is a

general research that can be applied to other exhibitions as well. My research has three parts: Free Time -exhibition questions, Jyväskylä Fair Ltd. questions and questions concerning exhibitions in general. The arrows are showing that the most emphasis is on Free Time -exhibition part. The other categories are formed so that they support the main focus. From the graph we can visually see how different the researches are compared to each other and that there is a need for a more specific and indebt research than the base research.

2.3 Jyväskylä Paviljonki

The name Paviljonki is not a company name, but a marketing name for a service entity consisting of:

- Jyväskylä Congress Centre Ltd.
- Jyväskylä Fair Ltd.
- Keskimaa Group, which is in charge of Paviljonki Restaurants

Plus the subcontractors of the above (Rotary 2005.)

During year 2007 there were 787 events organized in Paviljonki. They had all together 389 864 visitors. In Paviljonki it is possible to organize for example meetings, congresses, business galas, exhibitions and all sorts of entertainment events. The meeting rooms, auditoriums, exhibition halls and restaurants are all located in the same building. (Jyväskylä Paviljonki 2008.)

2.4 Jyväskylä Fair Ltd.

The business idea of Jyväskylä Fair Ltd. is to organize exhibitions and business events and also to give other companies the opportunity to rent the exhibition halls for their own use. The company is Finland's second largest exhibition organizer right after Suomen Messut. It was founded 1936 and 1986 changed into a limited company. Jyväskylä Fair Ltd. employs 24 people at the moment. During exhibitions this is of course multiplied. Jyväskylän Kaupunki, Gummerus, Keski-suomalainen and Keski-Suomen Osuuspankki are major stakeholders of the company. (Rotary 2005.)

2.5 Customer Satisfaction and Loyalty

Customer satisfaction can be determined how customers see an organization's products or services through their experiences with the organization, as well as by what they have heard or seen about the organization. These factors have to be taken into account when measuring customer satisfaction. (Szwarc 2005, 6.)

When a customer is satisfied it does not mean that the customer is necessarily loyal. A satisfied and a loyal customer influence a company's profitability in different ways. Satisfied customers are more likely to promote the company because satisfaction is something people usually talk about. Loyal customers on the other hand are more profitable to the company. They are more likely to buy additional products and often do that without trying to find the best price. We also have to remember that unsatisfied customers are a big cost to the company. As shown in many researches an unsatisfied customer tends to tell many more people about his or her bad experience than a satisfied customer tells about a good experience. (Op. cit. p. 12.)

Customer Satisfaction and Loyalty Equals Increased Profits

During the last decades there has been a lot of evidence showing that there is a link between loyal customers and profits. Michael Johnson's and Anders Gustafsson's study, presented in the work of Szwarc, shows that there are three factors of quality customer satisfaction and loyalty. These three factors are a part of a whole that has to be measured in a holistic way. At the heart of the system should be a clear understanding of the customer experience. (Op. cit. p. 12 - 13.)

According to Johnson and Gustafsson you have to continually follow three activities to achieve this:

1. Gather information about the characteristics of products and services that customers appreciate and understand the personal value the products have as well as the abstract meanings and benefits that these attributes provide.
2. Tell that information to the whole organization.
3. Use the information to innovate, maintain or improve your products, services or processes to increase satisfaction, loyalty and also profitability.

(Op. cit. p. 12 - 13.)

With my research I am trying to gather the information concerning what customers think of the company and its services as well as exhibitions in general. I will provide the company with the information and results of my research. Especially the project manager and secretary are the ones that could benefit most from the results. I will use the information I get through my research to make improvement ideas and suggestions for better service. This way I can provide the company with information to help improve satisfaction, loyalty and profitability.

3 EXHIBITIONS

3.1 Finland's First Exhibition

The first exhibition in Finland was held 27th of June to 6th of July in 1920 at Helsinki. The exhibition was a demonstration of young independent Finland and its power. The event was seen as a patriotic festival for the whole nation as well as a huge media event. (Holopainen 1990, 6.)

In 1920 there was a great demand for exhibitions, both economically and socially. This was due to the fact that the trade relations were based mainly on Russia before this. Finland's first exhibition had about 120 000 visitors. During that time there were only 152 200 people living in Helsinki and in Finland all in all 3 332 776 people. This means that the exhibition was such a huge success that it can not be even compared to the present. (Op. cit. p. 6.)

The biggest exhibitor group at the first exhibition was national machinery and metal industry companies. There were 146 of them. Their field of products was for example, threshing-machines, phones, tractors horseshoes and elevators. At that time it was very important to convince Finnish people to buy Finnish products. (Op. cit. p. 16 - 17.)

Straight after year 1920 exhibitions were settled as a part of media. In 1921 the second exhibition in Finland's history was organized and the event was already a very different type than the previous year's public fest. (Op. cit. p. 25.)

3.2 Exhibitions in General

Exhibitions can be a great advantage for a company to market their products annually. It can of course be a waste of money and time if you do not have concrete plans and goals in advance. It is very important to have a strategy that is made beforehand, so the company and its representatives attending the exhibition know what the aim of the event is for them.

Exhibitions are a unique place for customers to come and try products and see how they are used. This gives the customer a better knowledge of the products. It is also an opportunity for the customer to come and compare competing products. (Karstila, Lehtonen, Metsälä, Peltonen & Roivainen 1987, 11.)

Before attending an exhibition it is important for the company to set goals. These goals should be:

- Specific and concrete
- Realistic and achievable
- Measurable after event
- Time connected (Op. cit. p. 13.)

There are three types of goals that a company can have when attending an exhibition: qualitative, quantitative and active (Op. cit. p. 13 - 15). Next these goals are explained into more detail. Qualitative goals can be for example that a company gives customer a feeling that they are a true professional in their field of expertise and also that they are a market leader. They want to communicate to their customers that quality is their strength. Qualitative goal can also be a launch of a new product. In this case the whole exhibition (for that specific company) is built around the new product. It is very popular that people coming to exhibitions expect to see new products and services that are launched for the first time. (Op. cit. p. 13.)

Quantitative goals can be for example that the company has a goal to make sales worth 10 000 euros. This means that the company wants to make direct sales with the customers during the exhibition. They consider selling the most important thing when attending the event. Quantitative goals can also be that you target to inform 2000 customers about an acquisition. (Op. cit. p. 14.)

Active goals can be that the company's salesmen, wholesalers and presenters can effectively sell the product. They have been trained for example to sell as many products as possible or to have good knowledge to give customers who

ask about the products. If choosing to have active goals you might also aim for finding new research & development or marketing ideas by getting to know the competitors products. (Op. cit. p. 14 - 15.)

Exhibitions organized in Finland can be divided into two groups either based on their target group or the area they influence.

Target group:

- Special exhibitions
- Professional exhibitions
- Branch of business exhibitions
- General exhibitions
- The combination of several above (Keinonen & Koponen 2001, 17.)

Area:

- Nation-wide exhibitions
- Regional exhibitions
- Local exhibitions (Salomaa & Haapakoski 1984, 11.)

3.3 Exhibitions as a Marketing Advantage

Marketing is not only an issue of selling and advertising a product, although they are both important things. Marketing nowadays is more about satisfying customer needs. Selling happens after a product is produced but marketing in the other hand starts already long before the product is produced. Marketing continues through the product's life trying to find new customers and satisfying current ones with improving the product and learning from product sales. (Kotler, Armstrong, Saunders & Wong 2002, 4.) Kotler and co-workers define marketing as "a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with each other" (Kotler et al. 2002, 5).

Exhibitions are a part of an organizations marketing strategy and for this reason you should aim for the same goal as with other marketing tools. You

should not think of them as events were you go and try your luck without any preparation. (Salomaa & Haapakoski 1984, 11.) Exhibitions also offer direct contact between companies and customers. The media has a positive interactive nature due to the fact that customers come to exhibitions by their own choice. The exhibitors can create a large number of high quality customer contacts with relatively low cost. (The Finnish Union of Trade Fair Organizers 2008.)

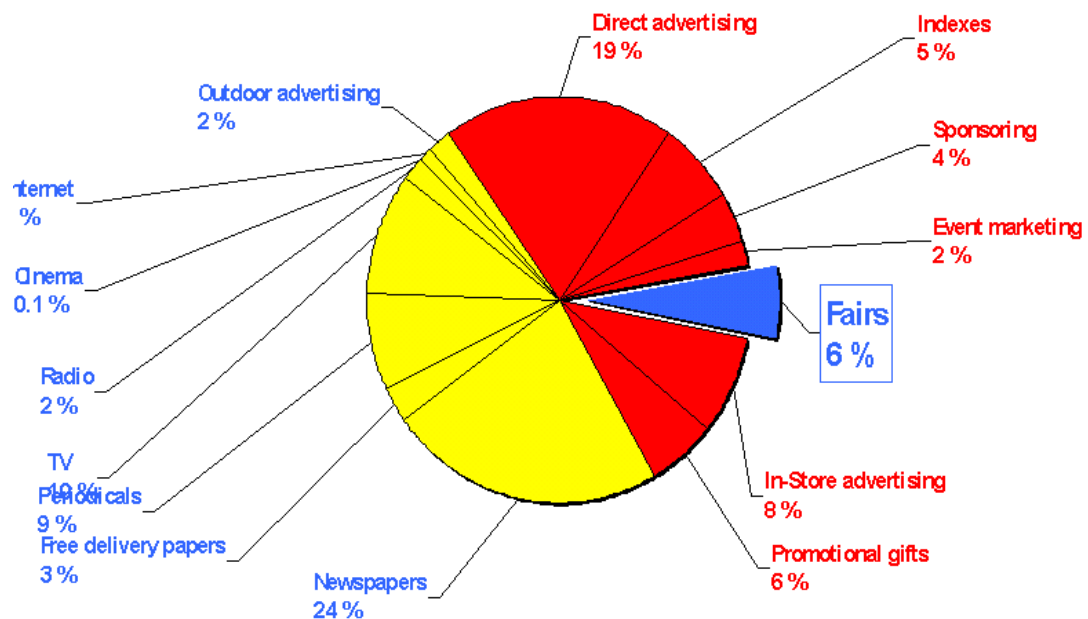


FIGURE 2. How different media was used in marketing in Finland (The Finnish Union of Trade Fair Organizers 2008).

From the pie chart above we can see that Fairs make up 6 % of all medias used in Finland. The largest media in marketing is newspapers which is 24 % of the whole. Nowadays there are various sources of marketing and a company has to make many decisions on how to use the marketing budget. Attending fairs is not a new way of marketing; it has been a popular channel from the year 1920 when the first exhibition in Finland was held. It has a quite good 6 % share from the whole marketing palette. We have to keep in mind that fairs are seasonal events; you attend them a few times or only once a year. If we compare to newspapers which is a media you can use when ever necessary. (The Finnish Union of Trade Fair Organizers 2008.)

4 FREE TIME -EXHIBITION



Fashion and wellness in Free Time -exhibition

4.1 General Information

The first Free Time -exhibition was organized 1987 and at the time the exhibition was called: Vapaa Päivät. The exhibition has developed a lot due to new modern facilities and work practises. In Year 2007 the exhibition had about 15 000 visitors, which is in comparison a usual amount.

We can categorize Free Time -exhibition as a general and regional exhibition (Hautamäki 2008). When we compare a general exhibition with a professional exhibition the major difference is that in professional exhibitions the exhibitors tend to be very loyal customers. Many times they even book the same stand for the next year during the exhibition. This means that they sell very easily. Project managers do not need to put so much emphasis on selling than in

general exhibitions. Especially in an event like Free Time -exhibition the selling is a major part of the preparation work.

The exhibition changes yearly and customers want to see different and new companies and products. There are of course major big players who come more often but because the exhibition is general and the range of exhibitors is much larger than in professional exhibitions the variance is naturally bigger. This does not however mean that there is no need for loyal customers. It is always an advantage for an exhibition to have customers that are trusted to come yearly and even customers trust them to be there with new products and ideas. The nature of the exhibition is that there is a lot of change; due to the fact that the exhibition itself is different every year. Still it is a very important event for many exhibitors who have a product or service that does not fit into any specific professional exhibition, but can be listed among free time activities. You could also have a special product that has a separate exhibition, but still want to attend more than one exhibition per year. An example could be that your product is a hiking boot. There can be a separate exhibition for hiking, but Free Time -exhibition has also a section specialized on this field.

When organizing and attending an exhibition with a combination of several areas it is important to avoid *jumble* exhibitions, which have salesmen from hammer sellers to beauty salons (Keinonen & Koponen 2001, 16). This is also one of the big challenges with Free Time -exhibition. It is a combination of several fields of expertise, which makes the nature of the exhibition general.

TABLE 1. The amount of exhibitors attending Free Time -exhibition during the last nine years (Lampinen 2008).

Year	Number of Exhibitors
1999	157
2000	190
2001	186
2002	180
2003	(no exhibition)
2004	223
2005	193
2006	264
2007	251

The diagram shows that the amount of exhibitors is growing quite steadily. The fact that the number of exhibitors is growing tells us that more companies attend the exhibition as exhibitors, but it can also mean that the stands are smaller than before. We can not predict bigger profits straight from the number of exhibitors, because it can mean for example that the space of one big company is replaced with 4 small companies and the charge for it stays approximately the same. The range of supply is bigger but not automatically the profits for the company. In year 2003 Free Time -exhibition was not held at all due to constructional issues.

4.1.1 Free Time 2007 -exhibition

I made my research interviewing exhibitors who attended Free Time 2007 -exhibition that was held 24th - 25th of March 2007. Free Time 2007 -exhibition was the largest exhibition for the whole family in central Finland. Year 2007 was the 21st time the exhibition was held. The exhibition was advertised so that you get to attend three exhibitions with just one ticket. These three exhibitions were: Free Time 2007, Fashion and Welfare 2007 and Digital Home 2007. (Rautiainen 2006.)



A picture from Free Time 2007 -exhibition

The three exhibitions presented shortly:

Free Time 2007:

- Boat, summer cottage and garden
- Camping, fishing and hiking
- Travelling, hobbies and caravan

Fashion and Wellness 2007:

- Spring fashion and wellness novelty products and services
- Fashion shows and activities

Digital Home 2007:

- Home electronics
- Digital music
- Home theatre
- Digital television
- Mobile phones etc. (Rautiainen 2006.)

4.1.2 Free Time 2008 -exhibition

Free Time 2008 -exhibition was held 29th - 30th of March 2008. This year the digital home was not a separate exhibition but a part of Free Time 2008 event, which is one of the three areas of the whole exhibition. Free Time 2008 consisted of: Free Time 2008, Fashion and Wellness 2008 and Kesfila 2008. Kesfila 2008 is the largest postage stamp exhibition in Finland. (Rautiainen 2007.)

4.2 Specialist Interviews

While I was doing my research I faced many questions especially connected to the nature of Free Time -exhibition and I felt it would be of help to do specialist interviews. For this reason I decided to interview both the project secretary and the project manager of Free Time -exhibition. I wanted answers to questions like: what challenges they face when working close with the exhibition and also what differentiates the exhibition from others. Some questions were same for both interviewees, but not all. A summary of the interviews (project manager and project secretary) is given below. The original interviews are attached as appendices to my work. (Appendix 3. Specialist Interviews.

Project Manager

Hanna Hautamäki told me first a little bit about Free Time -exhibition's history. The name has changed during the years; previously it was called *Vapaa Päivät*. The first time the exhibition was held was 1987, which means that it has a long history in the region. Hanna would classify Free Time -exhibition as a general and regional exhibition.

Hanna Hautamäki started working for Jyväskylä Fair Ltd. in year 2006 as a project negotiator. Her job description included selling several exhibitions. As it was told already Hanna Hautamäki was chosen the project manager of Free

Time 2008 -exhibition, this year being the first time she is in charge of the event.

Hanna comments that Free Time -exhibition is a demanding project, because it is an event for the audience. A lot has to be done to please different kinds of visitors. The sizes of the stands are smaller in comparison with professional exhibitions and this produces a lot of selling job. Also the fact that Free Time exhibitors tend to make decisions at a very late stage is challenging for the project manager.

When discussing the strengths of Free Time -exhibition Hanna firstly mentioned that the exhibition is a popular and well known annual event in Central Finland. Another thing differentiating Free Time -exhibition from many others is that the subject deals with nearly everyone, we all have some free time on our hands. Year 2005 was the first year that Fashion and Wellness was part of the exhibition and it seems that it has gained a strong place. Hanna also added to the strengths that during the exhibition there is a wide range of programs, performances and shows going on.

Some of the questions were quite hard for Hanna to answer at this point, since the exhibition she is managing had not been held at the time of the interview. She was not first sure how to describe a typical Free Time exhibitor, but she said that her experiences till now show that there are a lot of small companies attending the exhibition. She also said that the exhibitors tend to bargain a lot to have a good and cost effective deal.

Customer loyalty is very important to any event, as well as for Free Time -exhibition, says Hanna. Though the nature of the exhibition is such that the subject areas and the emphasis on each tend to vary annually, so change in exhibitors occur of course as well. The reason the topics or subjects of the exhibition change is, because the exhibition is made in co-operation with the exhibitors. They shape the exhibition with their ideas and feedback of the previous event.

I asked Hanna if the research that I made could be repeated for example every 2-4 years. We both agreed that the research is such from nature that yearly is too often to repeat it, because there is already the annual research made by Tietoykkönen. Hanna said that it is hard to say at this point, but it is possible that it could be repeated for example every second or third year. She said that after the exhibition it would be easier to answer the question, because at that time she knows more about the exhibitors and also about the results of the research.

Project Secretary

Tiina Lampinen has worked as a project secretary of Free Time -exhibition since 2002. Other exhibitions that she works with are at the moment: Electricity, Telecommunications, Light and Audio Visual –exhibition, Tekniikka –exhibition and Wood and Bioenergy –exhibition. According to Tiina Lampinen Free Time is the only exhibition that is clearly a public event. Other exhibitions that Jyväskylä Fair Ltd. organizes are more or less professional exhibitions. The fact that it is a public event means that a lot of work needs to be done to make the content of the exhibition interesting for the visitors. There has to be a lot of program: happenings, shows, contests, lectures and events.

The theme free time is a very broad topic and it is challenging to make all the different divisions included to it an interesting and comprehensive whole. The audience also consists of a very broad group, from children to grandparents and to please everyone is a great challenge. To get big crowds to come to the exhibition is not only important from the organizers point of view, but also from the exhibitor's point of view. They demand a lot of visitors to also sell products not only to market them.

The exhibition has earned its status by existing already from year 1984. It has gained a strong place both among the exhibitors and the visitors. You can distinguish a group of exhibitors and visitors who come yearly, says Lampinen. There has also been annual development within the event. Through the development of the facilities and working habits there has been natural development in Free Time -exhibition as well as in other exhibitions.

The organizer has also grown the emphasis on marketing and developing the content of the exhibition constantly.

The major challenge that Tiina Lampinen faces on her work is that the buying decisions tend to come very late. There are a lot of last minute changes, cancellations and new sales. This is especially difficult when last minute changes have to be typed to brochures and maps of the exhibition. In general the timetable is very hasty during the last weeks before the exhibition. As improvement Lampinen suggests that there could be some kind of a discount for those who return the signed contracts on time. Her job could also be eased by sending more info letters to the exhibitors. Generally everything is going to a better direction all the time, she adds.

5 RESEARCH

According to, Juha Hakala (2004, 39) when finding a problem in working life that needs to be solved and that is of interest to you, you should take it seriously; deepen your knowledge and find out how much it has been researched before. This is one path for finding a topic for your thesis. There are many other ways, but here is a simplified one that has the most important phases for me. In my case, I used the connections I have to Jyväskylä Fair Ltd. and through them managed to find out that there is a working life problem that needs to be researched. It was of interest to me and I had quite good background knowledge of the topic. There has been previous research, but not as specific and deep as needed in this case. When going through different phases of finding a research topic I felt secure that I am doing exactly what I should.

5.1 A Profound Research

I wanted to make a research that is mainly qualitative. As Szwarc (2005) indicates in his book, qualitative research does not have to be conducted only in the beginning of a research. It can also be used to examine more deeply the findings of a quantitative research that is made before. (Op. cit. p. 37 - 38.) The previous survey made by Tietoykkönen had many questions with ready made answers and its nature was quantitative. The survey acted as the base of my research and as Szwarc says you may want to examine findings of a previous quantitative research; this is what happened in my case.

One of the most useful forms of questions to use in a survey is the 'open-ended' question, it gives the respondent the opportunity to answer in their own words (Op. cit. p. 137). I wanted to offer the respondents a possibility to give free speech with many open-ended questions and in this way go deeper. One of the many benefits of open-ended questions is that they enable to capture information that the researcher might not have considered as important, but the respondent has (Op. cit. p. 138).

Numeric data

There were a few quantitative questions with measurable answers. This is because these few questions were better to ask in a quantitative form. One example of them was when I asked if the respondent is attending the exhibition 2008. The clearest way is to give answer options (yes, no, can not say). I also wanted to ask what the opinion of the respondent is about the company's services as a whole and wanted to be able to count the average from the answers. The few quantitative questions also helped to make the structure of the survey nicer for the respondent, having only open ended questions can be a bit too heavy.

5.2 Compiling the Survey

In the beginning of the process I asked Hanna to put on paper all the problems that she has faced during her work. She gave me a list of things that she wants to get answers to. With the help of that list plus my own knowledge and vision of the situation I conducted the questionnaire form. Question number 10 (see Appendix 1. The Questionnaire) has suggestions for changes, and these suggestions were taken from the results of the previous (base) survey. I decided with the project manager that it is a good idea to see if the suggestions are what many exhibitors want or just opinions of individuals. At the end of the question compiling process we went through all the questions together and I made final changes to it before sending it. The amount of the questions was 14 and it seems that it is adequate, not too many and not just a scratch of the surface. There were nine open questions so the survey took more than just five minutes to complete.

The Questionnaire Form

The questionnaire is divided into three different sections: general questions, questions concerning Jyväskylä Fair Ltd. and questions concerning Free Time -exhibition. The first section: general questions are questions concerning *exhibitions* in general. How active the respondents are in attending exhibitions and what exhibitions and events are important to them. The second section

questions concerning Jyväskylä fair Ltd. gives us a picture of what the respondents think of the event organizer and what things they value in the activities of the company. Free Time -exhibition questions focus on how the respondent feels about the event itself. What the strengths and weaknesses of the event are, how they succeeded when attending the event and are they going to attend next year as well. I wanted to divide the questionnaire into sections so that it is clearer to the respondent and easier to fill.

Who to Question

I decided to send the questionnaire to the exhibitors that participated the fair 2007. This was first of all a way I could find out how many of them are also participating this year (2008) and how many are not. The exhibitors who participated 2006 were not taken into the sample, because the exhibition is held in the beginning of the year and the exhibitors probably do not remember so well the events of March 2006. This means that I used a non-probability sample since I had control over the selection of who should be surveyed (Szwarc 2005, 114). I did not want to interview all possible customers (exhibitors). I wanted to question the ones that had attended the exhibition the last time it was held and had the event in their fresh memory.

Rewarding Respondents

I asked the company for some kind of a reward or prize for the exhibitors who answer the survey. This way I could make responding to the questionnaire more appealing to them and make them feel that they get something in return for spending their time on the questionnaire. The company gave me an opportunity to draw lots on a picnic bag including a picnic set. The prize was suitable in this case, since you could easily associate it with free time activities.

5.3 Collecting the Data

I decided to send the questionnaire via e-mail to the exhibitors. Positive and negative sides to e-mail questionnaires and self-completion questionnaires are discussed further on in the paragraph: Reliability and validity.

Hanna Hautamäki had a list of e-mail addresses of Free Time 2007 exhibitors. All together there were 251 exhibitors at the exhibition and 153 of them had given their e-mail addresses to the previous project manager. I sent the questionnaire on the 14th of December 2007 and set a deadline for the exhibitors to answer the latest at 31st of December 2007, so they had a bit over two weeks time to answer. All the answers except one came on time. The one that came after the 31st of December 2007 is included to the research. Unfortunately the winner of the picnic bag was already chosen, so the answer that came late did not have the opportunity to win the picnic bag.

TABLE 2. Answer percentage

251 exhibitors in total (attended Free Time 2007 -exhibition)
153 exhibitors had e-mail addresses (sample)
20 of them old or problems with delivery
= 133 received the e-mail
21 answers (21/133 = 0,1578...) = ~15 % answer percentage

The answer percent was a bit over 15 %, which is quite a good result from a time consuming e-mail survey; time consuming in this case meaning, a survey with many open questions. I was also satisfied in how carefully the questions were answered. The answer percent is adequate also because there was a lot of new information gained with the survey.

5.4 Reliability and Validity

All researchers try to avoid mistakes, but still there is variance in how reliable the results are. This is why it is important to estimate the *reliability* and *validity*. There are several ways to examine how reliable the research is. The reliability means how repeatable the results are. When you measure the same object, with the same instrument, you receive (nearly) the same results if the research is reliable. Validity in the other hand means, that the research method is measuring the value that should be measured. (Hirsjärvi 2007, 226.)

Strengths

The research was carried out in a self-completion questionnaire form and one of the benefits is that the interviewer does not have an impact on the respondent like in personal interviews. This makes it easier for respondents to answer honestly about sensitive subject. With self-completion questionnaire, whether sent by mail or an e-mail, respondents have time to consider their answers. They can leave the questionnaire for a while, think about it and return to it later. They have little time pressure and if they wish they can write long and full answers to open questions. (Brace 2004, 36.)

One thing that also makes the research more reliable was that the questions in the survey were given to the respondents in the same form. In personal interviews the tone of voice or structure of the question can affect the respondent's response. The expenses of collecting the data are minimized and the time of the researcher is spared when the questionnaire is sent to the respondents. This way it is easier to broaden the geographic area of whom to interview, as in this case when the respondents are from all over Finland. (Valli 2001, 31.)

Threats

There is a negative side with e-mail surveys and that is the activity of respondents, as Szwarc (2005) says. He also claims that one negative feature is that you can not be sure if the responses are own opinions of that person or

may others who were with that person have had an affect on the answers. (Op. cit. p. 50.) Also misunderstandings of questions can occur, because the interviewer is not physically present. This is why it is extremely important to make the questionnaire form as clear and easy to understand as possible, to avoid these misunderstandings. Brace indicates that there might occur a problem with web-based questionnaires; that the open-ended, word for word, responses are difficult to record to some people. He also adds that experience has shown that, though this is an issue to some people, the general level of completing these types of questions is high. The aspect that the respondents are able to take their time and think about the answers tends to eliminate the typing errors and responses are generally as compete as in interviewer-administered questionnaires. (Brace 2004, 42.)

One of the respondents of my questionnaire answered quite harshly and maybe even a bit inappropriately to parts of the questionnaire. This exception was not disqualified; it was taken into the research, since it represents a small minority.

6 RESULTS OF THE RESEARCH

The questionnaire and all the exact responses are included as appendices (Appendix 1. The Questionnaire & Appendix 2. Answers to the Questionnaire).

6.1 Analysis of the results

I analysed the open-ended questions using qualitative methods. In qualitative analysis it is important that you know your data. When I started my analysis I had to first read the text several times over and over before I wrote anything down. I needed to work the information in my head comprehensively before starting the analysis process. It is also important to identify what are your research questions, what you want the research to answer. There are a lot of ways how to interpret qualitative data and it is important to figure out what are the issues you want answers to. (Powell & Renner 2003, 2.)

I wanted to focus my analysis on how each respondent answered each question or topic; this is often done with open-ended questions as Powell & Renner point out in their article: Analysing qualitative data. I organized the data by question so that I could look across all respondents and their answers in order to identify differences and consistencies. After I had done this I tried to find out patterns and themes that were repeated in the data. (Op. cit. p. 2.)

In addition to qualitative methods quantitative methods were used to analyse the few questions that had ready made answers. Frequency charts made with the help of SPSS clarify the results of the quantitative data. First there will be analyses of the questionnaire and after that a glance through the additional phone interviews concerning competition and indirect competition.

6.1.1 General Impressions about Exhibitions

With the first 5 questions the purpose was to find out what are the exhibitions or events that respondents value as important ones to them. I also wanted to know how active the respondents are in participating exhibitions and how

important exhibitions are to them. The behaviour of exhibitors in attending exhibitions in the near future was also something I was interested in.

I wanted to know what the most important exhibitions for the respondents are. Free Time -exhibition was mentioned by many (not specified as Free Time -exhibition in Jyväskylä, but generally Free Time -exhibition) as one of the three most important exhibitions of that respondent. A few respondents even ranked Free Time -exhibition to be the most important exhibition to them. Only one respondent said that there are no important exhibitions. It seems that exhibitions are in some way important to all but one respondent and when we go further we can see if this assumption gets stronger or weaker. Free time -exhibition was not the most important exhibition to many and this may be due to the fact that the exhibition is not specifically built for one field of expertise. It is more of an exhibition for a broader audience. The nature of Free Time -exhibition is that it is an important exhibition, but many times not the only exhibition for a specific company.

I also wanted to know if the exhibitors are attending the exhibitions that they listed as important ones. The ones who answered that they are attending the exhibitions were also asked which ones they are attending. 100 % of the respondents answered this question and about 85 % of them said that they are attending one or more of the exhibitions. About 10 % answered that they are not and 5 % answered, can not say. The ones who answered no said both in question number one that there are not really any important exhibitions for them at all. They either do not exist or the company does not think of them as important tools for selling and marketing their product.

When thinking of the first issues I wanted answers to (What are the three most important exhibitions in your field? Are you attending any of them this or next year? Are you attending other exhibitions in addition?) The general feeling I got out of the respondents was that they are active in attending exhibitions. Only two respondents said that they do not have important exhibition to list on the first question. One of these two said that there are not any important exhibitions and the other one said that the exhibitions that would be important to them do not exist. All the rest, about 90 %, had listed one or more

exhibitions to the question. A bit over 85 % were also attending one or more of the exhibitions they had listed. Over half listed more exhibitions that they are or might be attending in addition to the ones listed in the first two issues. The fact that the ones that answered the questionnaire seem to generally be actively attending exhibitions with their company, shows that they want to be active in developing the service they use as well. From the results we can say that Free Time exhibitors tend to be actively participating different kinds of events.

I also want to examine if there are repeated answers in several exhibitor's responses to the first questions. This way we could see if we can find strong competition from a specific event. One respondent might have three different kinds of travel exhibitions in their answer. These are counted in this analysis only as one, because I want to see how many different respondents have mentioned the same kind of exhibition. The *number of exhibitors* in the table shows how many different respondents have mentioned that specific exhibition in their responses. Free Time -exhibition has not been taken in account, only competition. The results are shown under.

TABLE 3. Competing events

Type or name of exhibition	Number of exhibitors
Travel exhibitions	5
Hiking exhibitions	5
Boat exhibitions	4
Construction exhibitions	3
Christmas exhibitions / sales	3
Beauty & Wellness exhibition	2
Welfare weekend	2

From the table we can see the type (or name) of an exhibition and how many exhibitors had mentioned it. It seems that exhibitions concerning travelling and

hiking were repeated in the answers the most. There were not big differences between exhibitions that were mentioned more than once, but while screening the answers I found out that they could be divided roughly into two categories. These categories are, exhibitions concerning free time activities: hiking, construction, travelling, boating, sports, gardening etc. and exhibitions concerning welfare: fashion, health, beauty etc. Seasonal exhibitions organized on Christmas time were also mentioned, but this was one of the rare exceptions. The general picture was clearly that respondents mostly participate exhibitions concerning free time activities and welfare issues.

When thinking about Free Time -exhibition and the content of it the two categories, welfare and free time activities, are combined quite well. Free time is one of the three categories of the exhibition and it is there annually, as the name suggests. The content changes and emphasis on different activities vary, but the general picture stays the same. Fashion and wellness on the other hand has been a part of the exhibition only since 2005 (Hautamäki 2008) but seems like it has gained a strong place at the exhibition, from the exhibitor's point of view and also from the visitor's point of view. The third category has been changing more often at the moment. Year 2007 it was digital home and year 2008 it was Kesfila, a stamp exhibition. It is not a rule that there are three categories; all kinds of changes are possible since the exhibition is made with the ideas and thought of exhibitors taken into consideration as we found out from the specialist interviews.

Conclusions

The previous table and its results show that Free Time -exhibition is well put together when thinking of the exhibitors interests. Most of the exhibitions mentioned by respondents have a role in Free Time -exhibition. The nature of the exhibition is that there are a lot of different things combined in one exhibition. This makes it easy for an ordinary person visiting the exhibition to find several interests at the same place. It also helps the exhibitor to attract people that would not necessarily attend an exhibition specialized only on one particular field. For example someone could be interested in boats and sailing but not so deeply that he or she would visit a large boat exhibition.

Prospects of the future

What kinds of changes could occur (in the future) within the company in attending exhibitions? This was one aspect I wanted to find out. There was a big range of different kinds of responses to this area of interest. A small majority said that participation to exhibitions will be decreasing or they will not attend any exhibitions. Here are some examples of answers:

“Probably decreasing.”

“Next year a remarkably smaller stand.”

“We are not attending exhibitions at all.”

These responses were against the general view of the first part which indicated that the respondents are actively attending exhibitions. These answers represent of course a small majority but still it is an interesting aspect. One of the reasons behind this could be that the exhibitions are expensive for small companies and as we know from the project managers and project secretaries interviews a typical exhibitor attending Free Time - exhibition is a small company or a small company working under a business name. Four of the answers referred to money. One exhibitor's comment was:

“We will choose very carefully the events that we will attend. It is an expensive job and during recent years we have had many bad experiences”.

A few exhibitors said simply that they do not have any plans or they do not know what changes might occur. Only one exhibitor said that there will probably be growth in their participation to exhibitions. One said that they will attend exhibitions much more systematically so that they could attend many exhibitions with a smaller amount of money. Another said that they will start attending exhibitions abroad, because the supply of Finnish exhibitions is so narrow. As you can see there were a lot of different answers, above mentioned a few of them. I found very interesting that one of the exhibitors

wanted to attend the exhibitions more systematically so that it would be cost effective. The answer as a whole was:

“Attending exhibitions will be more systematic and planned in advance. We aim to make an agreement with the exhibition organizer so that several events within a year would be cost effective.”

These kinds of agreements could be very important for the exhibitors and also for the event organizer. It would help the exhibition organizer to sell several events to an exhibitor with one deal and it is also cost effective to the exhibitor who is actively attending many events during one year.

Making sales

Are exhibitions an important tool in selling products or services? I wanted to ask this question in a simple quantitative form with ready made answers.

Below is a bar chart of the answers. N = 21

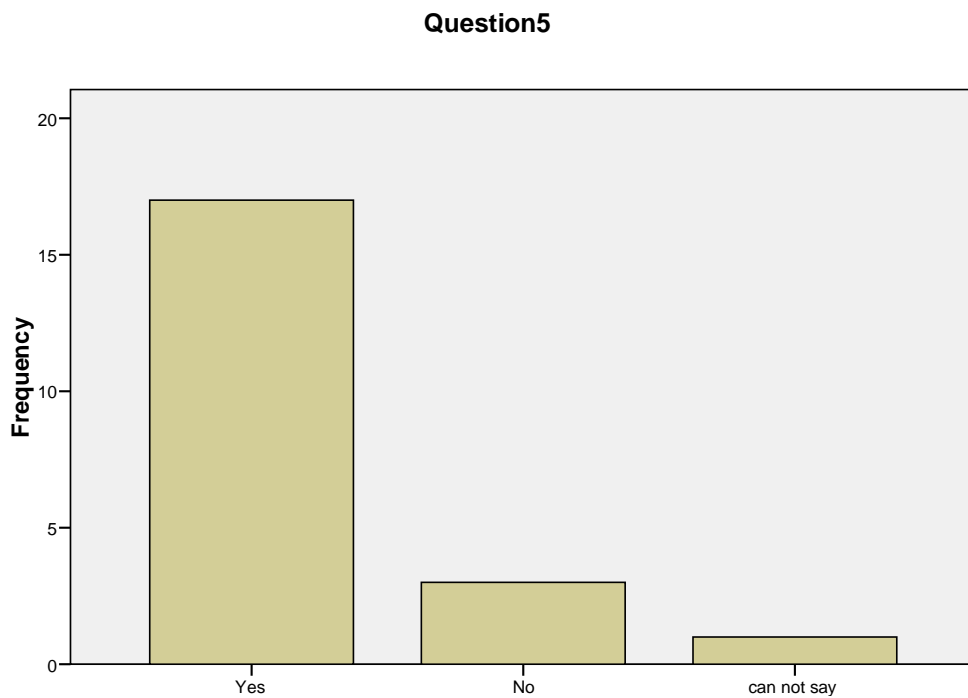


FIGURE 3. Importance of exhibitions in making sales

A large majority, about 80 % of the respondents, think that exhibitions are important in selling their product or service. They probably consider exhibitions as an important selling channel not only a marketing tool. The results of this question indicate that respondents value exhibitions as important part of their sales methods. Now when I think of this question I would have hoped I had asked it for example like this: Are exhibitions important in selling and marketing your product / service? If so which one is more important, marketing or selling? This way I could have gained more specified information about what exhibitors value when attending exhibitions. I

could have also asked this question in the part concerning Free Time - exhibition specifically. Though later on in the questionnaire I ask the exhibitors, what were their goals and how did they accomplish them in Free Time 2007 -exhibition so probably marketing and selling will come up in the results of that question. All in all, if the company would repeat my questionnaire, I would probably revise this question to be as presented above.

6.1.2 Estimation of Jyväskylä Fair Ltd.

In the second section I wanted to find out how the respondents feel about the exhibition organizer, Jyväskylä Fair Ltd. How satisfied they are with the services and do they have concerns. As Szwarc (2005) mentioned before, customer satisfaction is not only how customers see an organization's products or services, but also what they think or have heard about the company (Op. cit. p. 6).

The image of a company through customer's eyes is extremely important. I wanted to find out what kind of mental conception exhibitors have of Jyväskylä fair Ltd. What they think of the company and is there something that needs development. I will divide the responses of exhibitors into two: positive (praises) and negative (critical) responses (plus neutral if they occur). Then I will give examples of the responses and analyze what I found was interesting. The negative or to say critical answers include the development ideas and this makes it a very important section. The critics and praises were divided quite evenly among the respondents.

Special thanks were given to:

- + *Professionalism.*
- + *Staff easy to get along with.*
- + *Exhibition pre arrangements easy via internet (as long as you remember deadlines).*
- + *Thanks to exhibition constructors for fast and flexible service.*
- + *In Jyväskylä there are relatively many exhibitions to attend.*
- + *A great logistic location.*

Critics and development ideas:

- *The product palette of Free Time -exhibition is messy, junk and valuables mixed together.*
- *Exhibitor and customer profile should be specified.*
- *Exhibition organizer / project manager is invisible (this is a problem in Jyväskylä as well).*
- *We had problems getting our customers to attend the exhibition in Jyväskylä last spring although we invested a lot to pre marketing. Our stand was also very big.*

There was only one neutral answer: can not say. Some of the respondents had answered the question only from the point of view of Free Time - exhibition. This does not really matter; it may even be a good thing to get answers from general and Free Time -exhibition point of view. Answers to this specific question, my own experiences and the specialist interviews indicate a few things that seem to be the problem spots of Free Time -exhibition.

Analysis

First of all it is a challenge to organize a big general exhibition with something for everyone without the outcome being a jumble sale. This was referred to in the example response: "The product palette of Free Time -exhibition is messy, junk and valuables mixed together." This problem does not have a simple solution. We all value different things, others may want to come to the exhibition to find good bargains; another visitor might be interested in buying a boat or a caravan for the summer. The exhibition is so large from themes that the range of exhibitors has to be large too. The intent is to serve a big group of people and challenge is of course that there are always people who are not satisfied, from the exhibitors and from the visitors also. The organizer of the exhibition has to effectively sell the places at the exhibition to exhibitors. It may seem that the organizer has a lot of power to choose what kinds of companies are attending the exhibition. In reality the organizer is mainly selling the exhibition. The places are sold at the order of reservations. Of course the organizer has to know what kind of company is attending and tells them if they do not suite the profile of the event, but the exhibitor has the final responsibility. This is easier when dealing with professional exhibitions, the theme can be for example wood industry. If you sell sailing equipment you

probably would not think of attending. This is quite an obvious thing, but also a challenge that occurs every year with Free Time -exhibition.

One other big challenge, concerning exhibitions in general is that “exhibition organizer / project manager is invisible.” The project manager has worked the whole previous year with the exhibition and everything culminates to a few days. The rush is quite demanding and it is difficult trying to be everywhere and give interviews to the radio etc. Still the responsibility to meet all the customers (exhibitors) is very important to make them feel welcome. It gives a bad impression of the company and organizer if the exhibitor does not see the person in charge even once during the whole time. Time management during the exhibition is an important task for the project manager to think about. When the deals for the stands are made with the customer it is important to tell them who is in charge of what. When the responsibilities of each person working within the exhibition are clear it helps the customer to find easily the right people. The project manager should not take too many tasks during the exhibition so he or she would have enough time to meet with all the exhibitors.

One respondent had problems of getting visitors or potential customers to attend the exhibition. They marketed heavily in advance and had a big stand, but still were unsatisfied with the result. It may be that the potential customers of this respondent are not the type that would attend Free Time -exhibition. They might have another event that they are used to attend and assume to find the company there. It is important to know your customers when attending an exhibition, so you can predict if they are likely to attend the event or not.

Valued Characteristics

It is important for a company to know what the customers value most in their operations. Is the activeness of the company the most important thing or could for example good service be more valued. A lot of exhibitors thought of good price / quality relationship to be important, many also appreciated good service. These characteristics were repeated the most. Good price / quality relationship and good service are basic functions of making a customer satisfied. They are very important characteristics, if you succeed in giving your

customer good quality with a relatively low price and at the same time serve the customer well you most likely have a satisfied customer. Good price / quality relationship is quite a simple issue. The customer feels that he or she has made a good deal, in other words the customer will get money's worth. Good service on the other hand is a very broad issue. There are a lot of variables in having good service, for example: activeness of the company, accuracy and visible marketing, were listed as example answers to this question. All of these could be included to good customer service. Someone might think that good price / quality relationship means good customer service to them as well. I wanted to give example answers to the respondents in this matter to see how many simply pick good service, instead of picking something that could be included in good service. I think it is important to see if respondents value total service to be good in exhibitions or if there is some part that is more important than having good service in general.

Activeness and marketing were also issues that were mentioned several times. The activeness of the company goes hand in hand with the problem I analyzed before, "exhibition organizer is invisible." An active organizer should have a face to all the exhibitors, not only that the exhibitor recognizes the organizers voice from the phone, but actually that she or he has a face to customers. Now we know that activeness is an important issue to develop, because it is valued a lot in general and also from the point of view of Jyväskylä Fair Ltd. Marketing was also an interesting result, because it was repeated many times, and some added that it is essential for the sake that you get a lot of customers to the event. Although this question was formed as to be a general question I will think of the results from the point of view of Free Time -exhibition as well. Free Time is an exhibition for the audience and because of its nature of being a general exhibition it is extremely important to attract as many visitors as possible. The visitors consist of all kinds of people not only from some field of expertise. The marketing should be visible to all and attract the attention of anyone especially from the region of Central Finland.

Clear contact, visibility, inexpensive accommodation, listening to customers and right type of visitor exhibitor combination were also mentioned. In the answer “inexpensive accommodation” was added that it should be negotiated by the exhibition organizer. During exhibitions Jyväskylä Fair Ltd. does co-operation with the local hotels and it may become a challenging task, since during the exhibitions many hotels are fully booked.

Recommendations

A lot of Free Time exhibitors are local, so hotel accommodation to people coming from other cities should be relatively easy to organise, but special cheap deals should be considered since many companies are relatively small. In Jyväskylä there is only one cheap hotel chain and this is Omenahotelli. It is a bed and breakfast type of simple accommodation with a cheap price. During professional exhibitions this kind of cost effective accommodation might not be necessary, but for Free Time exhibitors it could be a popular option. This way the total expenses could be cut down. I would recommend Jyväskylä Fair Ltd. to think about co-operating with this hotel chain during Free Time -exhibition.

The response “right type of visitor exhibitor combination” was also interesting. This challenges the organizer to connect the exhibitor with their customer. Again in professional exhibitions it is a clear task since you know the field of expertise and the customers are probably from a narrow group. Free Time on the other hand has all kinds of customers, but not all kinds of exhibitors. Although there are several themes within Free Time all of them are not for everyone. There are for example exhibitors who sell and market caravans and not all people are interested in them. The exhibition organizer has to have clear marketing so that all of that specific exhibition’s themes get recognised by visitors. The exhibition should not be advertised only in general newspapers but also in professional ones like boating, caravan, fishing etc. to attract people reading them as well.

Customer Satisfaction

Question number eight was a question concerning satisfaction. “How satisfied are you with Jyväskylä Fair Ltd. exhibition arrangements as a whole?”

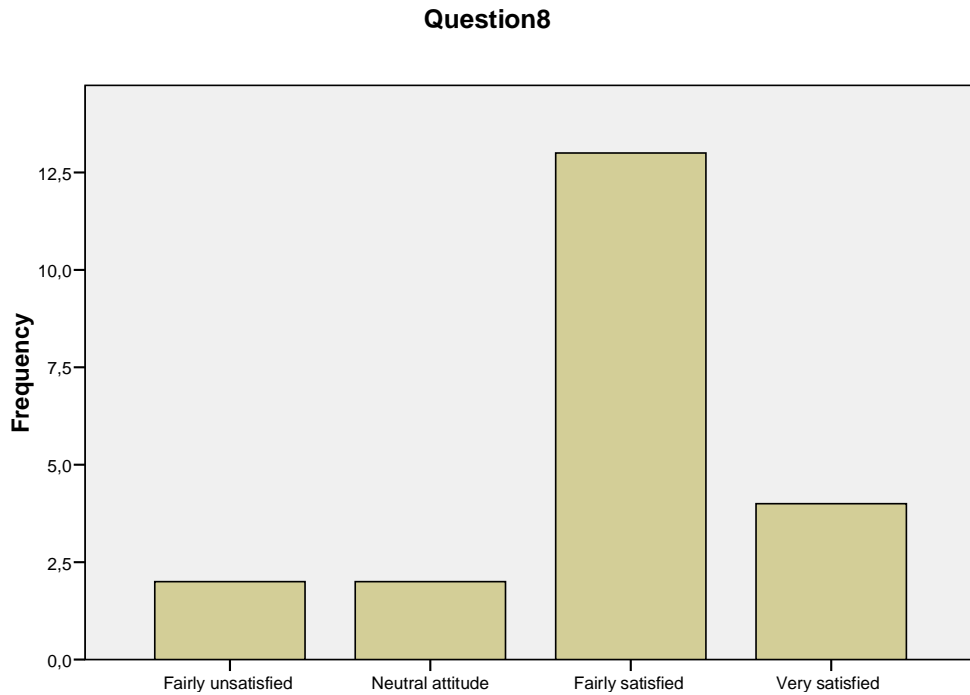


FIGURE 4. Satisfaction of respondents to Jyväskylä Fair Ltd. exhibition arrangements as a whole

N = 21. The average was 3, 904... ~ 3, 9 (in a scale 1 to 5). From the results we can see that none of the exhibitors were *very unsatisfied* to the service, which is good to know. The average is quite high, most people were fairly satisfied. Still nearly 20 % were either with a neutral attitude or fairly unsatisfied so the situation can be improved from the present.

6.1.3 Free Time -Exhibition's Image

In the last section I wanted to ask questions concerning Free Time -exhibition itself, because questions as specific as in this section have not been asked before. Although Free Time -exhibition related questions were a separate section in the questionnaire the two other sections were formed so that they support this part as well.

Is there a subject area or product group that is missing from The Free Time -exhibition of Jyväskylä? Or is there a product group that is too much? I wanted to know if the exhibitors have ideas for new themes or areas of expertise to the exhibition or if they think some area that exists is not necessary. What was especially interesting is that *junk* was a word that was repeated several times in the responses. One said that he or she wants more right kinds of entities and that there is too much junk. Another respondent said that he or she hopes that the exhibition does not become a same kind of junk sale as some other event he or she has attended. "Too much cheap junk, a market place feeling doesn't seem like a good-quality exhibition" was the answer of one respondent as well. The same problem came out already in the critics: "The product palette of Free Time -exhibition is messy, junk and valuables mixed together." In that section I went through the problem more specifically.

One respondent asked if there is a possibility to develop the travel side of the exhibition. Travelling is a major part of free time activities and on Free Time 2007 -exhibition there was a category: travel, hobby and caravan. Travel agencies and travel resorts were included in the travel part. The theme is included to the exhibition, but could be considered to be expanded.

One suggestion was also that photography could be included to the exhibition. Photography has been presented in the exhibition in the first years that the exhibition was held but not recently. It could be considered to be included as a small part of the hobby section. There is not an exhibition of photography in Jyväskylä at the moment, so there could be businesses interested to come as exhibitors from that field.

Changes

From the base survey (Tietoykkönen) I collected issues that exhibitors had listed as changes that they would like to be made to Free Time -exhibition. I listed them as answer options and asked the exhibitors what they think about the change proposal. They also had an opportunity to give their own idea for change.

I will go through the suggestions one by one starting from the first one, expanding the exhibition from a two day (Sat - Sun) event to a three day (Fri - Sun) exhibition. N = 19

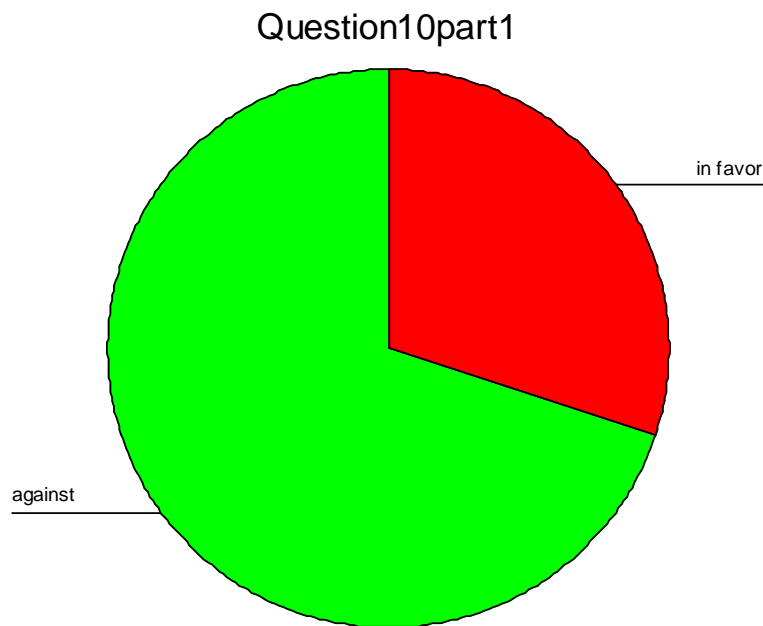


FIGURE 5. Changing the exhibition from a two day exhibition to a three day exhibition

As you can see from the figure above about 70 % of the respondents were against the change. One respondent who was in favour of the change said that when you come from far away, you already have travelling expenses so three days would be better. This is certainly true, but Free Time being more of

a regional exhibition at the moment it should not be the only reason for the change. Not many exhibitors who were in favour of the change explained why. One was in favour, because exhibitors are interested in professional visitors. I am not sure if I understood it correctly, but probably he or she feels that the visitors who represent some professional field would be more likely to come on Friday since it is a working day. It may also be that the respondent meant that the exhibitors are interested in other professional exhibitors attending the exhibition and would like more time to meet them. Either way it was quite hard to find strong arguments from the ones, who were in favour of changing the exhibition to be a three day one.

There were a lot of exhibitors, who were against this change. Many arguments were made. Some said that the expenses rise too much; others were hesitating if there would be enough visitors for three days. Also the fact that Friday is a working day could affect the activity of visitors. One even suggested rather reducing the length of the exhibition than expanding. Stronger arguments and greater part of the respondents were against the three day exhibition.

The second argument was about changing the name of the exhibition and what would be a better name suggestion. N = 16. Only one respondent thought that the name could be changed, but did not know what could be a better alternative.

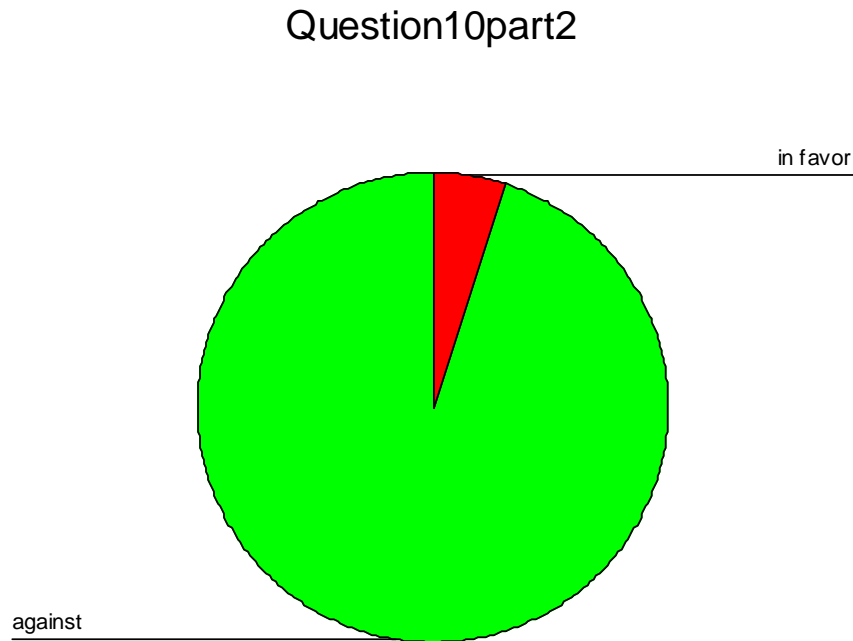


FIGURE 6. Changing the name of the exhibition

A great majority of respondents answered that the name should not be changed. One respondent pointed out an important notice that the name is well known for the people of the region so it should not be changed. It also came clear that the words free time represent the exhibition well. One response was that the name is OK if the content equals what is expected of it.

Next was the argument: should the date of the exhibition be changed and would a better time be later or earlier. I will not make a chart about this argument since there were many responses like “preferably not during the same weekend as other exhibitions” and “maybe April – May” which would have been hard to categorise as against or in favour. Again majority were

against changing the time. Exhibitors from the canoeing and golf area of business said the timing is perfect, because the season is just about to start. A few respondents suggested that the date could be changed and the exhibition could be organized a bit later, April or May. Some were also worried that the exhibition is at the same time as some other exhibition. One said: "this year (2007) it was same time as Lahti's exhibition and last year (2006) the same time as The Stone -exhibition." There was also concern that maybe the decisions concerning free time and construction are made a bit later in spring. One respondent mentioned that the timing is ok, but it should be made sure that the salaries or pensions of people are not coming during the next week for example. This is quite an interesting view. Pension dates may be the same for everyone, but salaries can typically come at the beginning of the month or at the end and some get two salaries during one month. It is quite hard to estimate if people have money at that moment or not. This issue could be speculated, but it would be more important to make sure that there are no other exhibitions at the same time or at least any competing exhibitions.

Last I gave the opportunity to present own suggestions for change, but none of the respondents had ideas for other changes. It seems that the other parts of this question gave the opportunity for the exhibitors to give a clearing analysis of what the issues that need improvement are.

Visitor's point of view

I wanted to make the respondents think of the exhibition from the visitor's point of view as well. I wanted to know what activities the exhibitors think visitors might want more to the event.

"More interesting businesses, too many similar companies."

"Probably more program supplied among the stands and during the exhibition"

"Program."

"More stress on the program stage, more competitions."

Some respondents clearly thought that visitors want more program during the exhibition. It is true that an event like this, which is for the whole family and has something for everyone is expected to include all kinds of by-products. Program should be also organized well so that there is program for children and adults. It is important to make sure that all members of family are entertained some way and that there are not long pauses between the programs.

Goals

I wanted to know what exhibitors reach for with exhibitions, what their ultimate goals are and how they were reached in Free Time 2007 -exhibition. The goals seemed to be marketing products, services or for example a region. Companies wanted to make their products noticed and visible to customers by presenting them. This way the products would be memorable and stay in the minds of customers better. Gaining new customers was also a goal that was mentioned a few times as well as presenting new products. These goals are typically what exhibitions are made for, marketing, selling and presenting new products. Next will be a glance at how the goals were fulfilled.

Some exhibitors felt that their goals were accomplished very badly. One had goals to be visible and had a bad place for the stand. She or he complained about the place and the fact that it was so hidden customers could not find it. This exhibitor wished that the organizer would be more careful when placing the stands. One exhibitor did not tell what the goals were, but stated that his or her products smelled like cigarettes and was not very happy selling them. I read this respondent's previous answers and it seemed that there might have been a problem with people smoking inside. In Paviljonki, where the exhibitions are held, there are specific rooms for smoking and smoking inside is of course forbidden. If this kind of behaviour appears it is very lamentable and of course affects exhibitor's thoughts of the whole experience.

There were some respondents who had not quite reached their goals. Seven were in some way unsatisfied with the results. One of them had goals to make their products well-known, make contacts with customers and sell. She or he

answered that the results were not adequately satisfying, but admitted that part of the reason was their own. There was no explanation what they could have done better, but probably they knew they did not put as much effort to the event as they could have. One thought that people were not as interested as they were 2006 and 2005. The goal was to make their region a well known travelling resort. One respondent's goal was to make them well-known and she or he said that it is hard to estimate how the goal was achieved since it does not show in the company's results. It is not so straightforward to analyse have you made your products well-known to people, as it would be in a case when you have a quantitative goal to sell a certain amount of your products. Although it is much more likely to sell a well-known product or brand that people know, so it becomes an advantage in the long run.

There were several respondents who were satisfied or relatively satisfied with the outcome. Two responded clearly that their goals were achieved. The first one's goal was to present their services and the other one's selling and visibility. Goals that were quite well or to some extent achieved were such as: to get new products to customer's consciousness, to get new clients, to sell, visibility, next years marketing and to inform about operations. The respondents who had reached and who had not reached their goals were spread quite evenly.

Conclusions and Recommendations

Reasons behind not succeeding to reach wanted goals can be many. It might be unclear to the company what preparations should be made before attending an event as an exhibitor. There is a lot more to it than just being aside the stand and presenting your products. A lot of good guide books have been published to help companies, one to mention: Keinonen & Koponen, Menesty Mesuilla –Yrityksen opas. Basic preparation information could be also given to the exhibitor with the info package that Jyväskylä Fair Ltd. provides them and maybe even include some recommended readings to it. When well prepared you have a better chance in reaching those goals that you plan for your company. Some may not reach their goals, because they have not put enough effort to the exhibition. It may be that the company is a

first timer and they may not know how to prepare themselves. They might buy a stand that is too small and this way hard to notice among customers. The place may also be wrong having for example the biggest competitor beside your stand. There are a lot of things that can go wrong if they are not carefully thought by the company and discussed with the exhibition organizer.

A First Timer or an Old Hand

I wanted to know how many times the company has approximately attended the exhibition. With this question we could also find out how many first timers there were. After I had sent the questionnaire to exhibitors, I realized that I have made a mistake with this question. I do not have at all the opportunity to answer exactly 4 times. I forced the exhibitor to answer over 4 times if the right answer was 4 times. So the exhibitors who answered over four times possibly include the ones who have attended exactly 4 times. The mistake was unfortunate, but it does not have a strong impact to the results since when you attend an event many times you tend to remember the times as an approximate amount instead of a specific one. The exhibitors that were questioned were exhibitors that attended Free Time 2007 exhibition so we know they have attended at least once; this is why option, never attended does not exist.

Question13

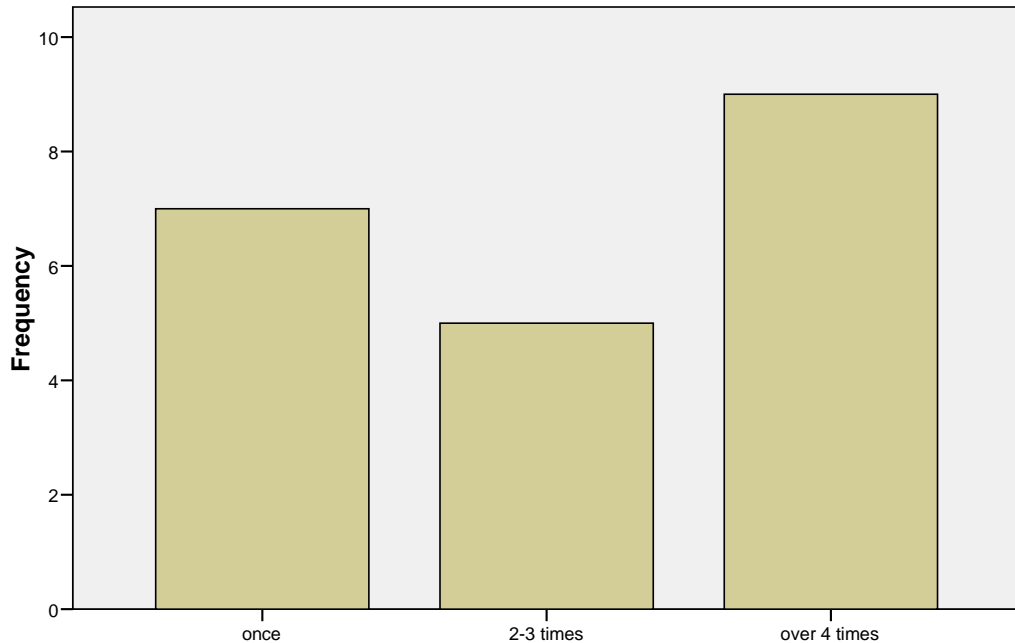


FIGURE 7. How many times the respondent has attended Free Time - exhibition

N = 21. We can see that the group of respondents was formed from many first timers and many old hands. The exhibitors were divided quite evenly among all answer options as you can see from the visualisation above. From the respondents about 33 % were first times attending the exhibition in 2007. If the amount is normally as high I would strongly recommend the company to include a small guide on how to prepare for the event in order to succeed with preferred goals.

Customer Loyalty

The last question of my survey was a very important one when examining customer loyalty. I asked if the company is attending Free Time 2008 - exhibition. The answer options were: Yes, no and can not say. If you chose no you were asked to state reasons why not. One respondent who answered yes

added probably to his or her answer; this was counted as a yes. Below is a bar chart of the answers. N = 21.

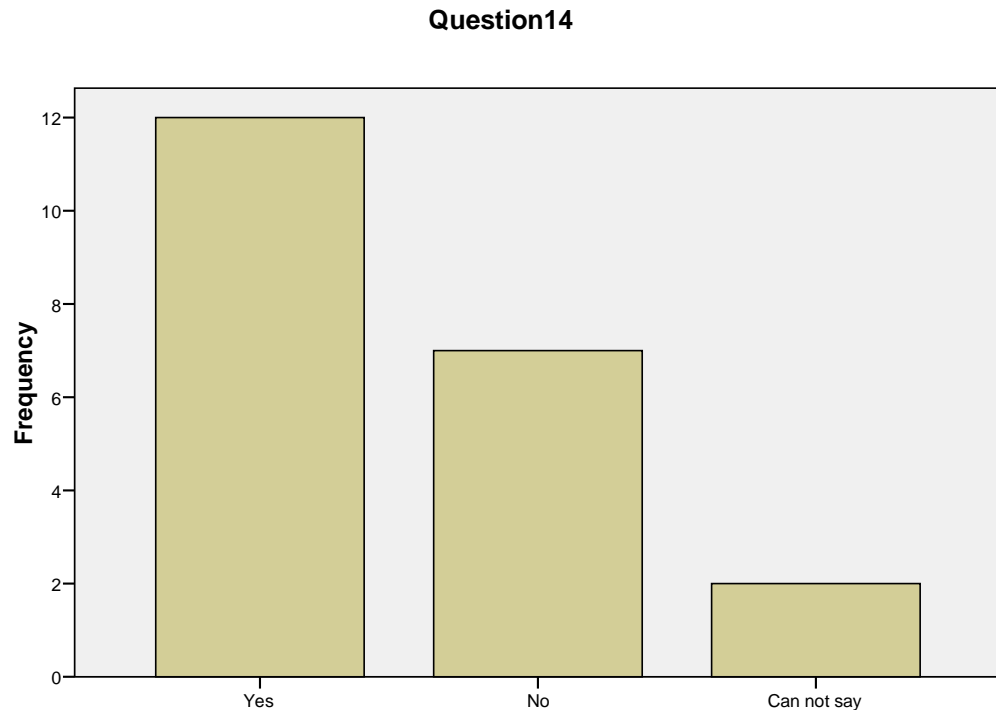


FIGURE 8. Is the respondent attending Free Time 2008 -exhibition

The bar chart shows us that a majority, about 57 % of the respondents are attending Free Time 2008 -exhibition there is a 33 % share of respondents that are not attending and a about 10 % who can not say. From this portion who responded to the questionnaire variance in attending the event can be spotted.

Next is a look through the reasons for not attending Free Time 2008 - exhibition:

“The weak availability of products, due to a foreign foreman. We will organize our own events later on spring.”

“We attended the stand of Arktiset Aromit and as far as I know they are not attending next year and Pro Agria is not attending either. Alone we are not going to make a stand.”

“As I have already said, the event wasn’t good for us.”

“I think of the exhibition as a selling event, not a marketing event.”

“The digital technique side of Free Time -exhibition didn’t bring enough visitors to the stand. The reason might be the distant location of the stands or that the focus was on other areas, I don’t know.”

“See above.”

“No benefit for sales.”

Analysis

As we can see from the above the reasons for not attending the exhibition are not only dissatisfaction or disappointment. There can be many reasons within the company that may even force them not to attend. There can be weak availability of products as one said. In a situation like this there is no use of heavily marketing and selling products in an exhibition. One had a divided stand with other companies. This may be a very cost effective way of attending an exhibition and it may also be a good way for certain type of companies to be grouped together and benefit by being able to construct an appearing and huge stand together. This way they can attract multiplied as many customers as by being a single participant. Though a problem with this approach might occur, (as in one of the answers) if the other companies or one of them does not want to attend next year. This may mean that you can not attend either since you have experienced that it is not worth making your own stand.

One answered that there was no benefits for their sales and one stated that the exhibition seems to be a selling event not a marketing event. We can see that the goals of exhibitors can differ a lot from each other. One may want to come and market their products without big intentions of making sales. Another one may want to just sell as much as possible during the weekend. Again it is very important to prepare and know those goals to succeed with them.

One respondent said that the digital technique side of the exhibition did not bring enough customers to the stand. The emphasis and focus on each area differs yearly and a big challenge is to offer visitors enough from each field. Although it is an advantage to differentiate your self from other exhibitors if there are not many other companies (competitors) from that field. The respondent also added that the location of digital technique stands might have also caused the fact that the potential customers did not find them.

There was an answer “see above” and another answer “as I have already said, the event wasn’t good for us.” After going through the whole questionnaire of these two exhibitors the real reasons for not attending the exhibition were found. The first respondent, who answered “see above”, stated in previous questions that they could not get potential customers to the exhibition although they put effort in marketing before the event and had a big stand. The respondent also said that their only goal was to sell but they did not succeed with it. It seems they tried their best but could not reach their goals. The potential customers just did not find their way to Free Time - exhibition. If another type of event has brought better results it might be that Free Time -exhibition was not the best possible path to get in contact with their customers during that year. The program changes a lot so it may be a fitting event some year, but another year the emphasis on that company’s field might not be so strong. The second respondent who answered “as I already said, the event wasn’t good for us” had goals to make reasonable sales and customer contact. He / she felt they had reached their goals very poorly. The respondent estimated that the visitors of the exhibition what more interesting companies to attend. He / she felt that there are too many similar kinds of companies. The respondent also felt that the exhibition is not of good quality

and that there is a feeling of a market place. Probably the respondent had a picture of the event that differs a lot from reality. His / her expectations and goals were high, but everything seemed to go wrong.

Two respondents answered can not say. The other one stated also a reason for this. It was: "I'm not making decisions about exhibition visibility anymore, but I assume that the city's stand is going to be there next time as well." As discussed before, there can be a variety of reasons within the company that affect if they are attending the event or not. In this case the company is probably attending the exhibition, but the person in charge has changed.

Demographic information

Demographic information of respondents can also be collected. This information helps you classify your customers into different categories. You can for example determine if they are from the same neighbourhood, income level or gender. (Gerson 1993, 78.)

In my questionnaire there was the opportunity to take part in an allotment of winning a picnic bag. Through this allotment I could gain information about the exhibitors: gender of the respondent and address of the company. The gender of the respondents is not essential for my research, so I will not report them to my work. I will on the other hand, go through the addresses roughly so I know how many companies are from Central Finland and how many from elsewhere.

20 of the respondents answered this part. From Central Finland were 40 % of the respondents; 30 % of these being from Jyväskylä. 60 % of the respondents were from other parts of Finland; 25 % of these being from Helsinki or nearby Helsinki. A lot of exhibitors are coming from other cities in Finland and travelling from, for example Helsinki to attend the exhibition. This means that the whole country has potential customers for Jyväskylä Fair Ltd., not only the region of Central Finland. From the results we can also say that, because there are a lot of companies coming from elsewhere accommodation is needed and arranging it important.

6.4 Competition

The reasons why exhibitors are not attending the exhibition 2008 were very interesting. In addition to the questionnaire I felt a bit more research on this topic could be made. I was interested in finding out more information about competition and about indirect competition. What other competitors there can be than other events and exhibitions? In other words what indirect competition exists? What are the other marketing tools (besides exhibitions) that the companies invest in? I made a few short interviews by phone. The interviewees were randomly chosen respondents from those who had answered to my questionnaire that they are not attending Free Time 2008 - exhibition. A simple two question outline was formed. There were also alternative answers that could be brought up if the respondent had problems of answering the question.

The question form was semi-structured, meaning the same questions were asked of all the interviewees and the questions asked were open giving the opportunity for open responses. Also the fact that the people were interviewed by phone, not via e-mail, enabled the use of probes if there was a feeling that more information of a particular subject has to be disclosed. (Gillham 2005, 70). The questions and full answers are included as appendices (Appendix 4. Phone Interviews of Competition).

Analysis of the Competition

When dealing with just a few interviews generalizations should not be made and in this case are not even necessary. I wanted to know a bit what the other methods for marketing can be and what kind of competition and especially indirect competition exists. Exhibitions were mentioned as important marketing tools. One respondent added tourist places of sales and travelling places of sales. Another respondent was actually at an exhibition the moment I interviewed her. When dealing with small companies as Free Time exhibitors tent to be, it is important to know that all kinds of selling events are important

to them. Selling is important when coming to exhibitions, not only marketing their products.

Advertising in papers came up also. Newspapers, free delivery papers, professional and regional papers were mentioned. One other media mentioned was direct advertising. If we look at: Figure 2. How different media was used in marketing in Finland. We can see that the top two were: newspapers with 24 % and direct media with 19 % (free delivery papers gained a 3 % share separated from newspapers). Newspapers seem to still be a very important media of marketing in Finland although electronic media has been making a breakthrough. One of the interviewed people answered that web pages are also an important media for them. Nowadays customers tend to be very independent as well as conscious and search for interesting products from the internet. It is a very big flaw if you do not have easily accessible web pages.

When asked about other methods that the company uses to sell (than the most important marketing tools), making new products was mentioned quite a few times. One respondent said they use graphic artists to make the products appealing to customers. Renewing products and launching new ones is a natural way of catching customer's attention and as mentioned before exhibitions are good places to present new products. Launching new products to sell better seems to go hand in hand with exhibitions; they are in connection with each other, not so much competing.

When thinking of the indirect competition mentioned, for example, advertising in newspapers, direct advertising, web pages, price competition and product development they differ a lot from exhibitions. Exhibitions and different kind of selling events bring the company and customers face to face with each other and this is a quite unique situation. The indirect competition differs a lot from exhibitions so it is not so straightforward to recognize competition. Although the marketing budget of a company is limited, so if the company decides to emphasis on advertising heavily in newspapers and the internet, money left for attending exhibitions might not exist.

The direct competition like different kind of selling events and other exhibitions are strong competition. Free Time -exhibition seems to be an important part of sales to many exhibitors in addition of being a marketing tool, so all kinds of selling events and market places are also competition (in addition to exhibitions). This means that Free Time -exhibition needs to be great in both ways as a marketing event, but also as a selling event for the exhibitors.

To attract possible customers for the exhibitors attending the event Jyväskylä Fair Ltd. has to emphasis on marketing the event *it self*. In Hoyle's book: Event Marketing, there is a descriptive and clear five step model of what you should take into consideration when marketing an event.

Why?

- *Emphasis Benefits*
- *Describe Overriding Reasons for events*
- *Use Personal Approach*
- *Appeal to Needs*

Who?

- *National, Regional, State, Local Audience*
- *Disciplines and Interests of Audience*
- *Audience Awareness of Nature of Event*
- *Level of Experience (Novice to Expert)*

When?

- *Market Schedules / Patterns*
- *Time of Day*
- *Day(s) of Week*

Time of Year (Seasonality)

Where?

- *Uniqueness of Venue*
- *Convenience*
- *Travel Accessibility*
- *Availability of Local Support*

What?

- *Explain Purpose of Event*
- *Determine and Create Expectations*
- *Prioritize and Identify Program Features*
- *Review the "who?" Principles (Hoyle 2002, 34.)*

These five steps are taken from a book called Event Marketing by L. Hoyle and they are of great help for understanding how to successfully market and promote events. Next will be presented a more detailed view of the five "W's" examined from the point of view of Free Time -exhibition.

In the first one of the W's we have a *why*. In this part you have to encourage the attendance. The event marketer has to grab the attention of the audience. Simply a "welcome" is not appealing enough. The attention can be caught by telling right in the beginning *why*? Why should a person attend the event and spend his or her time and money to come there. The overriding reason for the event must be determined. In determining any kind of marketing approach, whether it is an advertisement, a video or a brochure you have to begin the process with analyzing the audience and the actual assets of the event or the product that you want to promote. (Op. cit. p. 33 - 35.)

Who? We have to know who our target audience is. To whom we are marketing? (Op. cit. p. 35.) Previously (on p. 12) the exhibitions were divided into different categories and at this point it is needed. At the moment Free Time -exhibition is a general and regional event and you have to find the target market that consists of people from the region wanting to attend a general exhibition.

Next we have *when?* Timing should be carefully thought in light of the schedules, patterns and needs of the market that it served. You have to remember that timing is everything! What time during the day or week you have the event. If you are for example planning a carnival for families you prefer weekends, if a business event a weekday. Seasonality has to be taken into consideration. When for example organizing an event for highly seasonal businesses like hotels and resorts take into consideration their peak during spring and summer time. (Op. cit. p. 36 - 38.) Free Time -exhibition deals with a lot of free time activities in the area of sports: golf, canoeing, sailing, biking etc., which have their season starting in spring. Also travelling resorts and travel agencies have their season starting in spring. The timing of the event is quite well thought out, as we found out from the exhibitor's responses. Still you have to be careful not to place the exhibition to the same weekend as a competitor. Small slight changes can be made, but still having the event during spring time.

Where? What are the benefits of that specific place where the event is held? Hoyle says that if the event is in urban areas the availability of public transport, valet parking, convenience and efficiency of travel should be emphasized. (Op. cit. p. 39.) Free Time -exhibition is held in Central Finland and a great advantage is the place being quite close to everywhere around Finland. Transportation by train is possible from nearly all over the country. Parking is also organized efficiently by the organizer taking into consideration that huge amounts of people come to the event by car. The unique features of the location have to be well considered.

What? In planning the promotion of your event consider what the purpose of the event is. Ask yourself why the event is organized? This is a simple, but essential part of marketing the event. (Op. cit. p. 41.) Why Free Time - exhibition? Is it because the event is well known and has a long history within the region or perhaps because it is a broad event with interesting areas for everyone, from child to grandparent. The fact that the program is diverse and intriguing could also be one reason.

7 CONCLUSIONS

7.1 SWOT Analysis

The SWOT analysis is a list of the critical success factors in the market. After studying the strengths, weaknesses, opportunities and threats the company sets objectives and considers issues that will affect them. (Kotler et al. 2002, 101.)

<p>Strengths:</p> <ul style="list-style-type: none"> → Location → Event well known within the region → Long history → Targeted to everyone (broad audience) → Versatile program → Professional organizing → Good service → Timing (many seasons beginning) → Exhibitors tend to be active → Interesting to visitors: topics change 	<p>Weaknesses:</p> <ul style="list-style-type: none"> → Event laborious to sell → Hard to please everyone → Not a number one event for many exhibitors → Exhibition organizer “invisible” during the event → More program wanted → Challenging to make it both a marketing and selling event (for exhibitors) → Natural change in exhibitors: topics change
<p>Opportunities:</p> <ul style="list-style-type: none"> → To broaden the event to be nation wide → To get more customers and exhibitors from outside Central Finland → To make cost effective offers for exhibitors attending several events → Trends: free time activities important to people in a work centric world → The importance of marketing tools to businesses → To increase loyalty of exhibitors 	<p>Threats:</p> <ul style="list-style-type: none"> → Competition: other events at the same time & professional exhibitions (on free time field) → Indirect competition, for example newspapers (limited marketing budget) → To become a marketplace event → Activity of exhibitors to attend exhibitions → To become too expensive for small companies → Customer loyalty

FIGURE 9. SWOT analysis

The SWOT analysis shown above is assembled on the basis of all the information gathered for this paper: questionnaire, specialist interviews, phone interviews, personal knowledge of the subject and literature. It sums up the essential findings of what Free Time -exhibitions strengths, weaknesses,

opportunities and threats are. In the following part of the work is given an analysis on how the strengths could be taken into advantage, how the weaknesses could be turned into strengths, how future opportunities could be utilized and how the threats could be avoided. The result is an action plan of what should be done. I will go through, in detail, only the ones that have not been discussed before and that are essential to discuss deeper.

7.2 An Action Plan

Strengths

The location is already a well known strength, but it can be emphasized more in marketing events of Paviljonki. Jyväskylä is in Central Finland being not too far from anywhere around the country. The event Free Time -exhibition is already well known and has also a long history in the region. This strength could be extended so that marketing touches people outside the region as well, since the audience is so broad.

The program is versatile; is what the project manager had discovered while working with the exhibition. In the other hand some of the exhibitors who answered my questionnaire said that there could be more program and more emphasis on the program stage. I would recommend to organize the attached events well so different age groups and people with different interests can find interesting happenings within the exhibition. The program is expected to be diverse and since people arrive at different times of the day there should be program going on all the time or at least hourly.

Good service and professionalism are great strength which customers can see and experience themselves; it is something that they already know to expect so it is important to sustain the good service and professional feeling. The development of activities and work habits has to be updated all the time to keep up with the changing world of business.

Timing of Free Time -exhibition is quite suitable as we saw from the results of the questionnaire, spring gets people moving and thinking about new hobbies.

We also found out that exhibitors tend to be actively participating all kinds of exhibitions at the moment. Still some said that their plans to attend in the future could be decreasing. The exhibition organizer could for example more actively advise the exhibitors in what they should do in advance, to succeed with the exhibition. It could be a simple guide or a source from where to find information and literature on how to set achievable goals.

The exhibition appeals to all people and the customer potential is huge. Visitors are interested in the exhibition because it is associated with free time activities, not for example work or professional interest. The topics and themes change annually so attending the event is a new experience every time. The visitors expect that there is something new every year not only among the products and companies but also the themes and how they are emphasized on.

Weaknesses

Event is laborious to sell was the first weakness listed on the SWOT. It is hard to think of a way how this could be turned into a strength, but there are ways how to ease the problem. Since the exhibition changes yearly the exhibitors can not either be sure to come again next year. It can be that next year their field of expertise is not such a big part of the exhibition as it used to be. We can not expect them to make decisions about the next year's event during the exhibition, like in some professional exhibitions. The company has had a help of students to sell the exhibition and Hanna Hautamäki (the project manager) worked previously with selling the exhibition. It is a difficult job so more help from outside the company could be used in selling. As discussed in the specialist interview of Lampinen, there could also be some kind of benefits or discounts for those who return their contracts before certain date. This way the last minute chaos could be eased or avoided. More information letters could also be sent to exhibitors so information flow would be as efficient as possible and misunderstandings about coming return dates etc. would be avoided.

Opportunities

Getting more customers by extending the knowledge of people outside Central Finland about Free Time -exhibition is a great opportunity. The marketing could be spread, little by little, to all over Finland and the exhibition profile updated to be more of a national event than just regional.

Free Time exhibitors want equivalent for their money, so special offers and flexible deals are expected. The company could even advertise a special package for exhibitors attending two or more exhibitions during one year or season. The two exhibitions could be for example Free Time -exhibition and a professional exhibition of their field. This could attract the exhibitors to be active before the last minute call. Since the exhibitors seemed to be actively attending events, this could be of use.

Free time activities are valued highly in a work centric world. People want counterbalance for their professional life and want to have special free time activities and hobbies. Free time is a trend that is valued a lot at the moment and possibly even more in the future. This trend is very advantageous since it is unlikely to go out of fashion.

Threats

Competition is always a threat to which ever kind of business. When organizing big exhibitions it is essential to think about the timing of the event: is there some other event at the same time or has there been a competing event just before. Regular people like Free Time -exhibition visitors are not necessarily the most active participants in exhibitions. I would at least guess that if a family is for example attending a whole family event just before Free Time -exhibition they might not want to attend another similar event soon. It is very important to make some research of what events occur that same month as you are planning your event. Not only general exhibitions are competition, but professional exhibitions and sales events as well. If there is for example a national boat exhibition organized the same month it is very likely that exhibitors from boating businesses would not attend Free Time -exhibition and

also that people interested in boating choose the professional exhibition instead.

7.3 Discussion

Profile of Free Time Exhibitor

I wanted to find out what kind of exhibitors Free Time -exhibition is dealing with. This information is very important for Jyväskylä Fair Ltd. especially, because the exhibition is made together with the exhibitors. The exhibitors shape the exhibition with their needs, wants and ideas. Free Time -exhibition exhibitors tend to be small companies or companies run under a company name as we already found out from the specialist interviews. They bargain and want to get their money's worth. In addition to this we gained a lot of information from the questionnaire.

When defining Free Time exhibitors I would also say that they are diverse group. This is because they represent different kinds of companies from clothing to caravan and digital technique. It is not so simple to try to find similarities between them, although there were some tendencies that you could point out.

The first three questions of the questionnaire indicated that the exhibitors tend to be active in participating exhibitions. They listed a lot of exhibitions that are important to them and were also planning to attend them. A surprising issue was the fact that there seems to be a small majority who were planning to decrease their participation to exhibitions. Participating exhibitions is of course a decision made yearly by the company, so during some years they might attend many exhibitions and during some years none. There are a lot of things that affect this decision like: marketing plan, development of new products, availability of products, financial plans etc. as we found out.

Free Time -exhibition is a well known event in the region of Central Finland. When looking at the home cities of exhibitors we found out that there are a lot of exhibitors coming from outside Central Finland. 25 % of the respondents

were coming from around the capital, so it seems the exhibition is not just a regional event from the exhibitor's side. We could say it is a well known event for exhibitors all around Finland. This means that exhibitors travelling long distances need accommodation to be arranged to them by the exhibition organizer. As I mentioned before cheap hotel opportunities should be taken into consideration with this exhibition.

Image of the Company

The exhibitors were quite satisfied with the service that they got from Jyväskylä Fair Ltd. in total. Great majority were fairly satisfied with the service. Special thanks were given to professionalism of the staff and the flexibility of the constructors. A concern seemed to be the fact that the exhibition organizer or project manager is invisible; the feeling of not knowing who is responsible of the exhibition. This happens if the exhibitor does not meet with the project manager during the whole exhibition. The features of the Company that exhibitors seemed to appreciate were: good service and good price / quality relationship.

Conception of Free Time -Exhibition

I wanted to find out what the exhibitors are like, but also what they think of Free Time -exhibition. The exhibition is a two day event from Saturday till Sunday. From the answers this seems to be a good length for the exhibition and because it is a free time event Friday probably would not be such a successful day, since it is a work day.

The exhibitors thought that the timing of Free Time -exhibition is good, the season is starting for many free time activities. Only slight changes were proposed so that the exhibition would not overlap with other events. Timing and length of the exhibition seem to be well thought and major changes are not necessary.

In the answers of many different questions there was one thing that seemed to be a concern for several respondents. The fear that the exhibition would

become messy and that the feeling would be like at a marketplace. The fact that there are a lot of different kinds of companies together at the exhibition makes some feel that the product palette is too large. This may produce the idea that the exhibition gets messy. It is important that the exhibitors have a clear understanding of the coming event and the themes that it represents so that they would not get disappointed. The exhibition has annually changing themes and visitors come to the exhibition having this aspect in mind. If the company does not quite suit the exhibition it may be hard to find customers whom to market and sell their products.

7.4 Finally

The purpose of the research was to find out essential information about Free Time -exhibitors by asking questions that have not been asked before. The idea was to give a lot of free speech to the exhibitors and in this way deepen the knowledge. The purpose was to make the exhibitors more satisfied and loyal in the future. With the results improvement ideas on how to develop Free Time -exhibition as a well known event were introduced.

The problems that the project manager had faced while working with the exhibition were kept in mind when forming the questionnaire. The questionnaire form was divided into three categories and finally it formed to be a 14 question questionnaire of which 9 were open questions. In finding new and interesting information the questionnaire served its purpose well.

The questionnaire was sent via e-mail to the exhibitors, because they live around Finland and meeting with them would have been hard. I discussed with the project manager about phone interviews, but came to the conclusion that because many of the exhibitors are small businesses they can be busy or for example travelling during the weekdays. An e-mail questionnaire enabled them to answer when the timing is best for them. The questionnaire was sent before Christmas (14.12.2007) and there were doubts if people are busy and not willing to answer. It was quite surprising to notice that 17 responses were sent during the first days. The nature of e-mail questionnaires seems to be that people answer right away or they delete the e-mail. A few randomly

selected exhibitors were asked two simple questions via phone concerning competition and indirect competition. Interesting responses were given and essential information about *indirect* competition collected.

Recommendations

The thesis was made to give new development ideas that were in need, since being in charge of Free Time -exhibition was new to Hanna Hautamäki. The annual survey made by Tietoykkönen differs a lot from the questionnaire I made. For Jyväskylä Fair Ltd. it could be beneficial to have exhibitors answer my questionnaire every second or third year. There is quite a lot of *natural change* within the exhibitors, due to the annual changes of themes, so new development ideas could be gathered through the questionnaire. Also the fact that thoughts of exhibitors are extremely important to the exhibition supports the idea. The survey could be modified to meet the needs of that specific year, but the base of the survey could stay the same, since there are a lot of questions that would be interesting to repeat. The questionnaire could be given in a paper form already during the last day of the exhibition and exhibitors could fill it in and return it before leaving. This way everything would be freshly in memory and collecting the responses would be easy. The project manager, Hanna Hautamäki, also thinks of the opportunity of repeating the questionnaire as a possible one (Hautamäki 2008).

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APPENDICES

Appendix 1. The Questionnaire

Hei,

Olen Elina Nevaranta ja teen opinnäytetyönä näytteilleasettajatutkimusta Jyväskylän Messut Oy:lle koskien Vapaa-aika –messuja. Tutkimus koostuu kolmesta osiosta: yleiset kysymykset, kysymykset koskien Jyväskylän Messut Oy:tä ja kysymykset koskien Vapaa-aika messuja. Osa kysymyksistä on monivalintoja ja osa avoimia. Kysely on lyhyt, sen täyttäminen ei vie paljoa ajastasi. Lisäksi vastaajien kesken arvotaan upea piknikreppu!

Vastauksenne olisi erittäin tärkeää, jotta saisimme kehitettyä palveluamme asiakkaidemme hyödyksi!

Lähetäthän vastauksesi viimeistään: 31.12.2007!

Ohjeet:

Täytä kysely vastaamalla tähän sähköpostiin.

Kohdissa joissa on valmiiksi annettu vaihtoehdot voit rastittaa sopivimman:

esimerkiksi:

Kyllä

Ei

En osaa sanoa

Avoimissa kysymyksissä vastaus kysymyksen jälkeen.

Yleiset Kysymykset:

1. Mitkä ovat oman alanne kolme tärkeintä messutapahtumaa?
(tärkeysjärjestyksessä)

1.

2.

3.

2. Oletteko osallistumassa johonkin näistä tänä/ ensi vuonna?

Kyllä, Mille?

Ei

En osaa sanoa

3. Käyttökö näiden lisäksi muilla messuilla? Millä?

4. Mitä muutoksia on odotettavissa omassa messuosallistumisessa eri tapahtumiin 1-2 vuoden sisällä?

5. Ovatko messut mielestänne tärkeä väline tuotteenne / palvelunne myynnissä?

On

Ei

En osaa sanoa

Jyväskylän Messut Oy:

6. Millaisena pidätte Jyväskylän Messut Oy:n toimintaa?

- Onko joku osa-alue jossa olisi erityisesti kehittämisen varaa?

7. Mitä asioita arvostatte eniten messujärjestäjän toiminnassa (esim. aktiivisuus, täsmällisyys, hyvä palvelu, hyvä hinta/laatusuhde, näytävä markkinointi)?

8. Kuinka tyytyväinen olette Jyväskylän Messut Oy:n messujärjestelyiden laatuun kokonaisuutena?

5 = Erittäin tyytyväinen

4 = Melko tyytyväinen,

3 = Neutraali kanta

2 = Melko tyytymätön

1 = Erittäin tyytymätön

Vapaa-aika –messut:

9. Onko jokin aihealue/tuoteryhmä joka mielestänne puuttuu Jyväskylän Vapaa-aika –messuilta? Tai onko jokin tuoteryhmä liikaa?

10. Tässä muutamia väittämiä/muutosesityksiä Vapaa-aika –messuihin, vastaa kyllä tai ei, perustele miksi

messut 3-päiväiseksi pe-su?

messujen nimi tulisi muuttaa (mikä osuvampi nimi?)

messujen ajankohdan muuttaminen (myöhempi/aiempi)

Oma muutosesitys?

11. Mitä aktiviteetteja arvioisitte kävijöiden kaipaavan Vapaa-aika –messuille lisää?

12. Mitkä olivat teidän tavoitteet ollessanne messuilla 2007?

- Miten ne toteutuivat?

13. Montako kertaa yrityksenne on ollut Vapaa-aika –messuilla näytteilleasettajana?

kerran

2-3 kertaa

yli 4 kertaa

en osaa sanoa

14. Onko yrityksenne tulossa näytteilleasettajaksi Vapaa-aika 2008 – messuille?

Kyllä

Ei

En osaa sanoa

Jos valitsitte ei, miksi?

Kiitoksena vaivannäöstänne voitte osallistua arvontaan:

Nimi :

Osoite :

Puhelinnumero :

Otamme yhteyttä voittajaan henkilökohtaisesti.

HYVÄÄ JOULUA JA ONNELLISTA VUOTTA 2008!

Toivottaa: Elina Nevaranta ja Jyväskylän Messut Oy

Appendix 2. Answers to the Questionnaire

1. Mitkä ovat oman alanne kolme tärkeintä messutapahtumaa?
(tärkeysjärjestyksessä)

1. Vapaa-aika
2. Vanhan Kirjan Talvi
3. Postimerkkimessut

1. Matkamessut
2. monta muuta
- 3.

1. Vapaa-ajan messut (ei muita)
- 2.
- 3.

1. Digiexpo
2. Sähkö, Tele, Valo, Av
- 3.

1. Hyvän olon viikonloppu
2. Vapaa-ajan messut
3. My Way –messut

- 1.
2. Ei ole "tärkeitä" messuja
- 3.

1. Asuntomessut
2. Vapaa-ajanmessut (esim. omamökki Hki)
3. Puutarhamessut / Loma-asuntomessut

1. ei ole.
2. Vapaa-aika messut
3. hyvän olon viikonloppu

1. Vapaa-aika ja Muoti ja Hyvinvoini 2008
2. SOS TERVE messut 2008
3. FinnMetko

1. Kädentaito, hki
2. Joulumarkkinat, jkl
3. Hyvä elämä, Lahti, Vapaa-ajan messut, jkl, Kivimessut, tre

1. Matkamessut Helsingissä
2. Kotimaanmatkamessut Tampereella
3. Travel Show messut Tukholmassa

1. Kaikki ERÄ –messut järjestystä on vaikea nimetä
- 2.
- 3.

1. finnbuild, hki
2. raksa, lahti
3. raksa, jkl/Seinäjoki

1. vene Båt HKI
2. Vapaa-aika JKL
3. erämaa messut JKL

1. Cym spa
2. Kauneus ja terveys, helsinki
3. Sportek, tampere

1. Helsingin kauneus- ja terveyst messut
2. Naisten joulumessut
3. Oulun suurmessut

1. Sadonkorjuu tapahtumat (Joensuu)
2. Elma (Ruokamessut)
3. Joulumyyjäiset (Joensuu)

1. Venealan kaikki messut –Suomessa Venemessut Helsingissä, aina helmikuussa
2. Logistiikka ja kuljetus- alan messut
3. Eri puolilla maat järjestettävät tapahtumat ja teemalliset näyttelyt

1. Matka –messut, Helsinki
2. Kotimaan matkailumessut, Tampere
3. ELMA –messut, Helsinki

1. Vapaa-aikaan, kodin ja kesäasunnon viihtyvyyteen liittyvät messut (ei varsinaisesti olemassa?)
- 2.
- 3.

1. Lahden messut
2. Turun messut
3. (Helsinki)

2. Oletteko osallistumassa johonkin näistä tänä / ensi vuonna?
Kyllä, Mille?
Ei
En osaa sanoa

- Kyllä, Mille? Vapaa-aika
Kyllä, Mille? Matka 2008, Häämessut, J-kylän messut
Kyllä, Mille? Vapaa-ajan Messut
Kyllä, Mille? Kyllä, molemmille
Kyllä, Mille? Kaikkiin
Ei
Kyllä, Mille? Kaikkiin
Kyllä, Mille? Vapaa-aika messut

Kyllä, Mille? Kaikkiin kolmeen
 Kyllä, Mille? kaikkiin
 Kyllä, Mille? kaikille
 Kyllä Mille? Vapaapäivät Jyväskylä Kuopio kalastus 2008
 Kyllä, Mille? Kaikkiin
 Kyllä, Mille? Vapaa-aika messut JKL, Erämaa messut JKL
 En osaa sanoa
 Kyllä, Mille? kauneus- ja terveystmessuille
 Kyllä, Mille? Sadonkorjuu Joensuu, Elma, Joensuun joulumessut
 Ei
 Kyllä, Mille? Kyllä, suoritamme 9 eri näyttelyn läpiviennin kaudella 2008.
 Helsinki –vene, Turku vene, Kuopio-Kallavesj' vene, Jkl-vapaa-aika, Oulu
 suurmessut jne.
 Kyllä, Mille? Kaikkiin kolmeen
 Kyllä, Mille? Kaikkiin yllä mainittuihin.

3. Käyttekö näiden lisäksi muilla messuilla? Millä?

- Satunnaisesti Naisday
- Vanhan Kirjan Talvi
- Emme
- Ei tällä hetkellä
- Toukofest, My Way Jyväskylässä, materiaalit myös Matkamessuilla
- Ei
- Rakentaja – (Asuminen/rakentaminen Asta – Tampere)
- Ei
- Tapauskohtaisesti voimme olla mukana ammattimessuilla mm. yhteistyökumppanin kanssa
- Supermessut, jkl, kivimessut, lahti
- Riippuu vuodesta, tänä vuonna olimme Jyväskylä Vapaa-ajan messuilla, Venemessuilla jne.
- Ehkä Kolin erämessut
- Rak.messut, erämessut ja puutarhamessut
- Ei
- En tiedä
- Kyllä satunnaisesti siellä täällä
- Mahdollisesti Pohjois-suomen messuilla ja parilla muulla
- Mahdollisesti tutustumassa vapaa-aikaan, loma-asunnon rakentamiseen, puutarhaan liittyviin messuihin.
- Kyllä erikseen päätettäessä maatalousmessut (farmari) Erämessut, Matkamessut jne.
- Jyväskylän vapaa-aikamessut, Pohjanmaan Suurmessut/Vaasa, Kauppiasmessut/Pietarsaari, Venemessut/Helsinki, Kongressimessut/Helsinki, Ruokamessut/Kauhajoki kotimaassa, lisäksi 4-5 ulkomaan messua.
- Dusseldorf ja Jönköping

4. Mitä muutoksia on odotettavissa omassa messuosallistumisessa eri tapahtumiin 1-2 vuoden sisällä?

- Varmaankin vähenemään päin.
- Ensi vuonna huomattavasti pienempi osasto.
- Ei muutoksia.

- Mahdollisesti kasvua.
- Osallistumine keskittyy muutamiin perusmessuihin.
- Ei käydä ollenkaan messuilla.
- Ei mitään.
- Jätettiin hyvän olon viikonloppu pois.
- Osallistuminen on systemaattisempaa ja ennalta suunniteltua. Pyritään tekemään sopimus messujen kanssa jolloin useat tapahtumat vuoden aikana olisivat kustannustehokasta toimintaa.
- Alamme käymään myös ulkomaalaisilla messuilla, koska suomen tarjonta on niin vähäistä.
- Vähemmän henkilökuntaa paikalla.
- Osallistumis hinta eli paikkavuokra.
- En tiedä vielä.
- Ei ole suunniteltu.
- Vähenee merkittävästi.
- Valitaan todella tarkkaan tapahtumat, joille osallistutaan. Kallista puuhaa, ja viime vuosina tullut monia ”huonoja” kokemuksia.
- Olemme vasta tuomassa uusia tuotteita markkinoille ja harkitsemme erilaisia messutapahtumia.
- Näyttelyosallistumiset ovat laitoksen näyttelybudjetissa esiintyvä summa, joka voidaan myös vähentää tai poista.
- Teemme vuosittain toimintasuunnitelman ja tarkastelemme eri messuvaihtoehtoja ja vaihdamme tarvittaessa messuja kulloinkin sopiviin.
- Ei ole suunnitelmia. Tulemme kuitenkin valitsemaan Turun ja Helsingin välillä siten, että olemme mukana vain toisella näistä messuista.

5. Ovatko messut mielestänne tärkeä väline tuotteenne / palvelunne myynnissä?

On

On

On

On

Ei

Ei

On

Ei

On

On

On

On jos uutuuksia esitellään joita varten messut on aikoinaan rakennettu

On

On

On

On, lähinnä asiakkaita muistuttamaan olemassa olostamme

En osaa sanoa

On

On, vaikka emme puhu myynnistä vaan valistuksesta – pakollista näyttelyosallistumista meillä ei ole.

On

On

6. Millaisena pidätte Jyväskylän Messut Oy:n toimintaa?

- Onko joku osa-alue jossa olisi erityisesti kehittämisen varaa?

- A-hallin valaistus

- Hyvänä

- Jyväskylän Messut on näyttelyjärjestäjänä erinomainen.

- Jyväskylän Messut Oy:n toiminta on hyvin ammattitaitoista ja asiakkaiden on helppo asioida messujärjestäjien kanssa. Ennakkovalmistautuminen messuille internet-sivujen avulla on helppoa, kunhan vaan muistaa aikataulut.

Henkilökohtainen asiointi on myös sujuvaa ja toimivaa. Erityisesti kiitos messurakentajille, jotka jaksavat nopeasti toteuttaa kaikenlaisia virityksiä osastolle.

- En osaa sanoa.

- Ihan hyvää.

- Vuokrakalusteet eivät ole nykyajan vaatimustason mukaisia. Joudumme ottamaan osaston kalustuksen sen vuoksi muualta.

- Hyvänä, jklssä on suhteessa paljon messuja, joille osallistua.

- Tämä vuosi ensimmäinen kokemus, hoitui erittäin hyvin mielestäni.

(Kehittämisen varaa?) Ei ainakaan tule juuri nyt mieleen.

Ihan hyvät.

- Paikkahinnat on kovia pienyrittäjille. tämä koskee kaikkia messuja.

- Ihan hyvä. Olemme niin pieniä, että hienouksiin ei ole vara.

- Ylimielinen suhtautuminen näytteilleasettajiin. Esim Ei ole terveys ja hyvinvointimessuilta tupakointia sisällä saatu kitkettyä useasta maininnasta huolimatta. Melu joka on aina ylittänyt lain sallimat 90 db. Vielä täyteen myyville joulumessuilla ei ole oman verkostokaupungin yrittäjille tilaa olaan niin helvetin neekereitä. Hei tulee se lama teillekin niin opitte nöyräksi.

- Organisointi ei ole oikein onnistunutta.

- Vapaa-ajan messujen tuotepaletti oli liian sekava, rihkamaa ja arvotavaraa sekaisin, näyttelyasettaja- ja asiakasprofiilin terävöittämistä.

- Erinomainen logistinen sijainti ja sujuvat ammattimaiset järjestelyt/näyttelyhuolinta eivät kaikkialla toimi yhtä hyvin kuin Jyväskylässä.

- Näytteilleasettajien tapaaminen tuntuu Jyväskylässäkin olevan vaikeaa –

näkymättömyyttä osastolla EI VOI PERUSTELLA TILANNEKIIREELLÄ !

Kukaan ei oleta etteikö messujärjestäjä olisi kiireinen, mutta käsipäivää ja tervetuloa...ei ole liikaa! Osaltaan vähentää kiirettä se, kun näytteilleasettaja kuullaan hetki 1-2min, jolloin sellainen huoli ja peräänsoittelu vähenee huomattavasti ja palautekohteen kasvot tiedetään.

- Olemme olleet alanäytteilleasettajana joten en ole suoraan ollut montaakaan kertaa ollut tekemisissä suoraan JM:n kanssa, mutta niinä kertoina kun olen on palvelut olleet hyvää.

- Emme saaneet lainkaan asiakkaita liikkeelle Jyväskylään viime keväänä, siitä huolimatta, että satsasimme ennakonmainontaan aika paljon.

Osastomme oli myös hyvin suuri.

7. Mitä asioita arvostatte eniten messujärjestäjän toiminnassa (esim. aktiivisuus, täsmällisyys, hyvä palvelu, hyvä hinta/laatusuhde, näyttävä markkinointi)?

- Kaikki edellä olevat ovat tärkeitä ja erittäin tärkeitä on hyvä markkinointi messukävijöille jotta saadaan kävijöitä messuille.

- Aktiivisuutta, aktiivisuutta ja...Jyväskylässä puitteet on maan parhaat, tekniikka riittää ja asiat osataan!
- Oikeanlaisen asiakas- ja näyttelyasettajien yhdistelmän löytymistä, hyvä palvelu, asiakkaiden kuuntelu, hinta/laatusuhde, paikallinen markkinointi
- Hyvä palvelu, hyvä hinta/laatusuhde, näyttävä, edullinen majoitustarjous jonka näyttelyn järjestäjä on neuvotellut
- Näyttävä markkinointi on tärkeää, jotta asiakkaita tulee myös paikalle! Hintaa toivon myös pienemmäksi, aivan järjettömät paikkamaksut.
- Hinta laatu
- Että paljon ihmisiä tulee samalle paikalle.
- Hyvä hinta / laatusuhde
- Kaikki esimerkit ja vielä yhteydenpito ja selkeä sellainen
- Hinta/laatusuhde, näkyvyys
- Kalusteita lukuun ottamatta messut on hoitanut palvelunsa kokonaisuutena hyvin ja laadukkaasti.
- Juuri noita
- (Esim. aktiivisuus X hyvä palvelu X hyvä hinta/laatusuhdeX
- Erityisesti hyvä palvelu on jäänyt mieleen ja myös tietysti hinta/laatusuhde. Messutapahtumat ovat kuntasektorille melko kalliita järjestää, ei vaan osastokulujen, mutta myös henkilö- ja mahdollisten ohjelmakulujen myötä.
- Aktiivisuus.
- Hyvä palvelu
- Täsmällisyys ja hyvä palvelu
- Palvelu, hinta-laatu, näkyvyys.

8. Kuinka tyytyväinen olette Jyväskylän Messut Oy:n Messujärjestelyiden laatuun kokonaisuutena?

Kuinka 5 = Erittäin tyytyväinen

4 = Melko tyytyväinen,

3 = Neutraali kanta

2 = Melko tyytymätön

1 = Erittäin tyytymätön

4

4

3

4

2

2

4

4

4

4

4

4

4

4

3

5

5

4
5
5
4

9. Onko jokin aihealue/tuoteryhmä joka mielestänne puuttuu Jyväskylän Vapaa-aika – messuilta? Tai onko jokin tuoteryhmä liikaa?

- Itseohjautuvuus toimii mielestäni tässä hyvin.
- Kaikkea krääsää liikaa, tai laittakaa eri halliin, etsikää oikeanlaisia kokonaisuuksia rahastuksen sijaan. Jos näytteilleasettajat saavat kauppaa/oikeita kontakteja, niin tulevat varmaan uudelleen, positiivinen kokemus niin asiakkaille kuin näytteilleasettajille kantaa hedelmää.
- Liikaa halpakrääsää, markkinameininkiä. Ei tule laadukkaiden messujen olo.
- Ei meidän näkökulmasta.
- En osaa sanoa.
- Ihan ok, tämän vuoden kokemuksen mukaan vain niin kannattaa tulla myymään tuotteita ei pelkästään markkinoimaan.
- Kunhan ei tuu samanlainen krääsä myyjäiset kuin hyvän olon viikonloppu.
- Vapaa-aikamessuilla on mielestäni kaikkea laidasta laitaan, olisiko matkailupuolta varaa kehittää vielä? Mielelläni myös näkisin enemmän seminaareja messujen yhteydessä.
- En osaa sanoa. Osallistuimme digitekniikan puitteissa messuille, joiden painopiste oli vaatimaton.
- Ei omasta mielestä puutteita.
- Valokuvaus vaihtelevasti mukana.

10. Tässä muutamia väittämiä/muutosesityksiä Vapaa-aika –messuihin, vastaa kyllä tai ei, perustele miksi

Messut 3-päiväiseksi pe-su?

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?)

Messujen ajankohdan muuttaminen (myöhempi/aiempi)

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Ei missään nimessä, perjantai päivä on yleensä messuilla turha päivä

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Ei

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Ei tämä on ihan hyvä

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Tämän edut on usein muualla vaikea totennäyttää. Pe on usein äijäkultuurissa sellainen 'otin iltapäivän vapaata' – tapahtuma, jolloin vaimo ja lapset jää ryhmästä pois.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Vastaan:

Merenkululaitoksen Keski-Suomen asiakaspalvelupäivät...tämä pitää n.järjestäjän osata!

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Subjektiiivisesti: Muina aikoin kuin Kuopion Kallavesj' –näyttely. 2008 nämä kaksi näyttelyä yhtä aikaa!!

Oma muutosesitys? –

Messut 3-päiväiseksi pe-su? La-Su riittävä, koska silloin kävijöitä, vapaa-aika kiinnostaa.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Nimi OK, kunhan sisältö vastaa, mitä messuilta halutan?

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Luultavasti myöhempi, jos liittyy esim. vapaa-ajan viettoon/rakentamiseen kevätpäätökset tulevat ehkä myöhemmin.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Ei kustannukset nousee suhteessa tuottoon liikaa ja olisiko kävijöitäkään tarpeeksi kolmannelle päivälle.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?)

Messujen ajankohdan muuttaminen (myöhempi/aiempi)

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Kyllä, matkakulut ovat jokatapauksessa olemassa ja varsinkin kauempaa tulevalta olisi parempi 3 päiväiset messut. Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Voisi muuttaa, en kylläkään osaa nimetä uudelleen.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Ainakin tulisi varmistaa, ettei olisi siten, että ihmisillä on vasta seuraavalla viikolla tulossa palkka/eläke.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Mielummin supistaa.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?)

Messujen ajankohdan muuttaminen (myöhempi/aiempi)

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Ei olisi liian pitkä meillä.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Ei kun ollaan vapaa-aika alalla ei sitä kaivata.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Ei.

Ajankohta on aivan täydellinen meillä. Pari viikkoa maksimissaan voisi olla myöhemmin. Melonta alalla toimijana tarvitaan tilaisuuden noin jään sulamisen yhteydessä.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Ei kyllä yleisökerkiää tutustumaan parissapäivässäk.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Eipä kai.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Kunhan yleisö ei olisi mökillä tai pilkillä.

Oma muutosesitys? X

Messut 3-päiväiseksi pe-su? Varmaan ihan hyvä idea.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) ei mielestäni.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) en tiedä oikein..
Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Kyllä.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) ei.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) ei mielellään samana
vkonloppuna muiden messujen kanssa (tänä vuonna samaan aikaan lahden
messujen kanssa, viime vuonna kivimessujen kanssa).

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Ei –näytteilleasettajalle vaativa panostus ja
riittäisikö ihmisiäkään useammaksi päiväksi. Työpäivänä ei tällaisille messuille
lähdetä.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Ei, nykyinen hyvä ja
entuudestaan tuttu alueen ihmisille.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Hiukan myöhemmin
voisi olla, huhtikuun puolella.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? ei kulut kasvaa, asiakas määrä ei.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) ei.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) ei.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Kyllä.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Ei.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Ei.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? ei: ei riitä yleisöä.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?)

Messujen ajankohdan muuttaminen (myöhempi/aiempi)

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Ei, esittelijöille vaativa.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Hyvä nimi.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Ehkä huhti-toukokuu
parempi.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Kyllä, koska näytteilleasettajilla on myös
kiinnostusta ammattikävijöihin.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Ei tarvitse.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Ei tarvitse.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? ei, viikonlopun päivät riittävät.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) nimi ok.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) nykyinen ajankohta
on meille kaikkein sopivin, koska golfkausi on juuri aluillaan.

Oma muutosesitys? ei muutosesitystä.

Messut 3-päiväiseksi pe-su? kyllä.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) ei.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) hyvä näin.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Ei tarvetta.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?) Ei.

Messujen ajankohdan muuttaminen (myöhempi/aiempi) Ei.

Oma muutosesitys?

Messut 3-päiväiseksi pe-su? Emme aio enää osallistua itse Jyväskylään, joten en ota näihin kantaa. Tasan Autotalo on kuitenkin mukana myös meidän tuotteilla.

Messujen nimi tulisi muuttaa (mikä osuvampi nimi?)

Messujen ajankohdan muuttaminen (myöhempi/aiempi)

Oma muutosesitys?

11. Mitä aktiviteetteja arvioisitte kävijöiden kaipaavan Vapaa-aika –messuille lisää?

- Mahdollisesti ohjelmatarjontaa osastojen seassa ja näyttelyaikana!
- Mielenkiintoisempia yrityksiä, liikaa samankaltaisia firmoja!
- Kuvittelen, että kaikki messuvieraat haluaisivat näkemään meidän osastollemme noin 37X25X1m allasta, jossa voisi kokeilla kanootteja saman tien. (se oli vain vitsi, en osaa sanoa.)
- Ei suoralta kädeltä tule mieleen
- ”Ohjelmaa”
- Ohjelmalavalle enemmän painoarvoa, kilpailuja lisää.
- En osaa sanoa.
- En osaa sanoa

12. Mitkä olivat teidän tavoitteet ollessanne messuilla 2007?

- Miten ne toteutuivat?

- Tavoitteet: Tehdä aluettamme tunnetuksi matkailukohteeksi. Toteutuivat: Tänä vuonna hieman huonommin kuin aikaisempina vuosina, ihmiset eivät olleet samalla lailla kiinnostuneita kuin esim. 2005 ja 2006.

- Tavoite oli olla tavattavissa keskusvirastona ja palveluntarjoajana. Onnistui kohtuu hyvin.

- Tavoitteet: Luoda tunnettuutta ja asiakaskontakteja ja kauppaa. Toteutuivat: Eivät toteutuneet riittävässä määrin, osittain myös omasta syystä

- Myynti oli ihan kohtuullinen ja jonkin verran uusia asiakkaita tuli myös (keskivertomessut)

- Tavoitteet: Kohtuullinen myynti ja asiakaskontaktien solmimistapahtuma. Toteutuivat: Todella huonosti!

- Toteutuivat: Huonosti, Tupakalle haisevia tuotteita ei viitsi kovin suurella sydämmellä myydä.

- Tavoitteet: tiedottaa toiminnasta ja hankkia asiakkaita. Toteutuivat: Ei oikeasti onnistunut toteuttaa kaikki haaveet, mutta koimme, että messut kuitenkin oli hyvä markkinointi keino.
- Yleismessut eivät ole meidän parhaita messuja
- Tavoitteet: Saada uutuudet yleisöntietoisuuteen ja tehdä jonkunverran kauppaa. Toteutuivat: Aika hyvin
- Tavoitteet: Markkinoida aluettamme Toteutuivat: Ei kehumisen arvoisesti
- Tavoitteet: Olla esillä ja näkyvissä ja näin paremmin ihmisten mielissä. Toteutuivat: Huonosti, koska paikkamme oli huono eivätkö ihmiset löytäneet sinne. Olimme piilossa. Tätä ei kartalta pystynyt näkemään kun ei tiedetty mitä kaikkea ympärille tulee ja minkä kokoisiksi käytävät muodostuvat eli miten kävijöiden kulku ohjautuu. Osastojen sijoittelussa tulee järjestäjän olla jatkossa tarkkaavaisempi.
- Toteutuivat: Odotetusti.
- Tavoitteet: tunnettuus. Toteutuivat: vaikea mitata, myyntituloksessa ei näy
- Tavoitteet: Sivistystoimen palvelujen esittely ja viherpalvelukyselyyn vastaaminen. Toteutuivat: Hyvin toteutuivat.
- Tavoitteet: Tunnettuus, kiinnostavuus. Toteutuivat: Kävijämäärät osastolla vähäiset.
- Tavoitteet: näkyvyys. Toteutuivat: ihan hyvin
- Tavoitteet: seuraavan vuoden markkinointi (nyt iso osasto). Toteutuivat: kohtuullisesti
- Tavoitteet: Myynti ja näkyvyys. Toteutuivat: Hyvin.
- Ainoa tavoite oli myydä tuotteita, mutta se ei toteutunut.

13. Montako kertaa yrityksenne on ollut Vapaa-aika –messuilla näytteilleasettajana?

kerran

2-3 kertaa

yli 4 kertaa

en osaa sanoa

yli 4 kertaa

yli 4 kertaa

kerran

kerran

kerran

2-3 kertaa

kerran

yli 4 kertaa

ainakin 4 kertaa

kerran

2-3 kertaa

2-3 kertaa

yli 4 kertaa

yli 4 kertaa

2-3 kertaa

yli 4 kertaa
 kerran
 yli 4 kertaa
 yli 4 kertaa
 kerran
 2-3 kertaa

14. Onko yrityksenne tulossa näytteilleasettajaksi Vapaa-aika 2008 – messuille?

Kyllä

Ei

En osaa sanoa

Jos valitsitte ei, miksi?

Kyllä, luultavasti

Kyllä

Ei, miksi: Esiteltävien tuotteiden heikko saatavuus ulkomaisesta päämiehestä johtuen, järjestämme omia esittelytilaisuuksia myöhemmin keväällä.

Ei, miksi: Olimme mukana Arktisten aromien osastolla ja tietääkseni ensivuonna eivät osallistu niin kuin ei pro agriakaan ja yksin emme lähde osastoa tekemään.

Ei, miksi: Kuten jo sanoin, ei ollut hyvä tapahtuma meille

Kyllä, ainoastaan yksi syy, että osallistun Hanna on hyvä ystäväni. Loput voisitte mennä ammatinvalinnan ohjaukseen.

Kyllä

Kyllä

Kyllä

Ei, miksi: Pidän messuja myyntimessuina en markkinointimessuina.

Kyllä

Kyllä

Kyllä

Kyllä

Kyllä

Kyllä

En osaa sanoa: En tee enää päätöksiä messunäkyvyydestä, mutta oletan kaupungin osaston olevan myös ensi messuilla.

En osaa sanoa

Ei, miksi: Kts yllä.

Ei, miksi: Vapaa-aikamessujen digitaalitekniikkaan keskittynyt puoli ei tuonut riittävästi kävijöitä osastolle. Liekö syynä osastojen syrjäinen sijainti vai painopisteen valitseminen muilta alueilta, en tiedä.

Ei, miksi: ei myyntiin hyötyä.

Appendix 3. Specialist Interviews

Project Manager

1. Mikä Vapaa-aika messu oli nimeltään kun se oli ensimmäistä kertaa? Mikä vuosi messut olivat ensimmäistä kertaa?

Ennen kuin Vapaa-aika messut nimi tuli käyttöön, messut olivat nimeltään Vapaa Päivät. Ensimmäistä kertaa messut pidettiin vuonna 1987.

2. Olet työskennellyt Jyväskylän Messut Oy:llä vuodesta 2006, mikä oli työnkuvasi ennen kuin sinut valittiin Vapaa-aika –messujen projektipäälliköksi?

Työnkuvani ennen Vapaa-aika messujen projektipäällikön työtä oli projektineuvottelija. Työhöni kuului mm. Sähkö, Puu & bioenergia ja Vapaa-aika messujen myynti.

3. Mitkä ovat Vapaa-aika –messujen suurimmat haasteet? Joita olet kohdannut tähän mennessä.

Vapaa-aika messut on haastava messu, koska se on yleisötapahtuma. (miksi). Osastojen keskikoko on myös pienempi kuin esimerkiksi ammattimessuilla. Näytteilleasettajat tekevät päätökset messuille osallistumisen suhteen myöhäisessä vaiheessa lähellä messuja.

4. Mitkä ovat Vapaa-aika –messujen suurimmat vahvuudet?

Vapaa-aika –messut on tunnettu tapahtuma Keski-Suomessa, se on myös jokavuotinen tapahtuma. Aihepiiriltään se koskettaa lähes jokaista ihmistä sillä meillä kaikilla on edes vähän vapaa aikaa. Muoti ja hyvinvointi osio on kasvanut messun rinnalle ja näyttäisi olevan saavuttamassa vahvaa asemaa. Yksi messun vahvuus on myös sen sisältämä runsas ohjelmatarjonta.

5. Miten luokittelisit vapaa-aika messut alla olevien kriteereiden mukaan?

Target group:

- special exhibitions
- professional exhibitions
- branch of business exhibitions
- general exhibitions X
- the combination of several above

Area:

- nation-wide exhibitions
- regional exhibitions X
- local exhibitions

6. Voitaisiinko kyselyä jonka tein jatkaa niin, että esim. 2-4 vuoden välein se tehtäisiin joko samana / hieman muunneltuna näytteilleasettajille?

Vaikea sanoa vielä tässä vaiheessa, mutta mahdollisesti se voitaisiin tehdä 2-3 vuoden välein. Ei kuitenkaan vuoden välein, koska kysymykset ovat pääosin sen luontoisia, että vastaukset eivät vuosittain kauheasti muuttuisi.

7. Millaisiksi kuvailisit Vapaa-aika messujen näytteilleasettajia?

Vaikea sanoa vielä tässä vaiheessa, kun ensimmäinen messutapahtuma on vasta edessä. Tähän astinten kokemuksen perusteella voin toki sanoa, että näytteilleasettajat ovat pieniä yrityksiä. Tinkimistä on paljon ja halutaan saada paljon ja edullisesti.

8. Onko asiakasuskollisuus tärkeää Vapaa-aika messujen tyylliselle messulle?

Se on totta kai erittäin tärkeää kaikille tapahtumille kuten myös Vapaa aika – messuille. Nämä messut ovat kuitenkin sen tyylinen tapahtuma, että vaihtelua tulee väkisin, aihealueiden ja niiden painopisteen muuttuessa.

9. Milloin muoti ja hyvinvointi osio tuli osaksi messua?

2005 se oli mukana ensimmäistä kertaa. Tänä vuonna, 2008 on neljäs kerta kun se on mukana ja uutena teemana on hää- ja juhla -aihepiiri.

10. Onko Vapaa-aika ja muoti ja hyvinvointi pysyvät kategoriat, onko kolmas sen tyyppinen joka vaihtelee vuosittain? Vai onko kaikenlaiset muutokset mahdollisia?

Kaikenlaiset muutokset ovat mahdollisia. Ja ne riippuvat hyvin paljon edellisvuoden palutteesta. Tapahtuma on sen tyylinen, että se tehdään yhteistyössä näytteilleasettajien kanssa.

11. Paljonko kävijöitä oli Vapaa-aika 2007 –messuilla?

noin 15 000

Project secretary

1. Voisitko luetella kaikki ne messut missä olet projektisihteerinä?

- Vapaa-aika
- Sähkö, Tele, Valo ja Av
- Tekniikka,
- Puu ja bioenergia

(ollut ennen mm. Koneagria, Yritysmessut ja yksittäisiä ympäri suomea kiertäviä tapahtumia)

2. Miten Vapaa-aika –messut eroaa näistä muista?

Ainut messu joka on puhtaasti yleisömessu. tarkoittaa, että kävijät ovat erittäin tärkeitä sekä mesuille että näytteilleasettajille. Täytyy saada suuret massat ihmisiä liikkeelle tarjoamalla kattavaa ohjelmaa ja tekemistä kaikenlaisille kävijöille.

3. Mitkä ovat Vapaa-aika –messujen suurimmat haasteet?
Oman työsi kannalta?
ja yleisesti?

Paljon pieniä osastoja, suurin osa yrityksistä pieniä yrityksiä ja toiminimiä. Tämän takia messun myyminen on iso urakka ja yrityksillä ei ole yhtä paljon rahaa käytettävissä kun esim. ammattimessuilla. Vapaa-aika –messut ovat aihe alueeltaan laaja messu ja on haasteellista saada jokaisesta aihe-alueesta kattava ja mielenkiintoinen kokonaisuus.

4. Mitkä ovat Vapaa-aika –messujen suurimmat vahvuudet?

Messua järjestetty pitkään, ensimmäistä kertaa vuonna 1984. Tietty asema on vahvistunut ja messu tunnetaan paikallisesti hyvin. Osa näytteilleasettajista tulee messuille vuosittain, vakioporukka on muodostunut. Tapahtuma on kehittynyt vuosien varrella paljon. Smaan aikaan keväällä ei ole suuria kilpailijoita.

5. Kauanko olet ollut Vapaa-aika –messujen projektisihteerinä?

Vuodesta 2002.

6. Miten messut ovat kehittyneet tämän aikana? Mitkä asiat ovat menneet parempaan päin ja mitkä huonompaan?

Kehitys on mennyt kokoajan eteenpäin ja messusta tullut ammattimaisempi. Tilojen ja työtapojen yleisen kehityksen mukana messukin on kehittynyt mukana. Markkinointiin on panostettu enemmän ja messujen sisältöä mm. ohjelmaa on kehitetty, jotta messu olisi yleisön kannalta parempi joka vuosi.

7. Millaisiksi kuvailisit Vapaa-aika –messujen näytteilleasettajia?

Seassa on suuria yrityksiä, jotka käyvät monesti messuilla vuosittain, mutta suurin osa koostuu pienistä yrityksistä. Kaupanteko vaiheessa täytyy yrittää tarjota näytteilleasettajille monipuolisia paketteja vähällä rahalla ja kaupanteko sisältää usein tinkimistä. Kaupat tehdään viime tingassa.

8. Mikä Vapaa-aika –messuissa on työläintä sinulle?

Ihmiset reagoivat viime tingassa, joten sopimusten palautuksen suhteen täytyy olla aktiivinen. Ihan loppumetreillä tulee paljon uutta kauppaa ja peruutuksia. On haastavaa saada kaikki viime tingan muutokset esitteisiin ja ohjelmiin mukaan.

9. Voisiko tätä jollain tapaa helpottaa?

Voisi antaa jonkinlaisia etuja niille jotka palauttavat sopimukset ajoissa. Info kirjeitä vapaa-aika messuista voisi lähettää mahdollisille näytteilleasettajille enemmän.

10. Saisinko näytteilleasettajien määrät vuosilta 1999–2007?

Year	Number of exhibitors
1999	157
2000	190
2001	186
2002	180
2003	(no exhibition)
2004	223
2005	193
2006	264
2007	251

Appendix 4. Phone Interviews of Competition

Kysymykset:

1. Mitkä ovat yrityksenne tärkeimmät markkinointikeinot?

esim.

Ilmaisjakelulehdet

Sanomalehdet

Suoramarkkinointi

Radio

Sponsorit

Internet

Messut

Tapahtumat

2. Millä muilla keinoilla panostatte tuotteenne / palvelunne myyntiin?

esim. hintakilpailu, tuoteuudistukset

Vastaukset:

1. Turistimyymintapaikat, matkailumyymintapaikat, messut ja välittäjät ostavat tuotteita ja myyvät niitä eteenpäin omien myyntipisteidensä kautta.

2. Tuoteuudistuksia tehdään yleensä kerran vuodessa ja käytämme myös taide graafikkaa jonka avulla pyritään pitämään tuotteen ulkoasu siistinä ja tuote myyvänä.

1. Suoramarkkinointi on tärkeää sekä alan lehdissä mainostaminen.

2. Hintakilpailu ja tuoteuudistukset ovat molemmat tärkeitä. Erityisesti tuoteuudistukset, koska tekniikka kehittyy nopeasti.

1. Tampereella meillä on myymälä josta tuotteita myydään. Lisäksi messut ja nettisivut ovat tärkeä apu markkinoinnin kannalta.

2. Tuoteuudistukset ovat meille tärkeitä. Hintakilpailua emme juurikaan käytä.

1. Ilmoitamme lehdissä, sekä ilmaisjakelu- että sanomalehdissä. Käytämme jossain määrin myös suoramarkkinointia. Erittäin tärkeitä meille ovat myyntitapahtumat. Näihin sisältyvät: messut (olen tälläkin hetkellä messuilla), myyntipäivät ja muut myyntiä varten järjestetyt tapahtumat.

2. Lehdet ja alueelliset mainokset.