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EVENT MARKETING

Case: Syystober 2011

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ABSTRACT

The objective of this functional thesis is to study what event marketing really is. It also goes through the different things that have to be taken into account when organizing an event. This study is divided into the theoretical and empirical sections.

The theoretic part is based on literature about event marketing and event planning. This part focuses on telling what event marketing is and what kinds of things have to be considered when planning the event. It also tells about the implementation and post-marketing phases.

The empirical part describes how the actual event is organized. The author followed the planning process closely, the implementation and the post-marketing of the event from the beginning. She drew up a questionnaire to the event and the results are analyzed in the empirical section. In this part of the study, the author also discusses the success of the event and gives suggestions for the following year's event. The empirical section is based on the event called Syystober. The thesis is commissioned by Pekka Kääriäinen from Lammin Sahti Ltd. He is also the organizer of the event.

The aim of the event was to expand from the previous year. The theoretical part gave some development ideas how to arrange an event. The empirical part tells the results and how the event was organized.

Organizing an event is demanding. It requires a lot of work, time and know-how. Event planning always starts from a desire to organize an event. Then the questions of what, to whom and how should be answered. A great event needs systematic and goal-oriented planning. The planning phase is the most important part of the process and a lot of time and know-how should be invested on that. Without predefined targets there is no reason to organize an event at all.

Event marketing is quite a new concept in Finland. It has only recently gained more popularity and now the companies are beginning to consider it as one of the most effective ways to reach their customers.

Key words: event marketing, marketing, event planning, Syystober

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TIIVISTELMÄ

Tämän toiminnallisen opinnäytetyön tarkoitus on tutkia mitä tapahtumamarkkinointi todellisuudessa on. Työssä käydään myös läpi tapahtuman järjestämisen eri vaiheet pääkohdittain. Työ on jaettu kahteen osaan, teoreettiseen ja empiiriseen osioon.

Teoreettinen osio perustuu tapahtumamarkkinointiin ja tapahtuman suunnitteluun perustuvaan kirjallisuuteen. Teoreettinen osio keskittyy kertomaan mitä tapahtumamarkkinointi on ja mitä asioita tulee ottaa huomioon järjestettäessä tapahtumaa.

Empiirinen osio kertoo kuinka tapahtuma järjestetään käytännössä. Kirjoittaja seurasi suunnittelu-, toteutus- ja jälkimarkkinointiprosessia hyvin läheltä alusta asti. Kirjoittaja teki tapahtumassa kyselyn, jonka tulokset analysoidaan empiiriosiossa. Tässä osiossa keskustellaan myös tapahtuman menestymisestä ja annetaan ehdotuksia seuraavan vuoden tapahtumaa varten. Empiirinen osio perustuu Syystober tapahtumaan. Työn toimeksiantajana toimii Lammin Sahdin toimitusjohtaja Pekka Kääriäinen, joka on myös Syystober tapahtuman pääjärjestäjä.

Tapahtuman tavoitteena oli kasvaa edellisestä vuodesta. Teoreettinen osio antoi joitakin kehitysideoita, kuinka tapahtuma tulisi järjestää. Empiirinen osio kertoo tuloksista ja kuinka tapahtuma lopulta järjestettiin.

Tapahtuman järjestäminen on vaativaa. Se vaatii paljon työtä, aikaa ja osaamista. Tapahtuman suunnittelu alkaa aina halusta järjestää tapahtuma. Kysymyksiin, mitä?, kenelle? ja kuinka?, tulisi myös vastata. Hyvin järjestetty tapahtuma tarvitsee järjestelmällistä ja tavoitteellista suunnittelua. Suunnitteluvaihe on kaikista tärkein vaihe ja siihen tulisi investoida paljon aikaa ja osaamista. Ilman ennalta määriteltyjä tavoitteita, tapahtumaa ei kannata järjestää.

Tapahtumamarkkinointi on melko uusi käsite Suomessa. Se on saanut enemmän arvostusta vasta viime aikoina ja yritykset alkavatkin pitää sitä yhtenä tehokkaimmista keinoista tavoittaa asiakkaat.

Avainsanat: tapahtumamarkkinointi, markkinointi, tapahtumasuunnitelu, Syystober

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1 INTRODUCTION

Different types of events have been organized through the ages. Events were great fun and full of experience already in ancient Greece. However, in the 1970's the term event marketing wasn't even known. Events were considered to be part of public relations, but they didn't have the actual role of their own. Nobody expected anything special from events and they were mainly considered occasions to eat and drink well. Until the early 1990's, event marketing had not risen to the limelight. All possible forms of events became familiar during that decade. In the 2000's, event marketing has been more targeted. Nowadays organizers really think about what is being organized, as well as how and to whom. (Vallo & Häyrynen 2008, 23-24.)

The concept of event marketing is quite new and there are many different kinds of definitions on what it is. In general, event marketing is a strategically planned long-term activity in which the company or the organization uses memorable events to communicate with a selected target group. Organizing the event is hard work, but at the same time very rewarding. The event is a delicate and unique media, and if you organize something, it should be organized properly. Events should be thought of as unique opportunities to meet the other person – a customer, a partner or an employee.

The research problem for this thesis is to study, what event marketing really is, how events are organized and what kinds of things have to be considered when organizing an event? So the thesis tells how the event is planned and how it is implemented from the event organizer point of view. Using the thesis, the event organizer has an easy way to follow what has to be done next and why.

The theoretical part goes through what the event marketing is and what it includes. It also studies what all has to be taken into account when organizing an event from the planning process to the implementation and the post-marketing. The theoretical part of the thesis is limited to organizing the customer event and it doesn't deal with the events which are intended, for example, for cooperating partners. However, some practical issues will always be considered, whoever the

event is aimed at. That's why the theoretical part can be used in the organization of any event.

The empirical part is the case study to organize an event called Syystober Beer festival. The case study goes through the event from the planning process to implementation and to post-marketing. In addition, the quantitative survey I made at the event is analyzed. At the end of the case study the author give some development suggestions for the next year.

For the theoretical part the author used literature about event marketing and event planning. The part of organizing an event is based on just few sources, because literature related to organizing event is a very little available. The empirical part is based on the author's own experience and the interview with the organizer of the event.

2 EVENT MARKETING

Event marketing is a part of a company's marketing communications field. This includes advertising, sales promotion, public relations, personal sales and sponsorship. Organizations have begun to consider it as one of the most effective ways to reach its target groups. (Muhonen & Heikkinen 2003, 41.) Event marketing combines the marketing and the event. Marketing is a purposeful activity the task of which is to convey a company's message and to get people to act the way the organization wants. Event marketing is an activity which is a goal-oriented and interactive way to connect the organization and the target groups around the chosen theme and idea to the event, which is a functional entity. (Vallo & Häyrynen 2008, 19.) In this chapter, the author discuss more about the event marketing concept, go through different types of events and study what is the event sponsorship.

2.1 Overview of event marketing

Marketing is involved in all activities related to the events, whether it is concerning the product development, pricing, marketing communications or for ensuring the availability. All things that the organization does and how it acts, is considered marketing. Marketing is not only the deeds and actions, but also the way the organization thinks and acts. (Alaja 2001, 16.) The mission of marketing communications is to inform consumers about the service and the product, and create a positive opinion from the company and its products and services, so that the customer will make the purchase decision. (Siukosaari 1999, 17.)

The concept of event marketing is quite new. That is why there are so many different kinds of definitions, and the views may be quite far from each other. For example Rope (2002, 375.) defines event marketing as a part of promotion, that most closely resembles a sponsorship or large exhibition events, while Vallo & Häyrynen (2008, 27.) perceive event marketing as a part of personal sales, as well as promotion and public relations. All above mentioned activities can be defined as event marketing. In general, event marketing is a strategically planned long-term activity in which the company or the organization uses the memorable events

to communicate with the selected target group. (Vallo & Häyrynen 2008, 19.) So in other words, event marketing is experiential marketing operations, in which a company or a brand meets its customers and other interest groups in the situation and environment planned in advance. It is therefore a goal-oriented activity that is used to build and strengthen the company's or product's brand. (Muhonen & Heikkinen 2003, 37.) All the events where a company is marketing or otherwise promoting its sales or services can be said to be event marketing. In this case, event sponsorship and participation in major events such as fairs can be included in event marketing's definition. (Vallo & Häyrynen 2008, 19.)

According to Rope (2000, 375.) the meaning of event marketing is to make the event commercial so that the company is able to do business and build its image with the help of the event. He also claims that just a mere event doesn't make the occasion part of event marketing, and if no commercial business is done there, the event can't be an application of event marketing. However Vallo & Häyrynen (2008, 27.) and Krabbe (2004, 85.) think that organizing events without doing business is included as a part of event marketing. Muhonen and Heikkinen (2003, 43.) even criticize Rope's opinion of event marketing. Even many other marketing professionals disagree with Rope, and we can conclude from this that such events without doing commercial business can be included in the concept of event marketing. (Muhonen & Heikkinen 2003, 43.)

In order to talk about event marketing, the following criteria should be met:

- The event is planned in advance
- The target and the target group is defined
- The event fulfills the criteria of social and emotional experience and interaction

Event marketing should be part of the company's marketing messages and strategies. If event marketing is considered as a separate marketing tool, it is not effective. In other words, event marketing is supporting other marketing activities and vice versa. But it is not wise to rely on event marketing for all their marketing. The events themselves can form the core of the marketing, which is supported by

the traditional forms of marketing like direct marketing and advertising. The company should also understand the difference between event marketing, sponsorship and charity. Events, being one of the most demanding tools of marketing, a lot of time and know-how should be invested in their planning. (Muhonen & Heikkinen 2003, 44-45.)

Event marketing is about selling the company's visibility and an opportunity to build its image. Therefore the operating model of event marketing is a self-sustaining circle, because the organizer is able to make greater profits with event marketing than would have been possible alone with sponsorship. Figure 1 describes event marketing's self-sustaining circle. (Rope 2000, 376.)

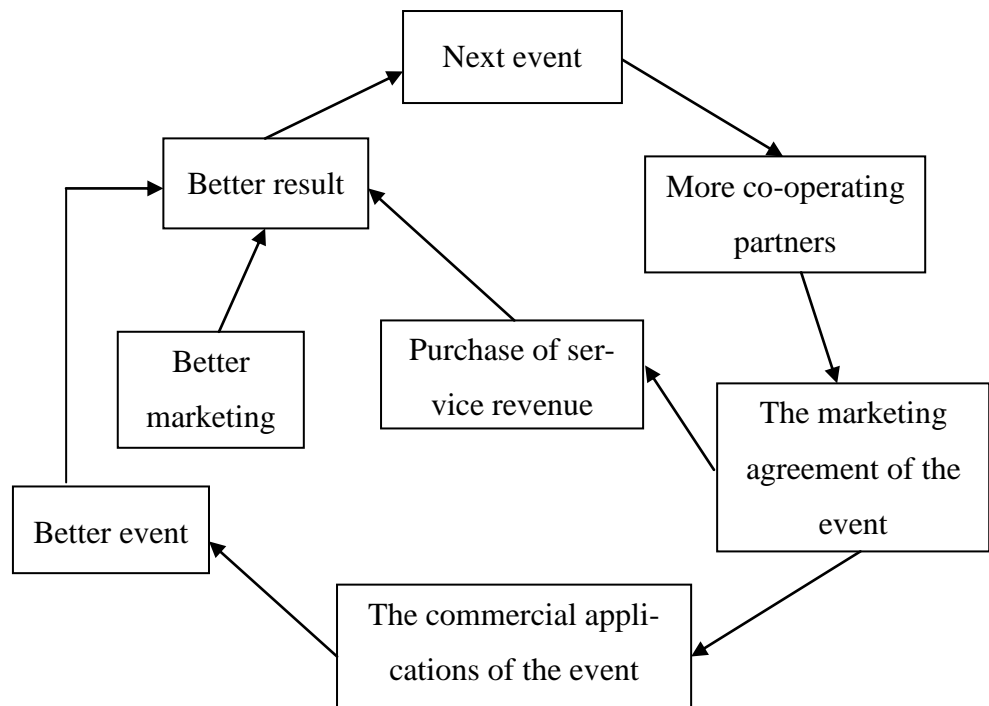


FIGURE 1 The self-sustaining circle of event marketing (Rope 2000, 376.)

Figure 1 can be explained as follows

- The more partners, the better the return for the organizers
- The more partners, the greater the event
- The greater the event, the more interest in the media

- The more partners, the more stakeholders and natural interest
- The more partners , the more money to use for event marketing
- The more money on marketing and the greater event, the more visitors
- The more visitors, the better revenue
- The more revenue, the better chance to organize an even greater event the following year etc.

(Rope 2000, 377.)

The chain mentioned above (figure 1) reflects well, why the operating model of event marketing works so well. It combines the interests of organizers, cooperating partners and consumers, which enables the result that is beneficial for all parties. (Rope 2000, 377.) The figure can be applied also to events that are free, although there wouldn't be any revenue from the event. The great visibility and a successful publicity of the event also measure the value of the event. If there is a lot of cooperating partners and visitors at the event, there is greater motivation to organize the event also in the future.

The customer is the cornerstone of the whole action. The customer is the employer of the organization. Without pleased consumers it is impossible to achieve success. The organization needs to know its customers and their needs, expectations and motives. (Alaja 2001, 16.) It has to know its markets as well. The organization has to find a market, where it can reach a competitive advantage. It has to understand consumers' behavior, character and competitive situation. Event marketing can be exploited especially when the marketing is planned to a specific target group. The target group can be customers, company's own personnel or different interest groups. (Alaja 2001, 22.)

The three most important elements of event marketing are entertainment, excitement and enterprise, because these elements are critical to the continuing success of any event. The entertainment and different kinds of events are offered nowa-

days in every corner. Years ago, if people wanted to attend the theater or a sporting event to enjoy entertainment, they had to make a special effort to leave their homes. Nowadays people are saturated with convenient home entertainment options on television, CD's and DVD's, computers, and videos. Event marketing can be used to provide the entertainment that will once again compel the audience to leave their homes to experience something they will not find at home, because what the event is offering is different, unique and designed just for them. (Hoyle 2002, 2.)

Muhonen and Heikkinen (2003, 47.) have made a SWOT-analysis from event marketings strengths, weaknesses, opportunities and threats. The SWOT-analysis is presented in the table below.

TABLE 1 SWOT-analysis for event marketing (Muhonen & Heikkinen 2003, 47.)

<i>SWOT-ANALYSIS</i>	
<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • <i>allows the personal encounters</i> • <i>adabted according to the situation</i> • <i>remembered for a long time</i> • <i>provides an opportunity to expand networks</i> • <i>teaches to know better the target group</i> • <i>creates a sympathetic attitude</i> • <i>creates loyalty among the customers</i> • <i>is unique</i> • <i>allows a unique way to approach</i> • <i>competitors are not present</i> 	<ul style="list-style-type: none"> • <i>expensive way to create contacts</i> • <i>carrying out the event requires know-how</i> • <i>contact amounts may be small</i> • <i>results are difficult to test and measure</i> • <i>events are one-time occacions</i>
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> • <i>enables collecting the topical information about markets</i> • <i>modifies an existing image</i> • <i>remains permanently in the target</i> 	<ul style="list-style-type: none"> • <i>failed event's negative memory</i> • <i>unskilled implementation</i> • <i>wrong target group</i> • <i>false information options</i>

<p><i>groups minds</i></p> <ul style="list-style-type: none"> • <i>helps to influence to target groups</i> • <i>raises up from the flood of marketing tools</i> • <i>speaks also the target groups that are hard to reach</i> • <i>creates a two-way ties between the company and the target group</i> • <i>generates important and personal information about customers</i> 	<ul style="list-style-type: none"> • <i>distractions in the presence, too many messages</i> • <i>the general marketing environment</i>
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One of the strengths of event marketing is the possibility for personal encounters. This way it is easy to make the customer to remember the event for a long time. It also teaches to know better the target group in a unique way of approach, which can also create a sympathetic attitude towards the company. However, event marketing is quite an expensive way to create contacts especially when the amount of them can be rather small. But even if the costs are a little bit higher, the impact is much greater. Often the reason for the high costs is that the company doesn't quite understand the meaning of event marketing. The events can be organized also cost-effectively. Planning and implementing an event requires a lot of know-how, so it can't be done by just anyone. The event, which is organized well, is remembered for many years, which strengthens the company's image. The media's interest is easy to activate, if the event is well organized. However, it is very difficult to test and measure the results of the target. (Vallo & Häyrynen 2008, 87; Lampikoski, Suvanto & Vahvaselkä 1996, 267.)

Event marketing modifies already existing image, helps to influence the target groups and usually remains permanently in the target group's minds. These can be included among the opportunities of event marketing. Moreover the company can rise up from the flood of marketing communications and reach the target groups that are usually hard to reach. (Muhonen & Heikkinen 2003, 47.) Event marketing's advantage against the other marketing tools is its intensity, experiential, individualism and interaction, and the immediate feedback from those. (Isohookana 2007, 171.)

The failed event can be a threat, because the customer remembers just the negative picture, which reflects on the company. The wrong target group or marketing instruments can also lead to a failure. There could be too many distractions or mixed messages at the event, which affect negatively to the image of the company. A personal relationship to the customer gets him/her to commit to the company. The commitment from the customer is hard to get and the company has to know how to determine its target group very carefully. For example, you can't get the customer to commit to your company, if you are giving him/her just a ticket to a concert. You have to have a side event alongside it, which brings the company out. Otherwise the customer may not even remember who invited him/her to the event.

With the help of the well planned event, important messages can be conveyed to the target group. The event is planned in a way that it supports the message the company wants to deliver. This way the company and its products and services achieve more than normal attention. With the help of event marketing, the company can try to control the interaction between the brand of the company and the target group, because the event is a way to inform certain target groups of a certain message. (The Association of Finnish Advertisers 2011)

2.2 Target of event marketing

There should always be a target for event marketing. The organizers should figure out what they want to achieve with the event. The question: why are we organizing this event and where do we need it? should be answered. If there is not a clear target, there is no reason to organize the event. This target should also be part of the company's marketing plan. (Vallo & Häyrinen 2008, 22.) The goals should be clear and concrete, when defining the targets to the event. If the goals can't be measured, the results and success are hard to evaluate. The event can have many targets: a main target, an additional target, a long-term target, a short-term target, an image target, a sales target etc. Setting goals gives a structure to event planning. (Alaja 2000, 62.)

The objective for an individual event can be for example:

- developing company image
- obtain visibility
- strengthen existing customer relationships
- introduce and sell their products or services
- acquire new customers or partners
- motivate, educate or train their own staff
- modify the ground for the sale of products or services

(Vallo& Häyrynen 2008, 22.)

One of the most important objectives besides the ones mentioned above is increasing sales, which should always be one of the targets. The financial targets are set when doing the budget, and they can be indirect or direct goals. With the event, the company can also strengthen the image of their products or services collect tacit knowledge or obtain new sales tips. The visibility in the media and among customers is very important to the company. (Muhonen & Heikkinen 2003, 117; Kauhanen 2002, 45.)

The targets of the event should be clearly defined from the beginning, so that everyone taking part in organizing the event understands and internalizes them perfectly. During the production process, the targets should be considered carefully and analyzed whether the planned targets can be achieved. The clearer the goal, the easier it is to measure the success of the event after the implementation. (Muhonen & Heikkinen 2003, 118.)

The realistic evaluation of the attendance is very difficult to do, but it is very significant to do for the budget. The organizer has to prepare himself for some number of attendants, so that the budget can be calculated. When evaluating the number of visitors, we can examine the attendance of other already existing events. We should also think about what we are doing, for whom and where. (Kauhanen 2002, 46.)

2.3 Types of events

The events could be classified mainly into theme events, entertainment events and a combination of these. (Vallo & Häyrinen 2008, 57.) The purpose of the entertainment event is to entertain the customers either with music or theater, or with some other entertaining performers. The purpose of the theme event is to give information, to report and, for example, to lecture on current topics, but it doesn't have to be just a boring event but it can be an exciting experience. (Vallo & Häyrinen 2008, 52.)

The company can also organize the events with some other company. This is called co-branding. Co-branding is not very popular in Finland yet, but for example in the United States it is a widely used form of event marketing. Co-branding is very good opportunity for the companies who share the same target market. In co-branding, both of the partners benefit from the cooperation and the expenses can be split in half. This way the companies can organize more versatile, impressive and richer events. (Vallo & Häyrinen 2008, 52; Isohookana 2007, 171.)

The event could be organized by the company itself or with the help of an office specializing in event organizing. When organizing an event by yourself, the event requires enormous contribution of work and commitment to the event. Practically all the labor, research and execution become the organizations responsibility. When organizing an event through the event agency, the organization gets a customized event just for them. It also gives time for the actual organizers to focus their input on other main jobs the event requires. (Vallo & Häyrinen 2008, 59.)

The chain event means that the company buys different parts ready for the event and links them to a functional entity. From these parts, company builds a functional chain of events which fits to the idea and theme of the event. Advantages of the chain event are that it is easy to organize to the company and all the expenses are known beforehand. The disadvantages are that the parts of events should be linked to a one entity, which is not always the easiest job to do. There is also the uncertainty that these separate parts of the program might not support enough the

reputation and the brand of the company. (Vallo & Häyriinen 2008, 61; Isohookana 2007, 171.)

The company can also buy a ready theme. This is used when the company takes its customers, for example, to a ice-hockey game, concert or some other so called ready event. This form of an event is easy to organize, but many times it is forgotten, that the event still needs its own program and a host. Providing solely the tickets to the event is not enough, if the purpose is something else than the pure appreciation. (Vallo & Häyriinen 2008, 62.)

2.4 Event sponsorship

Co-sponsorship is one of the tools of marketing communications besides advertising, information, public relations, promotions, personal selling and direct marketing. Sponsorship is not yet direct event marketing, even though both are tools of marketing communications. (Hoyle 2002, 91; Alaja & Forsell 2003, 37.) The history of the co-sponsorship is quite short. The modern co-sponsorship is considered to begun in the 1960's, when commercial programs started to air in U.S.A. After a few years, the co-sponsorship came to Finland as well. The companies used the co-sponsorship mainly in the recognition purposes, which the launching a new logo for Osuuspankki is a good example. (Alaja & Forsell 2003, 11.)

Event sponsorship is part of event marketing. Without sponsorship, many events would not be financially feasible, but not every event is appropriate for this component. Sponsorship is a commercial endeavor and it is extremely time consuming. Although the sponsors may provide much needed funding for your event, to help you achieve the quality that is required, sponsors also require that your own financial resources meet their objectives. (Goldblatt 2002, 268.)

Sponsorship can be considered as the rental and the exploitation of the image of any individual, group, event or any other activity for the purposes of marketing communications. (Vuokko 2003, 303.) The sponsorship consists of the cooperation agreements and the implementation of marketing communications with

the object sponsored. (Alaja & Forsell 2003, 37.) The main task of sponsorship is to promote the company's or the products awareness and build the image among the customers, which promotes the sales of the product. (Rope 2000, 371.) The product development can be also one of the targets of the sponsorship. For example some company that manufactures clothing, sponsors the clothes to the mountaineers who are climbing to the Himalayas. The company gets valuable feedback from the sustainability of the products in return, so called field test. The customer relationship management and the implementation of public relations events are also part of the sponsorship. (Vuokko 2003, 304.) Setting the goals for the sponsorship is important, such as in the event marketing. The goal can be for instance to increase product sales for 10 percent or make a new product known to the public. Without goals, co-sponsorship is not profitable. (Isohookana 2007, 168.)

Sponsorship has nothing to do with charity, even though many people think so. On the contrary, the idea is that it is mutually beneficial cooperation, in which both parties figure out all the forms of cooperation which can be done, a so called win-win situation. The aim is that the sponsored item can be used as widely as possible, not just for the visibility of advertising. The sponsor can for instance utilize the event's promotional value by using the logo of the event in its own marketing or by advertising itself at the event. For example many sport events are accompanied with the musical events, exhibitions and other programs, which give the event a much better opportunities to exploit the sponsorship. (Rope 2000, 373, 375; Vallo & Häyrinen 2008, 74.) Although sport events still dominates the types of events sponsored, there has been a steady increase in other categories as well, such as arts, fairs, cultural events, festivals and entertainment tours. (Hoyle 2002, 91.)

Finding the right target for sponsorship requires time, dedication and professional skills. The target should be compatible with the company's reputation and brand goals. In addition the target should give the opportunity to the public relations, differentiation from the competitors and opportunities for business operations. The company should also take into account the risks that may occur from the co-sponsorship, like the ethical violations, the disruption of business, the financial problems or the negative publicity. Therefore the values of the target of sponsor-

ship should be as similar to the company's own values as possible. (Alaja & Forsell 2003, 89-93.) The following figure 2 shows different selection criteria of the sponsorship targets.



FIGURE 2 The selection criteria of the sponsorship target (Alaja & Forsell 2003, 93.)

In event sponsorship, the object of the sponsorship is present for a limited time. However, that time period is the time to achieve as much good publicity as possible. The company doesn't have to "rent" any other objectives image, when creating the event of its own. In this case the company tries to create something that achieves the visibility and receives positive images among customers. In non-recurring events, the event marketing is often considered as public relations, but in

continuous events it is considered as a sponsorship. That way the event gets the image, which will also transfer to the creator of the event. Even if the event would have the name of the product or the company, it can still be experienced as event which is sponsored by the company at the same time. The event can be experienced as the matter or phenomenon, which the company wants to be part of. (Vuokko 2002, 313-314.)

According to the Association of Finnish Advertisers, the amount of sponsorship in 2010 was 165 million euros, which was nine (9) percent more than in the previous year. Sports position as the most popular object can not be changed, the total amount of sponsorships being 100 million euros, 60 percent of the total amount. The cultural objects were supported by 22 million euros and other objects by 44 million euros. (The Association of Finnish Advertisers 2011). Figure 3 shows how the objects of the sponsorship are divided.

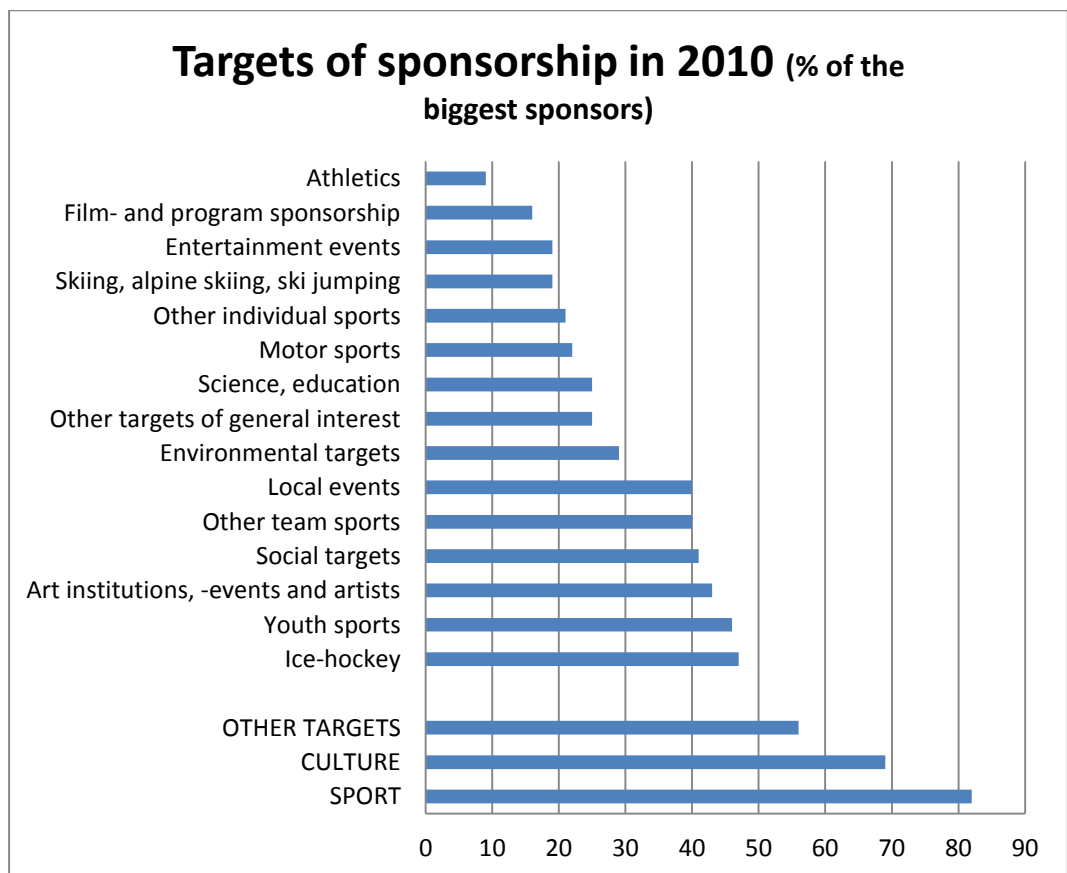


FIGURE 3 Targets of sponsorship in 2010 (the Association of Finnish Advertisers 2011)

Sponsorship becomes more valuable if the event organization is able to offer precise targets that match the marketing objectives of the prospective sponsor. The growth in the sponsorship is due primarily to the need by advertisers to find the alternative marketing channels to inform, persuade, promote and sell their products and services. (Goldblatt 2001, 266.)

The event organizers are increasingly trying to replace sponsorships with cooperation partners, who are also taking part in the organizing and marketing of the event. The sponsorships should be utilized as well as possible. The company can for instance invite its own customers to the sponsored event or the events for personnel can be organized in the premises of the sponsorship target. (Vallo & Häyrinen 2008, 76-77.)

3 ORGANIZING AN EVENT

Event planning always starts from a desire to organize an event. Event organizing needs careful planning with the practical matters, financial planning and both the sufficient and excellent informing. The planning process should begin early enough, so that you can react to the every situation and changes early enough. When it is known whether the event is an opening, anniversary or whether the intention is for example acquire new customer relationships, the planning can continue further. (Krabbe 2004, 85.) When the target of the event has been determined, the organizer has to make some other strategic decisions like decide the target group and the nature of the event. The organizer should also make a decision whether to organize the event by itself or to buy it from an external event agency. This decision is made according to the target, theme, budget and target group of the event. (Vallo & Häyrinen 2008, 93-94.) In addition to the previous, the co-operating partners are good to obtain in the beginning of the planning process. (Muhonen & Heikkinen 2003, 115.)

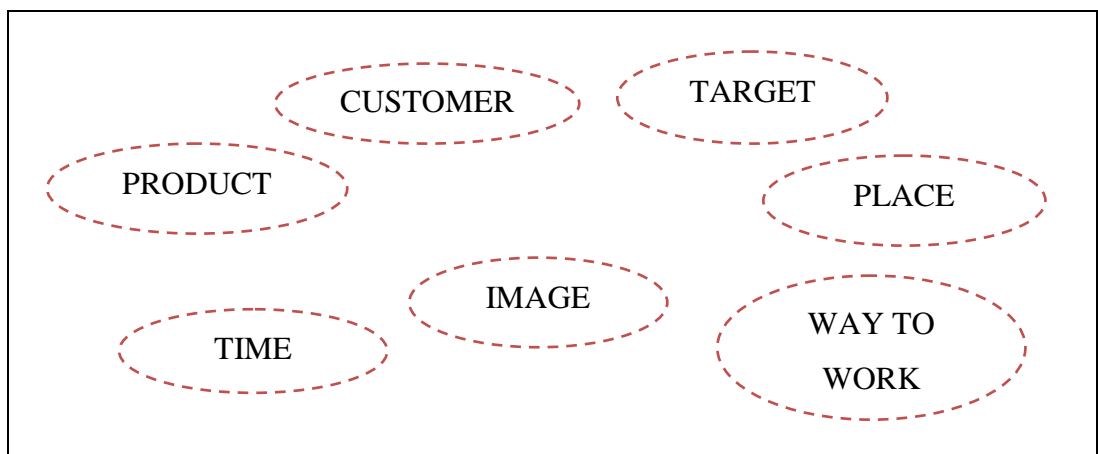


FIGURE 4 The model of the operating idea of the event (Kauhanen, Juurakko & Kauhanen 2002, 35.)

Event planning requires an insight in marketing and an extensive cooperation between different parties. So in other words, planning an event is demanding and requires a versatile co-operation and the countless number of experts from different fields. The audience of the event usually doesn't have a clue how much work

even just a day-long event requires. Even the short-term events, lasting just a day or two, require several years of planning. (Kauhanen, Juurakko & Kauhanen 2002, 23.) In the beginning of the event planning, it is important to collect different kinds of ideas and thoughts, which can be dropped later. (Kauhanen, Juurakko & Kauhanen 2002, 35.) Figure 4 describes the model of the operating model of the event.

Before starting to plan an event, it is good to discuss the answers to the following questions and at the same time make clear to yourself the targets of the event.

- Why the event is organized
- What kind of an event it is and to whom it is directed
- What is the time of the event
- What expenses are going to occur from the event
- Who is organizing the event
- Who is paying the event
- How is the event marketed and promoted
- Is the event going to stir interest among media and sponsors
- Does this kind of an event already exist
- What are the benefits from the event and how will the event is developed in the future.

(Watt 1998, 4-5)

If the company decides to organize the event by itself, it has to take into account the contribution and commitment the job requires. Often the self-organized event will be cheaper than the event organized by the event agency, but it requires a lot of work, time and know-how. When the event is self-organized, the company has the power to decide all the matters and the nature of the event by itself, but in this case the possible external special knowledge can not be used. (Vallo & Häyrynen 2008, 59-60.)

Before starting any project, you have to always do some preliminary studies and prepare things in advance. In the preliminary stage, the organizer chooses the ide-

as and ways to do things, which can be developed more according the event. The SWOT-analysis where the strengths, weaknesses, opportunities and threats of the event are measured, can be helpful. The preliminary statement shows all the cooperation partners willing to participate and all the other events planned at the same time. This reduces the risks that the event may face. The control of time forms the core of the project. The timetable and deadlines should be planned sensibly and realistically, so all the delays can be avoided. (Kauhanen, Juurakko & Kauhanen 2002, 27-28; 99.)

The risks of organizing the event, should be taken into account already in the beginning of the planning process. The risks can be classified in many different ways, for example pre-, current and post risks of the event. They may also be divided, for example, into environment, contract, customer, timetable, personnel, organization, financial, technique, security and image risks. These risks are necessary to go through and examine carefully. (Kauhanen, Juurakko & Kauhanen 2002, 54-55.)

3.1 Planning and brainstorming the event

The actual planning of the event can start when it is known why the event is organized, what the target of the event is and how much money it takes to organize the event. (Krabbe 2004, 86.) Already at the brainstorming stage, it is good to go through three questions: What, to whom and how. (Antikainen 1996, 4-5.)

What?

- What are offered to the participants?
- What is the reason to organize this event?
- What is the image of the event?
- What are the strenghts of the event?
- What are the needs of the participants?

To whom?

- What is the target group of the event?

- Who are invited to participate?
- Who are hoped to participate?

How?

- Which mental, physical and financial resources the event consists of?
- Who is doing what?
- What external resources are going to be needed?
- What external resources would be wanted?
- How is the event going to be presented to the target group?

(Antikainen 1996, 4-5.)

When the target and the target group have been determined, it is time to start to plan the time and the place for the event. The minimum time to organize an event from the planning to post-marketing is roughly two months. (Vallo & Häyrynen 2008, 147.) In case of a big event, it is desirable to start the planning already a year beforehand. The more detailed the plans are for example concerning the place of the event, the more important it is to be on the move on time. Otherwise it can happen that the artist or the place you desired is already booked. (Krabbe 2004, 88.)

It is a good idea to write down all the things and the ideas that have been planned in the beginning as it helps to remember later what has been agreed on. It is a good thing to have a so called event script, where you can check what have been done and agreed. The script should be written chronologically, so the event process is clearly marked from the beginning to the end with all the persons in charge. If something is not going according to the script, you can fast and easily check that from it. All the contracts and offers are good to have in written form as well. This way you can avoid all kinds of problems that may occur with your co-operating partners. (Krabbe 2004, 87, 92.)

3.1.1 Target group

The determination of the target group is one of the basic issues when planning marketing communications. The target groups must be defined and be familiar with as good as possible. The organizer needs to know what kind of person the recipient and his/her world is and what kind of information he/she wants. The market where the company operates, is already the starting point for the choice of the target groups. (Isohookana 2007, 102.) The target group may as well be the company's existing customers as its new potential customers, personnel, owners, co-operation partners, interest groups and media. (Vallo & Häyriinen 2008, 113.)

Before organizing an event there should be a clear idea what the target group of the event is. The target group is a group of people that the marketing of the event and the event itself is intended to speak to. Different things that affect the nature of the event are gender, age, marital status, attitude to alcohol, residence and position of the target group. It is very important to remember that the event is organized for the customers not for the company itself. A good event organizer is able to put himself or herself in the position of the target group and think through all the things that customers might be interested in. The target group and its size often already determine which kind of an event is being organized. (Vallo & Häyriinen 2008, 111-115.)

The target group may consist of a large audience or invited guests. A large audience is in general determined on, for example, the event that is marketed in big media and is seeking for the big public, like rock concerts. The invited guests are invited to the event by sending individual invites. (Vallo & Häyriinen 2008, 111.) It is extremely difficult to determine the target group, if you are trying to please everyone. Probably it doesn't even succeed. The reduction and refinement of the target group is problematic, because the narrow markets are feared to be inadequate. If the target group isn't determined, the event can't be build based on the target group. In this case the marketing is extremely difficult to direct to the right marketing channels and moreover to the right people. (Rope 2005, 46-47.)

3.1.2 Place of an event

The location can be a key asset in promoting an event. The location of the event can be a critical element in driving sales. (Hoyle 2002, 39.) There are places to organize an event as many as there are different events. When selecting a place to organize an event, the organizer should also pay attention to the location. You should also pay attention to the nature of the occasion as well as to the participants of the event. You should also take into account the practical issues, such as whether the event has any performers or is there the need for the kitchen, dressing room or is it easy to get to the place of the event. It is good to also make sure that the place has capability for the telecommunications, electricity or audio system, if needed. It is important to consider the elderly, invalids and the families with children as well, concerning for example the toilet facilities or elevators. (Vallo & Häyriinen 2008, 131; Krabbe 2004, 89.)

The place for the event can be any space. When picking up the place for the event, there are some very important things to consider. Is the place suitable for the company's image? Has the place already been used too many times? Is the size of the place big enough in relation to the amount of participants? How the toilet facilities can be arranged? Is there a lot of noise from the outside and would it be a problem if there is. How are the sound and the technique working? It is good to remember that a right kind of atmosphere for the event can be created with decorations. All the fabrics and lights make excellent decorations and a nice atmosphere can be created with the real flowers. (Krabbe 2004, 89; Vallo & Häyriinen 2008, 131.)

If the event is held outdoors, there should be a backup plan if it's raining or storming or at least the organizers should be prepared for the change in weather. The organizers should consider if there should be tents, shelters, heaters or if they should share disposable raincoats for example. The winter events are dependent on snow. Then it should be planned in advance, what happens if there isn't enough snow. Weather can be an advantage or disadvantage. On a good weather people are more willing to move and take part in different events than on a bad weather. (Krabbe 2004, 90; Vallo & Häyriinen 2008, 132.)

The traffic arrangements are also very important when selecting the location for the event. The organizer has to take into consideration whether the customers are arriving by bus, on taxi, driving their own cars or maybe sharing a ride. If the event is very massive, it is good to inform the police that the traffic can get crowded. You should put a lot of signs, because the location of the event should be easily found. A good way to make the place easily recognizable is to put some open fires, balloons or flags outside the place. (Vallo & Häyriinen 2008, 162; Krabbe 2004, 94.)

When booking the place, the organizer should remember to take into account the time for the construction and the demolition. The construction may take a week, but often the demolition is done in one night. It should also take into account, if there is need for tables, chairs or other furniture, or perhaps the technique, flowers etc. from the subcontractors. (Vallo & Häyriinen 2008, 134.)

3.1.3 Time and duration

The time of the event should be considered carefully, because it can affect significantly the number of people willing to attend the event. The customers and the nature of the event determine the time for the event. Especially during the summer there is many events being organized and it is maybe better not to organize the event on public holidays or during the summer holidays, unless it is necessary. Also some other events such as Ice Hockey World Championships or Formula one- races can have an affect that people are not attending other events. The organizer should also make sure that there are not other similar events at the same time. (Vallo & Häyriinen 2008; Kauhanen 2002, 37; Krabbe 2004, 89.)

The nature of the event determines the day of the week and the time. Usually many events are held during the week, so the people attending the events can spend the weekend with their families. This way you can ensure the better number of participants. If the event is ment to be a family event, the weekends are also a very good time to organize an event. If the event is held clearly on a weekend or

during the summer holidays, it is worth of carrying it out as an avec event so the attractiveness is remains. (Krabbe 2004, 89.)

The duration of the event will affect how many will be able to attend to the event. The events more than one day have some matters you should think carefully: the accommodation, does the location has the capacity to accommodate all participants, are the participants paying the accommodation themselves or is the organization paying it. (Vallo & Häyrynen 2008, 138.)

3.1.4 Budget

The financing can be clear from the beginning, but it can also be a problem that stays the whole time of the project. The sources of the financing can be divided to three sectors: the company's equity, the profits of the event and the external capital (sponsorships). The evaluation of the profit is usually the problem when doing the budget. The costs can be estimated fairly accurately, because the organizer can decide how much money the company wants to consume to the event. The estimation of the profit is harder, because many things are affecting to the amount of the income. If the event is organized for the first time, it is good to prepare the budget overruns. If the event has organized before, the budget can be compared to the previous time's expenses. (Kauhanen, Juurakko & Kauhanen 2002, 42; Antikainen 1996, 1; Krabbe 2004, 86.)

Every event should have good budgeting in advance. When the goals and the operating model are clear, the budget can be done very carefully. There are two major main areas when making the budget: the fixed costs and the variable costs. The fixed costs includes for example decorating, the rent of the place, performers, technique, furniture etc. These costs don't vary much, even if there were 300 or 500 people. The variable costs are consisting of the service and the invitation process, which varies according the number of the participants. All the costs related to the event, must be able to be budgeted in advance, so the scale of the investments in marketing is known well in advance. (Muhonen & Heikkinen 2003, 120; Krabbe 2004, 86.)

When determining the budget, you should also take into account the nature of the event. Is the event free or is there some kind of fee, is the fee for everyone or just for some part of the target group, is the fee nominal or is it intended to cover the costs. (Vallo & Häyriinen 2008, 48-49.) The word “free” is very attractive and attracts attention. If there is some kind of fee, it should be attractive for target group, because too expensive price can deport customers. Sometimes a high price strategy can be successful if the event is positioned with something special. (Hoyle 2002, 155.)

The quality and the quantity of service affects greatly on the budget. You have to consider, if you are going to serve just small snacks or a four-course meal with the drinks. When planning the service, you should also take into account the age and gender of the participants, because those things usually have a great importance how much food and drinks are consumed. (Vallo & Häyriinen 2008, 139-140.)

3.1.5 Licences

When organizing an event, you should bear in mind all the legal facts including the different kinds of licences that may be needed. All outdoor events need the permission from the landowner unless the event is held on the land that the organizer owns. The areas that are owned by the city or the municipality like the streets, market places, parks etc. you should contact with the city’s or municipality’s real estate agency to get the permit. The permit of using sport fields or beaches, you should ask from the city’s or municipality’s Sport Department. (Vallo & Häyriinen, 2008, 141; Helsinki, 2011.)

You need to make a written notification to the Environment Centre 14 days before the occasion, if you are organizing a big event (more than 500 persons attending to the event constantly) a so called License for a big public event. You need to inform Environmental Inspector of Finland’s Environmental Centre according to anti-noise law if you are playing music at the event or the event is a dance event, a sport event or some other entertaining event, which can cause disturbing noise. This notification has to be made 30 days before the event. (Helsinki, 2011.) The

organizer of the event must also submit a written notice to the local police to ensure the public order and security. This should be done five days before the event takes place. (Police, 2011.) You also need a permit if you are having open fires or tar pots at the event. That you can apply from the police. If you are using fire, it would be a good idea to inform the Rescue Department as well. If you are planning to organize fireworks, you need a permit from the Rescue Department or police. (Vallo & Häyrinen 2008, 142.) The license to sell alcohol is required if there is an opportunity to buy alcohol. That you can apply from Regional State Administrative Agency. The staff working in the event should have a Serving License. If the event is also for under aged, there should be a separate area for drinking alcohol and get a securityman to the gate/door to control who gets in and who not. (Tarlow 2002, 62.)

3.1.6 Catering

The participants, the nature, the theme, the time and the location of the event determine the character of the catering. The catering could be arranged by the company itself or bought from an external partner. When planning the catering, you have to consider the duration of the event. If the event is short, just the coffee is enough, but if the event is more extended there should be enough food and drinks and served often enough. You also have to remember the special diets and non-alcoholic drinks. (Vallo & Häyrinen 2008, 142-143.)

The participants can affect quite a lot on how much food and drinks are consumed. For example men are more likely to eat more than women, and young people are drinking different kinds of drinks than a little bit older people. So when planning the catering, you should take to account the participants gender and age. (Vallo & Häyrinen 2008, 142.)

In the large events, the catering is usually taken care of with the catering business. When requesting offers from caterers, it is necessary to specify exactly what services each firm will offer and what those will cost. In addition to foods and

drinks, you have to agree on a serving staff, the dishes and the place setting. (Krabbe 2004, 91.)

3.1.7 Marketing of the event

Almost without exception the event needs marketing. The instruments used depend on the nature of the event. (Vallo & Häyrynen 2008, 54.) There are five typical or traditional techniques used to promote events. These techniques include advertising, public relations, cross promotions, street promotions and stunts. Sometimes only one of these techniques is used and sometimes all of them are used to ensure that organizers message is received and acted upon by their target market. (Goldblatt 2001, 261.)

Advertising includes print and electronic media, transportation media (such as bus or train), advertising specialties (calendars, key rings, mugs and other products) and outdoor media (billboards). Small events usually target their message carefully to one or two media, when the larger events may use many media resources. (Goldblatt 2001, 261.) The print advertising includes newspapers, magazines, membership directories, inserts in local newspapers, flyers, posters, newsletters, brochures and any virtually printed media. The electronic media is radio, television, internet and any form of advertising that includes electronic delivery. The transportation media requires that you place your message on buses, subways and other forms of the transportation. Usually this media is aimed at a very wide market, but has proven effective for the events that require a large attendance from diverse groups. The items that are usually given away or offered as a premium, as an incentive to purchase a product or service, are advertising specialties. These specialties include thousands of products: calendars, refrigerator magnets, mugs, writing instruments, key chains etc. These are a good reminder of your event. The outdoor advertising is also an excellent way to reach large number of potential participants to your event and it is one of the major forms of the advertising. (Goldblatt 2001, 262-263.) Nowadays the social media is very strong advertising channel. The Facebook and Twitter for example reach customers quickly and effi-

ciently. The marketing on these channels have risen rapidly for a popular way to market products, events and services.

Public relations involve informing the media and your target market about your event. Public relations activities may include designing, printing and distributing media kits, producing public service announcements for radio and television, or even producing events. The street promotions may include flyers, which are handed out by the mascot of your event; the appearance of a celebrity at a local mall; contests or other promotional activities designed to draw visibility to your event. (Goldblatt 2001, 264.)

When deciding the right advertising instrument for your event, you should identify the audience you wish to attract. For example for the larger events you may consider broadcast media, which may reach a regional or even a national audience. More localized events will likely to be promoted through newspapers, flyers, posters and co-promotion with supporting groups and facilities. (Hoyle 2002, 44.) If the event is a concert for young people, the radio and internet are maybe the best instruments to use. In many cases the direct marketing to the target group is the most effective way. The advertising instruments that you are using are depending completely on the target of the event and the target group. (Vallo & Häyrinen 2008, 54.)

The invitations to the event can be considered as a brochure of the event. It creates the expectations for the event, so it has to be attractive. The invitation has to make the person to want to participate to the event. If the invitations are sent, they should be sent early enough. Three or four weeks before the event is considered appropriate time. (Vallo & Häyrinen 2008, 119.)

Internal marketing is very important. All the personal working at the event should internalize the values and the targets, set for the event. When the company organizes an event, everyone should know why and to whom the event is held. A successful internal marketing makes sure that the event is successful. The internal marketing can be done for example through the email or different kinds of releas-

es. In small companies just a small meeting is enough. (Muhonen & Heikkinen 2003, 122.)

3.1.8 Events and copyrights

The point of the copyrights is that the event is created by the organizer company and it is that company's asset, unless something else is proved. If the organizer wants to make sure that she/he has rights on that name, it is good to register the name as a trademark or trade name. Anyway, the registration is not compulsory and you can get the copyright protection for example through wide and continuous publicity. (Vallo & Häyrinen 2008, 73.)

3.1.9 Security of the event

The security must be taken care of in all events. The head of security and the producer of the event must go through the security matters together in the planning phase. The matters of the security is regulated by the law. The responsible organizer knows these articles well. The security is very important especially in those places which are not planned or built on purpose to organize the events. (Muhonen & Heikkinen 2003, 123.) The more bigger events, you always need security men. Their job is to be invisibly present, but if the situation requires be available to act. The security should be paid particular attention if there are political leaders or religious policy-makers, different nationalities or senior management of the organization. (Vallo & Häyrinen 2008, 167, 168.)

The security consists of following modules:

- protection of soil
- protection of vegetation
- cleaning, waste disposal and general hygiene
- own regulations for foodstuff
- the amount of toilets, which has its own regulations
- noise issues that are a concern of environmental authority

- smooth and safe traffic, which is everyone's interest
- alcohol policy
- fire safety, which is important to check even in small events
- insurances and liabilities

(Muhonen & Heikkinen 2003, 123.)

A possible rescue plan needs to be checked when the event is an outdoor event. A sufficient number of first-aid personnel should be in every event. In addition, an adequate number of staff is required to keep the order in the event and for some other activities. The company who organizes the event usually has its own insurance, but it is a good idea to get the own insurance for the event. (Vallo & Häyrynen 2008, 167-168.)

The amount of alcohol served should be taken into account when planning the security. Excessive alcohol serving causes extra work for the security men, and the drunken people can cause safety hazards and disturbance. The consumption of free drinks can be adjusted for example by sharing drink coupons for the clients. The consumption of the paying customers can be adjusted by keeping the prices at high, so the consumption is less. It is maybe necessary to check the customer's pockets and purses, especially in the entertainment events. When all the drugs, guns and other life threatening objects are removed, the security of customers, performers and personnel can be secured. (Tarlow 2002, 62.)

The other security-related issues are the control on the streets and parking lots in case of accidents and, for example, the control that the food served is stored correctly, to avoid food poisonings. In addition, the protection of the technology, gas and the electrical equipment must be appropriate. (Tarlow 2002, 141.)

3.2 Implementation phase

The implementation phase is the moment, when the plan of the event becomes reality. Only about ten percent of the course of the event is actual implementation phase. Everyone needs to know their responsibilities for the entire event. The success of the event requires a seamless co-operation between the different partners. The event is implemented in three phases; these are the construction phase, the event itself and the demolition phase. The most time-consuming phase is the construction phase, when the scenes and the props are set ready for the event. The event itself takes just a moment, even though the planning process could have taken several weeks or months. When the last customers have left, the demolition phase starts. (Vallo & Häyrinen 2008, 153.)

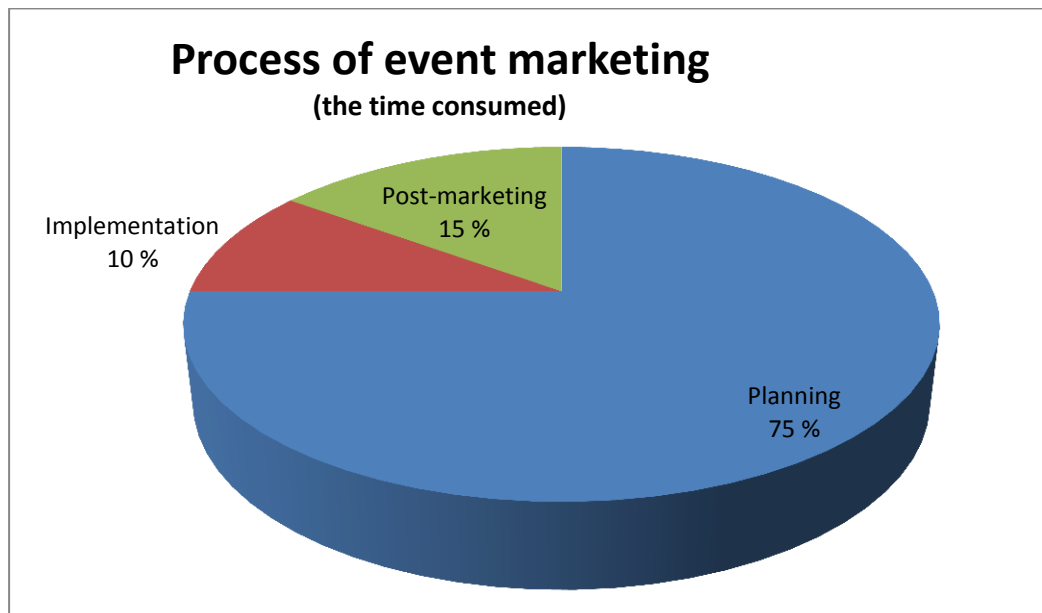


FIGURE 5 Process of event marketing (Vallo & Häyrinen 2008, 153.)

The staff and all the persons responsible must be constantly aware of the course of the program and the schedule during the implementation phase. For example, if there is informed accurate starting times in the ads, they would be good to follow. However, if it seems that the performance of the performer should be rescheduled, you should do so, for the amenity of the target group. The events have a major advantage compared to the other marketing tools, because the company is able to pay attention to the target group and its reactions all the time on-site. Thus it is

possible to react and make the quick decisions during the event, if something needs to be changed suddenly. (Muhonen & Heikkinen 2003, 124.)

3.2.1 Staff, persons in charge and cooperation partners

Organization, which organizes the event, is also responsible for it. The organizer is responsible for how the co-operating partners behave in the showrooms, do they have interesting things for the target group and is everything going like it should at the event. (Vallo & Häyriinen 2008, 206.)

A special working group should be set up for the event. Then the responsibilities can be divided to the different persons. While only one person is responsible for the one part of the event, thus the inconsistencies and problems can be avoided. It also makes it easier to act with the co-operating partners, when for example only one person manages with the catering service. This way the controversial guidelines can't be given. If no one has the previous experience in organizing an event, it may be wiser to turn to the event agency. (Krabbe 2004, 86.)

It is significant that the event has an effective project manager for the success of the event. He/she must be committed to the task for hundred percent. The project manager has the most important role in the project throughout the event. He will lead the whole project, is responsible for the emergence of the plan, the budgeting, subcontractors, implementation and follow up. He/she also has the ability to delegate, manage, report and decide things and persons related to the project. (Vallo & Häyriinen 2008, 208.)

It is better to have too much staff than not enough. The amount of staff needs to be considered very carefully for the success of the event. The salaries of the staff are not the place to compromise on, even though the staff is the great expense in organizing an event. If necessary, students or organizations that are supporting their business by coming to work on events can be used as a cheaper labor. (Krabbe 2004, 92.)

The event always needs a host, who is responsible for representing the company and creating the right atmosphere to the event. The host's role is crucial for the success of the event, because the host can save the entire event by succeeding. The hosts must be familiar with their responsibilities and obligations. The event can not be both personnel event and customer event at the same time. (Vallo & Häyrynen 2008, 96; Muhonen & Heikkinen 2003, 123.) Hosts need to stand out from the customers, especially at larger events, where everyone doesn't know each other. The separation can be done, depending on the situation, for example by using the name badges, similar marks or similar outfits. (Krabbe 2004, 93.)

The event needs many different cooperation partners when it is implemented. The event organizer should be very critical when choosing the cooperation partners. The most important cooperation partners to the company are the advertising agencies, catering companies, technology companies, program agencies, transportation services, decorating services, furniture rentals and printing houses. (Muhonen & Heikkinen 2003, 121.)

3.2.2 Content and program

The target group and the target of the event have to be taken into account when planning the content of the event. The implementation of the content of an event starts from the chosen theme, which should remain the same throughout the event. Its purpose is to keep the event together as a whole. The theme should fit to the company's vision, values and the event's target. It would be also good if it would strengthen the company's image. The message and the idea of the event should reflect the theme through the entire implementation. For example the atmosphere of the different countries or decades, the different seasons like Christmas, Halloween or Easter can be used when choosing the themes. You should always have something surprising at the event as well, so everything is not predictable. (Vallo & Häyrynen 2008, 179-181.)

You should pay very much attention when choosing the performers for the event. The performers are one of the greatest challenges of the event, because if he/she

doesn't arrive or win the audience to his/her side, the whole event is in danger to fail. The company's own performers and speakers can be used at the event, or then they can be hired somewhere else. The role of the performer is determined by the nature of the event. The performers may be either entertaining or purely informative, but they can also be persons who are guiding the participants to the different activities. The target, the target group and the theme of the event as well as the role of the performer is good to tell to the performer in advance, so that he/she can prepare the best possible way. (Vallo & Häyrynen 2008, 189-192.)

The music is important part of the events. Few other marketing tools can use music in so many ways than the events. With the music the organizer can help to create the desired atmosphere to the event. The background music is good way to get people to enjoy the event. The live music is always better than the music played from the records, but it is also always more expensive. (Vallo & Häyrynen 2008, 158.)

The program of the event can be shared to everyone when arriving to the event or it can be put on the wall. Sometimes the program can be send in advance with the invitations and sometimes it is enough if the host tells the program in the beginning. It is good to put the starting and ending time of the event in the program, but the exact timing is not necessary to inform. (Vallo & Häyrynen 2008, 160-161.)

3.2.3 Rehearsals

It is important to organize the rehearsals if possible. Especially if the event has a number of performers and performances, it is good to go through the program of the event in advance. The small changes can be still made in the rehearsal, if you notice that something isn't working. (Vallo & Häyrynen 2008, 154.) Of course, the rehearsal isn't possible at all events, such as a trade fairs and exhibitions. Before starting the event it is however good to check that all the audio equipment and other technique works flawlessly. The sound system should work appropriate when it comes to big events or the whole event can fail. (Vallo & Häyrynen 2008, 160.)

3.3 Post-marketing phase

After the event, begins the post-marketing phase. It must be taken care of within two weeks of the event. This phase includes sending thanks to the parties, the material supply, collecting and processing the feedback, and making a summary from the event. The organizer shows the appreciation for their partners' participation in the event by sending thanks to them. The collected feedback tells to the organizer what went well and what didn't. The previous events insights and doctrines are guiding the organizer the next time when organizing an event. The event marketing process is a continuous learning process for the organization. (Vallo & Häyrynen 2008, 168.)

The methods of the implementation in which the post-marketing is handled in the event, should be decided early in the process phase. These measures should be also remembered to calculate to the budget. Especially when the event is successful, the post-marketing is worth investing in. Carelessly handled post-marketing tells that the entity of the event hasn't been given a thought and it hasn't been planned carefully to the end. (Muhonen & Heikkinen 2003, 125.)

The staff and the organization of the event should be thanked as soon as possible after the event. It is appropriate to thank the sponsors and the cooperation partners by giving a small business gift or some memory from the event. This should be done preferably within two weeks of the event. (Vallo & Häyrynen 2008, 169-170.)

It is important to know how the participants experienced the event. Did we reach our target? What we could have done differently? And what the participants thought was the best at the event? That is why it is good to collect a feedback. The feedback can be collected at the event by questionnaires, by email or even by phone after the event. (Muhonen & Heikkinen 2003, 136-138.)

In the short run, for example, the amount of data collected can be measured. For instance the new contacts or other business-critical information such as the customers wishes. Based on the customer feedback the content of the event can be

assessed: Which things were successful and what went wrong. (Muhonen & Heikkinen 2003, 137.) At least the following factors can be considered:

- the invitation process
- the location of the event
- the time of the event
- the quality of serving
- the service during the event
- the decorations
- the audio system and technique
- the transport arrangements
- the general atmosphere

(Muhonen & Heikkinen 2003, 137.)

The long term measured results are more challenging, because some of the results are seen only after several years. Even then it may be difficult to target them to a specific event. The events and their impact on success shows for instance in the following changes:

- the improvement in visibility
- the revision of the image
- the development of sales

(Muhonen & Heikkinen 2003, 138.)

3.4 Theoretical framework

The research problem of the thesis is event planning and the practical implementation of event marketing. The theory explained in the beginning of this work, is used to clarify the research target. It explains, what event marketing is and how it is a part of the company's marketing communications field. The event marketing and the other marketing activities are supporting each other. In the events it can be advertised, do personal sales and take care of public relations at the same time. Event marketing itself is so much more than just marketing the event. It includes

everything from the planning process to implementation and to post-marketing. From where the planning begins and what all things have to be taken into account, how the event is implemented and what has to be done after the event is over. The theoretical framework is explained in the following figure 6.

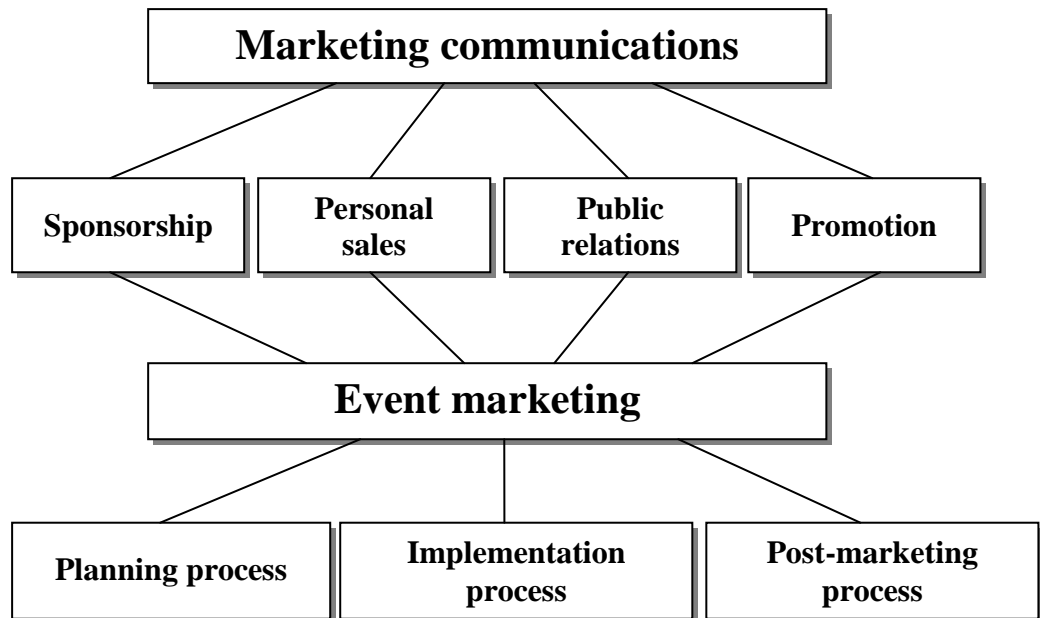


FIGURE 6 The theoretical framework of the thesis

4 CASE: SYYSTOBER 2011

In this chapter, it is explained what is being done, to whom and in what timescale. In which timetable the event is designed and how it is implemented. How the event is marketed for the companies so that they participate the event. How the event is marketed to the public in order to provide visitors to the event and make it profitable. What are the licenses and report issues that needs to consider when organizing an event. The marketing of the event has its own challenges and it creates the foundation for the success of the event. A well planned budget and marketing plan helps to create a succesfull event. In this chapter the event is organized.

The target of this case was to study how the event was organized and what things have to be considered when organizing an event. The aim was to collect information for the future at the same time as well. The aim was to expand the event from the previous years and the theoretical part of this work was giving some ideas to consider this year. The author followed closely the process from the planning phase, to the implementation and to post-marketing kind of in a role of project manager, so chapter 4 information is mainly based on my own knowledge and experience.

First the author is going to introduce the company that organizes the Syystober. After that the author tells main parts of the history of the Syystober Festival. Then I will go trough in detail how the event was organized. I start by telling the planning process of the event: What is the target group? What is the location of the event and why that particular place is selected? And when the event is held? I also go through the licences we needed to organize the event. At the end of the chapter about the planning process, I will tell about marketing and security.

In the next chapter I will go briefly through the implementation phase: The persons on charge, the co-opeartion partners and the program of the event. At the end of the study I will analyze the survey I made at the event and give some development suggestions for the next year. Some parts can't be opened more than this because of the business secret.

4.1 Company presentation of Lammin Sahti Ltd

Lammin Sahti Ltd is Finland's oldest operating microbrewery, which was established in 1985. The brewery is located in the town of Hämeenlinna, more precisely in Lammi, in the village called Lieso. Our country's first official batch of sahti (traditional Finnish beer) was made there in late May 1987 to the event called Pellavanmarkkinat of Lammi. In 1987 the company was granted a license to produce sahti for public sale and in 1988 the retail sale started. World's largest groove (The Guinness Book of Records 1989), the capacity of 2500 liters, was introduced in August 1988 at the brewery of Lammin Sahti. In 2002 Lammin Sahti got the first "Protected Designation of Origin"-label, which was confirmed by the European Union. In 2008, Lammin Sahti was selected as the beer of the year at the Helsinki Beer Festival. (Lammin Sahti release 2010.)

The founder of the company is Pekka Kääriäinen. He is also the managing director. His wife Sirpa Kääriäinen is responsible for the production of sahti. The company's turnover is just over 850 000 €. In winter, Lammin Sahti employs just the Kääriäinen family themselves, but in summer it has about twenty employees. Lammin Sahti owns canteen Risa Robell and terrace Sahtimessi at the Lahti Harbour. Sahtimessi is a terrace which opened in 2003. Sahtimessi serves the company's own products among the other things. At the Port of Heinola, the company has also a summer café Tyyrpuuri which is a fully licensed. In addition to Lahti and Heinola, a significant part of the company's sales comes from Tuulonen Shopping Centre, located in Tuulos in Hämeenlinna. There they have a retail shop, which is Finland's oldest licensed retail shop for sahti by the main road. In winter, the sahti is also brewed in Tuulonen. The company's main product is Sahti 7,5%, made of barley and rye-malt, juniper and fermented with the bakery yeast. The company's other products are the ale beers (Käki 4,5%, Pöllö 4,5% and Puhti 7%) and the ciders (Pulu and Kottarainen 4,7%). (Lammin Sahti release 2010.)

Lammin Sahti is involved actively in the various events in the Lahti Harbor and elsewhere in the country. Lammin Sahti is also organizes some events by itself, for example, the Great Beer- Small Breweries (SOPP) in Lahti and in Helsinki, and Syystober Beer Festival in Helsinki, the event this thesis is about. Although,

Lammin Sahti offers also the other products, is the sahti the company's largest single sale article. Lammin Sahti brews sahti about 30 000 litres per year in Lammi. Instead the beers and ciders are produced and bottled in Saimaan Brewery. Lammin Sahti is cooperating with the Sinebrychoff concerning the distribution of Käksi and Pöllö and you can find these products in the well-stocked retail stores and restaurants. (Lammin Sahti release 2010.)

The business idea of Lammin Sahti is to produce and distribute their products profitably, using domestic raw materials. The company's plan in the near future is to put all the business units in order. Lammin Sahti's vision is to be a debt-free company in 2015 and whose result exceeds ten percent of the turnover. (Kääriäinen, 2011.)

4.2 Micro breweries and their operation

In Finland, there are 21 micro breweries, which form The Union of Small Breweries. The Union was established in 1995, but it has operated as an officially registered union since 2000. The aim of the Union is to raise the appreciation of the beers, ciders and sahti that are produced in the micro breweries. They also want to improve their marketing and strengthen the sector's lobbying. (The Union of Small Breweries, 2011.)

For the micro breweries, it is important to get their products to the larger breweries selections, thereby the logistical problems can be avoided. The other important channel is the events. The events enable the breweries to get closer to the customers. With a good event, it is also easier for the customer to get to know the new products. The major common event together with micro breweries is The Great Beers-Small Breweries event held in Lahti in June and in Helsinki in July. Many of the member companies are also present at many other events held through out the year for example Syystober Beer Festival and Helsinki Beer Festival. (The Union of Small Breweries, 2011; Asplund)

4.3 Syystober 2011

The Syystober festival is a beer event, a Finnish version of the German Oktoberfest. The idea of the event is to offer good food, beers and music to the customers in a heated tent located at the Helsinki Railway Square. The beer festival connects the domestic brewing industry, because both the largest and one of the smallest Finnish breweries are taking part in the event. The event was organized first time in 2009, when a total of 4000 visitors visited the event in two days. In 2010 the event was a three-day event and reached 5000 visitors. (Kääriäinen, 2011)



FIGURE 7 Syystober Beer Festival at the Railwaysquare, Helsinki

In late August 2011, the festival was organized for the third time and the Syystober was organized for the first time in cooperation with the Local food-event called Herkkujen Suomi (Delicacies of Finland). The event brought together almost a total of 80 local- and organic food producers from 11 different provinces of Finland. The organizers wanted to emphasize the compatibility of the domestic beer and –food. Delicacies of Finland brought the provincial world of flavors and Finnish cuisine to Helsinki, and the Beer Festival Syystober introduced the domestic beers from small breweries. The festival atmosphere was complemented with the wide range of program. The Delicacies of Finland was organized in co-

operation with MTK (The Central Union of Agricultural Producers and Forest Owners), SLC (The Central Union of Swedish-speaking Agricultural Producers in Finland), Ruoka-Suomi-themegroup and the Union of Small Breweries. The Beer Festival Syystober was organized mainly by Lammin Sahti in cooperation with the Union of Small Breweries and Sinebrychoff.

4.4 Planning of the event

In this part of this work, the author is going to go through in detail, what things have been taken into account, when organizing the Syystober Beer Festival. The planning process includes determining for example the target group, the location, the time, the catering and the marketing.

4.4.1 Target group of Syystober

The target group was clear from the beginning. The organizer wanted to organize a new beer festival for the consumers, which would be a Finnish version of German Oktoberfest. The target was to introduce the new products, especially products of the small breweries, to the people who are interested in beers. It was also a meaning to offer the different kinds of beers to customers who enjoy the beer world.

The event is targeted to all ages, from 18 years olds up. The event is not intended to be a place to get really drunk, but to enjoy and get to know different kinds of beers from Finnish small breweries. Because the prices of the beers from small breweries are higher than the basic beers, the target group is inevitably slightly older people.

4.4.2 Location of Syystober

Since the event is quite special and targeted at a certain part of the population, it was natural to organize the event in Helsinki. The idea was also go to the place,

where there was already a lot of people naturally. The nature of the event was to be an outdoor event, so the event needed a place where there was enough space. The possibility of rain had to also be taken into account and of course the electricity, audio system, toilets and water pipes were also needed.

The Helsinki Railway Square was chosen, because the organizer had already a good experience from that place with the other event (SOPP). The Railway Square is easy to reach, because all the trains and busses are coming there all over the city. In addition there are thousands of people moving at the Railway Station all the time. So the location is easily reachable and there are a lot of people to attract to visit the event.

Since the event was an outdoor event, some kind of shelter against the rain, was needed. A big tent was the best solution for that kind of event. Because Lammin Sahti doesn't have these kinds of tents of its own, the tent and their putting up, was rented from the external company, Asikkalan Telttapalvelut. The electricity and audio system came from SähköPusa Ltd, and the water was leaded from the city's water supply network. The toilets were rented from Helistölä Ltd.



FIGURE 8 Beer was served from the real glasses with the event logo on it

The tent was decorated with the fabrics of different colors (red, orange and yellow). All the tables were covered with the fabrics and to the ceiling we built a decoration, which resembles a little bit those in German Oktoberfest. The beers were served in a real beer glasses with the Syystober logo, and they had a deposit of two (2) Euros (0,4 l glass) or five (5) Euros (1 liter glass). The glass was allowed to take home as a souvenir. The part of the staff was dressed in the costumes, which were Oktoberfest style. The rest of the staff had the similar shirts, so that the customers were able to recognize them easily.

4.4.3 Time and duration of Syystober

As mentioned before, the Beer Festival Syystober's idea is to be a Finnish version of German Oktoberfest, so the time for this event is naturally the autumn. In addition, the autumn is a time when there is no other same kind of events organized. The high season of the events is also already behind, so there is the market to organize an event at this time.

The first two years the Syystober was held in mid-September, but the concept didn't work as well as we had hoped. Besides that, the weather is quite cool at that time of the year. So this year, in 2011, the event was organized with the cooperation with the Local food- event Delicacies of Finland, and the time was decided to be late- August, precisely the last weekend (26.-27.8.) in August. The two-week long Helsinki Festival took place at the same time as the popular and well- known Night of the Arts. This fact guaranteed that there were a lot of people on the move that day.

In 2010, we tried to organize the event as a three-day event (Thursday, Friday and Saturday), but that didn't work. The people don't visit the events, on weekdays, because they have to go to work the next day. The summer holidays are also used at this time of the year, so the Thursday wasn't profitable. The festival was decided to be two days long, Friday and Saturday. The event was open to audience on Friday from 12 pm to 2 am and on Saturday from 9 am to 2 am.

4.4.4 Budget of Syystober

The preliminary budget was made already in the spring. All the licenses and permits, costs of security, costs of marketing, the electricity, the audio system, the water supply, the first-aid, the toilets, the tents and all the other goods needed (the beer glasses, the shirts of the staff etc.) were calculated to the budget.

4.4.5 Licenses needed to Syystober

Because the event was so huge, many different licenses and permits were needed. First of all, the Railway Square had to be rented from the City of Helsinki. The Land Use Permit for Commercial Purposes was issued by the Premises Centre. This permit was required, because the event was organized at the public market place. The permit to prepare and serve food for sale outdoors and at a temporary event was applied for from the Environment Centre of the City of Helsinki. A notification for holding an outdoor event must be made to the Environment Centre, because the event caused disturbing noise. The organizer also had to make a written notification from the event, because the event was participated more than 500 persons constantly, so called License for a big public event. The organizer also submitted a written notice of the public event to the Police of Helsinki. Because the event was a beer festival, the organizer had to apply a License to serve alcohol from the Regional State Administrative Agency. At the event, all the staff was required a Serving License to sell the alcohol. The Helsinki City Rescue Department and the sanitary Inspector of Environment Centre inspected the event area first thing in the Friday morning.

4.4.6 Catering at Syystober

In the whole area of the event, both the Delicacies of Finland and the Beer Festival Syystober, there were almost 80 different food producers. At the Syystober tent, there were three different operators, who sold the different kinds of dishes. Because the idea of the event was to resemble the German Oktoberfest in Finnish

way, there were bratwursts, sauerkraut, salmon and all kinds of meats, in other words all kinds of foods, which were suitable for consumption with beer.



FIGURE 9 Finland's longest bar counter and the Syystober tent

Because it was a beer festival, we also had different kinds of beers and ciders as well. Finland's longest bar counter was built at the event. There were 21 different beers on tap and five (5) on bottle. In addition, we also had four (4) different ciders and some distillates.

The food producers in the Syystober area were operating on commission, which means that the organizer gets a certain percentage of their sales. The beers and ciders were bought as an open trade, which means that the breweries sell and supply the products to the place of the event and when the event is over, the full tanks are returned and just the empty ones are charged for.

4.4.7 Marketing and communications

The marketing was handled together with all the cooperation partners ((MTK (The Central Union of Agricultural Producers and Forest Owners), SLC (The Central Union of Swedish-speaking Agricultural Producers in Finland), Ruoka-Suomi-

themegroup, the Union of Small Breweries, Lammin Sahti Ltd and Sinebrychhoff)).

Several press releases were sent well in advance of the event and the event was introduced to the reporters in August. The event was also discussed with SOK and Kesko, and they informed about the event in their own channels. The event was also promoted in the newsletters of MARA (The Union of Tourism and Catering Services), The Union of Ruokatieto and MMM (Ministry of Agriculture and Forestry). All the cooperation partners also informed of the event, on their own web pages.

The briefing to the press was held in the Syystober tent on Friday afternoon. In addition to media, also the representatives of the interest groups were invited to the briefing. The VIP- invitations with a drink and foodcoupons were sent to quite small group.

The marketing to the audience was made through the newspapers, internet and radio. There was an advertisement in Helsingin Sanomat both Friday and Saturday (APPENDIX 1), in Huvudstadsbladet on Friday (APPENDIX 2) and in Metro-magazine. The events web pages www.herkkujensuomi.fi was updated continually and as mentioned above, all the cooperation partners advertised the event on their own web pages. The event had also its own group on Facebook, which was open to everyone. The organizers had a contract also with Radio Helsinki, which broadcasted the ad on the radio. On Thursday and Friday the advertisement from the event was running on the digiscreens on metros and trams. (APPENDIX 3) On the Friday morning, flyers were handed out in the city centre. At the event area, the info brochure about the beers sold were handed out. (APPENDIX 6).

The email and text messages were used for the internal communications. All the important info concerning the event was sent to all taking part in the event through email. The phone numbers of all exhibitors and operators were collected before the event, and all the new information was sent to them via text messages.

4.4.8 Security of Syystober

The Campus Entrepreneur Coop Cooperative (Ceco) was responsible for the security matters at the event. Ceco took the responsibility for making the event safety-, rescue- and emergency plans together with the rescue and police authorities. It also took care of the practical implementation of them. The event safety management, security, stewarding and first aid services were organized through Ceco. Ceco also participated in the preparation of the various safety guidelines.

It was agreed with the authorities, that there was the right amount of security staff during the opening hours. The security staff consisted of the safety manager, the superiors of the security staff, the first aid superior, the ambulance crew and over 20 security men. Other security personnel, for example the security guards, were also occasionally present. When estimating the appropriate amount of security personnel, the following issues were paid attention to the nature and the size of the event, the previous similar events, other events at the surrounding areas and the nature of the location.

The security staff's duties included the following tasks: the access control at the entrance gates, the entrance controls to the alcohol serving area, the control at the maintenance area, the cloakroom service, and patrolling inside and outside of the fence. Besides the actual security control, the security men followed the number of visitors with calculators both at the entrance gates and serving area. Most of the tasks of the security men were the customer service and instructing visitors and exhibitors, in Finnish and in English.

The superiors of the security staff are responsible for guiding and supervising the security men. The orders and the instructions to supervisors comes straight from the safety manager. The safety manager leads the entire event's security operation and ensures that the regulations and the instructions are followed. The safety manager also makes the security plan for the event. All the possible incidents that may occur and their means of prevention are predicted as well as possible in the plan. The security plan also includes an action plan of how to act, if an incident occurs. (Härkönen, 2011.)

The first aid crew was working independently. The first aid center was occupied all the time and the security staff was able to connect to them with radiophone.

For business secret and safety reasons, the security operations can not be told in more detail.

4.5 Implementation

4.5.1 Staff, persons in charge and cooperation partners at Syystober

Pekka Kääriäinen, the managing director of Lammin Sahti Ltd was the producer of the Syystober Beer Festival. He was responsible for all the licenses and permits to the event. He was also responsible for all the things concerning alcohol service. Kimmo Härkönen was responsible for the security and keeping the order and control at the event area. He also supervised the event area's construction. Matti Raunio from the Asikkalan Telttapalvelu was responsible for the delivery and putting up the tents.

The staff was mainly from Lammin Sahti, but some employees were hired from a company that provides staffing services in Finland. Altogether there was 13-18 employees working at the bar counter in the Syystober tent. In addition there were 3-6 persons working at the glass point, where you bought and returned your glass. These employees were from Olutliitto ry (the Union of Beer).

The cooperation partners in Syystober were Lammin Sahti, The Union of Small Breweries and Sinebrychoff. In addition, the organizers cooperated with Asikkalan Telttapalvelut and SähköPusa. Lammin Sahti organized and took care of most of the things, for example, all the practical issues, hiring staff, applying for the licenses and permits and acquiring the food and drinks for selling. Sinebrychoff provided the bar counters and the coolers. From Asikkalan Telttapalvelu we got all the tables and seats.

4.5.2 Content and program at Syystober

The event was open to public on Friday from 11am to 2 am and on Saturday from 9am to 2am. A stage was built on the Railway Square, where the program took place throughout the event (APPENDIX 4) In addition to the musical performances, there were also discussions about the local food and barbecuing with the familiar faces from politics and the world of entertainment. The chefs Raymond Wesander and Ulla Liukkonen were responsible for the barbecuing. On both days there was also program for the children. In the evening the program was focused more on the Syystober tent, where the customers were entertained for example by the Finnish all time favorite Pave Maijanen. There was free admission to the event.

4.6 Post-marketing

The feedback was collected from both customers and exhibitors. After the event, the feedback was documented and analyzed. Soon after the event, the release of the event was sent to the press.

4.7 Result

The event was a success. The weather favored us and the weekend was nice and sunny. People seemed to enjoy the event and a total of 58 200 visitors visited the event in two days. The popularity of the event surprised everyone and at some point there wasn't enough staff. This led to the situation that there were very long queues to the counters.

This big local food and beer event has not been organized before neither in Helsinki nor in Finland. The event showed that Finnish consumers are interested in local food and beers from the small breweries. This type of event clearly had a market and it will be organized the following year as well.

5 SURVEY FROM SYYSTOBER 2011

5.1 Doing the research

It is especially important to understand and to contrast the two kinds of evidence that may be collected- qualitative and quantitative. The qualitative and the quantitative research's differences have been discussed for a long time. Attempts have been made to try to illustrate typical features of both approaches. (Hirsjärvi & Remes & Sajavaara 2009, 135; Remenyi & Williams & Money & Swartz 2002, 121.)

5.1.1 Quantitative research method

Quantitative research method emphasizes the universal laws of cause and effect. Conclusions of the earlier studies are essential for the quantitative studies. Also the previous theories, presentation of hypotheses and conceptual definitions are important. In quantitative studies the target group, to which the results should be applied, is defined, and then a sample of this group is taken. It is important that the material is suitable for the quantitative, the numerical measurement. Material should be able to form to a table format and data should be able to get to statistically processed. So the main point of the quantitative research is to make findings based on the statistical analysis of the material. (Hirsjärvi & Remes & Sajavaara 2009, 140.)

5.1.2 Evaluating the reliability of the research

Research is successful if it provides reliable answers to the research questions. Research needs to be done honestly, impartially and effectively. Research should measure the things what it was supposed to measure. That's why validity and reliability of the research should be measured.

Validity refers to the meter's or the research method's ability to measure what is intended to measure. Methods and indicators don't always match with the reality. Replies from the questionnaires can be mentioned as an example. The answers are given, but the respondent understands many of the questions differently than the researcher has thought. If the researcher continues to deal with the results the way he/she have thought the questions, the results are not valid. (Hirsjärvi & Remes & Sajavaara 2009, 231-232.)

Reliability refers to the measurements repeatability, so the measurements or study's ability to give the non-random results. Reliability can be noted in several ways. For example, with the internationally tested indicators, which are designed to elevate the level of measurement, can be compared the results obtained in different countries. If two evaluators end up to the same kind of result, the result can be considered as a reliable. Or if the study gives the same result for the same person in different studies, the result can be noted to be reliable. (Hirsjärvi & Remes & Sajavaara 2009, 231.)

5.2 Purpose of the research

A research has always some kind of purpose or task. Purpose of the research is generally qualified based on the four features. Research can be exploratory, explanatory, descriptive or predictive. However, it must be noted that a specific investigation may include more than one purpose and that purpose can also change during the research. (Hirsjärvi & Remes & Sajavaara 2009, 138.)

Purpose of the survey at Syystober was to examine the age range of target group and where they were coming to the event. One of the most important things that the survey was trying to find out, was the success of advertising and where the customers had heard about the event from. The aim was also to get the target groups opinions about the event and gain valuable feedback for the future.

Quantitative research method was selected, because the information had to be collected from as many persons as possible in a very short period of time. The

quantitative survey was better choice than the qualitative survey, because the aim was to get maximum volume of information. Feedback was collected during the event, because thus the probability of getting more responses was higher than if the survey had been done for example on the Internet.

5.3 Carrying out the research

The research was carried out as a quantitative questionnaire (APPENDIX 5) at the Syystober Festival in 26th and 27th August. The questionnaires were placed at the table into the box which was located in the middle of Syystober tent. At the same table, there was also a sealed box where you could return your questionnaire. The sealed boxes were collected at the end of the day.

Target group was the visitors of Syystober Festival. The size of the sample was 450 persons. The questionnaires were placed at the table, so anyone could answer them. Thus the sample was a discretionary. The questionnaires were printed in a total of 450 copies. All of them were answered. A total of 39 questionnaires were dismissed, because the answers couldn't be documented. The total number of visitors was 58 200.

The questionnaire was introduced to Pekka Kääriäinen, the managing director of Lammin Sahti, and he told his opinion about what kind of questions he would like to include it. The survey studied what age range the respondent were and where they were from. The respondents were also asked if they had visited the event in previous years. The survey also examined which channels the visitors had heard about the event. Satisfaction about the arrangements was measured by asking the opinion about the food and beer selection, lavatories, smoking, info and the whole entity. In the end there was free space to comment positive or negative thoughts you might have concerning the event. The questions were formulated in a way that respondent was easy to answer to them.

The validity of the study was pretty good. The questions in the questionnaire supported the objective of the research and they were relevant and important to find

out. Some of the questions were important for the sake of continuity and the future of the event. For the future of marketing, it was important to know which channels the customers were heard about the event. In addition it was good to know the opinions of lavatories and the selection of food and drinks, so we can improve the service next year.

The reliability of the study is satisfactory. The size of the sample was 450, which means that the results can't be completely generalized to the entire target group.

5.4 Results from the survey

In this chapter, the author is going to introduce and analyze the survey made at Syystober 2011. The survey had five questions, all them being multiple-choice questions, where the four first ones had ready answers to circle and in the last question numbers from 1-5 to circle, one being bad, 2=satisfactory, 3= good, 4=excellent and 5=beyond expectations. There was a place for free word in the end of the survey and a box you could tick to take part to a toss. A question two where was asked the respondents locality, there was also an open place to write where you were from, if you weren't from Helsinki.

5.4.1 Results from multiple-choice questions

In this chapter, the author is going to analyze the results from the multiple-choice questions.

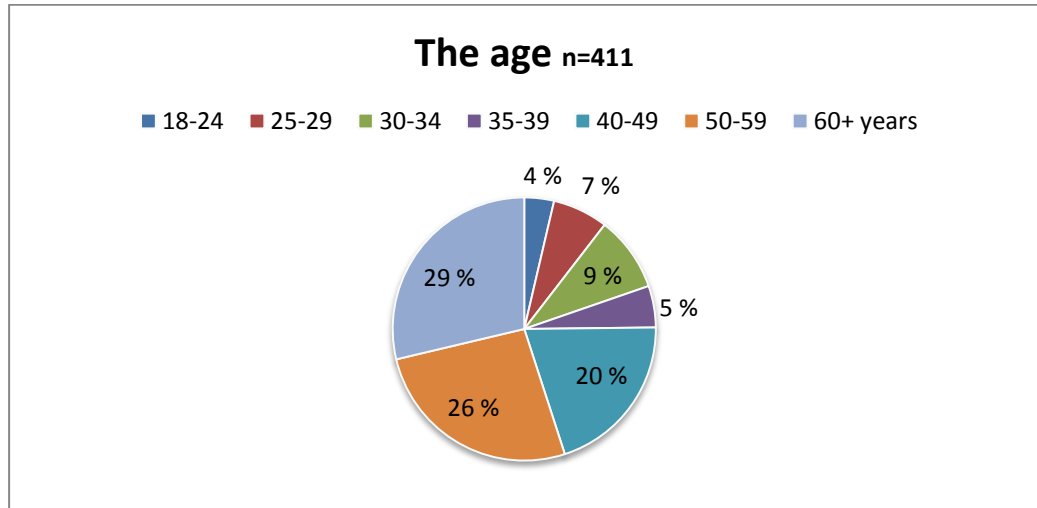


FIGURE 10 Age distribution of Syystober 2011

As we can see from chart 10, distribution is quite unequal. The age groups from 40 up to 60 + are the biggest age groups. Although we have to be taken to a consideration the fact that the first four age groups have smaller gap than the last three ones. Still we can make a finding that if the age groups 30-34 and 35-39 would be combined, they would consist just 14% of the visitors as well as the age groups 18-24 and 25-29 would consist just 11% of the visitors. This is illustrated more in the figure 11 below.

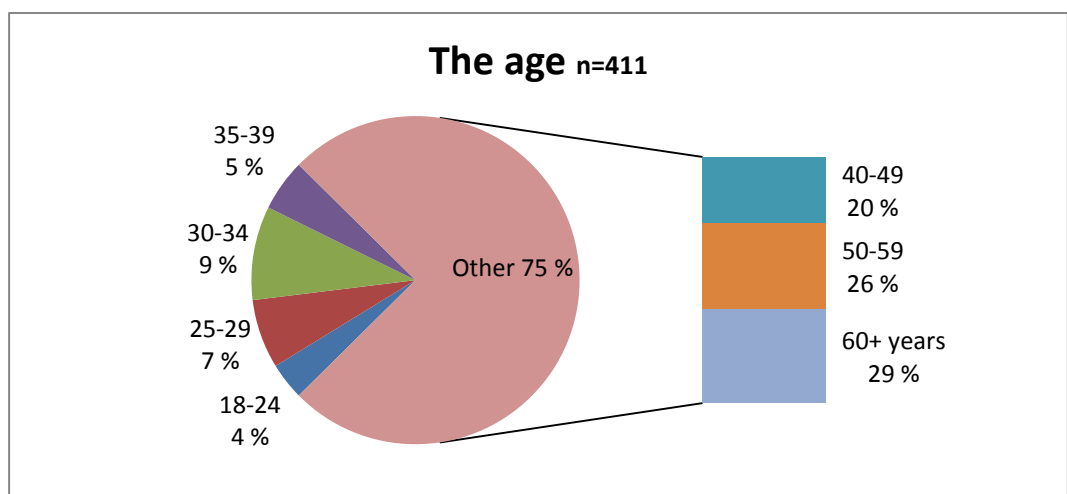


FIGURE 11 Age distribution of Syystober 2011, combined

As a result we can make a assumption that the event was more interesting for older people from age 40 to up and the event didn't reach the young and mid-aged people so well.

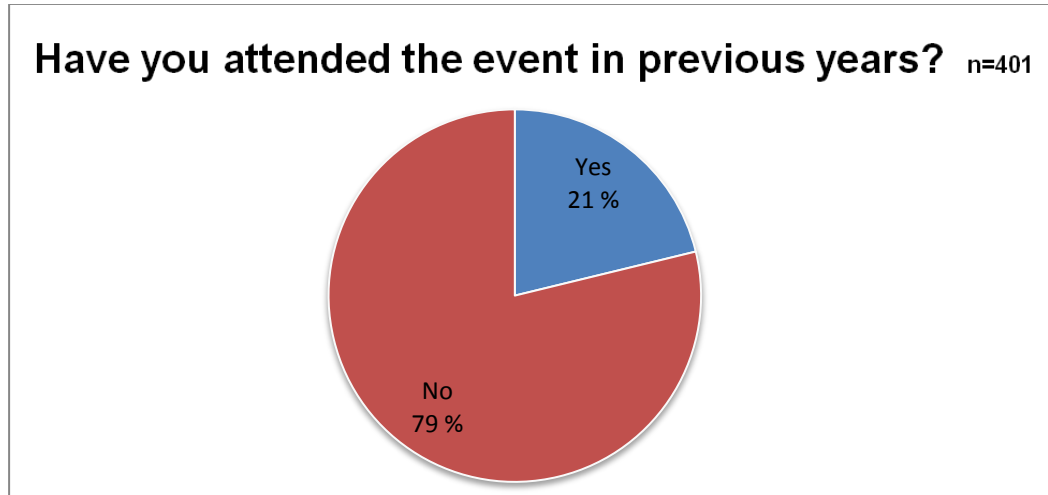


FIGURE 12 Attendance to the event in previous years

From figure 12 we can see that most of the visitors hadn't visited the event before. This however, isn't fully comparable with previous years, because the number of visitors in previous years was so much smaller.

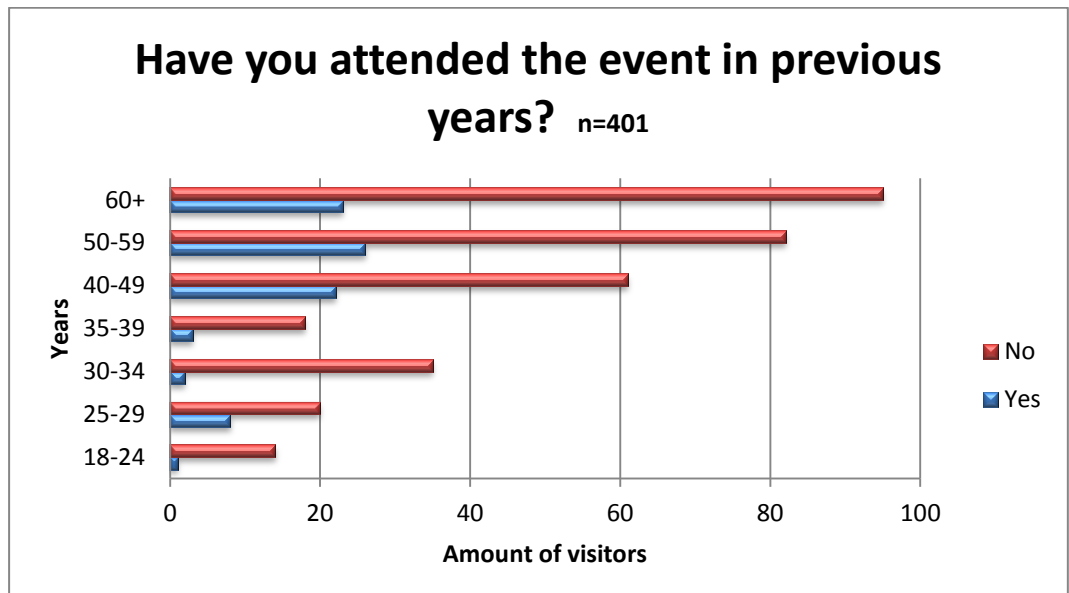


FIGURE 13 Attendance to the event in previous years by age groups

The figure 13 shows us that majority of visitors haven't attended the event before. When studying the chart with different age groups, we can see that the age groups from year 40 to up have attended the event before with much better percentage than the age groups from 18 to 39.

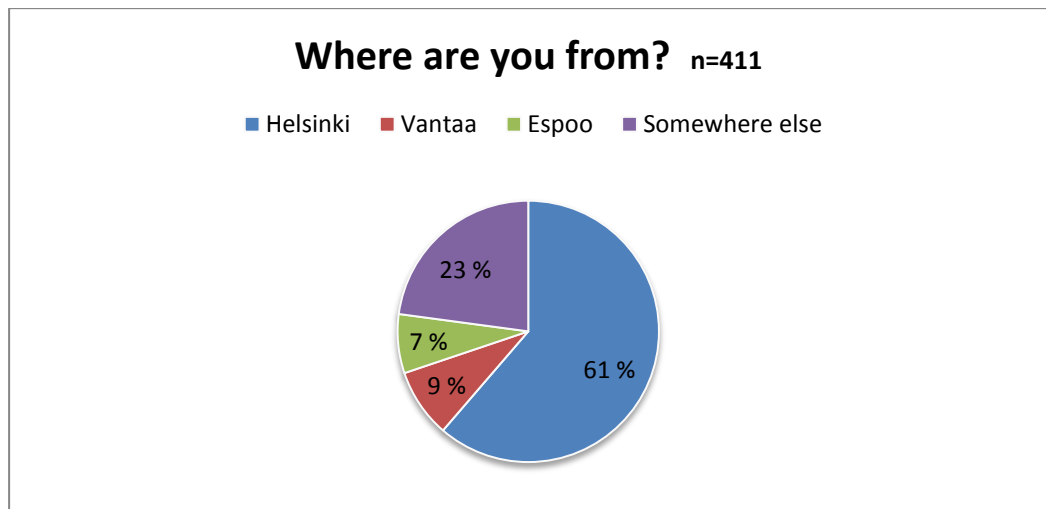


FIGURE 14 Where visitors were coming from to the event

From figure 14 we can see that the most of the visitors in the event were coming from the Helsinki Metropolitan Area including Helsinki, Vantaa and Espoo. The rest of the visitors arrived all over Finland and no other locality stood out from others. This result was quite expected, because the advertising focused mostly the medias at the Helsinki Metropolitan Area.

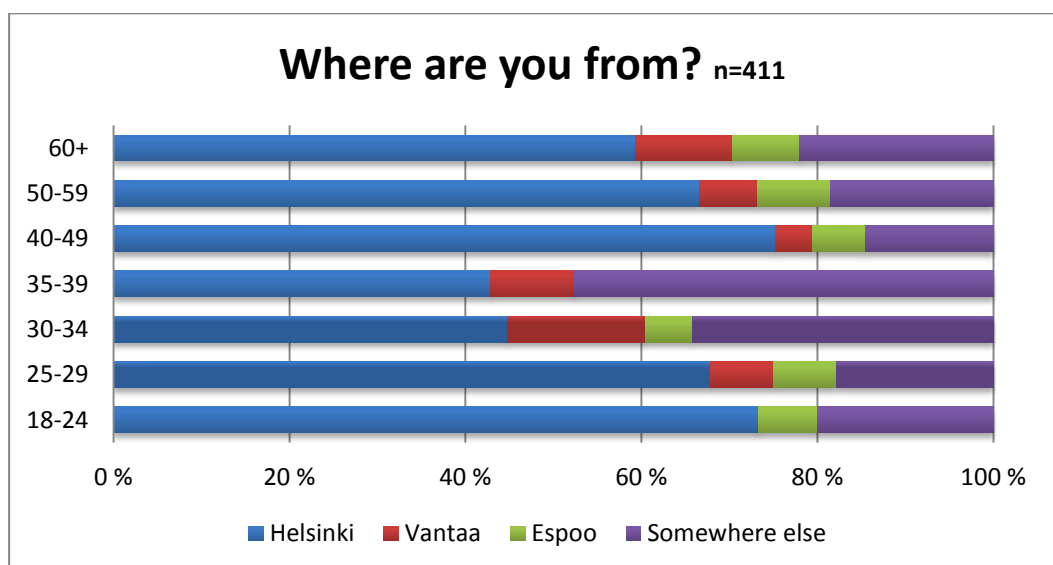


FIGURE 15 Where visitors were coming from to the event by age groups

Based on figure 15 we can note that young people and older people are generally coming from Helsinki, while the working age is coming evenly from Helsinki and the rest of Finland. This may be due to the fact that many people has been on a business trip and have visited the event while being in Helsinki.

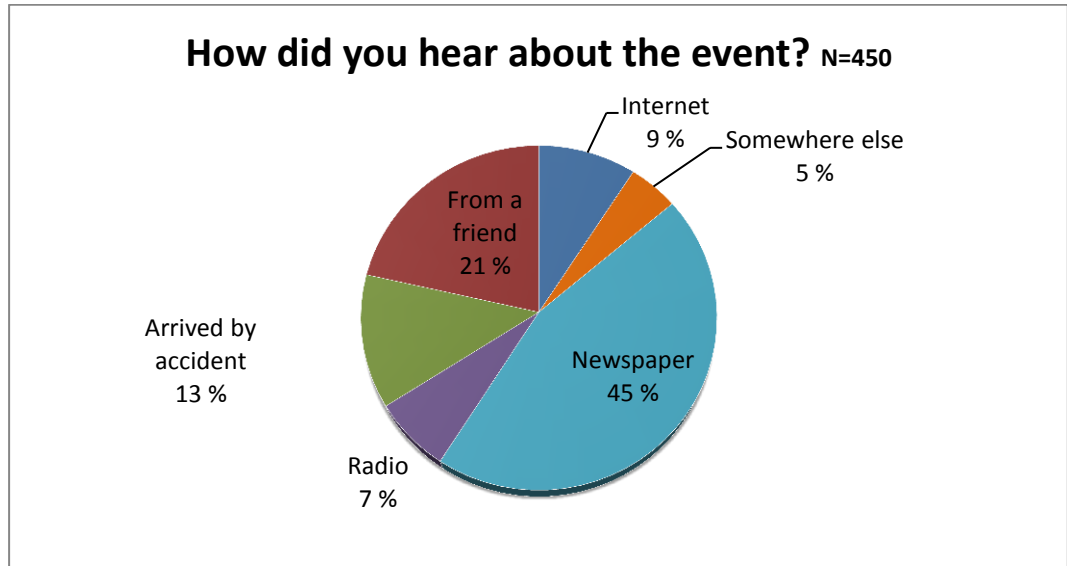


FIGURE 16 How the participants have heard from the event

As we can see from figure 16 the newspaper is the biggest media that the participants had heard from the event. After that the word of mouth has worked best or the people has arrived to the event by accident. The internet and radio haven't reached the target group that well.

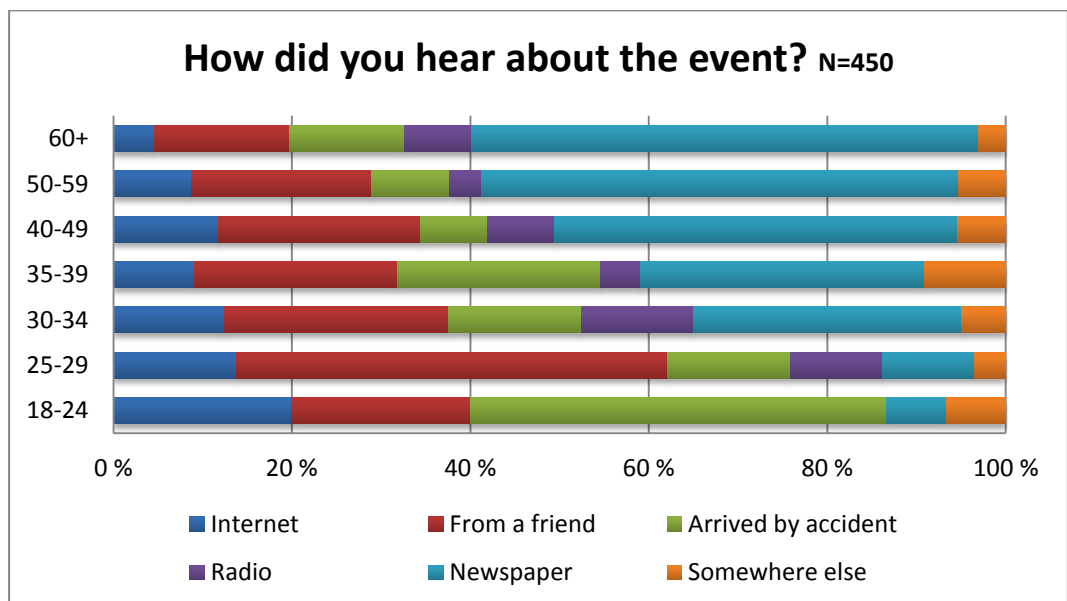


FIGURE 17 How the participants heard from the event by age groups

When studying the different age groups from figure 17, we can see that especially the older people have got the information about the event from newspaper. Younger people have arrived to the event by accident or heard about it from a friend. Radio and internet don't have big differences between the age groups.

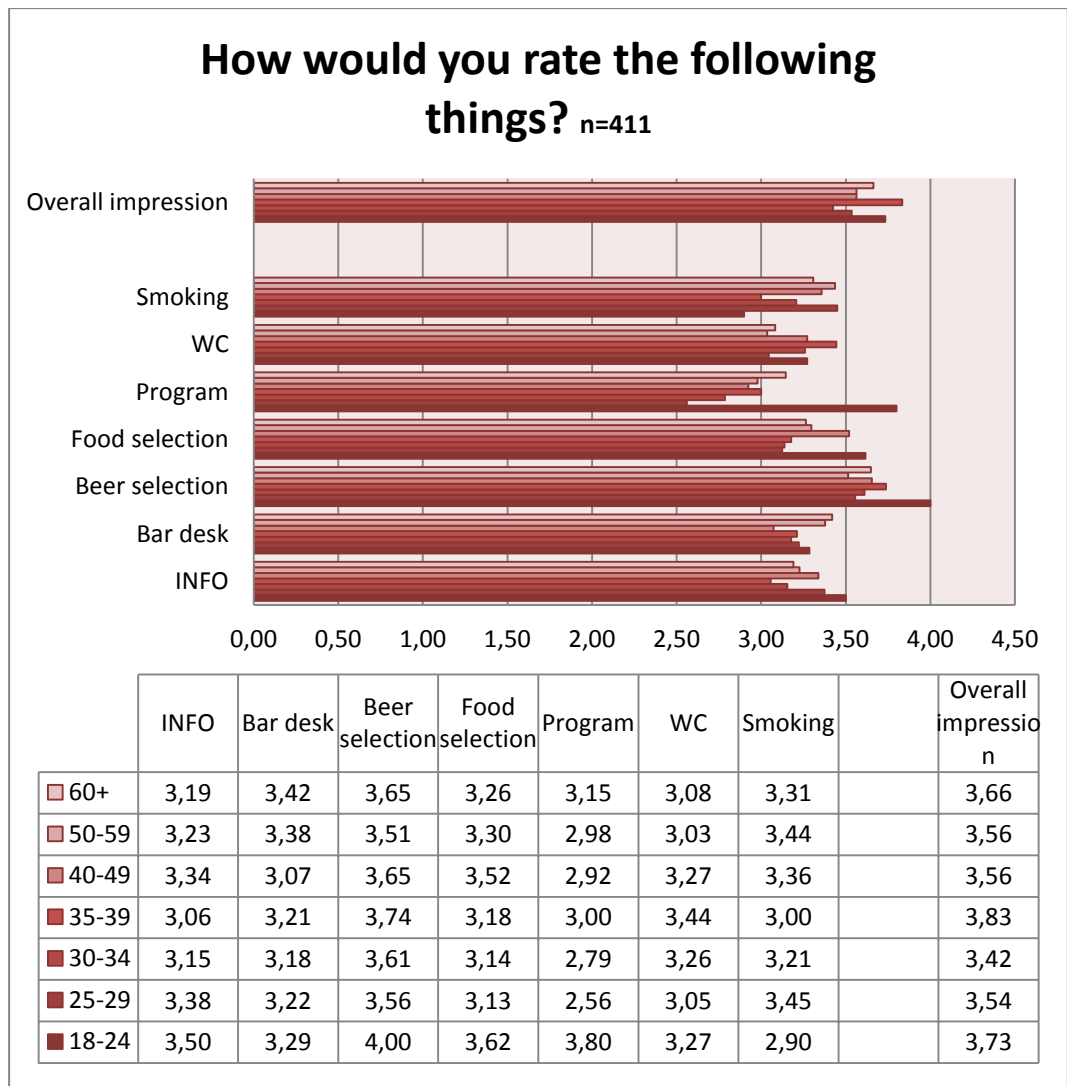


FIGURE 18 Rates of the slected things on the event

Even though the results in the figure 18 are quite equal, it can still be concluded with some conclusions. The area was non-smoking and we expected that it is going to flow a lot of negative feedback. But as we can see from the figure 18, the feedback is relatively good. Only the young people have rated it below three (3) which is rates as Good.

Toilets were a little bit different than those used usually at the events. People may have looked for these kinds of toilets and this may have caused problems concerning the toilets. The guidance to the toilets was also a little bit lack.

Program caused the highest dispersion on rates. The most dissatisfied with the program were the middle age and the young people. The respondents were generally satisfied with food and beer selections. The overall impression was good and there was just a little dispersion.

5.4.2 Results from the open questions

At the end of the questionnaire, there was a place for free word. The respondents could leave their feedback there, what was good and what wasn't. A total of 160 from 411 respondents gave feedback in this section. Feedback was mainly positive. Many people said that the event was great and that they would come to visit it the next year as well. Many of the respondents thought also that the idea of combining the local food and beer was great. The negative feedback and development suggestions were also given. The most negative feedback got the long queues. The fact that the food tent and the beer tent were separate, didn't please the customers either. A fairly large part of development suggestions were concerning the size of beer. Many people hoped that there would be smaller sizes like 2 dl, so that you could taste more different beers. Some of the respondents were wishing more decorations to the tent and live music was also asked. Overall the feedback was good and gave ideas to the following year. The feedback was varied and a wide range of responses were received. (APPENDIX 7)

5.5 Conclusion

In every way we can say that the event was a success. Just by looking the number of visitors, we can make the conclusion that it was right decision to move the event to August and combine it together with Delicacies of Finland. The feedback was mainly positive and people seem to enjoy themselves.

But there are always some things that could be done better. Because the amount of visitors was so much bigger than the previous years, we hadn't prepared well enough. That showed as a lack of staff which caused the long queues to the counters. So the next year, we have to hire more staff, so we can avoid the endless queues.

We should also put more effort to the decorations and try to get the Oktoberfest atmosphere. The program should also be paid attention more than this year. The area is so big that maybe there could be two stages, other at the food tent and other at the beer tent. In the beer tent, there should be background music all the time to guarantee that people enjoy and have a good feeling.

The area also needs more signs or maybe some kind of map, so people can easily find what they are looking for. Some kind of info brochure would be a great idea. The brochure could include info about all the exhibitors that are present as well as some practical guidelines, like the location of the toilets. The brochure could be handed out to everyone entering the area.

Because the bar counter is so long, a more clear and simple way has to be made so that people aren't so confused. The glass point could be behind the bar counter and just the returning place near the entrance gate. This way the unnecessary hassle could be put to an end.

Some changes should also be done with the catering. The food selection was great and diverse, but the drink selection was slightly one-sided. In the future, we have to also think about people who are not drinking beer. So we have to add more ciders and long drinks to our selection. Maybe also wines. The non-alcoholic beers and ciders would be a great idea as well. Tasting portions of 2 dl have to be considered seriously, because so many wished for those in the feedback.

This was the first year in this concept and I think we learned a lot and in the next year we will be much wiser and I hope we can make the event even better.

6 SUMMARY

Events are part of companies' lives, part of the marketing. The goal of the marketing is to convey the desired message to the target group. Event marketing is an effective way to reach out to different people and it is desirable that the events would get as respected a role as the other marketing tools among the marketing communications field. And it seems that event marketing will clearly be a growing part of the marketing communications in the future.

Event planning and organizing requires a lot of work, good cooperating partners and time. No event can be organized overnight or at short notice. Thus, it can take months, even years to plan an event. When organizing an event, numerous factors have to be taken into account, so that the event can be successful. The planning always starts from a desire to organize an event. You should know why the event is organized, what the target of the event is and how it is going to be organized. After the event, the organizer should go through these questions and determine whether they met objectives. Only with the achieved targets, the success of the event can be measured.

The objective of this functional thesis was to study what event marketing really is. This objective was achieved and I learned a lot. First, when I started the study, I thought that event marketing is just marketing. But it is so much more. It includes everything from the planning process, to the implementation and to post-marketing. I also learned how to organize an event, when I went through all the different things that have to be taken into account when organizing an event.

The planning process for Delicacies of Finland and at the same Syystober Beer Festival was started in the autumn of 2010. In the spring, the idea for the event began to develop as it was in autumn 2011. The process was interesting to follow and the result surprised everyone. The aim of the event was to expand from the previous years and that target was achieved indeed. The event was a success and it was decided that the event is going to be organized the next year as well.

The theoretical part was based on literature about event marketing and event planning, but the empirical part was based mostly on my own experience. The empirical part of the thesis was very interesting for me and the fact that I was part of the process all the time made it easier to write about it. Overall, the thesis was a very educational experience.

The thesis topic was interesting for me and it was convenient to implement. I'm looking forward to the next year when the event is organized again. Now that I have more knowledge and experience, I think the process will be even more exciting. This thesis can be used as a handbook when the next planning process takes place.

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APPENDICES

APPENDIX 1. The ad in Helsingin Sanomat

Friday 26.8.2011

KOTIMAINEN LÄHIRUOKA JA OLUT VALLOITTAVAT RAUTATIENTORIN 26.–27.8.



Herkkujen Suomi

pe klo 11-24 • la klo 9-18

Ihastu pienten elintarvikeyritysten ruoka-annoksiin ja osta herkkuja mukaasi. Tapaa ruoan tuottajia ja muita kotimaisen ruoan tekijöitä ja nauti ilmaisohjelmasta. Halutessasi voit nauttia annoksesi Syystober-terassilla.

Tutustu herkkujen valikoimaan sekä tapahtuman ohjelmaan osoitteessa herkkujensuomi.fi

Rautatientorilla nautitaan nyt lähi- ja luomuruoan helmiä sekä pienpanimoiden ja Sinebryhoffin tuotteita. Herkkujen Suomi -tapahtumassa pääset tekemään makulöytöjä sekä herkullisia ruoka-ostoksia yhteensä yli sadassa, 11 eri maakunnasta saapuvan elintarvikeyrityksen myyntipisteessä. Syystoberissa juhlitetaan kotimaisia oluita. Tapahtumiin on vapaa pääsy.

Ohjelmassa perjantaina 26.8. mm: 14.00 Jaakko Kolmonen ja ruisleipätkoot 14.30 Aina erinomaista Etelä-Savosta 15.00 Apulaiskaupunginjohtaja Pekka Sauri grillin ääressä 15.45 Kulttuuriministeri Paavo Arhinmäki grillin ääressä 16.45 ja 18.00 Pellepariskunta Nelli ja Niilo perheen pienimmille 17.30 Trubaduurit Pekka ja Pitkä Hämeestä 19.00 Pave Majajnen grillin ääressä.

Illalla Syystober-teltassa Wellu Rowalz ja yöllä Pave Majajnen



MTK • SLC • Ruoka-Suomi • aitojamakuja.fi • Lammin Sahti • Sinebryhoff • Pienpanimoliitto



Syystober

pe klo 12-02 • la klo 9-02

Viihdy rennossa tunnelmassa hyviä oluita sekä oluen kyytipöjäksi sopivia herkkuja maistellen. Olutfestivaaleilla on mukana vain kotimassa valmistettuja oluita.

Tutustu olutvalikoimaan ja tapahtuman ohjelmaan osoitteessa syystober.fi

Saturday 27.8.2011

KOTIMAINEN LÄHIRUOKA JA OLUT VALLOITTAVAT RAUTATIENTORIN 26.–27.8.



Herkkujen Suomi

lauantaina klo 9-18

Ihastu pienten elintarvikeyritysten ruoka-annoksiin ja osta herkkuja mukaasi. Tapaa ruoan tuottajia ja muita kotimaisen ruoan tekijöitä ja nauti ilmaisohjelmasta. Halutessasi voit nauttia annoksesi Syystober-terassilla.

Tutustu herkkujen valikoimaan sekä tapahtuman ohjelmaan osoitteessa herkkujensuomi.fi

Rautatientorilla nautitaan nyt lähi- ja luomuruoan helmiä sekä pienpanimoiden ja Sinebryhoffin tuotteita. Herkkujen Suomi -tapahtumassa pääset tekemään makulöytöjä sekä herkullisia ruoka-ostoksia yhteensä yli sadassa, 11 eri maakunnasta saapuvan elintarvikeyrityksen myyntipisteessä. Syystoberissa juhlitetaan kotimaisia oluita. Tapahtumiin on vapaa pääsy.

Lauantain ohjelmassa mm. 9.30 Sutjakasti ruisleipää sähköuunissa 10.00 Mitä on slow food? 11.30 Pellepariskunta Nelli ja Niilo perheen pienimmille 13.00 Paradise Oskar grillaa ja esiintyy 13.30 Aina erinomaista Etelä-Savosta 14.00 Lappilainen keittiö 14.30 Virolahden Karjalalaseuran piirakanäytös ja vinkkejä alkupalan tekoon 15.00 Olli Repo, Herttoniemen ruokaosuuskunnasta grillin ääressä 15.30 Pellepariskunta Nelli ja Niilo perheen pienimmille 17.45 Herkkujen Suomen päätös. Illalla Syystober-teltassa puhallinorkesteri Sumu ja yöllä Ants in the Pants -duo



MTK • SLC • Ruoka-Suomi • aitojamakuja.fi • Lammin Sahti • Sinebryhoff • Pienpanimoliitto



Syystober

lauantaina klo 9-02

Viihdy rennossa tunnelmassa hyviä oluita sekä oluen kyytipöjäksi sopivia herkkuja maistellen. Olutfestivaaleilla on mukana vain kotimassa valmistettuja oluita.

Tutustu olutvalikoimaan ja tapahtuman ohjelmaan osoitteessa syystober.fi

APPENDIX 2. The ad in Huvudstadsbladet

Friday 26.8.2011

INHEMSK NÄRMAT OCH ÖL INTAR JÄRNVÄGSTORGET 26–27.8.



Delikatessernas Finland

fre. kl. 11-24 • lör. kl. 9-18
Bli förtjust i småproducenters smakprover och köp med dig delikatesser hem. Träffa den inhemska matens producenter och aktörer samt njut av evenemangets avgiftsfria program.
Bekanta dig med urvalet av delikatesser och programmet på adressen herkkujensuomi.fi

På Järnvägstorget kan man njuta av den ekologiska och närproducerade matens parlor samt de inhemska småbryggeriernas och Koffs produkter. Smakfynd och delikata uppköp kan göras vid över hundra småproducenters stånd från elva olika landskap.

Program fre. 26.8 bl.a.: 12.00 Öppning av Delikatessernas Finland, Narmatstafetten anländer **14.00** Jaakko Kolmonen och rågbrödstalko **15.00** Kulturminister Paavo Arhinmäki vid grillen. **På kvällen uppträder Wellu Rowalz och på natten Pave Majanen i Syystober-tältet. Program lör. 27.8 bl.a.: 10.00** Vad är Slow Food? **11.30** Clownparet Nelli och Niilo **13.00** Paradise Oskar grillar och uppträder **17.45** Delikatessernas Finland avslutas. **På kvällen uppträder blåsorkestern Sumu och på natten Ants in the Pants-duo i Syystober-tältet.**

*Delikatessernas
Finland*



Syystober

fre. kl. 12-02 • lör. kl. 9-02
Trivs i avslappnad stämning och smaka på gott öl och inhemska delikatesser. På ölfestivalen medverkar enbart inhemskt tillverkade ölsorter.
Bekanta dig med ölsortimentet och evenemangets program på adressen syystober.fi

MTK • SLC • MatFinland • aktasmak.fi • Lammin Sahti • Sinebrychoff • Småbryggeriernas förbund



**KOTIMAAN HERKUT
VALLOITTAVAT
RAUTATIENTORIN
PERJANTAINA
JA LAUANTAINA!**

*Herkkujen
Suomi* 
SYYSTOBER

Rautatientori 26.–27.8.

Herkkujen Suomi pe 11-24 la 9-18
Syystober pe 12-02 la 9-02

**YLI SATA
LÄHIRUOAN JA
LUOMUN MYYJÄÄ
11 MAAKUNNASTA**

**KOTIMAISTEN
PANIMOIDEN OLUITA**

**OHJELMAA JA
MIELENKIINTOISIA
VIERAITA**

VAPAA PÄÄSY!



Rautatientori 26.–27.8.

Herkkujen Suomi pe 11-24 la 9-18
Syystober pe 12-02 la 9-02

APPENDIX 4. The program of the event

Friday 26.8.2011

11.00	The gates are opened <ul style="list-style-type: none">○ The briefing to the press at 11 in the Syystober tent
12.00	The opening of Herkkujen Suomi 2011 <ul style="list-style-type: none">○ musical performance by troubadour Tero Rikkonen○ the opening speech by the Minister of Agriculture and Forestry Jari Koskinen
13.00-16.45	Chefs Raymond Wesander and Ulla Liukkonen, grilling lamb, calf, fish and organic foods together with <ul style="list-style-type: none">○ Deputy Mayor Pekka Sauri○ The Minister of Culture and Sports Paavo Arhinmäki○ Chairman of the MTK Juha Marttila
16.45	The clown couple Nelli and Niilo
17.30	The troubadours Pekka and Pitkä performing
18.00	The clown couple Nelli and Niilo
19.00	Chefs Raymond Wesander and Ulla Liukkonen, grilling sausages and steaks with Pave Maijanen
20.00-02.00	Musical performances in the Syystober tent by <ul style="list-style-type: none">○ Pave Maijanen○ Wellu Rowalz

Saturday 27.8.2011

09.00	The opening of Saturday
09.30-15.00	The presentation of producers and products
11.00-15.30	Chefs Raymond Wesander and Ulla Liukkonen, grilling lamb, calf and fish together with <ul style="list-style-type: none">○ Paradise Oscar○ Olli Repo○ Anni-Mari Syväniemi from MTK
15.30	The clown couple Nelli and Niilo
17.00	Chefs Raymond Wesander and Ulla Liukkonen, grilling organic food together with Anni-Mari Syväniemi from MTK
17.45	The closing of the event
20.00-02.00	Musical performances in the Syystober tent by <ul style="list-style-type: none">○ The brass band Sumu○ The Ants in the Pants duo

APPENDIX 5: The questionnaire



1. Ikäsi (ympyröi sopivin vaihtoehto):
18-24 25-29
30-34 35-39 40-49 50-59 60+

2. Oletko: Helsingistä | Jostain muualta, mistä? _____

3. Oletko osallistunut aikaisempina vuosina Syystober tapahtumaan?
Kyllä / En

4. Mistä kuulit Syystober 2011 tapahtumasta?

- Internetistä Radiosta
 Ystävältä/tutulta Lehestä
 Saavuin paikalle sattumalta Jostain muualta

5. Minkä arvosanan antaisit seuraaville asioille?

(Anna arvosana 1=huono, 2=tydyttävä, 3=hyvä, 4=erinomainen, 5=yli odotusten)

- | | | | | | |
|--------------------------------|---|---|---|---|---|
| ▶ INFO-lehtinen | ① | ② | ③ | ④ | ⑤ |
| ▶ Myyntitiskien toimivuus | ① | ② | ③ | ④ | ⑤ |
| ▶ Olutvalikoiman monipuolisuus | ① | ② | ③ | ④ | ⑤ |
| ▶ Ruokatarjoilun monipuolisuus | ① | ② | ③ | ④ | ⑤ |
| ▶ Oheisohjelma / Juonto | ① | ② | ③ | ④ | ⑤ |
| ▶ WC | ① | ② | ③ | ④ | ⑤ |
| ▶ Tupakointi | ① | ② | ③ | ④ | ⑤ |
| ▶ Kokonaisuus | ① | ② | ③ | ④ | ⑤ |

6. Risuja tai ruusuja? Lisättävää palautekyselyyn liittyen, tai muuta mainitsemisen arvoista; _____

Kiitos ajastasi, tavataan uudestaan @ Syystober 2012 ;)


APPENDIX 6: The brewery info





Syksyn maukkein olutjuhla

Järjestäjinä: Lammin Sahti yhteistyössä
Sinebrychoffin ja Pienpanimoliiton kanssa.
www.syystober.fi

2011 SINEBRYCHOFFILTA MUKANA OVAT:	
 KARHU PANIMO  Sinebrychoff	<p>OLUET:</p> <p>Karhupanimon Oktoberfest 5,2 til-% - HANASSA Karhupanimon Oktoberfest on tukevampi, tummempi ja maltaisempi kuin tavalliset lagerit. Siinä voi aistia aitoa Oktoberfestin syksyistä makua ja tunnelmaa.</p> <p>Karhu III 4,6 til-%, HANASSA Keskikäytävän Karhu on kantavertehtään täyteläinen ja tuhti lager-olut, jossa malles ja humala maistuvat peruslageria voimakkaammin. Karhu on Täytätä Oluttä.</p> <p>Karhu Ruis 6 til-% Karhu Ruis on täyteläinen ja tumma suodattamaton lager-olut, jossa maistuu suomalaisten suosikkiviilä.</p> <p>Nikolai Premium Pils 5,0 til-% Tämä olut on täyteläinen, tavallista lageria aavistuksen verran voimakkaammin humaloitu vaalea olut. Humalainnain raikas katkeruus tekee Premium Pilsistä erinomaisen ruokaoluen; panimomestari suositeekin sitä paistettuihin grillattuihin lihain ja kalan kanssa.</p> <p>Sinebrychoff PuolukkaStout 4,7 til-% Sinebrychoff PuolukkaStoutissa paineinen stout kohtaa rikkaan puolukan. Olut sopii herkkuteluun sellaisenaan ja maistuu myös riihtaruokien ja suklaisten jälkiruokien kanssa.</p> <p>Sinebrychoff Porter 7,2 til-% Portteri on pintarivillä valmistettu tumma, suodattamaton olut. Sen valmistuksessa on käytetty voimakkaasti makua antavia mündchner-maltoa ja runsaasti humalaa. Porterin aromi on mallasmaisen paattunutta.</p> <p>SIIDERIT:</p> <p>Golden Cap Perry 4,7 til-% HANASSA Hedelmäisen makea päärynäsiideri.</p> <p>Golden Cap Green Apple Dry 4,7 til-% Omenasiideri, jossa rapea kuuviuus yhdistyy vihreän omenan makuun. Ei sisällä lisätyä sokeria tai makeusainetta.</p>
PIENPANIMOLIITOSTA SYYSTOBERISSA MUKANA OVAT:	
 LAMMIN SAHTI 25 vu.	<p>LAMMIN SAHTI, Lammi</p> <p>Lammin Sahti 7,5 % Tummaohko, suodattamaton, aito nimeisjuottu sahti, jossa mukana ruista ja kattajaa.</p> <p>Pils 4,5 % Kullantuskeä, hyvin humaloitu täysmallassa pintahiivaolut.</p> <p>Käki-katajaolut 4,5 % Vaalea ja raikas suodattettu täysmallassa pintahiivaolut.</p> <p>Tärppi-Wiina 38 % aito oluttisä</p> <p>Sahdin Henki 40 % Sancista totuttu ja kuusi vuotta tammittynnyrissä kypsytetty, viskimäinen tisle</p> <p>Sliderin Tippa 40 % Omenasiideristä tislattu ja kuusi vuotta sherry-tynnyrissä kypsytetty, hedelmäinen tisle</p> <p>LATILAN WIRVOITUSJUOMATEHDAS, Lahti</p> <p>Kievari Keksi 5,9 % Punertavanruskea, täyteläinen, hedelmäinen ja keskiasteisesti humaloitu, pohjahiivalla käyretty täysmallassa olut.</p> <p>Kievari Savuruus 5,3 % Tummaohko, suodattamaton, täyteläinen, kevyen savuinen, teräväinen ja rukiisen hedelmäinen pohjahiivaolut</p>
	<p>PANIMO & TISLAAMO TEERENPELLI, Lahti</p> <p>Luomuleevi 4,5 % Luomonmukaisesti viljellystä, suomalaisesta ohramaltaasta valmistettu täyteläinen, raikas vaalea lager.</p> <p>Lempi Mustikka 4,5 % Puolimakua, ahdolla mustikalla maustettu lisääneeton omenasiideri, joka on makeutettu sokerilla.</p> <p>PANIMORAVINTOLA PLEVNA, Tampere</p> <p>Plevnan Tumma 5,6 % Tsekkiytyinen tumma pohjahiivaolut, jossa miehekkästä katkeruutta ja tukevaa aromia.</p> <p>Severin Extra IPA 5,9 % Jenkkiytyinen Iudaa Pale Ale. Todella terävästi humaloitu pintahiivaolut.</p> <p>MALLASKOSKI, Seinäjoki</p> <p>Kuohu Amber 4,7 % Väriään punertava ja maultaan mukanaan maltainen täysmallassa olut, humalana amerikkalainen Cascade.</p> <p>MALMGÄRDIN PANIMO, Malmgård</p> <p>Malmgård Dinkel 4,5 % Kullankeltainen, hedelmäinen ja rapean pätkäinen spelttiolut.</p> <p>Huvila Pale Ale 4,5 % Vaalea, vahvasti humaloitu, raikas ja karkera ale.</p> <p>NOKIAN PANIMO, Nokia</p> <p>Keisarin Luomu Pils 4,5 % Pirttu puhtaasta maltasta, jonka mallostettu eteläsuomalaisilla tiloilla kaapareista luomuuhoitaa. Oivenaalea suodattamaton pohjahiivaolut.</p> <p>Äret Runt 5,7 % Suodattamaton tumma lager.</p> <p>SAINMAAN JUOMATEHDAS, Lappeenranta</p> <p>Luostariolut 7,5 til-% Täyteläisyydeltään, aromiltaan ja humaloinnillaan hillitty ja hienoutunteinen aito suomalainen luostariolut.</p> <p>Marsalkka Tumma 4,6 % Täyteläinen pätkämaista täysmallassa lager.</p> <p>STADIN PANIMO, Helsinki</p> <p>Pacific Pale Ale 4,7 % Käsitelty, suodattamaton, hopback-aromihumaloitu täysmallassa olut, jossa on runsas Pacific-käpymalman hedelmäinen aromi sekä täyteläinen, pennelein maltainen maku.</p> <p>SUOMENLINNAN PANIMO, Helsinki</p> <p>Höppien Pils 4,2 til-% Valmistettu pilsner-maltaasta ja tsekkiäisistä Saaz-humaloista, vaaleankeltainen lager.</p> <p>Helsinki Portteri 5,6 % Väriään musta, hyvävahtoinen pintahiivaolut. Tuoksuiltaan olut on paattunutta ja mautaan kevyttä ja hieman lakittua.</p> <p>VAKKA-SUOMEN PANIMO, Uusikaupunki</p> <p>Prykmarstar Wehnböck 6,2 % Tumma, hedelmäinen ja vahva suodattamaton vehnäolut, jonka mausta löytyy myös amerikkalaisista sitrusaromista Cascade-humalaa.</p> <p>OLLINMIEN VIINITILA, Anttola</p> <p>Sirpikka slideri 4,7 % Puolimakua, siideri, joka on valmistettu käsinkätyistä, parhaita, puhtaista suomalaisista omenoista, lajikkeina: Lobo, Atlas, Wealthy, Akero.</p>

APPENDIX 7. 1/2 The open questions

- A good event (20)
- Crowded (3)
- Service was good and friendly (4)
- A nice atmosphere (6)
- It would be good to have 2-4 dl tasting portions (16)
- Not enough non-alcoholic alternatives (3)
- Wines could be on the selection (3)
- Special drinks for women (2)
- Time was not good? Could be closer to the autumn (3)
- Could be more than two days
- The queues were too long (12)
- Toilet weren't maintained
- There was no tables at the food points
- Too high prices (4)
- The glass deposit system is bad and unclear (6)
- A good beer (3)
- More staff (6)
- The time for the event is good
- The cleanliness of the tables should be taken care of (4)
- The food points to the same tent with beer (3)
- The organizers have done a good job
- The diverse and good selections (6)
- Smoke-free event is positive (6)
- The sound system was terrible
- A great event: free, friendly, a middle of the city
- The elderly hard to get up the stairs to the toilet
- A great program (2)
- Hope this event is organized next year as well (6)
- The event should have a info, where all the things concerning the event are known (2)

APPENDIX 7. 2/2 The open questions

- Nice to see happy people
- Fast bartenders
- The goods ran out too soon (2)
- Confusing and didn't work (3)
- More different beers (3)
- The music should be played during the day as well (3)
- More different ciders (3)
- There should be an entrance fee (2)
- The glass deposit system is good
- More decorations (2)
- A good combination, The beer and local food (2)
- The staff should speak English and Russian
- More entertaining
- Water should be free
- Slow and unfriendly service (2)
- It would be great if you could buy the beer to home
- The toilets were better than expected
- Great to drink beer from real glasses
- Live music would be great (4)
- Lammin Sahti 10 points
- More glass washing points (2)
- The program was bad (2)
- Not enough rubbish bins
- Not as good event as The Great Beers-Small Breweries
- The place for the event is great
- A place for smoking would be great (3)
- More signs
- Nice staff
- Too much noise (2)
- The fence between the food tent and beer tent isn't good (5)