

THESIS

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RECYCLING AND BUILDING TOGETHER



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RECYCLING AND BUILDING TOGETHER

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This thesis analyzes a past project, which my role was involved as project manager and developer during the second exchange program at Anadolu University in Eskisehir, Turkey and it is commissioned by the same University.

The project aim was creating a recreational, educative, social and eco friendly environment out of recyclable material; planned and built by the international student community together with the Turkish student community.

The project was launched on the 18 of December 2010. The team organized event to launch this new area that is located on the campus.

The thesis aim is to analyses this past project and conclude if the overall concept and the launch party has been successful. Qualitative methods were used in this research, rating each aspect of the event and concept, and then concluding by a general event opinion from the attendees.

Results of the research conclude with great satisfaction the positive impact and success of this project launch. The eco-friendliness message got well accepted by the targeted market, as well as the launch party itself.

Key words: Event Marketing and Management, Eco-Friendliness, Action Sport Industry

Special remarks: Thesis includes a documentary film *Skateboarding Through Bureaucracy*

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1. INTRODUCTION

This thesis analyzes one of my past projects during my second exchange program at Anadolu University in Eskisehir, Turkey. My team role was under the following title: project manager and developer. This project was subdivided in three main parts: planning, building, launching.

The project aim was creating a recreational, educative, social and eco friendly environment out of recyclable material. Planned and built by the international student community together with the Turkish student community.

The project was launched on the 18 of December 2010. My team organized an event to launch this new area that is located on the campus. The thesis aim is to analyze the event and the eco-friendly concept built. The main product built was a skatepark made out of wasted material, as such the project was evolving around the action sport industry. The skateboarding industry is part of the Action Sport Industry. The action sport industry includes a wide range of companies manufacturing and or distributing hard goods, outdoor apparel, gear, equipment, for surfing, skateboarding, snowboarding, wakeboarding, kite surfing, motocross, BMX and youth culture. Action sports users are described as young adults wishing to push themselves to the limits of their physical abilities and in return expand the possibilities of the particular sport they are evolving in. (OutdoorMind LLC. 2011). The action sport culture is difficult to understand by outsiders. That is the reason why the next chapter is dedicated to the action sport culture and industry explanation in correlation with events as the promotional tool. Chapter three covers the theoretical part of event marketing and management. Chapter four describes the planning, building and launching steps of the eco-friendly area. Chapter five explains the quantitative methods approach and analyzes the attendees' opinion towards the success of the event and appreciation of the eco-friendly concept area.

A television student film crew was following and filming each step of the project. The documentary film, called Skateboarding through Bureaucracy

directed by Gunnar Bratthammer available in the appendices. This movie has been used as proof of evidence regarding the project and event authenticity.

A timeline located in the appendices recaps each step of the project development and helps the reader visualize the project time management.

2. EVENT MARKETING AND MANAGEMENT IN THE ACTION SPORT INDUSTRY

2.1 History of Skateboarding and its Industry Evolution: 1950 to 1970

Skateboarding was born in the 1950s when Californian surfers got the idea of “surfing” the streets when waves were not breaking on their shores. No one really knows who designed and built the first board. Skateboarding birth remains, as some would define it: “a strange spontaneous creation.” (Cave. 2011.)

The first skateboards were made of wooden boxes and, or plywood with roller skate wheels fixed at the bottom; nothing was manufactured yet. The users were building and designing their own boards individually. (Cave. 2011)

In 1958, a Californian surf shop started to produce skate decks. The storeowner, Bill Richard as a board producer did not have the technology and tools to produce anything else than decks. He and his market were in need of wheels and trucks compatible with these decks. Bill Richard approached the Chicago Roller Skate Company, and signed a contract stipulating the production of the first set of skate wheels and trucks. The final product when realized in the market became quickly popular among the youth segment. Skateboarding was still called “sidewalk surfing.” (Goodrich. 2011)

In 1963, skateboarding became widely popular, companies as Jack’s, Hobie and Makaha started manufacturing better quality skateboards in larger quantities. Makaha sales between 1963 and 1965 represented 4 Million USD as an industry figure example from this early time. (The Sport Site. 2011)

As the trend grew in popularity, the first skateboarding competition did not take long to happen. Makaha was the first to organize a skateboarding competition, which took place in 1964 at Hermosa’s middle school, California. Makaha as organizer, and main sponsor added its team riders composed of: Bruce Logan, Woody Woodward, Danny Bearer, Scott Archer, Gregg Carroll, John Fries, Joey Saenz, George Trafton jr, and Squeek Blank. Makaha

added to its event program an American bandstand called Jan and Dean singing “Sidewalk Surfing.” (Makaha LLC. 2007)

In 1965 the first National Skateboard Championship was created in the USA. The contest was broadcast by ABC channel as “Wide World of Sport.” Skateboarding started to be widely mediatize, the first National Skateboard Championship covered Life’s magazine’s front page. Skateboarding needed its press; Surfer Magazine launched a quarterly magazine called Skateboarder. (Goodrich. 2011)

In 1966 the first skateboarding film called Skaterdater got launched. The film was nominated to the academy award (USA) as Best Short Subject, Live Action Subject. This film won the Palme d’ Or Award (Cannes Film Festival) as Best Short Film as well as the Technical Grand Prize. (IMDB. Skaterdater 1966.)

1967 popularity of skateboarding decreased drastically, mostly due to wheel’s primary material, clay. Those were extremely slippery and really hard to control, not giving a lot of opportunities to skateboarders to develop their sport further. Skateboarding almost disappeared.

In 1972, the owner of Cadillac Wheels firm, Frank Nasworthy invented the first urethane skateboard wheels. His invention sparked new interest, skateboarding was back in the mainstream market allowing skateboarders new riding possibilities. (Goodrich. 2011)

2.2. History of Skateboarding and its Impact on the Nowadays Action Sport Industry:

The purpose of this previous timeline is to reflect the industry’s structure from the early age of skateboarding and more precisely: the marketing and promotion mix. Makaha created and organized the first skateboarding competition. Makahas’s aim was spreading the skateboarding word, promoting this lifestyle, building brand credibility. The main focus was to increase sales volume. This is how we could analyze it nowadays.

2.2.1. Relationship marketing

Edmund Jerome McCarthy is the author of The Marketing Mix Concept published in 1960. Around the same years Makaha was manufacturing skateboards, the company owned by Larry Stevenson former lifeguard. (Makaha LLC. 2007). Larry Stevenson did not have any notion of Marketing Mix Concept, and even less about promotion mix. He and his peers did what seemed natural to promote their products in a creative and genuine way. They introduced basic promotion techniques based on respecting their customers.

The relationship between the seller and the buyer was close, both the buyer and the seller were sharing the same lifestyle, culture, and interests. There is a mutual understanding; both the buyer and the salesman are skateboarders, and most probably the company's owner too. The consumer is not viewed as a one-time purchaser, not even as a consumer; he is viewed as part of the skateboarding community, a participant.

Nowadays successful action sports companies have employees coming from the action sports lifestyle – from top managers to the field level. The action sport is based on credibility and gaining credibility nowadays is and can be long and difficult process even if a company has proper knowledge and resources. (ASRSIG April 14, 2011)

The skateboarding industry used a basic key concept consisting on the process of creating and maintaining relationships with customer and stakeholder. Philip Kotler defined it as Relationship Marketing. (Kotler. 2008, 387).

2.2.2. Promotion Mix

Skateboarding industry's promotion mix was evolving around advertising, sales promotions, public relations, personal selling and sponsoring.

Skateboarder magazine was one press example, publishing paid form of non-personal presentation promoting in this case a skateboard.

Advertisement. (Skateboarder magazine, 1964). Nowadays, advertisement in the action sport industry is using the same methods. Skateboarding brands are not using any form of mass media advertisement. Ads are published in relevant magazines, relevant audience wise. The main magazine in the skateboarding segment is Transworld Skateboarding. Also most countries worldwide have their own national, local press magazine advertising skateboarding products.

Another early form of advertising was the film *Skaterdater* released in 1966. This film was promoting skateboarding values as well as the culture and lifestyle. Nowadays it is a must in the industry. Every brand are releasing at least once a year a film exposing tricks performed by their team riders. The films are also expressing brand image and credibility via music, art and fashion shown in their films, using similar message techniques as *Skaterdater*. (IMDB. *Skaterdater* 1966.)

Makaha's first contest is an example of sales promotion. Sales promotion is defined as short-term incentives encouraging the purchase of a product. Competition's nature is filling this purpose, gathering a market segment with a commercial motivation from its organizers. Competitions are the main core of action sports events nowadays. It is the most efficient and effective promotion technique if well executed. Competitions gather the right market segment in one chosen location; brand ambassadors are on site also attracting the participants to the event and the communication level between the brands and the participants is at a peer-to-peer level.

ABC's air coverage of the US National Skateboard Championship in 1965 and Life's magazine's front page covering the same event are great forms of public relations. The skateboarding industry has been promoted freely by the medias. Public Relation is widely used by actions sport industries. Quiksilver for instance used this promotion tool extremely well when Danny Way (one of their team rider) jumped over the Great Wall of China in July 2005. Quiksilver benefited from this event a worldwide brand exposure versus a small amount of investment. Every single mass medias worldwide promoted Quiksilver in an indirect way by covering this achievement. Quiksilver would never have

the investment capacity to pay for such coverage, and never have the aim for. (Higgins, M. 8 July 2005.)

Personal selling is defined as personal presentation by a company's sales force on the purpose of increasing sales and building customers relationships. This technique is usually applied in presentations or trade shows cases but could also be used in competition event type by other related industry participants. This technique is expressed nowadays by sold promotion booth at an event to related industry participants, sold from the organizer(s).

Makaha's brand ambassadors were its first team riders. Brand ambassadors are brand representatives. In the action sports industry they are often pro riders sponsored by they brands. Pro riders promote the brand image and values constantly. Danny Way is a good example as a pro rider carrying his sponsor name (Quiksilver) during a public performance.

2.2.3. Integrated Marketing Communications

Skateboarding industry's promotion mix was carrying the same and clear message and spread through the different communication channels we just seen earlier. Philip Kotler defines it as: Integrated Marketing Communications (IMC). IMC is a simple concept assuring all forms of communications and messages emitted from a same company are carefully linked together. IMC assembles together all company's messages and images, being coherent. (Kotler. 2008. 697).

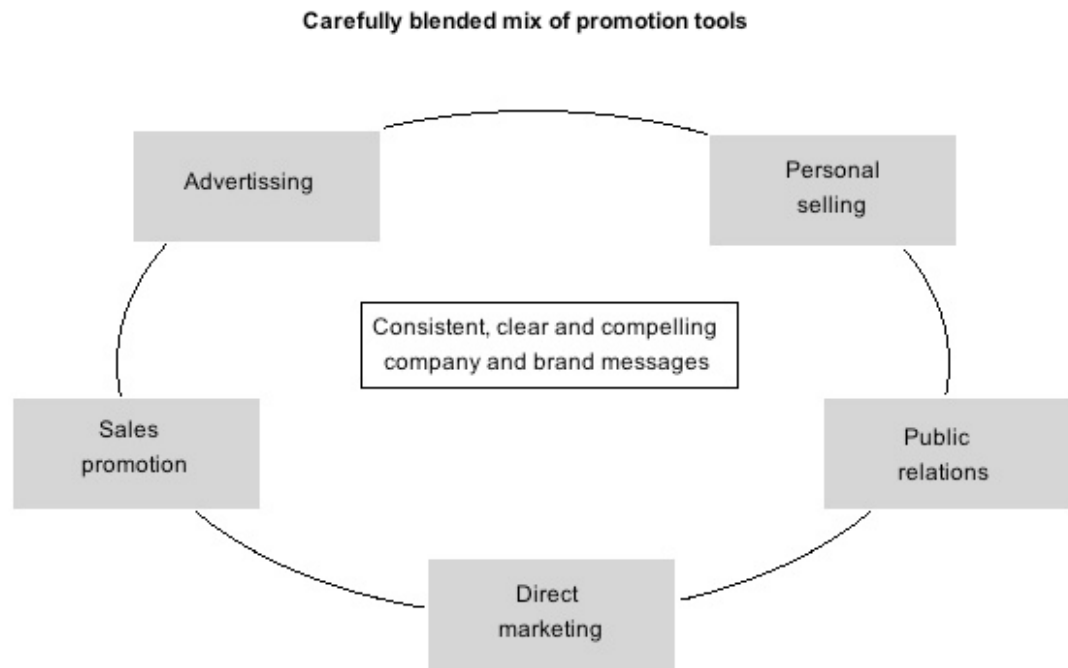


Figure 1: Integrated Marketing Communications (Kotler. 2008, 697)

Unlike traditional markets, marketing in the segment of action sports should start at the grass root level. The main communication type is focused on peer-to-peer level; mass media would have small or negative effect on the action sports market segment. Action sport participants do not want to be perceived as mass consumers, they tend to build relationships with respected brands and want to incorporate them in their lifestyle. Therefore marketing strategies should not be focused on infrastructures and other kind of offerings. Instead the message should be focusing on lifestyle. Communication channels should be carefully selected. The action sports market segmentation is youth type one; consequently the participants were born on the Internet and in the social media world. The use of those channels is highly recommended due to their digital nature, easy to share and spread around. All the digital contents provided to the market should be professionally made, outstanding therefore attracting attention. This modern technique, part of IMC is direct marketing. Direct marketing is viewed as direct connections with a narrow market segment carefully targeted. This communication type is based on individual level.

2.2.4. Event Marketing Co-Operation

Marketing co-operation is a partnership between two or more companies, marketing each other's product. When Makaha created the first skateboarding competition, this event type was a convenient and costless way to promote their products. They managed to gather a significant number of competitors, and attracted other potential customers from different segmentations by adding to their event an American bandstand called Jan and Dean singing "Sidewalk Surfing."

Makaha was targeting the bandstand audience as potential customers, participants. The bandstand wanted to expand their current audience by performing in front of this new crowd of skateboarders. A win-win situation for both companies. Not just marketing each other's product but also building the cultural aspect of this lifestyle in front of their participants, customers.

2.2.5. Innovation: A driver for business

Frank Nasworthy invented the first urethane skateboard wheels (1972). Without his invention, skateboarding would have never been back in market. Businesses surf the waves of changing circumstances, constantly engaged in reinvention of one sort or another. (Branson. 2008. 215-216) Without innovation, an important player who has been considered important is not; its product or service becomes mature, then soon obsolete. If there is not RD supporting an upcoming product, feature, services, competition will catch-up. Pushing this player on the side.

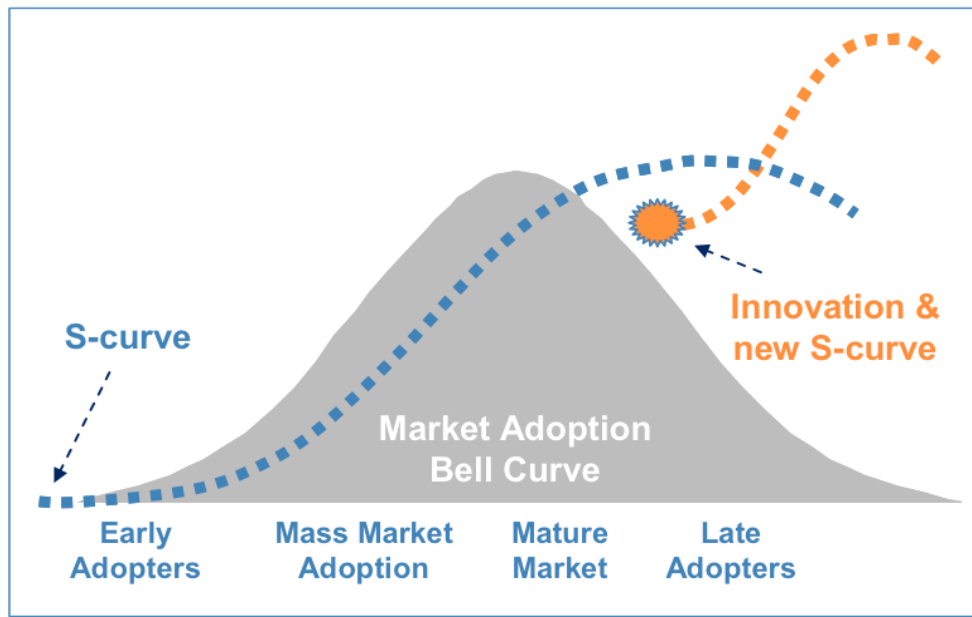


Figure 2: S-Curves. Lifecycle Model. (Kaplan, S. 2009.)

Action sports core products have to meet the high expectation of their participants. Skateboarding core products are evolving in many ways, from designs to raw materials; the participants are by nature willing to push their skateboarding lifestyle to the limit of the used products. Consequently, companies have to respond to this demand, by providing the really best and latest products matching with the participant's need of constantly expanding the "sport" out of its limits.

"The power of research and development is great – too great just to be let graze on the existing market" (Branson, R. 2008. 225)

2.3. Action Sport Industry

The action sport industry is nowadays at a multinational level. The major industries participants own many brands. The companies are listed on the stock exchange market; the shares values evolve depending on the brand's ambassador's performances to quote just one factor. As example, Quiksilver.Inc main brand ambassador Kelly Slater won his 11th surfing world title the 3.11.2011, consequently Quiksilver.Inc shares rose by +6.48% on the New York Stock exchange, which NYSE itself raised at +3.11% (Appendices 1.1.NYSE) at the same time and date. Quiksilver.Inc had a real

share increase of +3.37% due to Kelly Slater latest surfing world title. In comparison, Billabong International Limited (Quiksilver.Inc main competitor) at the exact same time and date register -0.24% decrease of share value. (Appendices 1.2. Billabong International)

Quiksilver, Inc. (Public, NYSE:ZQK) [Watch this stock](#)

3.45 **+0.21 (6.48%)**

Nov 2 - Close

NYSE real-time data - [Disclaimer](#)

Currency in USD

Range	3.31 - 3.50	Div/yield	-
52 week	2.61 - 5.70	EPS	-0.71
Open	3.32	Shares	165.16M
Vol / Avg.	1.35M/1.33M	Beta	2.55
Mkt cap	569.81M	Inst. own	79%
P/E	-		

Compare:

☐ Dow Jones ☐ S&P 500

[more »](#)

☐ ICON ☐ JOEZ ☐ NKE



Table 1: Quiksilver, Inc.: NYSE:ZQK quotes & news - Google Finance 3.11.2011. (Appendices 1.3. Quiksilver.Inc)

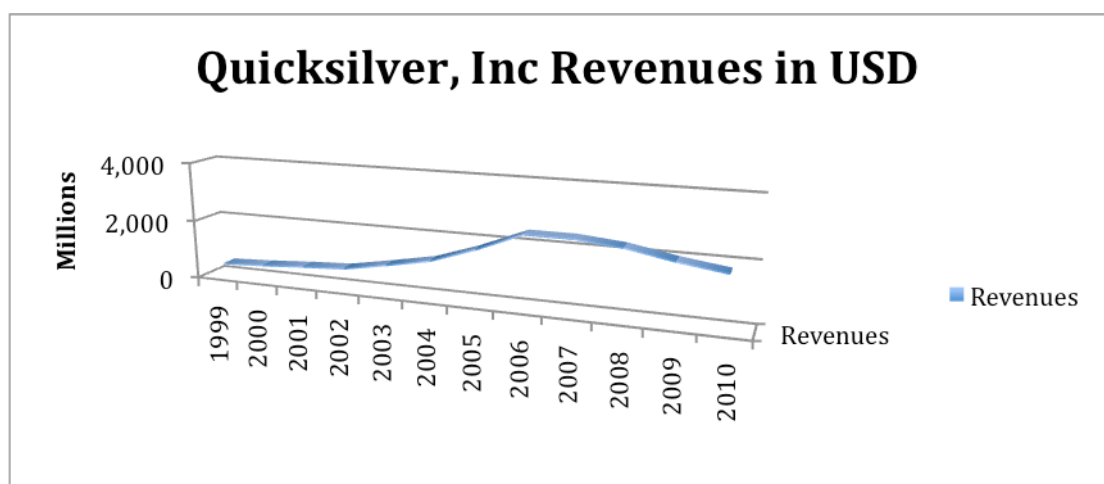
This industry became highly competitive on a worldwide scale, always innovating and pushing the limits on every aspects, from internal organizational process, to the final product and its implementation on the market. The aspects, which have not change, are the one developed and analyzed in the previous part (1.2. History of Skateboarding and its Impact on the Nowadays Action Sport Industry).

The most important aspect and key concept the action sport industry took real good care of by evolving with participants' communication tools (internet) is simply: communication between the brand and the participant. Even Quiksilver.Inc and Billabong are still at a peer-to-peer communication level

with their participants. From brand ambassadors to events as competition on site, but the change was brands evolving at the same pace than technologies. When participants cannot physically attend a competition, sponsors are broadcasting it live on their webpage for free. Participants didn't have time to watch the competition; online videos will sum up the competition highlights.

Many other industries are using the same tools nowadays, not as successfully than the action sport industry. Action sport industry has been keeping the same relationship (marketing) with their participants since Makaha treated its customers with respect. What changed over the years are the communication channels, not from a certain type to another; brands widened the channels and still keeping their true roots.

Action sports industries groups are now large and powerful, owning several brands evolving in all action sports branches. For instance Quiksilver.Inc is formed by DC Shoes, Lib Tech, Moskova, Roxy, Gnu, Hawk, Quiksilver, Rossignol. Quiksilver.Inc is representing almost all action sports, from FMX to skateboarding, skiing to snowboarding, without forgetting surfing. From core products to street wear, the following graph expresses the increased revenues of Quiksilver.Inc from the past 10 years:



Tables 2: Quiksilver.Inc revenues in USD. (Quiksilver.Inc 2011.)

Event marketing is one of the most important and powerful promotional tools in the action sport industry. From Makaha's first event under a competition

form to the Quiksilver Pro New York surfing tournament offering the largest prize purse of any professional surfing tournament, 1,000,000 USD (Quiksilver Pro New York 2011) and hosting a crowd of tens of thousands at the final. (Klinger. September 9, 2011).

This chapter demonstrated the importance of event marketing in the action sport industry as a powerful promotional tool part of the marketing mix, from the first event until nowadays. This chapter point out the relationship nature between brands and participants, which is at a peer-to-peer level. Even if technological communication has drastically changed over the last half century, brands have been using them to their advantage and keeping the same relationship nature. Many other industries lost that level of communication and try to reach it again.

Innovation developed the action sport itself, giving the opportunity to all participants to push the sports out of its limit constantly. Innovation changed events nature as well. Events are still under the same definition as in the 1960's but the way brands are delivering the event to their participants evolved due to technological communication innovation. The core event is the same, what innovation did is giving the opportunity to the interested participants who are not able to attend due to different geographical location, the possibility to watch the competition as an external viewer and still being perceived by the community as an active participant.

Next chapter is having a deeper view on event marketing and management. The importance of event marketing in the action sport industry is evident, but the know how is still unclear.

3. EVENT MARKETING AND MANAGEMENT

Events help to create product and or brand awareness among a targeted audience in an innovating and personally involved way. Events also create high visibility experience for the segment targeted in the midst of the usual clutter of commercial messages, which surround them, daily. (Karunakaran. 2008. 396-406)

The diverse marketing needs of a company are often solved by events, as brand building, focus on target market, implementation of marketing plans, marketing research, public relation. To solve those marketing needs fully, events have to be carefully managed and planned. This is when preparation and management comes along.

3.1. Event Marketing Planning

When planning an event, four main aspects should be carefully analyzed:

Conceptualization. Which develops the creative idea relevant to a brand or product together with the event concept.

Cost. Calculation of the financial cost and the potential return on investment (ROI)

Canvassing. Scanning the external environment potentially involved with the planned event as clients, sponsors, customers or audience. Medias has to consider too, as public relation.

Customization. Tailoring the event in tune with the customers' needs and marketing objectives.

3.1.1. Concept of Marketing in Events

A market is considered to consist of all the existing and potential customers sharing a particular need or want, who might be willing and able to engage in exchange to satisfy that need or want. In event context, there are two types of customers, which are involved: revenue generating customers and non-revenue generating customers. (Karunakaran. 2008. 396-406)

Revenue generating customers: The organizers receive money for organizing an event from these customers. Customers could be either clients or target audience. The clients need events for marketing communication; the target audience instead needs to satisfy their entertainment, recreational, informational and or other needs.

Non-revenue generating customers: Indirect customers help indirectly the clients through positive word of mouth publicity, and are not generating any direct monetary gain to the organizers. The focus of this event type is an increase on image for the organizers, usually under PR form. (Karunakaran. 2008. 396-406)

3.1.2. Market segment and targeting

Segmentation: successful event marketing starts with the right market segment and then targeting the desired group of consumers out of this segment. The event marketer has to segment the market with respect to both clients and audience. There should be a link between them, if there is no connection, no reference point, the event will fail. As example: *Dior* as a client cannot have a promotional booth at a skateboarding event. No connection between audience and clients, no reference points either. (Karunakaran. 2008. 396-406)

Targeting: marketing targeting is based on evaluating for instance the most attractive clients within the previous market segment selected. The attractiveness is measured indirectly for monetary benefits, scope for business growth, influence in terms of potential reach and scope for interaction provided by the segment (brand value and audience expected by introducing this potential client, the brand). For instance, if Quiksilver is part of a skateboarding event as sponsor or client, Quiksilver's brand credibility will be added to the event making then the event credible and attracting even more clients. (Karunakaran. 2008. 396-406)

Positioning: establishing and communicating the event and its major benefits to the market. The event concept also known as event property can be then

organized perpetually using different artists and or venues for different clients and target audiences. The event property belongs to the organizers. (Karunakaran. 2008. 396-406). For instance Quiksilver events are positioned on the youth segment regarding the audiences, using their own multiples brands as clients, local partners for the logistic aspect and other partners cross event marketing wise. Not forgetting the geographical location of the event. Because Quiksilver uses its own event marketing and management team to organize events, the event concept belongs to Quiksilver as so the event property.

3.1.3. Product concept

An event is a product or marketing service (offer) tailored for specific client(s) to satisfy a need. Needs are by nature different due to the amount of their varieties, as so are events. From core concept to event infrastructure, but can be classified on variation of the core concept itself distinguishing them from one to another. (Saget. 2006, 234)

Competitive events: the core concept in this case would be a challenge between physical, mental and talent abilities between contestants. Commonly competitive events are mass audience oriented, depending on the popularity of the competition itself.

Artistic Expression: the core concept in this case would be an exhibition of artistic talent.

Cultural Celebrations: the core concept evolves around mythological or religious significance having traditional values attached by a precise community. In western world we could point out Christmas or New Year as major once.

Exhibition Events: the core concept is presentation of goods and services at a common location for the purpose of display and sales direct or future.

Charitable Events: the main purpose is fundraising for welfare and awareness about a just cause.

Special Business Events: retail events being organized by retailers to attract customer attention in showrooms.

3.1.4. Promotion of Events

Event promotion is an important activity in event marketing in order to reach the targeted audience. The communication channel choice depends on the audience's criteria. In some cases word of mouth through social medias could have a far bigger impact than spending millions on a television add which are not even viewed by the targeted audience. (Karunakaran. 2008. 396-406)

Print Media: Newspaper, magazines. The selection depends again on the target audience as so the reader's profile concerning the selected magazine. Frequency of publication has to consider.

Radio and Television: Timing and frequency are very important, broadcasting the promotion at the wrong time viewer wise would be a disaster.

The Internet: As a monstrous communication channel and promotional tool, summarizing the actual promotion opportunities would not make any sense. Depending on the attendees' way of communicating via this tool, the promotion will be then oriented towards it.

Cable Network: As coverage tools this one is particularly cheaper than television. Also for a highly localized reach this one is rather successful.

Outdoor Media: Posters, banners promoting the event itself. Onsite clients and sponsors have to follow the regulations handed before hand by the organizers.

Public Relations: To ensure fair treatment is given to the event by the various medias, event marketers have to establish and maintain great connection with the press and other public relation participants relevant for the event promotion. (Karunakaran. 2008. 396-406)

3.1.5. Pricing

Price decision is complex due to the tailored needs from the clients and the target audience. They are many pricing alternatives, from a fully sponsored, partially sponsored and partially ticketed or fully ticketed. Fully sponsored events carry less risks as fully ticketed events carry higher risks. The price decision depends on the event type and nature and the marketing approach

deal by the event organizers. Also external factors should be considered as local taxes for instance. (Karunakaran. 2008. 396-406)

3.2. Marketing planning

The marketing plan differs from the event plan, the marketing plan focus on the market judging if the event concept is viable. The event plan focus on the event from start to end, taking into account the strategy to follow expressed in the marketing plan. A marketing plan has four main steps:

Environmental Assessment under a SWOT analysis form on internal and external factors

Competitive Assessment, competitive activity is studied in details. This study helps to plan for gaining competitive advantage over potential threats as: new entrants, power of suppliers, clients.

Business Potential Assessment is the study of event attractiveness. Investment needs, risk, competitive threat, market growth are some elements of such a study.

Problem Analysis, potential operational level problems likely to rise and identified before implementation of the strategy.

This chapter summarized the event marketing planning process from a theoretical aspect. When this process is done and the core concept is defined, the planning process rises. Event planning coordinates the event on every aspect. (Karunakaran. 2008. 396-406)

4. FROM PROJECT DEVELOPMENT TO IMPLEMENTATION

4.1. Project development

4.1.1. Project Plan

Objectives: The main objective was to promote, support and educate students on eco-friendliness notions. In order to succeed and reaching the mass, our project evolved around 4 different channels:

A sustainable skate park made out of wasted goods.

An art environment around this skate park, open to all kind of artists (musicians, painters, photographers, street art), exhibiting different types of art focusing on a sustainable message or just expressions on recycled support.

A social place to hang out and discuss about eco-friendly ways and solutions; improving our living and surrounding. Again located around this skate park and art environment. Furniture will all be made out wasted material as the skate park.

Social medias to promote our project and reach the mass through different tools as Facebook. Also using such methods will create an interaction between some international partners and Anadolu's students.

Keys to Success: To achieve this project and cause a tangible impact on a wide segmentation, the main key has to be communication; interaction among people about sustainable messages, possibilities, products on a recreational environment. The reason why we used four different channels, instead of a single one was aiming for a better impact on a wider population. Also this eco-friendly environment has to evolve in a larger environment than Anadolu's boundaries. Then including external partners from Eskisehir as Caffe del Mundo and nightclub 222, SBC skateboard store from Bursa, Skateboarder store from Istanbul and Bamboosk8 from California.

This project is beyond Turkey, creating an international recognition of Turkish universities effort towards eco-friendly solutions and efforts, which are educating them students. The figure bellow expresses the interactions

planned among the environment:

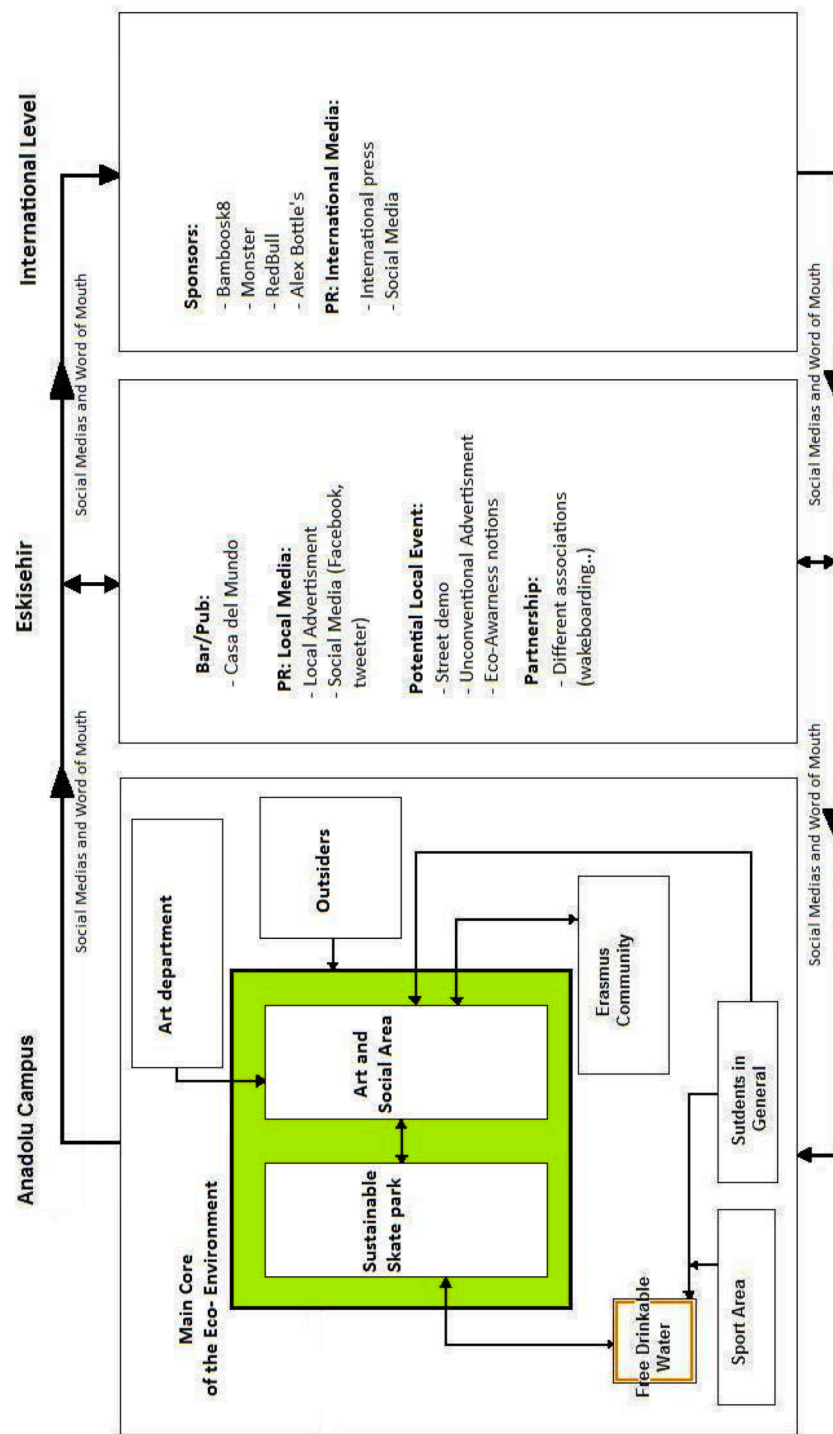


Figure 3: Planned Interaction among targeted market segment.

Product and Service Description



Figure 4: Potential Location

Skatepark area

Construction and designs: Raw material came from Ikıeylul Campus's dump. The skate park design is taking in to consideration the skateboarders level and aptitude. Bellow is the skatepark design, designed by Jan Vaněk from Czeck Republic studding civil engineering and Erasmus studentin Eskisehir.

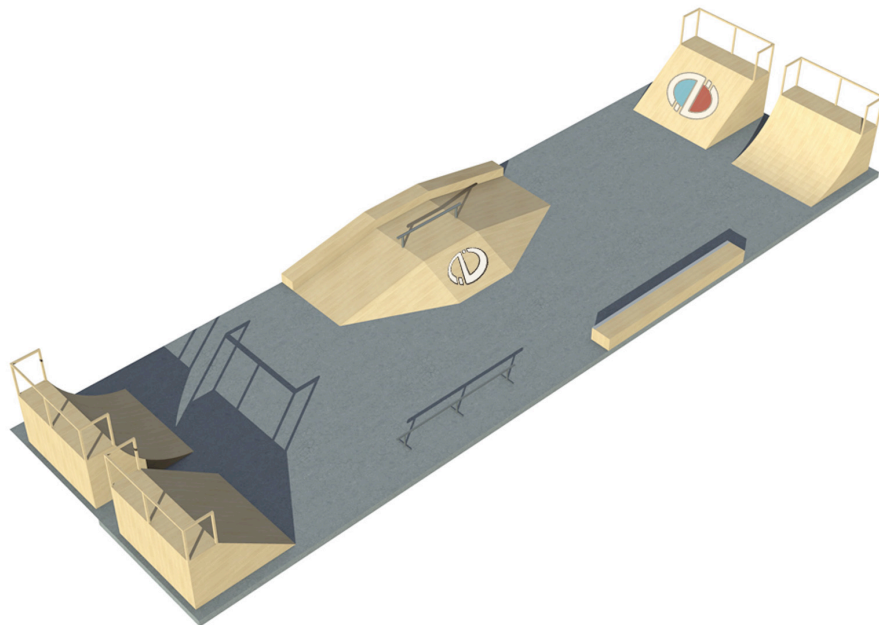


Figure 5: Skatepark Design by Jan Vaněk

Purposes: This area is not just a skateboarding area; it is an example proving to the Turkish and International community the possible ways of building something useful out of wasted material for the local community. The local riders will have their own place to express themselves, in a secured area for riders and pedestrian instead of being on the streets. This area had also attracted kids from difficult social areas, who wished to practice or learn skateboarding on a safe, sociable and creative environment. The location on the campus was crucial regarding this skateboarders segment (street kids). It helped them realize how important education is by being on the campus practicing their sport, and how education is reachable. They interacted around a complete different social surrounding, met international students, and had a view on different type of art while they were skateboarding.

Main aim was to make them aware of different kind of opportunities but also a little education on eco-friendly notions that could change a lot. Imagining those kids coming back home and showing to their parents how to have 2 types of garbage cans, sorting out the organic waste from the plastic and metal. This would be a great impact on Turkish recycling habits.

Giving the street kids the opportunity to practice their sport on Anadolu's campus took them away from their daily surrounding; make them aware of educational possibilities, of eco-friendliness opportunities. Pushing them to interact with international students as so trying to learn English.

Social and art area

Construction and designs: Those two areas were made out of waste material. Evren Pastutmaz, professional designer from Ankara came to help us designing the first drawing we presented to the rector. Those drawings were matching with the amount of material stocked at the dump.



Figure 6: Social and Art Design by Evren Pastutmaz

Purposes:

A place to socialize on a campus attracts mainstream student types, having an hour to spare or enjoying their lunch. We gave them the opportunity to do so with this area built out of waste material. Each time this segment comes to this area, they realized about the recycling opportunities. The bench they are sitting on just came from the dump. This area promotes and shows different eco solutions.

The social and art area is not just a place to hang out, its also a meeting point for eco-friendly conversation between students from different background (nationality, study field), and a place to enjoy different types of art. People are more and more concern about their environment. The consumption trends are changing, visionaries and pragmatists purchase products in second hand markets, preferring to buy used goods that are still in good shape rather than buying new ones. Two reasons for it, first the cost and second, the nature of the purchase. By buying second hand, the customer is supporting an eco-trend as reusing material. In Europe it is even fashionable. In Eskisehir market, this trend exists, bazaar (wide market space, the biggest on in Turkey is in Istanbul, Grand Bazaar which is the biggest covered bazaar in the world) are selling second hand goods. It is

really popular for lower class to purchase second hand goods in Turkey. But middle and higher class are pursuing status from their purchasing, then buying new goods and degrading second hand ones.

Our solution to reach our segment target (students in general) is to attract them through different interesting areas. Educating a student on recycling methods by showing him/her three different garbage bins is not as hype as a skatepark made out of waste material.

Developing this eco-friendly concept and advertising it as much as possible through all kind of promotion tools (contests, activities outside of the campus) will attract those students, and they will possibly start caring on eco-friendly solutions.

We then presented the project plan (available in Annex part) to the university rector and got his approval. During this negotiation we got full university support financially, plus working force. We couldn't get the area we had in mind and had to relocate, which means modifying many design aspects and their consequences.

4.1.2. Project Construction



Figure 7: Final Site Location

Readjustment Phase: We agreed with the rector on a central location of the İki Eylül Campus. The main problem was we had to build everything from scratch, meaning the ground flooring, the surrounding and planning for vegetation. The social and art area designs differed a lot from the initial ones. We decided to make the skatepark a central piece of the area surrounded by the social and art area. Basically we had a piece of dirt as a location and had 3 weeks to build.

With the civil engineering department, we decided to build a concrete ground (200 square meters) surrounded by gravel (372 square meters). We did not have either time and it was not the season to grow grass and plant trees.

The furniture's of the social area differed quite a bit because the interactions on this new location were totally different. Since our main designer has to get back to Ankara because of his work we had to find new ones. We went straight to the university industrial design department, made a presentation, and got seven of them.

Construction sites:

- Groundwork: İki Eylül Campus, on site. Start 26th of November 2010 End 4th of December 2010

First phase was delimiting the area (concrete, gravel) straighten the dirt ground with heavy machinery and finally pouring concrete step was on. Because of the weather condition, this foundation set up was tricky. Laying so much concrete with freezing temperature was challenging and costly. We had to add chemicals in the concrete mix to harden it faster.

When the concrete at the surface was almost hard, the polishing step started. This step is one of the most important, you need to get an even ground in order to not lose any speed when you are rolling with your skateboard. If that step had been badly done, the riders would not have the necessary speed to ride the modules. Meaning you have to build another layer on top of, wasting time, energy and resource.

Then when the center concrete piece has been built, gravel step came in. because the concrete surrounding was pure dirt, we needed to have many layers of gravel isolating from this wet dirt. Having a social and art area on top of mud wouldn't have been successful. And we did not have time to grow grass. All in all, we had to cover 372 square meters of muddy dirt.



Figure 8: Ground Work Finalized

- Metal shop: Ikiyul Campus, 700 meters from the site. Start 25th of November 2010 End 17th of December 2010

This workshop had to build two main pieces for the skatepark: a kicker and a pyramid. They also had to build the frames for the art area. The work went smooth; we did not face any major difficulties besides transportation between the workshop and the final site. The pyramid was too big for the civil engineering department's mobile crane. The pyramid was loaded on the truck by the stationary crane from the workshop and the truck was on site when the team called me about this problem. I gave a call to one of the civil engineering managers giving him the authorization to rent a bigger crane. He told me we had to advance the money. Paper work wise I would have never got the cash on time, which means we could not have the opening on time. I asked the manager how much cost such a crane for the time needed: 120 TYR (50 EUR). I authorized the transaction and went on site to advance the money to the crane company.



Figure 9: Pyramid under Construction at the Metal Workshop

- Wood shop: Yusunemre Campus, 10 km from the site. Started 8th of December 2010- ended 16th of December .2010.

This workshop had to build four pieces and delivered three of them: two quarter pipes and one curbs. We faced some communication problems, quickly solved when we explained carefully what was the technique used to build quarter pipes.



Figure 10: Quarter Pipes under Construction

- Design Furnitures: Yusunemre, Industrial Design faculty, 10 km from site
Started 13.12.2010-ended 17.12.2010.

Our main designer had to move back to Ankara due to his work. We were faced with a problem, lack of working force design wise. We decided to use industrial design students instead. We made a presentation at the industrial design faculty, and hired 7 of them. They were second year students; I did not have the time to supervise their work and knew they needed a manager. I named a fourth year industrial design student as manger of the workshop.

The second year students had difficulties working together as a team and the manager facing authority problems. I had to get there few times solving the authority issue, the manager had the power to decide which design would be used. Not just because she was the manager but also because she had the experience, knowing how long would take to build each designs as so sticking with the tight deadlines. The second year students were too enthusiastic, not realizing the reality of the project and the limited amount of time and material. At the end the entire team did a great job, the manager faced some problems at the beginning but handled it perfectly, managing to deliver the final products on time.



Figure 11: Furniture under Construction

Logistic: December 17th 2010, the day before the opening we had to transport all modules on site. We used one truck to pick up first the quarter pipes and curbs from the wood workshop, then picked up the furniture from the industrial design department and install them on site. The modules from the metal workshop were loaded on a truck and unload by a crane. The picture above shows the final product.



Figure 12: Final Products on Site

4.2. Event Marketing and Management

Conceptualization:

The aim of this event and project was eco-friendliness awareness channeled through different products. The final product concept was a mix of different concepts.

Competitive events: Skatepark contest. The event model used was similar to the models used in the action sport industry. Action sport industry models are under the competitive events type of product concept. The skateshop SBC hosted and commented the skateboarding competition. The contest was open to everyone.

Live exhibition events: During the skateboarding contest. Around the skatepark was the free expression art area and still virgin. We invited the street artists of Eskisehir to inaugurate this area by painting on the recycled billboards during the skateboarding contest.

Artistic expression: During the skateboarding contest. Rock concert. We had a DJ performing during the skateboarding contest and two rock bands concert after the contest.

Entertainment events: After party. Following the action sport industry event model and the demand of the participants we needed to organize an after party. We were aiming for a win win situation between our participants, the

potential partners and organizers. We already had an unofficial partnership with a coffee and bar place called Del Mundo, we decided to strengthen this relationship by choosing them as first party location. Us organizers were bringing them customers and reinforcing their brand image with our skateboarding competition and the Turkish national skateboarding champion. In return we demanded a sales discount on beverages between 9.00 pm and 12.00 am and the facilities to screen the official film trailer of Skateboarding through Bureaucracy, documentary film type of the overall project.

The second and last after party was with the nightclub, Club 222. We knew Club 222 needed to reshape their image and looking for something different. And we were looking for a nightclub open until 4.00 am with an area big in off for our participants, a sound system for our DJ and cheap beverage. We started the negotiation process with the club owner closing the deal at -50% on all beverages for our area. Club 222 was allowed to use their names on our advertising campaign in exchange.

Customer type: Non-Revenue generating customer.

Non-revenue generating customers: Indirect customers help indirectly the clients through positive word of mouth publicity, and are not generating any direct monetary gain to the organizers. The focus of this event type is an increase on image for the organizers, usually under PR form.

The final goal of this launch party was an increase of positive PR for the main investor, Anadolu Universitesi. Other PR goals were set for the local partners as Del Mundo and Club 222, national skate shops SBC and Skateboarder, and international partner Bamboosk8. This PR was given under a film form Skateboarding through Bureaucracy, promotional pictures, awareness and promotion on social medias, videos and press release.

Market segment and targeting

Segmentation: the market segment targeted as audience was in male and female aged 14 to 35, interest in action sports, eco-friendliness, street art and rock and roll music.

Targeting: Partners attractiveness criteria's were positive brand image in the action sport industry for the ones involved in the skatepark launch. Artist partners' criteria's were excellence regarding the product delivered. Entertainment partners' criteria's were facilities type, brand image, and beverages' cost.

Positioning: establishing and communicating the event and its major benefits to the market. The main promotional tool used was social medias via Facebook platform. We created interaction and awareness of our project from the beginning. Sharing each step of the project with pictures and comments. Adding some videos from our partner *Bamboosk8* to create product awareness on the Turkish market. Promoting our film product with early teasers. Organizing a pre event when the approval was released. Creating online dialogue between the organizers, partners and the targeted audience.

Promotion of the event:

Event promotion started from the beginning of the project, three months prior the event via Facebook. We reached our targeted audience, keeping them as active participants on Facebook during the construction process, step by step. When the event program and design were ready we created an event invitation format on Facebook, The school newspaper also interviewed me, advertising the launch party to the same target audience through public relation channel a week prior the event. Outdoor medias was under flyers and posters forms, spread massively at the university's campus, in student bars and coffee places in Eskisehir. Bellow is the poster form designed by a French artist *Naotika*:



Figure 13: Promotion Poster (Nao Tika. 2011.)

- Pricing: The event was fully sponsored by the University Anadolu. The pricing strategy towards the audience was entrance free. Transportation, competition entrance as a spectator or competitor, food and hot beverage, rock concerts, after party door entrance, all free of charge.

4.3. Event Execution

4.3.1. Anadolu event

- 13.30: Free transportation from Yunus Emre Campus to 2 Eylul Campus. Problem with the bus drivers: wrong pick-up location from their parts. Problem solved with one team member calling the concerned drivers.
- 14.00: Inscription for competitors, description of the competition rules. SBC and Skateboarder took care of the entire skateboarding competition, from the registration to the price giving.

- 14.30: Warm up on the skatepark. Start of street art painting.

Misunderstanding between the street artists and organizers, the artists started to unscrew the billboards from their frames in order to paint more comfortably. They screwed the billboards back on the frame when they were done.

- 15.00: Start of the competition

No accidents during the contest. Hot beverages were offered earlier than expected to the spectators due to cold climate condition. Heavy rain did drop the night before causing as consequences an unstable and wet ground, which surrounded the skatepark. Spectators' feet became cold quickly.

- 17.00: Price giving for the first three winners.

Prices were given away from our skateboarding sponsors. The overall prices value was estimated at 1000 EUR.

- 17.15: Free sandwiches at the skatepark. End of street art painting.

Anadolu University provided us sandwiches and sodas, given away freely. The Anadolu logo was present on the napkins.

-17.45: DJ Janok performing.

Problem coming from the DJ, his headsets were missing. He still managed to perform while the rock band was finalizing the stage settings. (Sound checks were done previously). Ahmed Boskus (Turkish national skateboarding champion) performed a skateboarding demonstration.

- 19.00: Start of the first rock concert.

Problem with the opening band, they had limited performing experience. We had to cut them after the third song, replacing them with the other band. Location given by the university was too large and not furnished in any ways.

- 20.00: Free transportation from 2 Eylul Campus back to Yunus Emre.

4.3.2. After-party event

- 21.00 – 00.00: After-party at *Café del Mundo*.

Everything went as planned, we did not face any troubles and our audience were behaving well. The film teaser was well appreciated. Prices were kept as negotiated. Audience quantity was numbered at 200 by the security staff.

- 00.00 – 04.00: After-party at *Club 222*.

Everything went as planned, the facilities were set as promised. Prices were kept as negotiated. The security staff numbered the audience at 150, amount expected for the given facilities.

From the organizers team members' point of view the event went generally well. Some problems raised but solved quickly. The main disappointment was the first rock band that could not perform what they promised to. It was indeed my fault; I did not attend any of their previous performances and trusted them.

Partners gave us quick feedback and were satisfied. *Café del Mundo* and *Club 222* got the number of customers they were expected plus the customer image (action sport and eco-friendliness) they were looking for.

Audience satisfaction is expressed in the part 5.3. Results, in the next chapter.

5. RESEARCH METHODS AND STUDY IMPLEMENTATION

5.1. Methodology

The earliest quantitative methods in the social sciences field of study appeared back at the Antic Greek time which Aristotle has developed. *The Rhetoric* is seen as a first scientifically driven quantitative study. Aristotle in his study tends to influence the practice of speaking by constantly noticing and drawing generalized conclusions about the effectiveness of certain methods. (Allen-Titsworth-Hunt 2009.4)

As such, a plausible quantitative methods definition could be defined as an approach using systematic observations to account for and generalize about human behavior. Systematic observation would be referring to its intentional, replicable nature and as so valid. To reinforce the quantitative method decision towards the thesis' nature, bellow is a table reflecting the Three Research Tradition Type:

	Rhetorical	Qualitative	Quantitative
Primary Objective	Create, expand and refine theory through critical analyses of public discourses guided by particular theoretical stances and perspectives	Create, expand and refine theory by observing and interacting with people in their natural environment to discover rich explanation and unique instances	Expand and refine theory through systematic observation of hypothesized connection among variables.
Data Used	Public disclosures, including speeches, documents and	Interviews, observations, and other techniques that allow the	Operational variables created through surveys and/or manipulation

	other publicity available statements	researcher access to individual's accounts and stories	(i.e., an experiment)
Role of Researcher	To be thoughtful and informed critic	To be careful and reflective observer	To be precise analyst of data
Standard of Rigor	Conclusions that are well reasoned and grounded in a theoretically driven reading of discourses	Conclusions that are reflective and deeply grounded in the words and behaviors of participants	Conclusions based on observed connections that are unlikely due to chance of errors on the part of the researcher

Figure 14: Three Research Traditions in Communication (Allen-Titsworth-Hunt 2009. 5)

Comparing those three different research types, the quantitative one appeared to be the most attractive due to its essential characteristics versus the questioned problematic.

As primary objective, the quantitative research type stands above by its definition: “create, expand and refine theory through systematic observation of hypothesized connection among variables.” (Allen-Titsworth-Hunt 2009.7-8) The survey requests an opinion from the attendees; this general opinion to be valid needs to be systematically the same. When their opinion is expressed, it has to stand by. Otherwise the research is null and void.

The data used are operational variables, more precisely nominal and ordinal variables in this study case. Operational variables possess this distinctive aspect of trying to measure human behavior, grading and/or rating something of concern.

Nominal variables represent as example biological sex. This process involves labeling categories and then counting the frequencies of occurrence (*Runyon, 1991*). Categories themselves are not quantified; biological sex is not numerical in nature. (Writing@CSU. 2011.)

Ordinal variables represent for instance, ranks. A rank A would be greater/higher than a rank C. The precise distance between an A and a C is not defined making those grades ordinal variable example. Ordinal variables do not establish the numeric difference between data point. They indicate only that one data point is ranked higher or lower than another (*Runyon, 1991*)

Those operational variables are the main source drawing conclusions of the asked question(s), issue(s). Again those variables are quantifying observed connections, which are unlikely due to chances of errors when drawing these same conclusions; for instance if 90% of skateboarders are in the age category 14-18, and they yearly purchase power is 600 USD, the conclusion drawn for the skateboarding industry will be then: focusing on this particular segment which is skateboarding industry's principal income.

Quantitative research tend to ask and answer "what questions" in attempt to generalize about a certain communication behavior (*Allen-Titsworth-Hunt 2009.9*)

Putting this tendency in to my thesis perspective, and as so my survey, the general "what question" is: What did my attendees think about the event we hosted?

Types of quantitative research designs: experiments or survey

"Survey designs use tests of association such as correlation and regression, whereas experiments typically rely on tests of mean difference such as *t* tests and ANOVA." (*Allen-Titsworth-Hunt 2009.10*)

The study case looks for a general opinion from the attendees. As so measuring the quality of the hosted event.

“Survey designs are similar in nature to opinion polls” (Allen-Titsworth-Hunt 2009. 14-15) then qualifying this design as the one needed for my study case.

The survey I had send is purely intentional, as the replicable nature of the observation. The variable's natures used in this same survey are nominal and ordinal and the design selected is a survey type design.

5.2. Implementation

They are plenty of different survey software, and the most commonly known: SPSS. I decided to use something simpler and more flexible. A free online survey website called thesistools.com. This online tool allows you to build a simple and straightforward survey. The online aspect is great; just have to send the survey link to my targeted segment. The survey appears on a new tab of their browser. When completed, the person submits it by clicking on the submit button, and it goes straight on the host database (thesistools.com). Then I can view it from wherever I am and convert those statistical analyses on MS Excel or SPSS.

Knowing my target segment might not recall the event fully, I also added at the beginning of my survey 2 external links, one showing a photography album and the second a short video filmed by one of our partner SBC Skateshop; both summarizing the event.

Segmentation:

This event happened 10 months ago. We used social medias to promote this event as the invitations via Facebook. Facebook platform doesn't allow you to send messages to “Non-Friend” persons, that is the reason why I couldn't reach all the listed attendees from the event page. I had to process by another way. To collect feedback from the attendees, I simply sent my survey link to my attendees “Facebook Friends”. Then asked them to forward it to their “Facebook Friends” which also attended the event. The segmentation couldn't be more precise.

5.3. Results

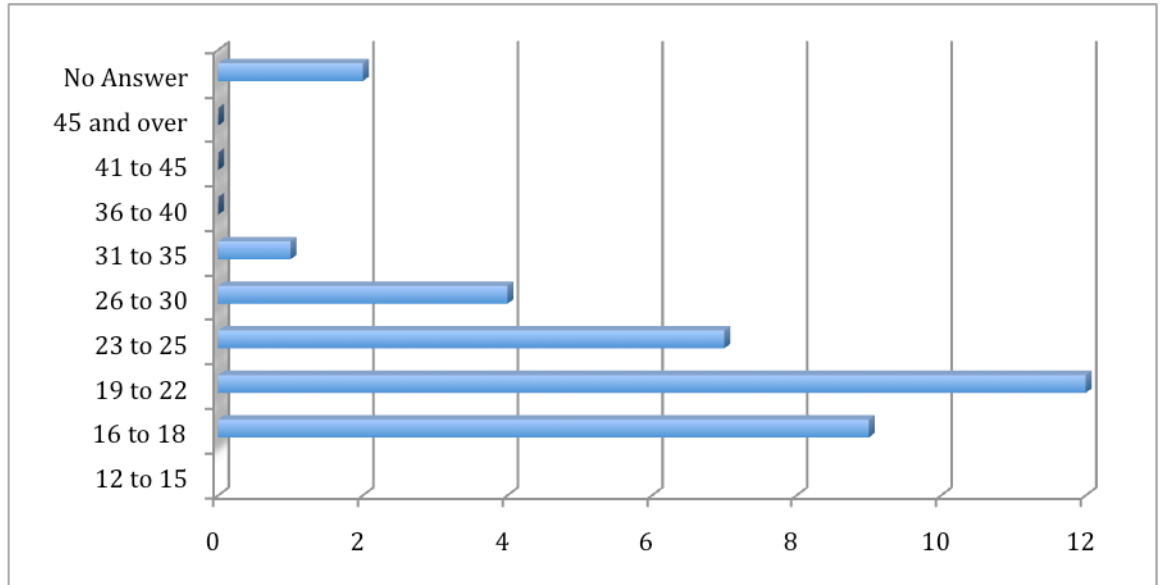
The survey's introduction informed politely the respondents on the task's nature. Two links were posted as an event reminder for the respondents. Both recapping the event: one video and a photo album. The survey uses operational variables, and more precisely nominal variables for the first four questions (Age, gender, nationality, profession), then uses ordinal variables for the last fourteen questions. In total eighteen questions, analyzing what did the participants (and so respondents) appreciate during the event. The last question asks for an overall estimate of the event from the respondent, summarizing his/her opinion on the event in general.

When analyzing the charts, the reader has to keep in mind that some participants attended either the eco-friendly area launch party or one of the after parties or participated at all the event. When attending the after parties, participants must be eighteen years old minimum under Turkish law. This is one of the reasons why there are participants amount in number varying from one location to another on the charts.

Due to a small amount of filled surveys, thirty-five in total, to the amount of participants one hundred fifty approximately, the survey is not perfectly representative in data terms as for instance the type of attendees. The survey is still valid and two videos can be used as factual evidences located in the Appendices 3. Videos. (*Skateboarding Through Bureaucracy, SBC promotional video*)

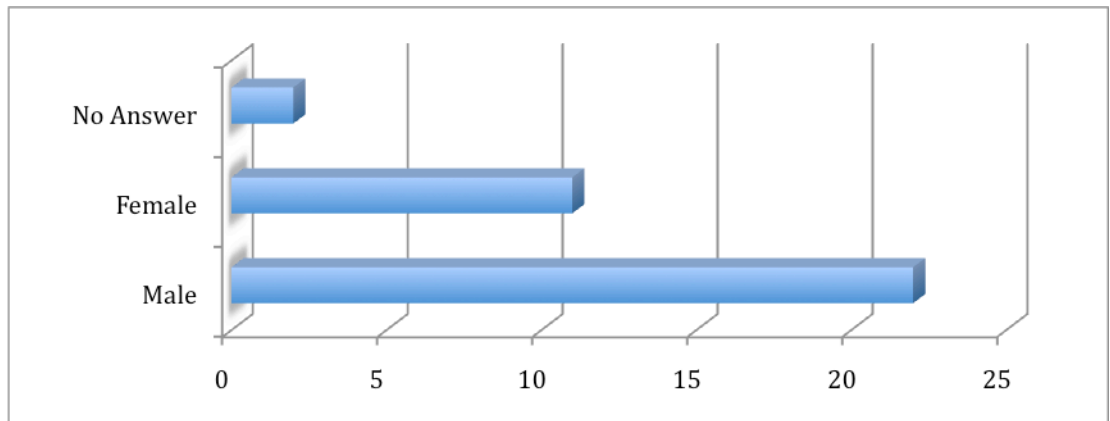
The questionnaire is in the Appendices 2.1. The results are located in Appendices part 2.2. on Xcel format.

Question 1: Age group. (Table 3)



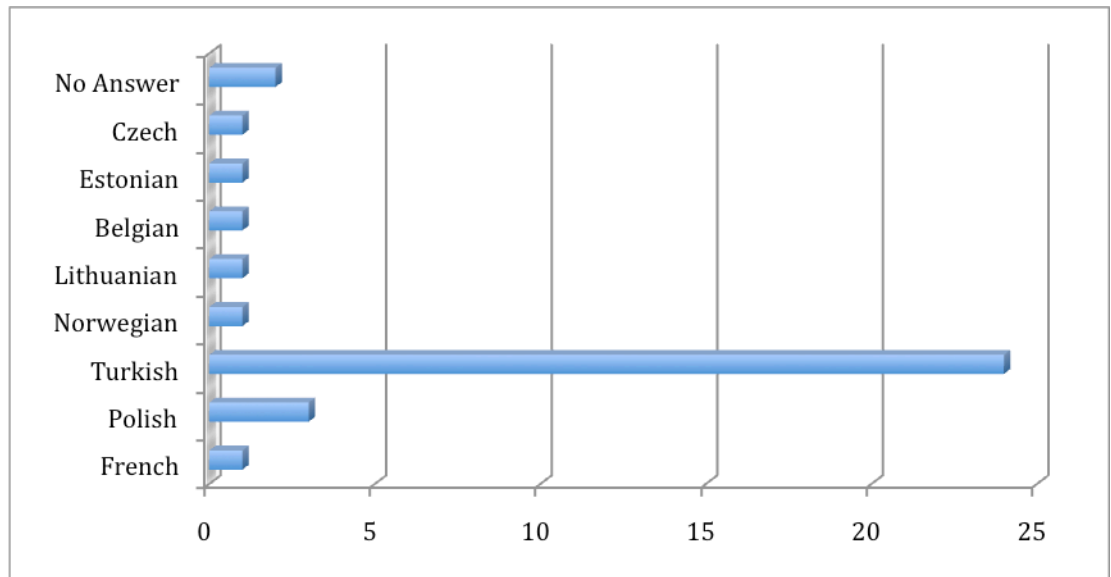
The event was targeted for an audience age between 16 and 25. We reached the segment, having an average of 80% in the targeted age class.

Question 2: Gender. (Table 4)



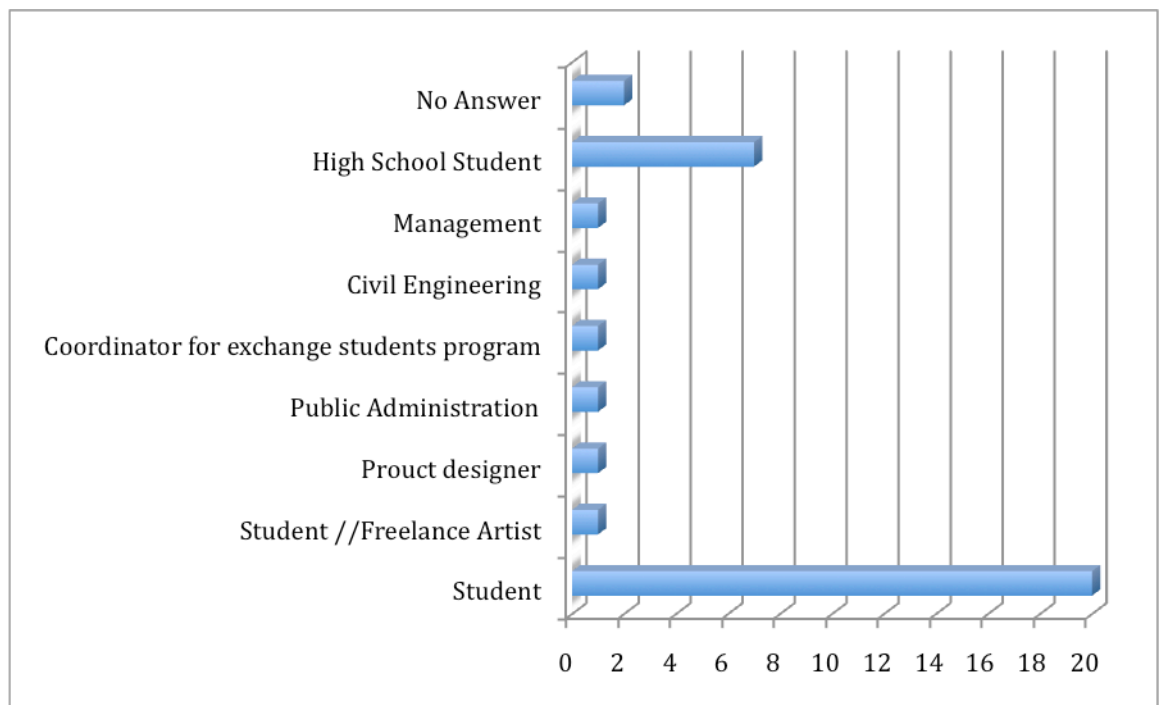
The action sport events and competitions always attract more male than female. For instance, the skateboarding contest did not record any female participants. Females interest were more focus on the eco-friendliness and street art, part of our strategy.

Question 3: Nationality. (Table 5)



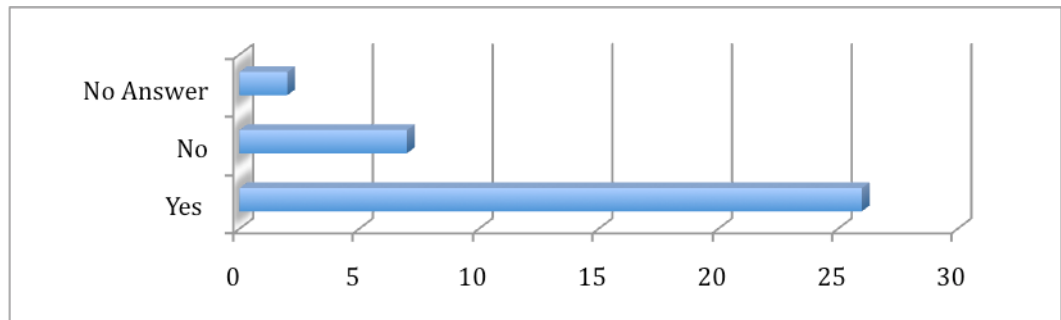
The majority of the participants were Turkish mixed with Erasmus students. This what we planned on, mixing nationalities at the event.

Question 4: Profession. (Table 6)



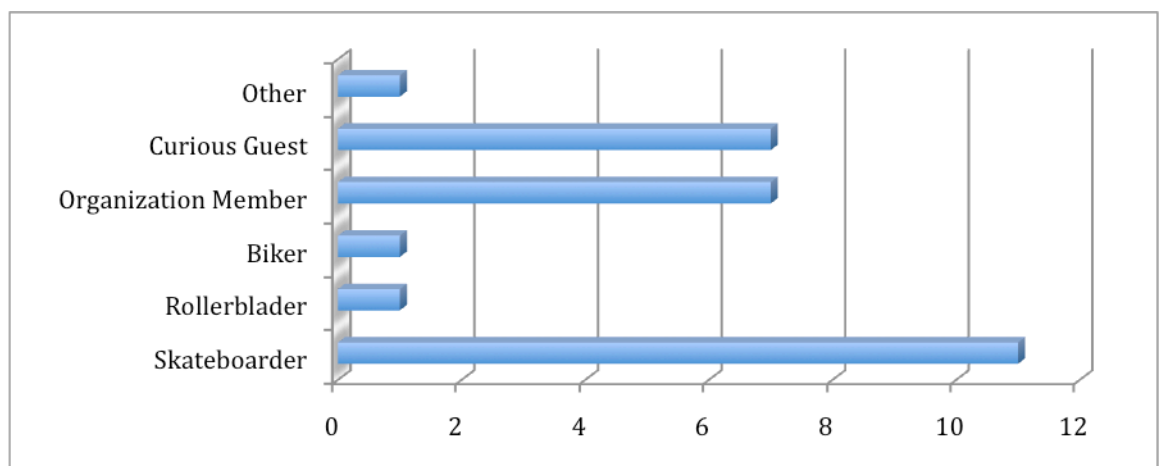
The majority of the participants were students (66%). The second majority of participants were high school student (21%).

Question 5: Attendance at the Eco-Friendly Area (Table 7)



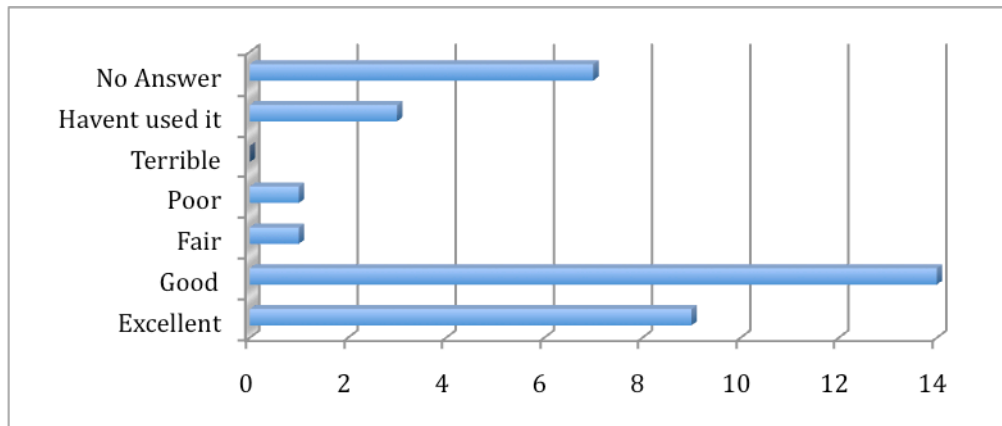
Majority of the respondents attended the eco-friendly area launch party (79%). The non-attendees were attending the after-parties instead (21%) and continued the survey at the interested part question 16.

Question 6: Attendee Type. (Table 8)



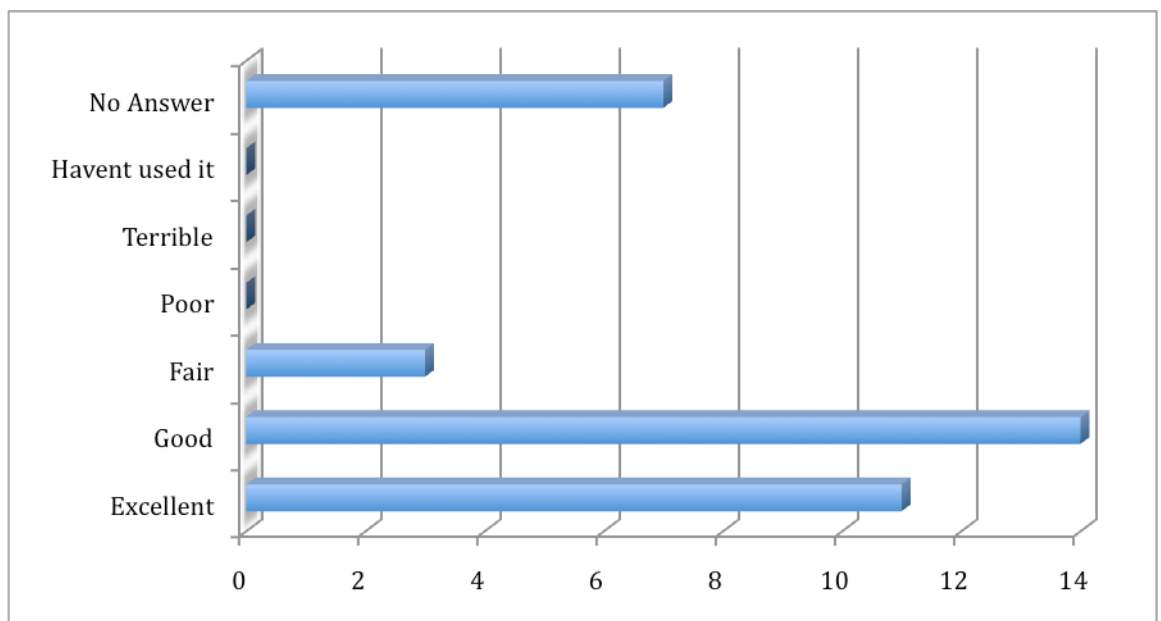
This chart is not perfectly accurate. It shows 46% of attendees are riders, 28% of them are guests or spectators and 22% of the attendees are classified as organizational members. Using *Skateboarding Through Bureaucracy* film as factual evidence, we notice a bigger amount of guests and spectators than the percentage expressed in this chart. The conclusion is, the launch party managed to bring a wide segment of student that were not directly involved in the action sport but also brought a important amount of skateboarders, rollerbladers, bikers.

Question 7: Transportation (Table 9)



Transportation were nicely appreciated, the most of attendees used the bus service the organizers procured.

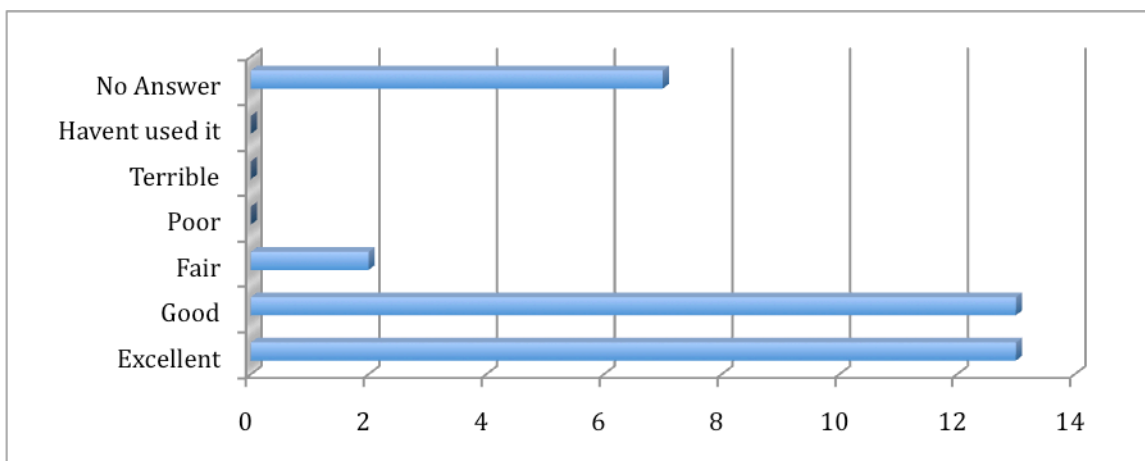
Question 8: Skatepark Technical Qualities. (Table 10)



This opinion was really important to the organizers; they wanted to know if the main final product delivered was meeting the skateboarders' expectations. 90% of the attendees' opinion reflects this success.

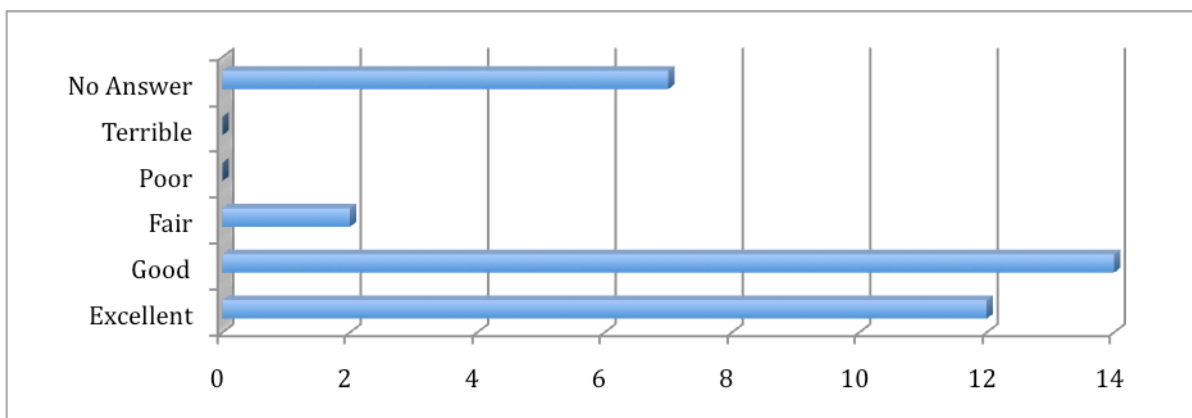
The 10% of "No Answer" reflects the attendees not present at the skate competition.

Question 9: Skateboarding Contest Quality. (Table 11)



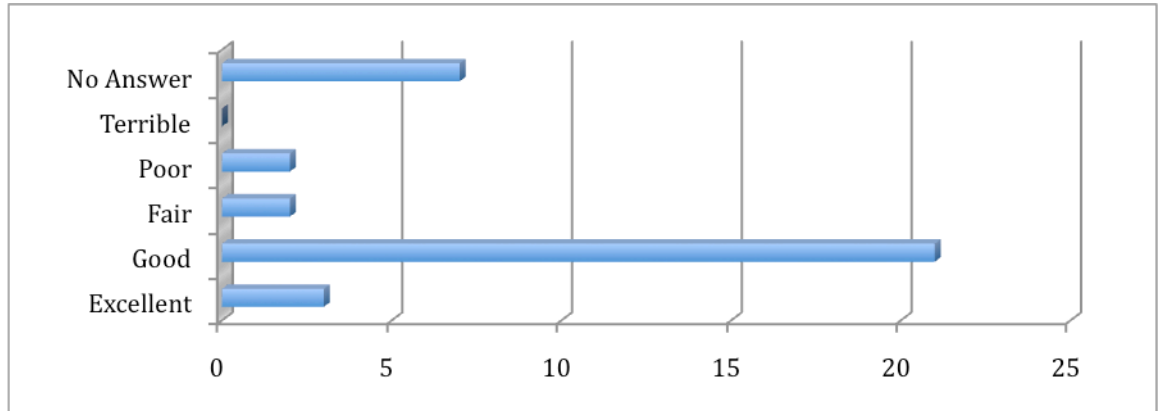
Quality of skateboarding is important, reflecting the level of competition and talent from the riders. The Turkish national champion was competing as well as pro-riders. The skateboarding contest has been well appreciated by the spectators and riders.

Question 10: Price giving. (Table 12)



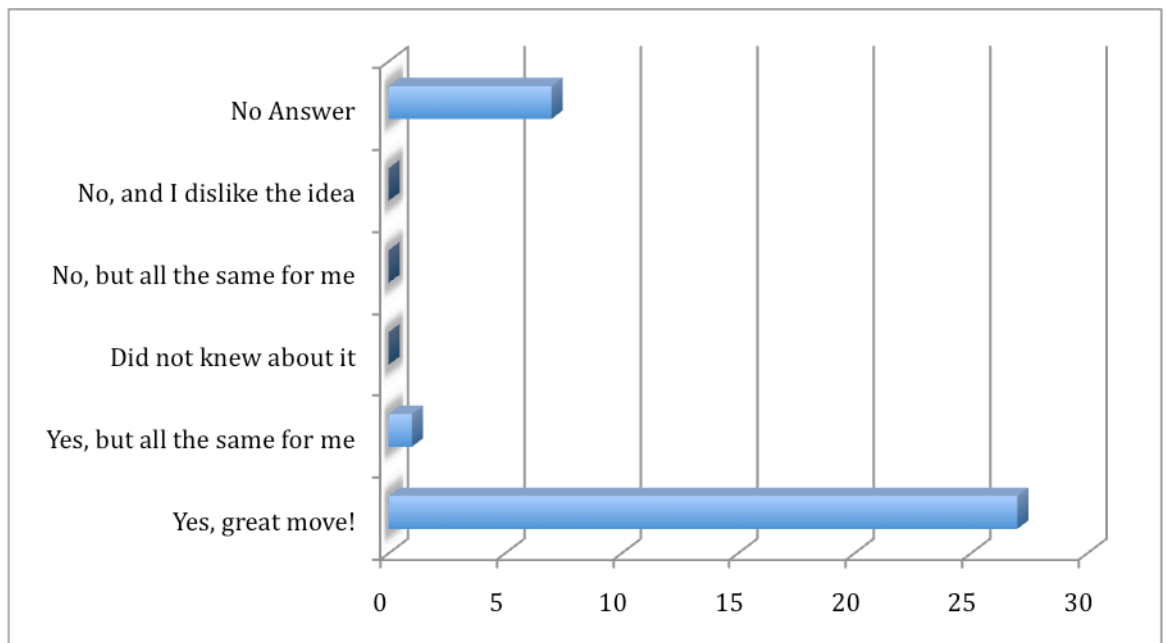
Price giving is important in a contest in a way that it proves again the credibility of the event. The price giving value was recognized and well valued.

Question 11: Street Art Concept Perception. (Table 13)



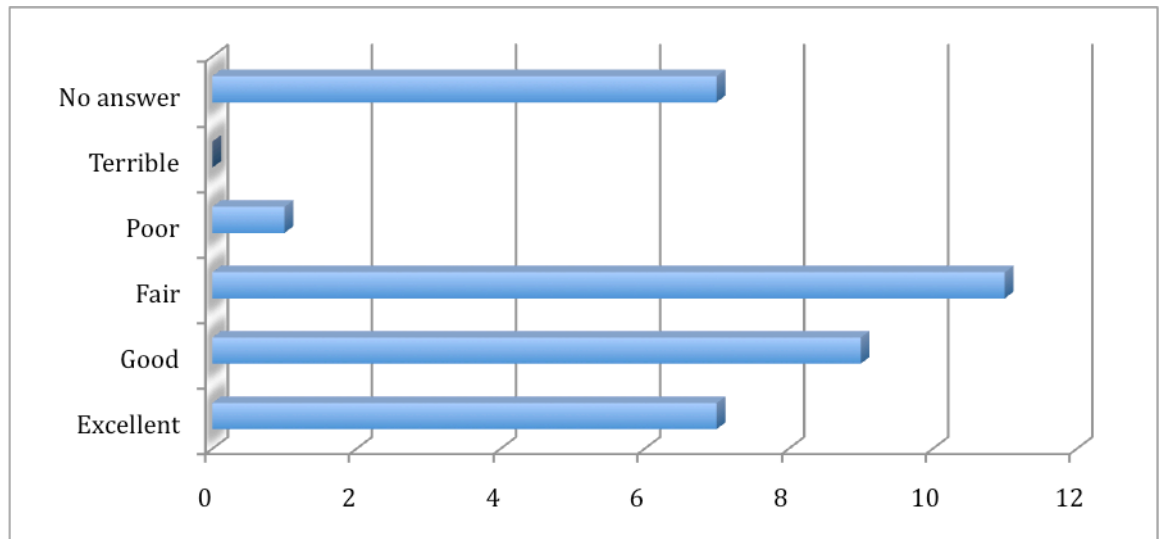
It was a new concept for Turkey, so we wondered if it would be well accepted by the audience. In general they liked it.

Question 12: Eco-Friendliness Perception (Table 14)



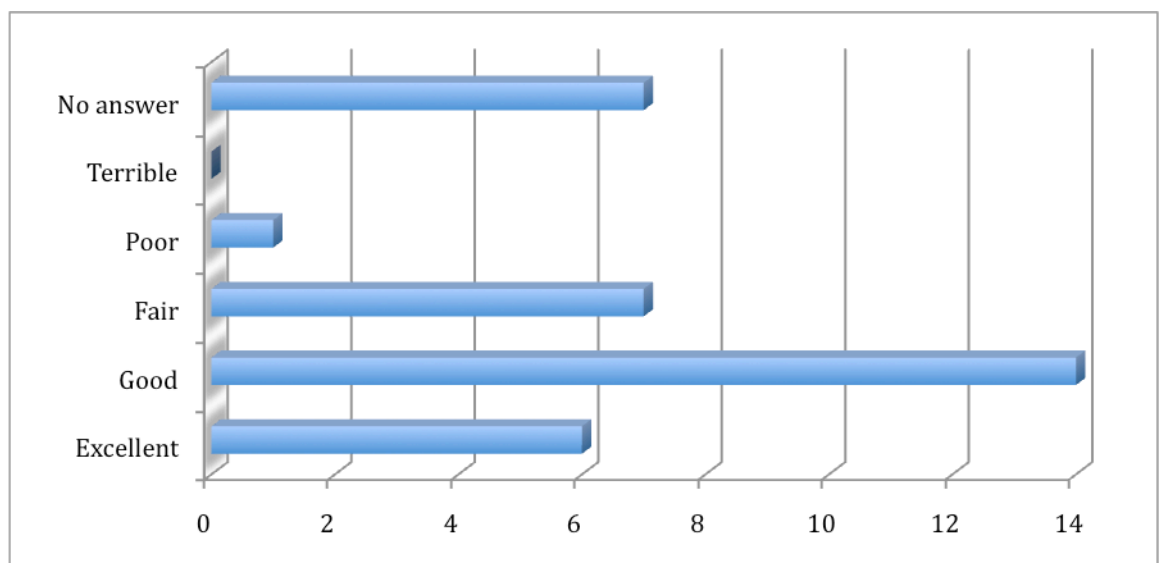
The aim of this project was positive eco-friendliness perception and diffusion among the attendees. Most of the audiences, partners and organizers supported the idea.

Question13: Food and Beverage. (Table 15)



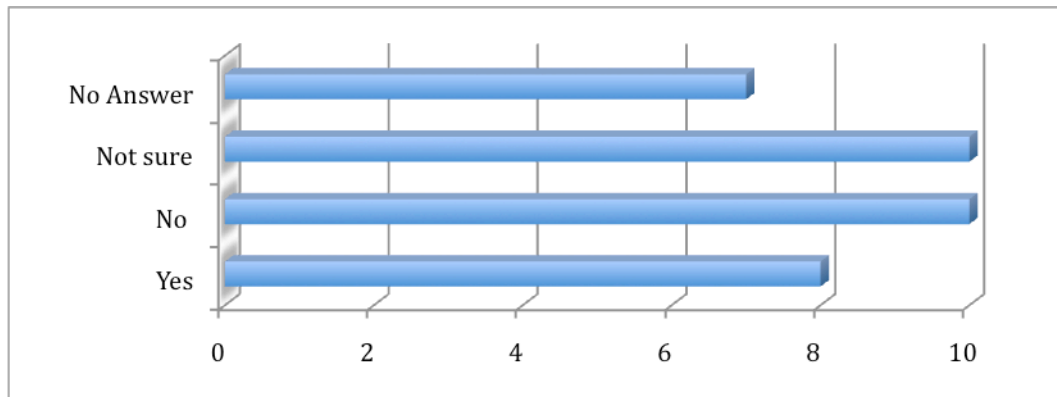
Food and beverage needed to be analyze, and in general it was well appreciated.

Question 14: Rock Concert Rating. (Table 16)

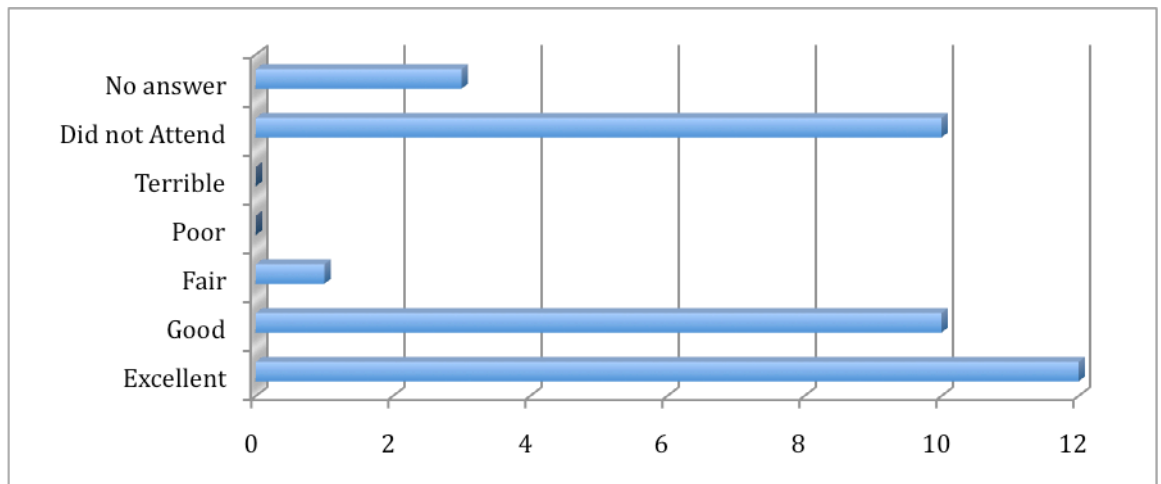


The main problem of the event was the first rock band that could not deliver the product they promised us. We had to react and put the other band on cutting the first one after their third songs. Attendees seem to still have appreciated the concert, which confirm the correctness of the organizers' decision.

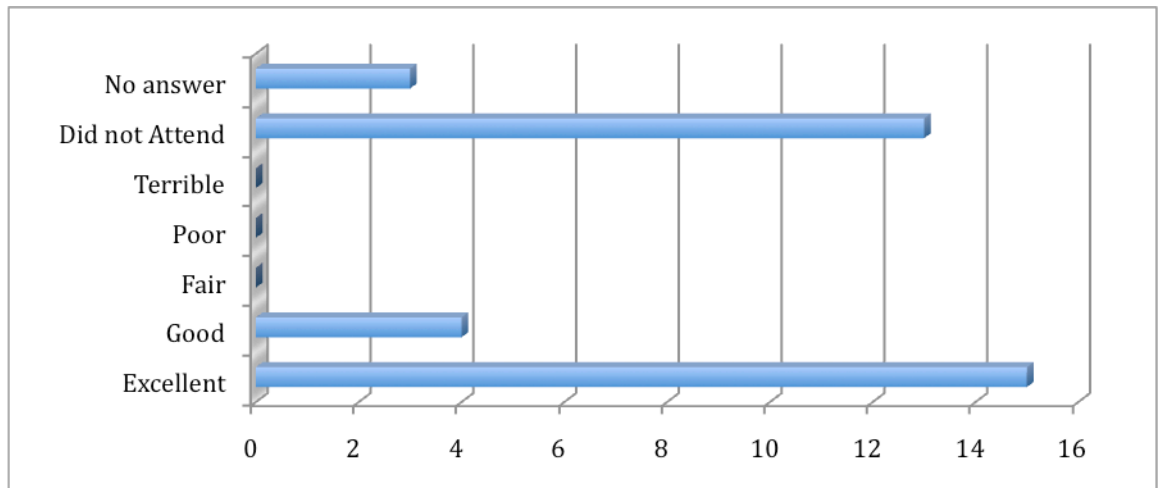
Question 15: Rock Concert Time Management. (Table 17)



As organizer, I was wondering if the rock concert was not too long. In fact we decided at the last minute to shorten it when seeing the audience tired. It has been already a long day; we call the buses earlier and shut the concert down. This chart represents well the confused attendees' opinion.

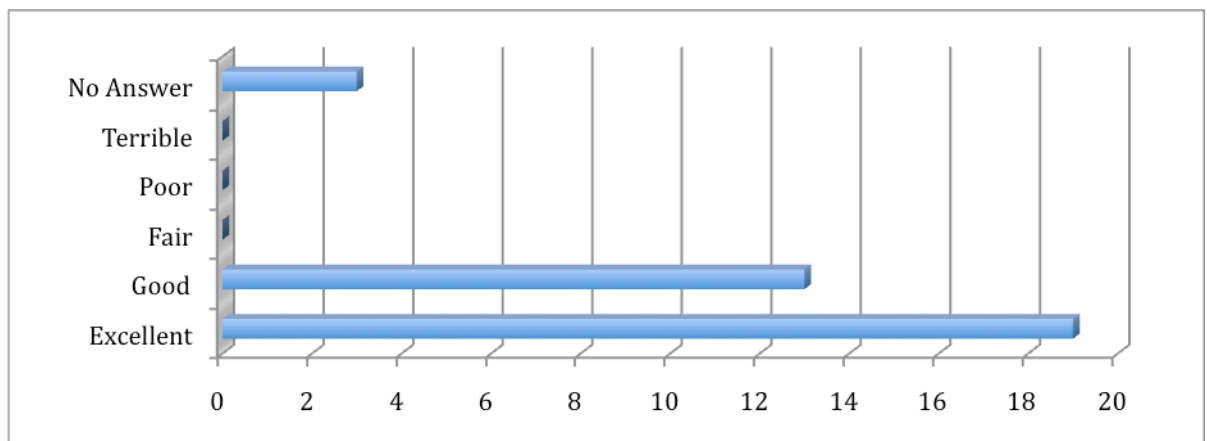
Question 16: After-Party at *Cafe Del Mundo*. (Table 18)

28% did not attend, mainly because of the age limit restriction in bars in Turkey. Underage attendees were disappointed, not able to participate. We knew it; this is also why we decided to have the price giving at the skatepark instead of at *Café del Mundo*. Otherwise the rest of the attendees were satisfied with the first party.

Question 17: After-Party at *Club 222*. (Table 19)

37% did not attend for the same underage problem plus tired attendees. This after party was planned to be smaller, the facilities were made for 150 people maximum. At *Café del Mundo* the attendees' amount was evaluated at above 200. 37% out of 200 is 126 attendees. The chart assumption is valid, *Club 222*'s security evaluated the attendees amount a 150.

Question 18: General Opinion of the Event. (Table 20)



This chart concludes the general opinion of the overall event. 37% rated this event as good and 54% as excellent. The mentions poor, fair or terrible do not appear on this summarizing chart.

6. CONCLUSION

This innovative eco-friendly area been successfully implemented and launched. This project gave me the opportunity to put in to practice many new key concepts previously studied during my bachelor degree. It has been a great challenge.

First getting the project accepted and sponsored by the Anadolu University. The process was long and bureaucratic paper work was infinite. The promotional documentary film Skateboarding through Bureaucracy reflects well this bureaucratic process.

Second building it from scratch, I had to take in to consideration aspects that I did not knew of, as examples concrete properties and gravitational forces on skateboarding modules. The process went fast, everybody worked really hard and really motivated. All the workshops kept their deadlines. The overall supervision went well, the project assembly on site happened the day before the launch party.

Third launching the innovative eco-friendly area. Planning this event and managing the building process at the same time was challenging but worth it. Time management was essential, delegating too. This event marketing and management experience as manager was really worth it.

We did succeed and I would have to thanks Anadolu's international relations office main manager and staff, the civil engineering department, the industrial design department, the fine art department, the film team, partners and the student team for their patience and help. Nothing would have happen without them.

This thesis taught me a lot, especially time-consuming wise. Writing such a paper alone is sometimes hard motivation wise. It took longer than expected but made me learn on and rethink the past mistakes I have done during the project in Turkey. Overall this thesis was a great opportunity to analyze this past project.

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APPENDICES:

1.1. NYSE Euronext_NYSE_NYK quotes & news- Google Finance.pdf

11/3/11

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25.53 +0.77 (3.11%)
 Nov 2 - Close
 NYSE real-time data - [Disclaimer](#)
 Currency in USD

Range 25.09 - 25.69 Div/yield 0.30/4.70
 52 week 21.80 - 41.60 EPS 2.18
 Open 25.48 Shares 262,000
 Vol / Avg 3.04M/3.52M Beta 1.68
 Mkt cap 6.69B Inst. own 76%
 P/E 11.71

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		Valuation				
	Company name	Price	Change	Chg %	d m y	Mkt Cap
NYX	NYSE Euronext	25.53	+0.77	3.11%		6.69B
NYX	NYSE Euronext	19.36	+1.09	5.96%		
NDAQ	NASDAQ OMX Group, Inc.	24.69	+0.33	1.35%		4.37B
CME	CME Group Inc.	259.39	+7.51	2.98%		17.34B
ICE	IntercontinentalExchan...	122.62	-0.64	-0.52%		9.01B
CBOE	CBOE Holdings, Inc.	25.20	-0.13	-0.51%		3.40B
MKT	MarketAxess Holdings Inc.	28.95	+0.06	0.21%		1.10B
DB1	Deutsche Boerse AG	39.10	+0.91	2.40%		7.27B
TRI	Thomson Reuters Corp...	28.92	-0.10	-0.34%		23.93B
X	TMX Group, Inc.	44.45	+0.46	1.05%		3.32B
KCG	Knight Capital Group Inc.	12.31	+0.27	2.24%		1.22B

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 KPI September 2011 Trading Volumes
 Sep 12, 2011
 Barclays Capital Global Financial Services Conference -
 Sep 7, 2011
 August 2011 Trading Volumes
 Aug 8, 2011
 Trading Volume - July 2011
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Key stats and ratios

	Q2 (Jun '11)	2010
Net profit margin	13.74%	12.61%
Operating margin	20.51%	16.84%
EBITD margin	-	23.19%

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 Myy 1.4544
 Osta 1.4546
 15,000.00
 Maara
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1.2. Billabong International Limited_ASX_BBG quotes&news – Google Finance.pdf

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Billabong International Limited (Public, ASX:BBG) [Watch this stock](#)

4.12 -0.01 (-0.24%)
 Delayed: 2:43PM AEDT
ASX data delayed by 20 mins - [Disclaimer](#)
Currency in AUD

Range 4.06 - 4.22
 52 week 2.81 - 9.07
 Open 4.16
 Vol. 1.28M
 Mkt cap 1.05B
 P/E 8.76

Div/yield 0.13/7.04
 EPS 0.47
 Shares 254.04M
 Beta -
 Inst. own -

[S&P/ASX 200](#) 4,173.80 -0.26%
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☐ PPLB ☐ BIC ☐ 0918

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NYX	25.53	+0.770
ZQK	3.45	+0.210
AAPI	397.41	+0.900

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BBG	Billabong Intl. Ltd.	4.12	-0.01	-0.24%			
4IB	IBM China AG	0.0010					
PPLB	People's Liberation, Inc.	0.0500	0.0000	0.00%			
BIC	Biron Apparel Ltd.	0.00					
0918	Takson Holdings Limited	0.225	0.000	0.00%			
BEN	Benetton Group SpA	4.04	+0.04	1.05%			
UA	Under Armour, Inc.	83.80	+1.75	2.13%			
ICC	I.C.C. Intl. Public Co., Ltd.						
053590	K&Company Co., Ltd.						
GFSI Holdings, Inc.	GFSI Holdings, Inc.						
STRP4	Botucatu Textil SA						

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Description
 Billabong International Limited is an Australia-based company. The Company is engaged in the wholesaling and retailing of surf, skate and snow apparel and accessories, and the licensing of the Company's trademarks to specified regions of the world. The Company is organized on a global basis into geographical segments, which include Australasia, Americas, Europe and Rest of the World. Australasia segment includes Australia, New Zealand, Japan, South Africa, Singapore, Malaysia, Indonesia, Thailand and South Korea. Americas segment includes the United States, Canada, Brazil, Peru and Chile. Rest of the World segment relates to royalty receipts from third-party operations. On July 12, 2010,

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Oct 25, 2011
 International Ltd Annual General Meeting
Aug 19, 2011
 Preliminary 2011 International Ltd Earnings Presentation
Aug 19, 2011
 Preliminary 2011 International Ltd Earnings Release

Key stats and ratios

	Q2 (Jun '11)	2011
Net profit margin	7.16%	6.99%
Operating margin	7.60%	7.52%
EBITD margin	-	12.32%
Return on average assets	5.06%	5.10%
Return on average equity	10.46%	9.89%
Employees	1,750	-
Carbon Disclosure Rating	-	-

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1.3. Quicksilver, Inc.pdf

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3.45	+0.21 (6.48%)	Range 3.31 - 3.50	Div/yield -
Nov 2 - Close		52 week 2.61 - 5.70	EPS -0.71
NYSE real-time data - Disclaimer		Open 3.32	Shares 165.16M
Currency in USD		Vol / Avg. 1.35M/1.33M	Beta 2.55
		Mkt cap 569.81M	Inst. own 79%
		P/E -	

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Zoom: 1d 5d 1m 2m 6m YTD 1y 5y 10y All
 Oct 28, 2011 - Nov 02, 2011 -0.04 (-1.15%)

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		Valuation			
	Company name	Price	Change	Chg %	Mkt
ZQK	Quicksilver, Inc.	3.45	+0.21	6.48%	569
ICON	Iconix Brand Group, Inc.	18.20	+0.56	3.17%	1
JOEZ	Joe's Jeans Inc.	0.550	0.000	0.00%	35
NKE	NIKE, Inc.	94.94	+1.06	1.13%	44
PERY	Perry Ellis Intl., Inc.	24.21	+0.41	1.72%	396
532695	Celebrity Fashions Lim...	5.67	0.00	0.00%	110
PVH	PVH Corp	75.81	+1.72	2.32%	5
533332	Sudar Garments Ltd	68.20	0.00	0.00%	1
LIWA	Liwe Espanola SA				
HMB	H & M Hennes & Mauritz AB				
SNCRISC1	Textil San Cristobal SA				

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 Q3 2011 Earnings Conference Call
Sep 1, 2011
 Q3 2011 Earnings Release
[More events from DailyFinance »](#)
Key stats and ratios

	Q3 (Jul '11)	2010
Net profit margin	2.13%	-0.44%
Operating margin	6.74%	6.72%
EBITD margin	-	9.65%
Return on average assets	2.56%	-0.46%
Return on average equity	7.89%	-2.16%
Employees	6,200	-
Carbon Disclosure Rating	-	-

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Survey:

SkatePark Launch Party

Thanks for taking some time off to provide feedback on the last year (18.12.2010) SKATEPARK launch party!
Your input will help us improving the overall concept!

I understand you cant remember clearly this event as it was a year ago.. but you can check those 2 links, one is the pics of the event, the other one a short video of it!!

PICS:

<https://www.facebook.com/media/set/?set=a.451134871007.244763.619141007&type=3>

VIDEO:

<https://www.facebook.com/photo.php?v=1631700645271&set=t.619141007&type=3&t heater>

Start

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SkatePark Launch Party

1.

For statistical purposes only, would you please choose in which age group you belong to?

- ☐ 12-15
- ☐ 16-18
- ☐ 19-22
- ☐ 23-25
- ☐ 26-30
- ☐ 31-35

- ☐ 36-40
- ☐ 41-45
- ☐ 45-Over

2.

Would you please specify your gender?

- ☐ Male
- ☐ Female

3.

To ensure we have a representative sample, would you please indicate your nationality?

4.

For statistical purposes only, would you please write your profession on the line below?

5.

Have you attended the Skatepark launch party last year (18.12.2010)? (If not, just clic on No and go to question 16 please)

- ☐ Yes
- ☐ No

6.

As an attendee, how would you categorize yourself?

- ☐ Skateboarder
- ☐ Rollerblader
- ☐ Biker
- ☐ Organization Member
- ☐ Curious Guest!
- ☐ Other

7.

How would you evaluate the transportation service offered to you? (free buses from Yunusemre Campus to Ikiyul Campus and back)

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible
- ☐ Haven't used it

8.

How would you rate the Skate Park itself?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

☐ Terrible

9.

How would you evaluate the Skate Contest?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible

10.

How would you rate the Price Giving?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible

11.

About the Free Art Expression, how did you like the concept of it? (Tags and Graphs on the white panels)

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible

12.

Were you aware of the eco-friendly concept of this area and what do you think of it? (the skatepark, free art expression panels and furnitures are built mainly from recyclable material)

- ☐ Yes, great move!
- ☐ Yes, but all the same for me
- ☐ Didn't knew about it
- ☐ No, but all the same for me
- ☐ No, and dislike the idea

13.

How would you rate the Food and Beverage offered to you?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible

14.

How would you rate the Rock Concert after the Skate Contest?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible

15.

About time management, do you think the Rock Concert was to long?

- ☐ Yes
- ☐ No
- ☐ Not Sure

16.

How would you describe the After Party at Del Mundo ?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible
- ☐ Didn't Attend

17.

How would you describe the Second After Party at the Club 222?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible
- ☐ Didn't attend

18.

Overall, how would you rate this entire event?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Terrible

Submit

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Thanks for your time and feedback!! Cheers!!

www.thesistools.com

3. Survey's Result Xcel Format:

Page :					2	2	2
Title :							
Question :					For statistical purposes only, would you please choose in which age group y...	Would you please specify your gender?	To ensure we have a representative sample, would you please indicate your n...
Legend						1 = Male 2 = Female	
					1 = 12-15		
					2 = 16-18		
					3 = 19-22		
					4 = 23-25		
					5 = 26-30		
					6 = 31-35		
					7 = 36-40		
					8 = 41-45		
					9 = 45-Over		
Respondent 1							
Respondent 2					4	1	French
Respondent 3					3	1	Polish
Respondent 4					4	2	Poland
Respondent 5					4	2	TR
Respondent 6					4	1	Norwegian
Respondent 7					3	2	Lithuanian
Respondent 8					5	2	Turkey
Respondent 9					5	5	Turkish
Respondent 10					3	2	Belgian
Respondent 11					3	2	Estonian
Respondent 12					3	1	Turkey
Respondent 13					4	1	TR
Respondent 14					3	1	Polish
Respondent 15					2	1	Turkey
Respondent 16					3	1	Turkish
Respondent 17					3	1	Turkish
Respondent 18					4	1	Czech
Respondent 19					3	2	Turkish
Respondent 20					6	1	Turkey
Respondent 21					5	1	Turkish
Respondent 22					5	1	T.C.
Respondent 23					2	1	Turkish
Respondent 24					3	2	Turkish
Respondent 25					0	0	
Respondent 26					0	0	
Respondent 27					2	1	Turkish
Respondent 28					2	1	Turkish
Respondent 29					2	1	Turkish
Respondent 30					3	2	Turkish
Respondent 31					3	1	Turkish
Respondent 32					4	1	Turkish
Respondent 33					2	2	Turkish
Respondent 34					2	1	Turkish
Respondent 35					2	1	Turkish

4. Press release:



İKİ EYLÜL KAMPUSÜ'NE KAYKAY ALANI

Duygu KEÇELİ
 ■ Uluslararası İlişkiler Birimi'nin desteğiyle, üniversitemize gelen Erasmus öğrencileri ve Anadolu Üniversitesi'nin farklı bölümlerinden öğrencilerin çalıştığı bir öğrenci projesi olan "Çevre Dostu Sosyal, Sanat ve Kaykay Alanı Projesi" 18 Aralık günü İki Eylül Kampüsü'nde düzenlenen açılış şöleniyle hayata geçirildi. Açılış şölenine Mühendislik Mimarlık Fakültesi Dekanı Prof. Dr. Tuncay Döğeroğlu, Uluslararası İlişkiler Birimi Koordinatörü Öğr. Gör. Zekiye Doğan ile çok sayıda öğrenci katıldı.

Proje Liderliğini Finlandiya RAMK Üniversitesi'nden gelen İktisadi ve İdari Bilimler Fakültesi İşletme Bölümü Erasmus Değişim öğrencisi Alex Nikola'nın yaptığı projede Anadolu Üniversitesi Erasmus Öğrenci Kulübü (ESN) aktif olarak yer aldı. Toplam 36 öğrencinin, yapımından kurulmasına, boyasından çevre düzenlemesine

doğan ve Mühendislik Mimarlık Fakültesi Dekanı Prof. Dr. Tuncay Döğeroğlu'na projeye verdikleri destekten dolayı teşekkür etti. Özellikle projeye başından itibaren sahip çıkan ve her tür teknik sorunda öğrencilerin yardımına koşan Doç. Dr. Gökhan Arslan'a ve UIB Gelen Öğrenci Koordinatörü Ezel Gündoğdu'ya da teşekkür eden Doğan, bu projenin Anadolu Üniversitesi'nin öğrencilere ve düşüncelerine verdiği önemin ve "öğrenci odaklı" yapısının kanıtı olduğunu vurguladı. Zekiye Doğan, açılan çevre dostu yenilenebilir sosyal kaykay alanının Yunusemre ve İki Eylül Kampüsü'nden öğrencilerin katılımıyla daha da aktif hale geleceğini belirtti. Doğan, kış mevsiminin bitmesiyle birlikte alanın daha da yeşilleneceğini ve yanına yeni sosyal alanların da ekleneceğini söyledi.

Açılış konuşmasının ardından kaykay alanı sporla ilgilenen öğrencilerin kullanımına açıldı. Eskişehir'den gençlerin de katılımıyla gerçekleşen "Kaykay Yarışması"nın ardından, Güzel Sanatlar Fakültesi öğrencilerinin "grafiti" çalışması yapıldı. Dj performansları ve konserle devam eden etkinlik, şehir merkezinde verilen yemek ve 222 Park'ta gerçekleştirilen "After Party" ile sona erdi.

kadar her a ş a m a s ında yer aldığı bu projenin en önemli özelliği, kullanılan malzemelerin Anadolu Üniversitesi Atık Malzemeler alanından temin edilmiş olması.

ÖĞRENCİLERİN ESERİ

Etkinliğin açılış konuşmasını yapan Uluslararası İlişkiler Birimi Koordinatörü Öğr. Gör. Zekiye Doğan, projenin tamamen öğrencilerin eseri olduğunu belirterek, Rektör Prof. Dr. Davut Aydın ve rektör yardımcısı Prof. Dr. Hasan Mandal, Prof. Dr. Naci Gün-

<http://www.ahaber.anadolu.edu.tr/569.pdf>

Official Translation by Yasemin Satar:

SKATEPARK AREA IN İKİ EYLÜL CAMPUS

Eco-friendly, Art, Social and Skatepark Project effectuated in 18th of December 2010 by Erasmus students and Anadolu University students with the support of Anadolu University International Affairs Office. Prof Tuncay Döğeroğlu (Dean of Architecture and Engineering Faculty), Lecturer? Zekiye Doğan (Coordinator of International Affairs Office) and many of students have participated to the opening ceremony.

An Erasmus Student from Finland Ramk University who currently studies at The Faculty of Business and Administration in Anadolu University named Alex Nikola lead the Project with support/help? Of many members of ESN Anadolu (Erasmus Student Network- Erasmus Student Club of Anadolu University) . 36 students worked in any level of Project from organization to build the skatepark and the most import thing about the Project is to use wasted materials of Anadolu University for everythng.

The work of students

At the opening speech Zekiye Doğan, the Coordinator of International Affairs Office, told that whole Project made by students, and she thanked to Rector of Anadolu University Davut Aydın, The Vice Rectors Hasan Mandal and Naci Gündoğan, and Dean of Architecture and Engineering Faculty Tuncay Döğeroğlu for their support. And special thanks to associate professor Gökhan Doğan and Incoming Students Coordinator Ezel Gündoğdu for their effort in any part of the project. She emphasized that this project is a proof of student based education at Anadolu University and the sustainable Skatepark Area is going to become more social with the participation of students and more green after winter.

After the opening speech, the skatepark area has been opened for skaters use. Some students from Fine Arts Faculty made garffiti after the Skating Contest with participation of skaters from all over Turkey. After the rock concert in campus, the programme continued with the after party at 222 Park.

5. PWP: Turkish Version

Sosyal Cevre, Sanat ve Kaykay Projesi

Proje'nin Amacı:

Yaratıcı, geri dönüştürülebilir malzemelerle çevre dostu sosyal bir dinlenme merkezi .

Plan

- **1. Yönetici Özeti**
 - Objektif
 - Başarının anahtarı
- **2. Proje Özeti**
 - Proje Turu
 - Projenin gerçekleştirileceği alan
- **3. Ürünler ve Hizmetler**
 - Ürün ve / veya Hizmet Açıklama
 - Rekabetçi Karşılaştırma
 - Gelecek Ürünler veya Hizmetler
- **4. Pazarlama Analizi**
 - Hedef Pazar Bölüm Stratejisi
 - Edtusturiyel Katılımcılar
- **5. İdare**

1. Yönetici Özeti

Objektif:

- Projenin temel amacı çevre dostu kavramlarla öğrencileri desteklemek ve teşvik etmektir. Bu projenin başarılı olması ve kitleye ulaşması için 4 farklı yol izlenecektir:
- Kullanılmayan tahta malzemeleriyle yapılacak maliyetsiz kaykay parki.
- Kaykay parki etrafında her türlü sanat etkinliğine açık bir sanat ortamı
- Öğrencilerin çevre dostu bu alanda zaman geçirmesi ve dialog içinde olması(Bu alan hiçbir sosyal açıdan kullanılmamakta)
- Bu projeye öğrencileri ulaştırmak ve sosyal bir çevre yaratmak.

1. Yönetici Özeti

Basarının Anahtarı:

- Bu projeyi gerçekleştirmenin amacı öğrenciler arasında iletişim sağlamaktır. Öğrenciler birbirleriyle daha kolay iletişime geçebilir ve bu eğlence ortamında birbirleriyle sosyalleşebilirler.
- Bu yüzden daha geniş bir kitleye ulaşmak için tek tek izleyeceğimiz 4 farklı yol izleyerek seçtik.

2. Proje Özeti

Proje Turu:

- Bu proje kar amacı gütmeyen ve öğrenciler tarafından gerçekleştirilmesi amaçlandırılmış bir projedir.

2. Proje Özeti

Projenin gerçekleştirileceği alan:

- Projenin gerçekleştirileceği yer spor merkezinin yanındaki otopark alanının bir bölümüdür. **Eğer bu bölge proje için uygun değilse projenin devamı için bize yeni bir alan önerebilirsiniz.**

Skate park Area 1:



Sanat ve Sosyal Alan:



Proje Alanı ve Malzemeler:

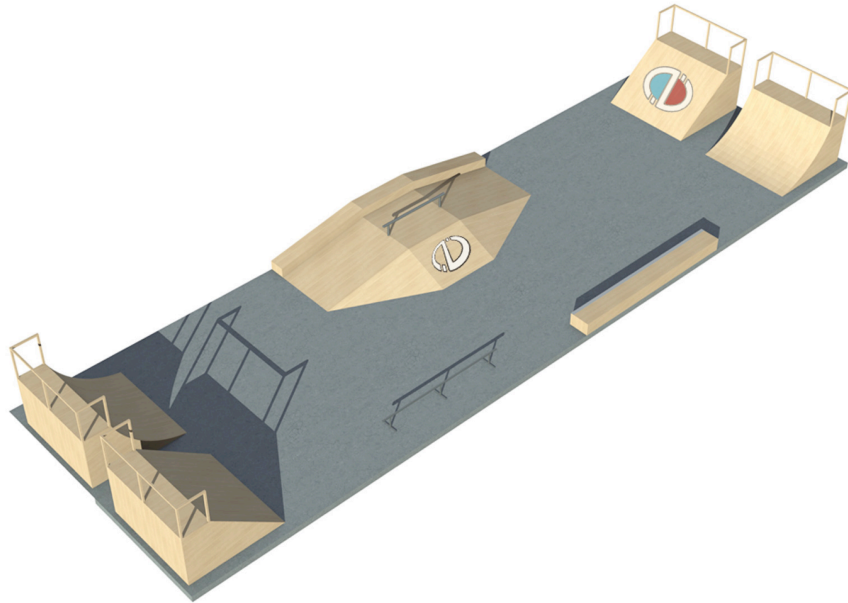
- Projeyi olustururken kullanacagimiz malzemeler 2 eylul kampusunde bulunan hurdaliktan temin edilecektir.Bu malzemeler projemiz icin yeterlidir.Daha once bakma firsati bulduk.Bunun anlami butun malzemeler atil olan hurdalardan olusmaktadir.Bu acidan bir maliyeti yoktur.

3. Proje Alanı ve Malzemeler

- Kaykay Parki Alanı:

- Bu alanda sadece bir kaykay alanı değil, toplum için yararlı bir şeyler inşa etmek mümkün olduğundan tüme yönelik bir örnektir.

Kaykay Parki Taslak Görünümü:



3. Sosyal ve Sanatsal Etkinlik Alanı

- Amaclari:

- Bu alan projenin en onemli amacidir. Cunku burada ogrenciler sanat ve spor ile birlikte sosyallesecek ve iletisim halinde olacaklardir.
- Rahatlamak,mola vermek ve sosyallesmek siteyen ogrenciler bu alanda bir araya gelecek ayni zamanda cevrelerini genisletecektir.

3. Sosyal ve Sanatsal Etkinlik Alanı Rekabetçi Karşılaştırma

- Potansiyel diger rakipler bu projenin sehrin icinde yapilamisini arzu edebilir.
- Eskisehirde kaykayalani olmadigi gibi cevreye butunlesmis boyle bir projede bulunmamaktadır.Bu yuzden rakip potansiyelide yoktur.Ayrica bu proje mali bir endise yerine ogrencilere sosyallesme saglamaktadır.

3. Sosyal ve Sanatsal Etkinlik Alanı Gelecek Ürünler veya Hizmetler

- Bunun yanı sıra bir çok uygulanabilir çevre dostu fikirlerimiz var.Ama bunların gerçekleştirilmesi için öncelikli olarak sosyal ve sanat alanlarının hayata geçirilmesi gerekmektedir.Tabi bunun için önce öğrencilerin toplanabilip aynı zamanda fikirler sunabileceği kaykay parkimizi inşa etmeliyiz.
- Eğer bu proje gerçekleşirse şimdiden sponsor olmak isteyen bir marka bize kaykay ve kaykay malzemeleri temininde bize yardımcı olacaktır.Bu firma aynı zamanda çevre dostu kaykay üretimi yapan tek firmadır.

www.bamboosk8.com

5. Yönetim

- Şu anda çekirdek grub 10 kişidir.Görev dağılımı aşağıda bulunmaktadır ve bu kişiler üniversitemizin çeşitli fakültelerinde öğrenim gören öğrencilerdir.

PWP English version:

Eco Project around Social, Art and Skate Environment

Aim of the project:

Creating a recreational, creative, eco-friendly and a social environment out of recyclable material.

Plan

- **1. Executive Summary**
 - Objectives
 - Keys to Success
- **2. Company Summary**
 - Company type
 - Locations and facilities
- **3. Products or Services**
 - Product and/or Service Description
 - Competitive Comparison
 - Future Products or Services
- **4. Marketing Analysis**
 - Target Market Segment Strategy
 - Industry Participants
- **5. Management**

1. Executive Summary

Objectives:

- The main objective is to promote, support and educate students on eco-friendliness notions. In order to succeed and reaching the mass, our project will be evolving around 4 different channels:
- **A sustainable skate park** made out of wasted goods.
- **An art environment** around this skate park, open to all kind of artists
- **A social area** to hang out and discuss about eco-friendly ways and solution improving our living surrounding. (both social and art area are made out of wasted goods too)
- **Social medias** to promote our project and reach the mass. Also making those people interacting through those medias.

1. Executive Summary

Keys to Success:

- To achieve this project and cause a tangible impact on a wide segmentation, the main key has to be communication. Interaction among people about sustainable messages, possibilities, products on a recreational environment.
- That's why we think of using 4 different channels, instead of a single one, our project will have a better impact on a wider population.
- Please have a look on our interaction plan on the next slide:

2. Organization Summary

Organization type:

- Our organization type is non-profit organization leaded by a group of student, run by students and open for everyone (mostly students) willing to participate.
- The main team description's is in part 5. Management.

2. Organization Summary

Locations and facilities:

- The location we had in mind is the parking place next to the sport area. Please have a look of the following pictures. **If this location doesn't suit you for any reasons, please give us some ideas where we should implement this environment.**

Facilities:

- As you understood we are building this entire concept by our selves from waste material. The main part of the goods shouldn't have any cost.
- **I can not guarantee the zero budget cost** we are planning on, but still we shouldn't have any high expenses (extra wooden planks for technical module as the quarter pipe)

3. Products and services

Product and Service Description:

- Skate park area:

- Purposes:
 - This area is not just a skateboarding area, its an example for all that it is possible to build something useful for the community made out of wasted material.
 - An other important point of this area should be the openness towards different groups of persons by attracting any of them by skateboarding itself (from beginners level to pros), persons enjoying the esthetical aspect of this sport or just curious people!
 - By attracting them through this channel (skate park), they will start interacting around the social and art area, **having as main aim communication between individuals** on endless different matters.
 - This area could also attract kids from difficult social area who wish to practice (or learn) skateboarding on a safe, sociable and creative environment.

3. Products and services

Product and Service Description:

-Social and art area

- Purposes:
 - This area is one of the most important of this entire project. Why? Well, its easier to seat and relax than going skateboarding...meaning more people will be hanging around watching the skaters which is true..
 - This location will be holding the main stream of people, putting them across. From the student who just want to have a break and relax, to the art student who is exhibiting one of his/her last work next by, or the skater fixing his board.
 - This area will promote and show different eco solutions.

3. Products and services

Competitive Comparison

- Our social and art area isn't just a place to hang out, its also a meeting point for eco-friendly conversations, interaction between people from different background (nationally, study field..) and also regarding art awareness.
- About the skateboarding area we do not have any competitor.
- **On the eco friendliness side of our project,** nothing had been done yet. We will be the precursor, so **competition is inexistent for the moment.**

3. Products and services

Future Products or Services

- The main improvement would this free drinkable water project
- We do have some other ideas as an organic vegetable garden
- For the moment everything is open and possible

4. Marketing Analysis

Target Market Segment Strategy

- People are more and more concern about them living environment, and them consuming ways in general as a global trend.
- The consumption trends are changing, people start going back to second hand markets, preferring buying used goods that are still in good shape rather than buying new ones. There is 2 reasons for it, first the cost but also the nature of the purchase, meaning they are supporting an eco-trend as reusing material. In Europe it s getting even fashionable.
- More focus on Eskisehir market, this trend exist (bazar, second hand bike market..) but on a small scale.
- **Our solution to reach our segment target is to attract them through potential interesting areas.** Developing this concept and advertising it as much as possible through all kind of promotion tools will attract those students, **and possibly start having an eco interest and interaction among them.**

4. Marketing Analysis

Industry Participants

- As industry participants, **nothing is sure and fix for the moment**, they are waiting for your approval and of course the final plan.

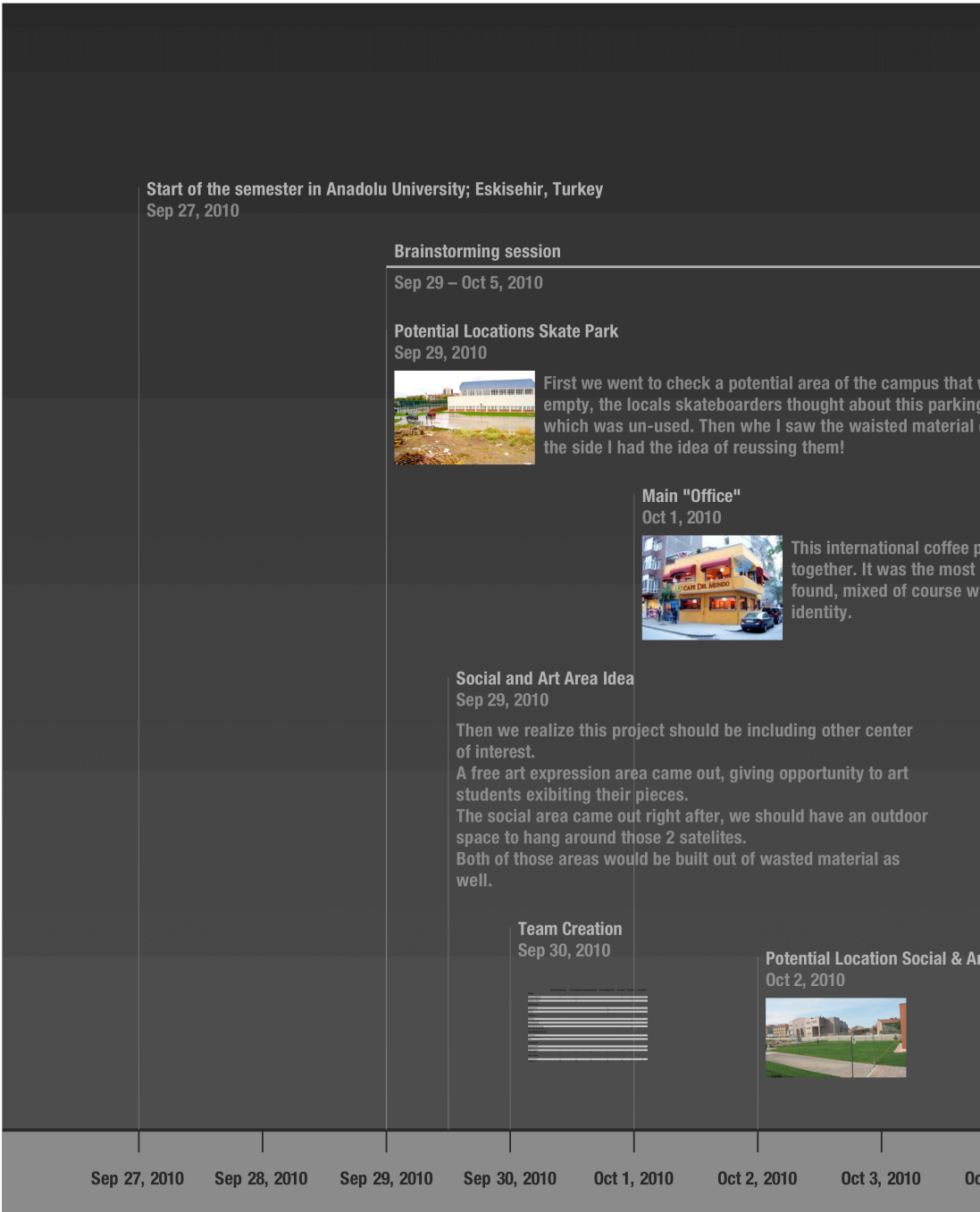
But as a main list:

- Bamboosk8, skateboarding brand providing decks made out of bamboo having as main message eco-friendliness. For more information please have a look of them web-site: www.bamboosk8.com
- 2 potential energy drink sponsors either RockStar or Redbull
- Solar Panels Company
- ALEX reusable water bottles

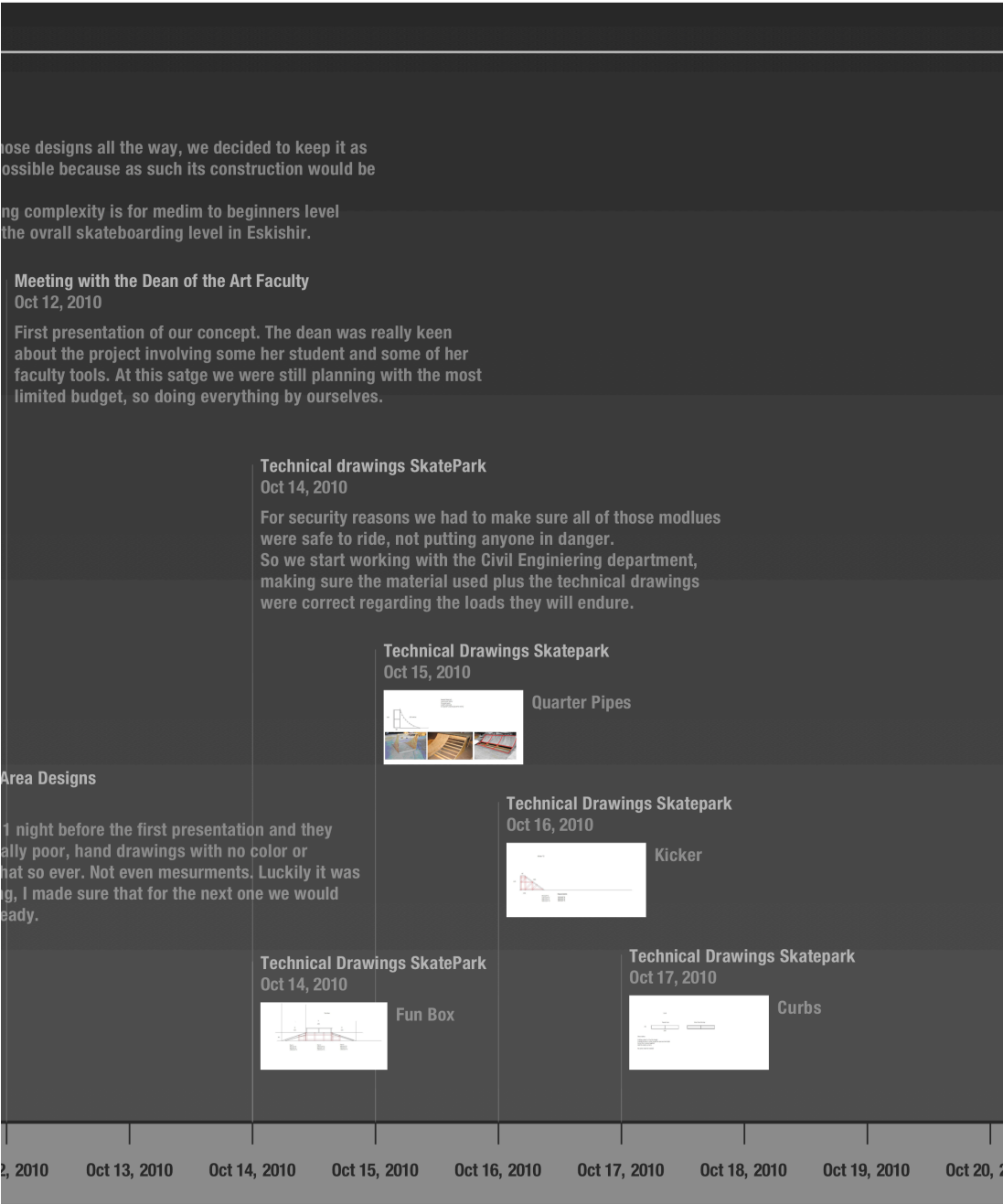
5. Management

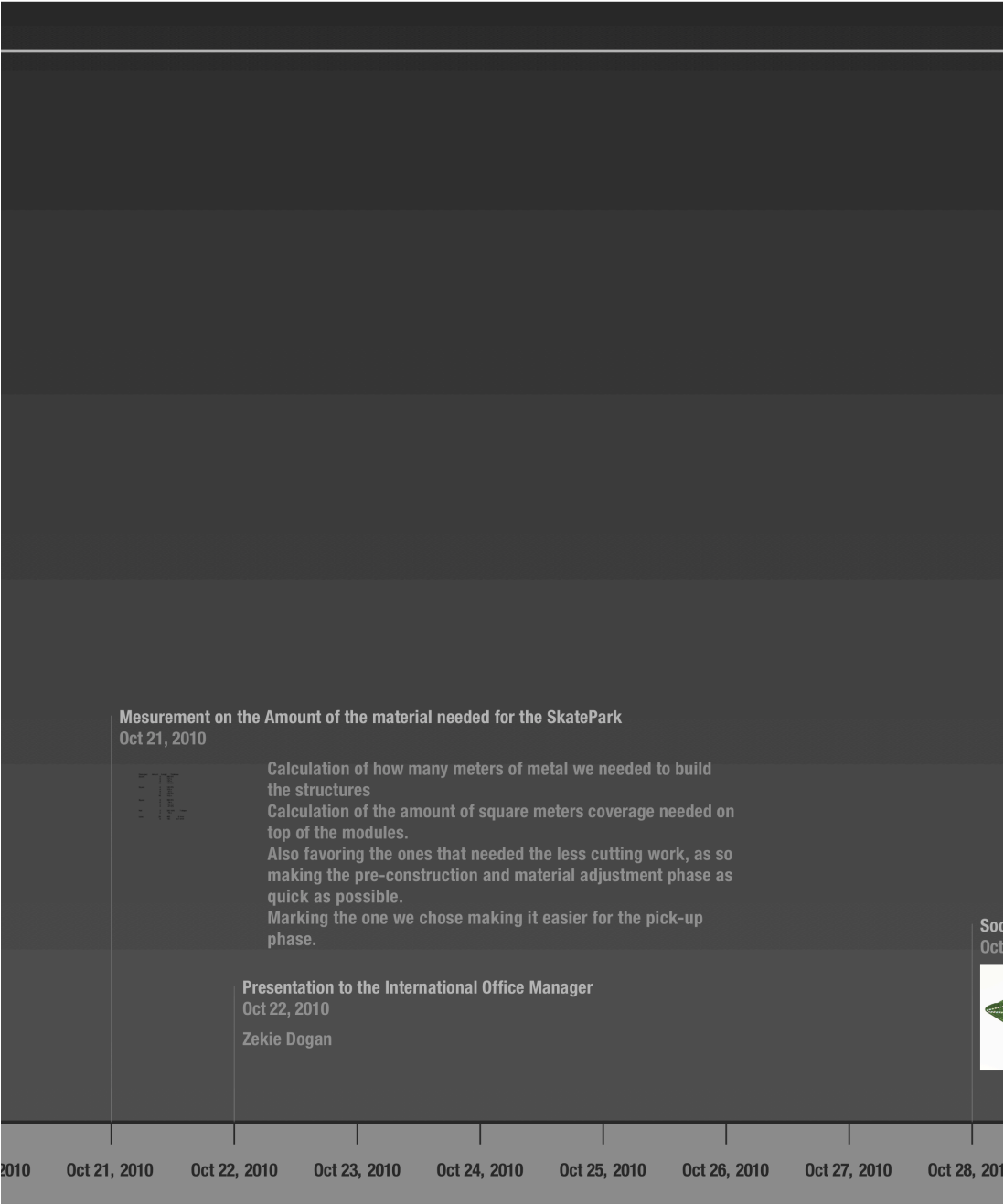
- We are 10 for the moment as the main core. Please have look of our task chart subdivided by each of them:

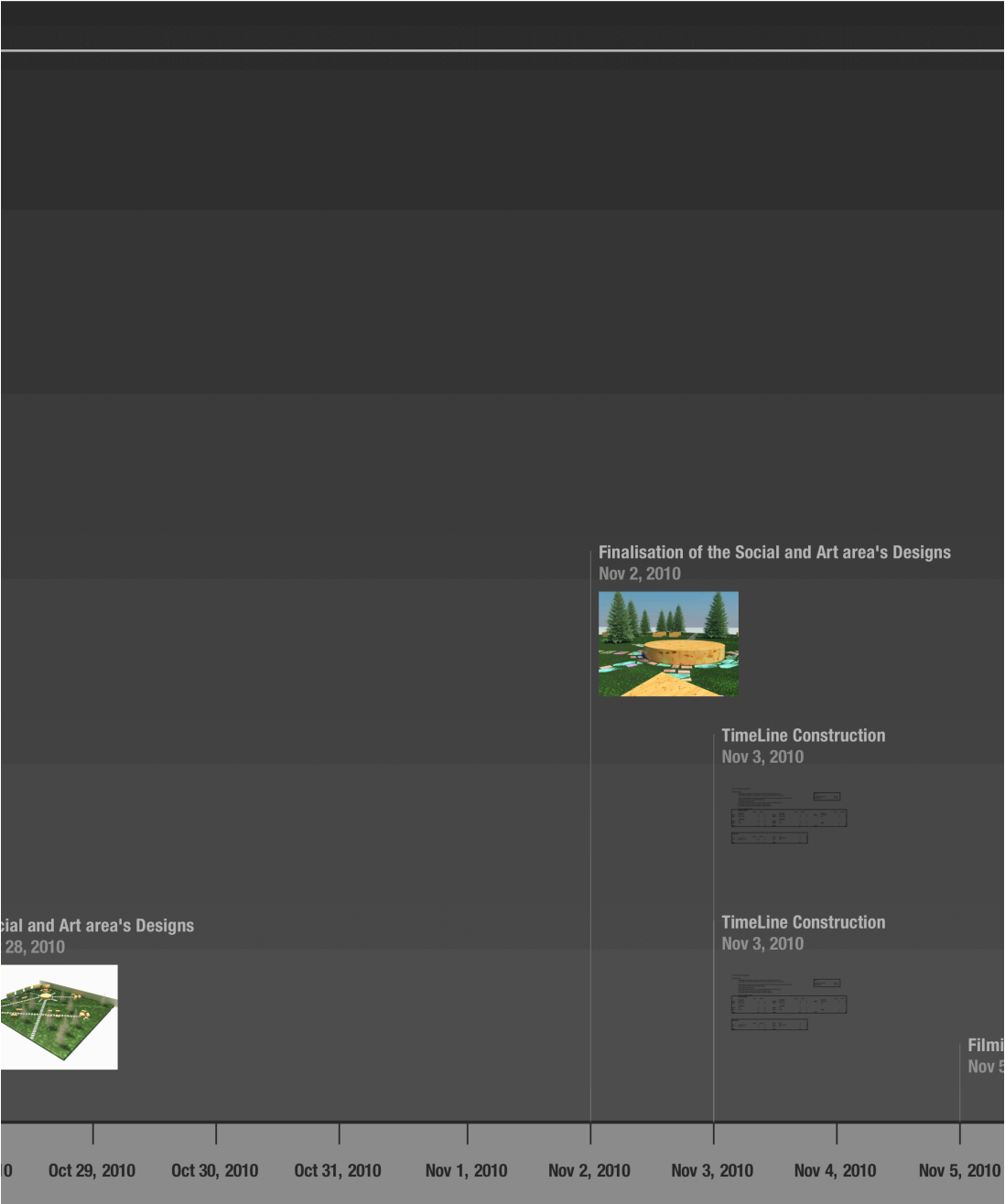
6. Construction Timeline:

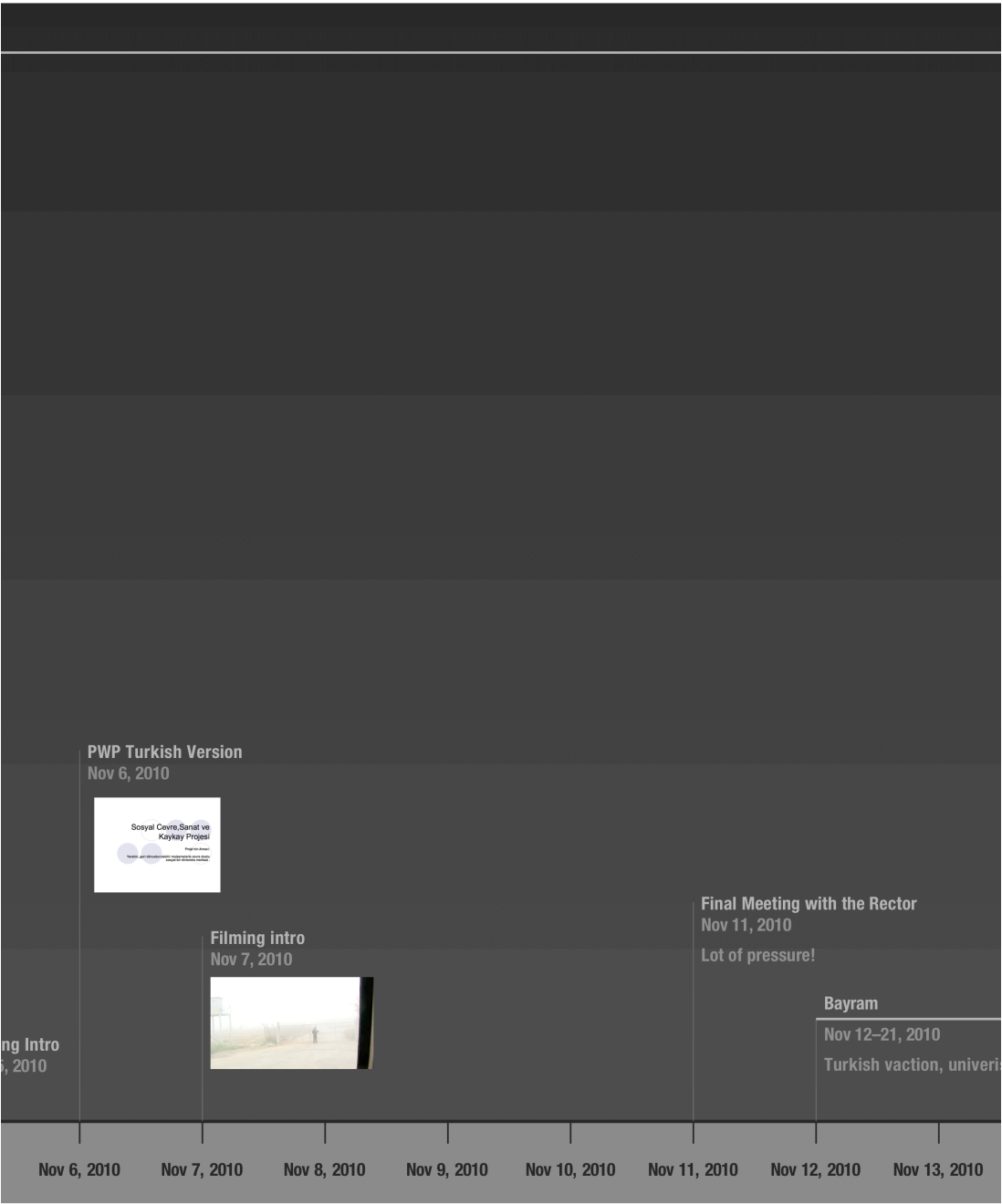


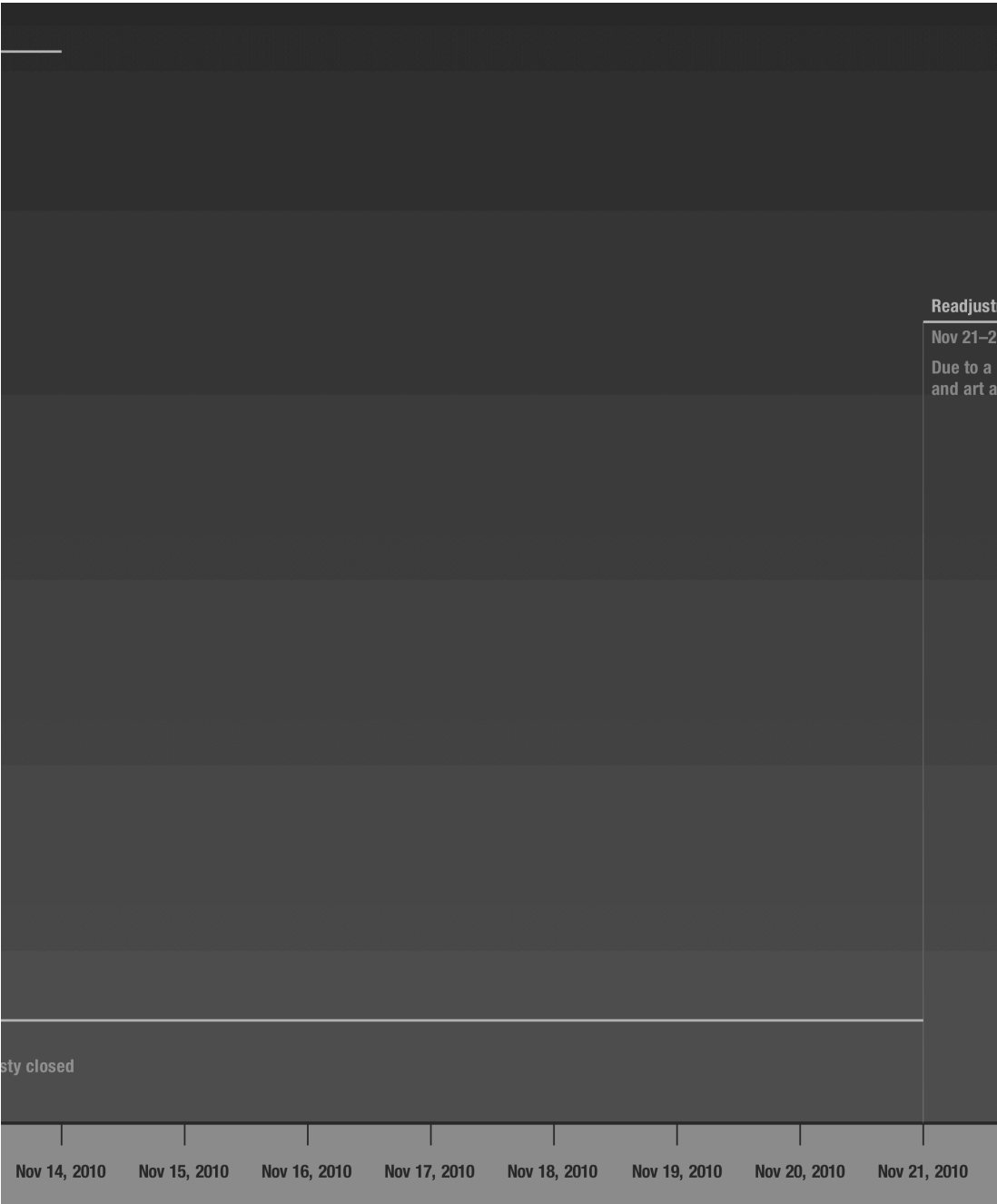


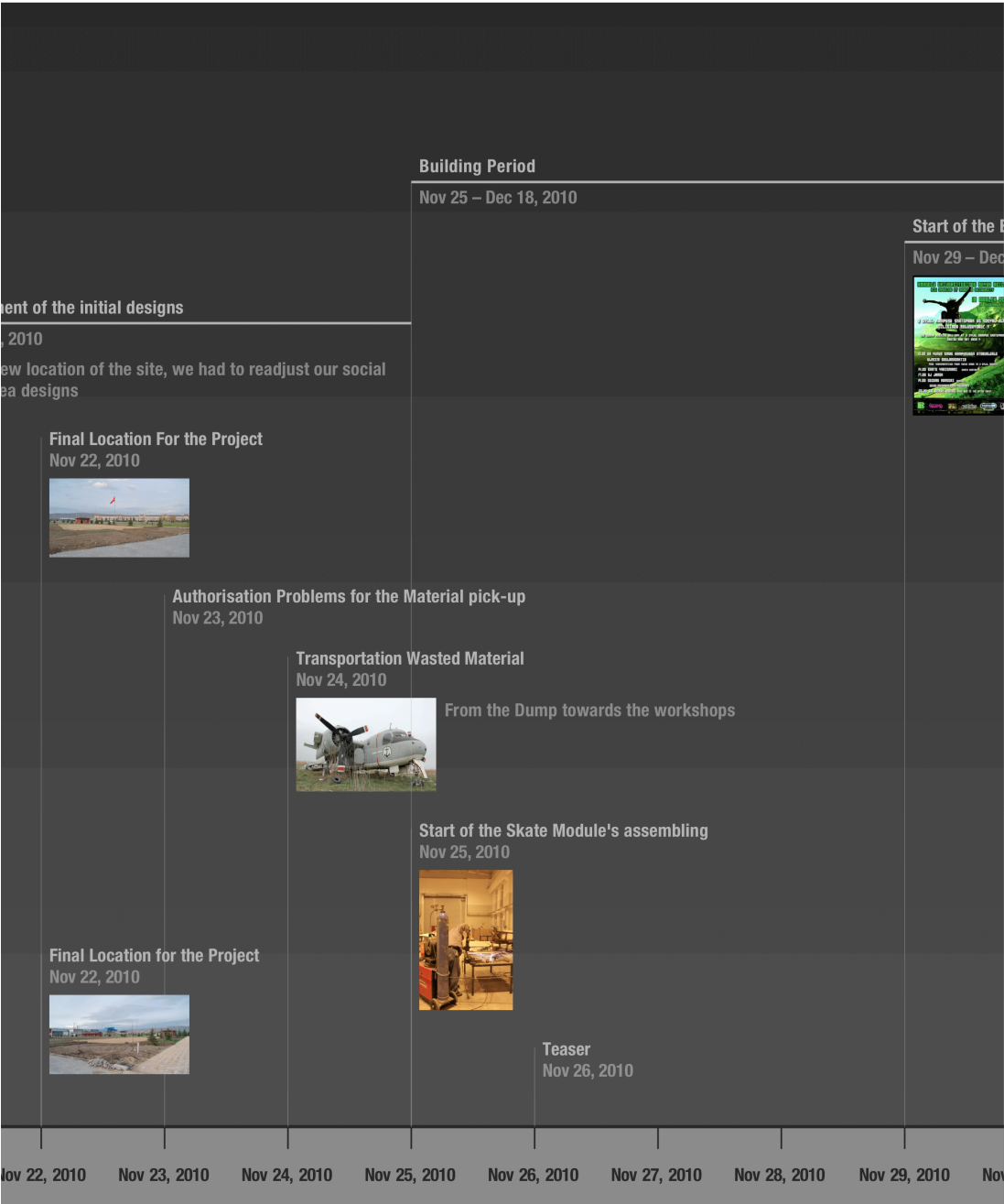


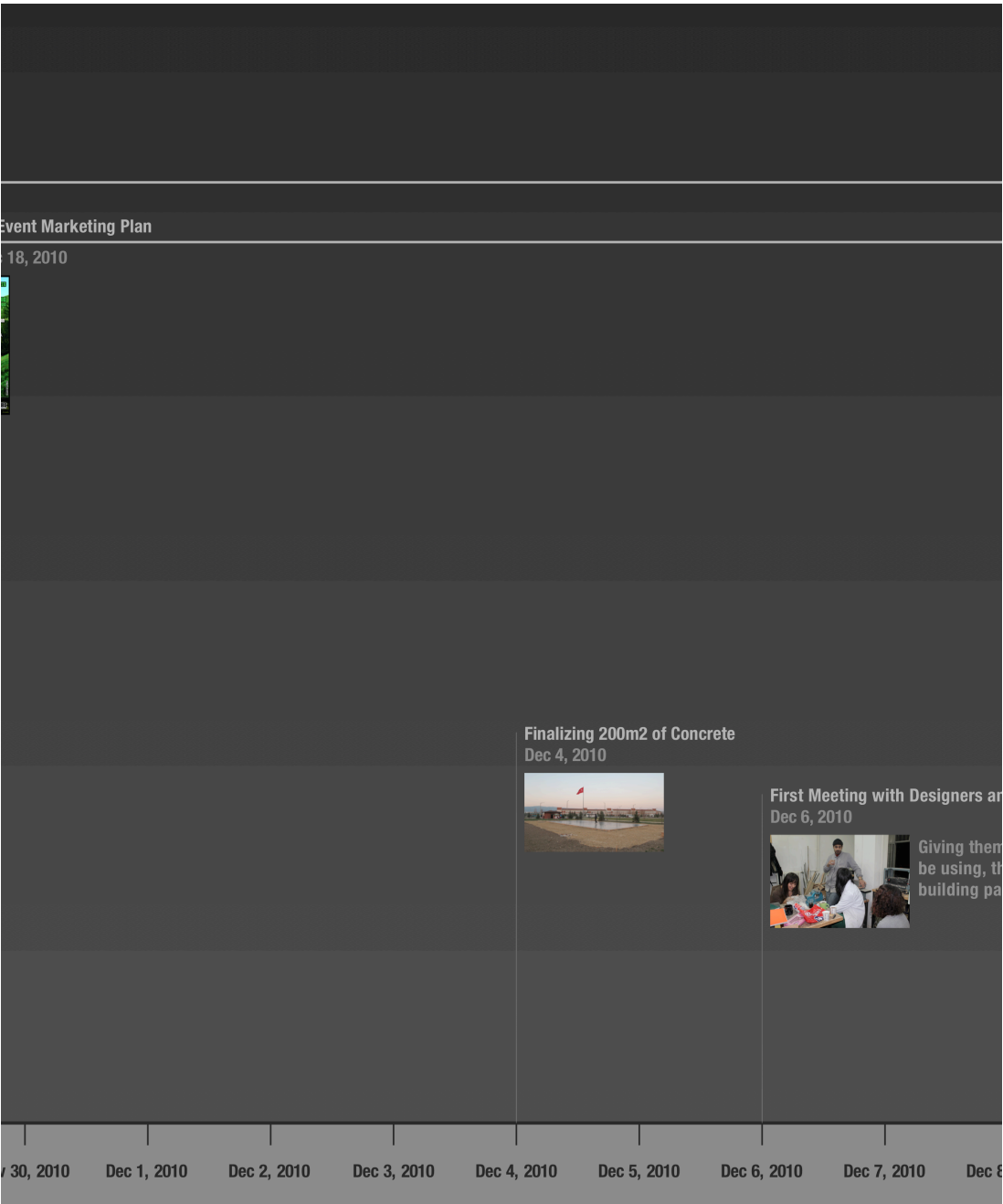


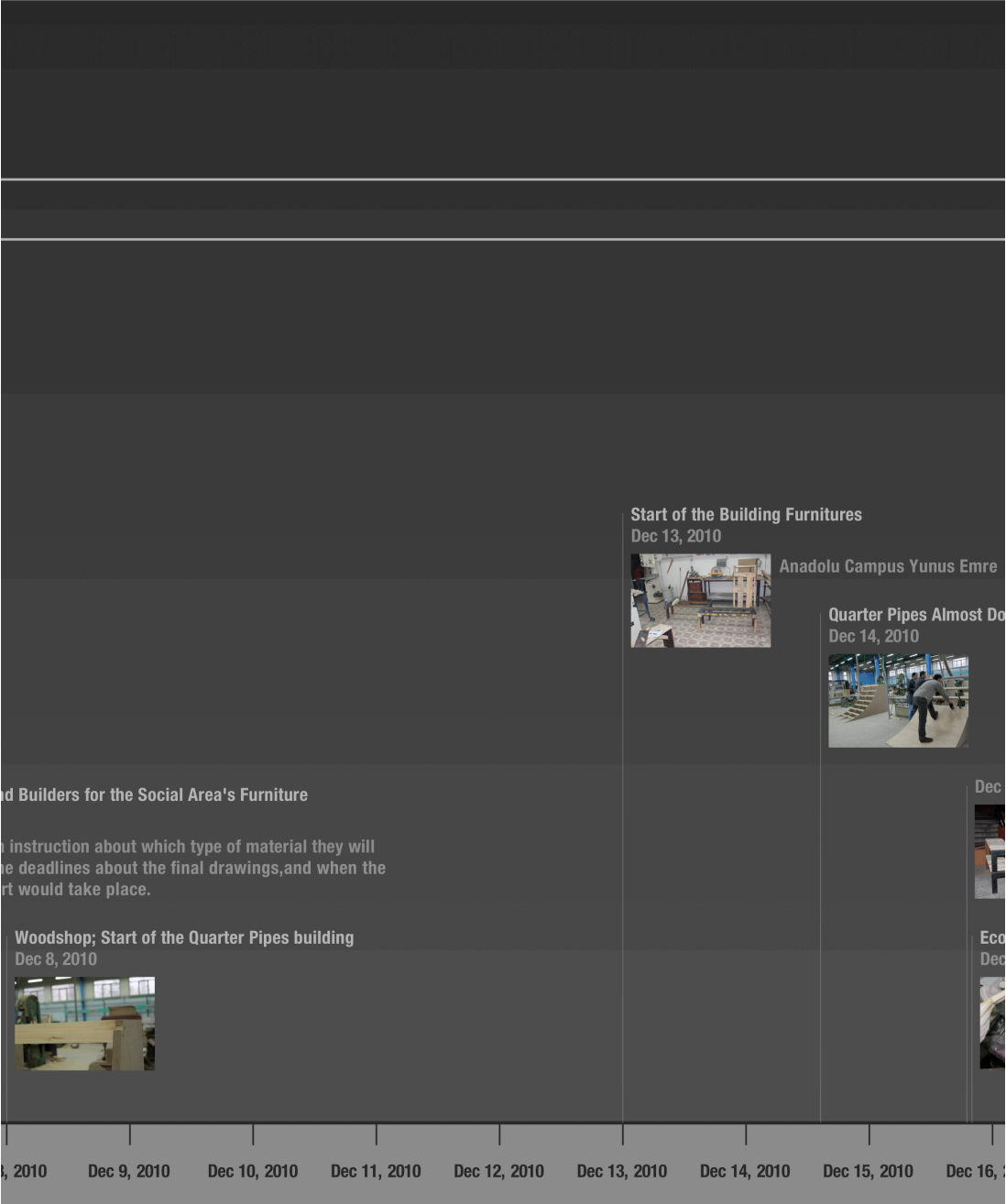


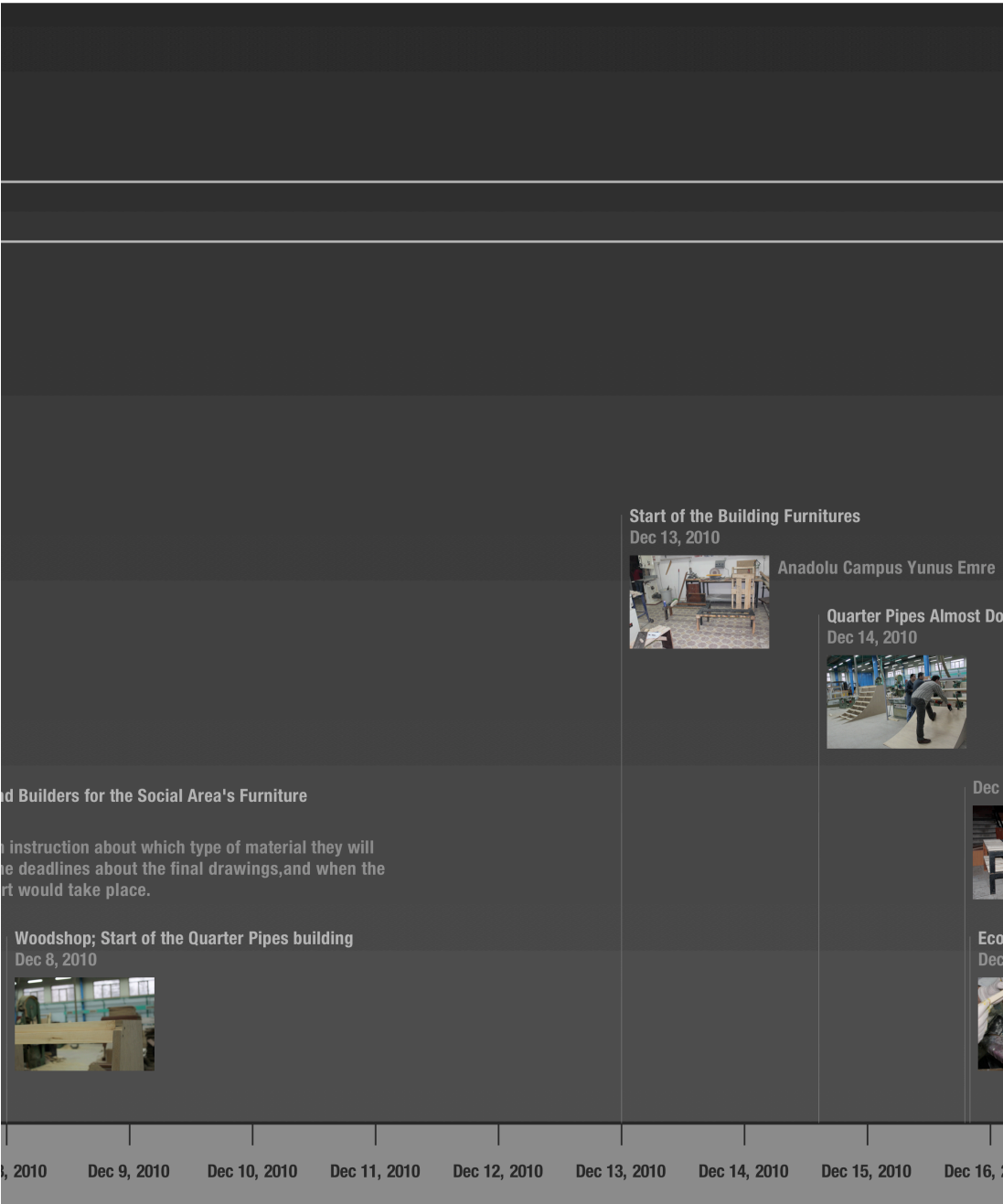


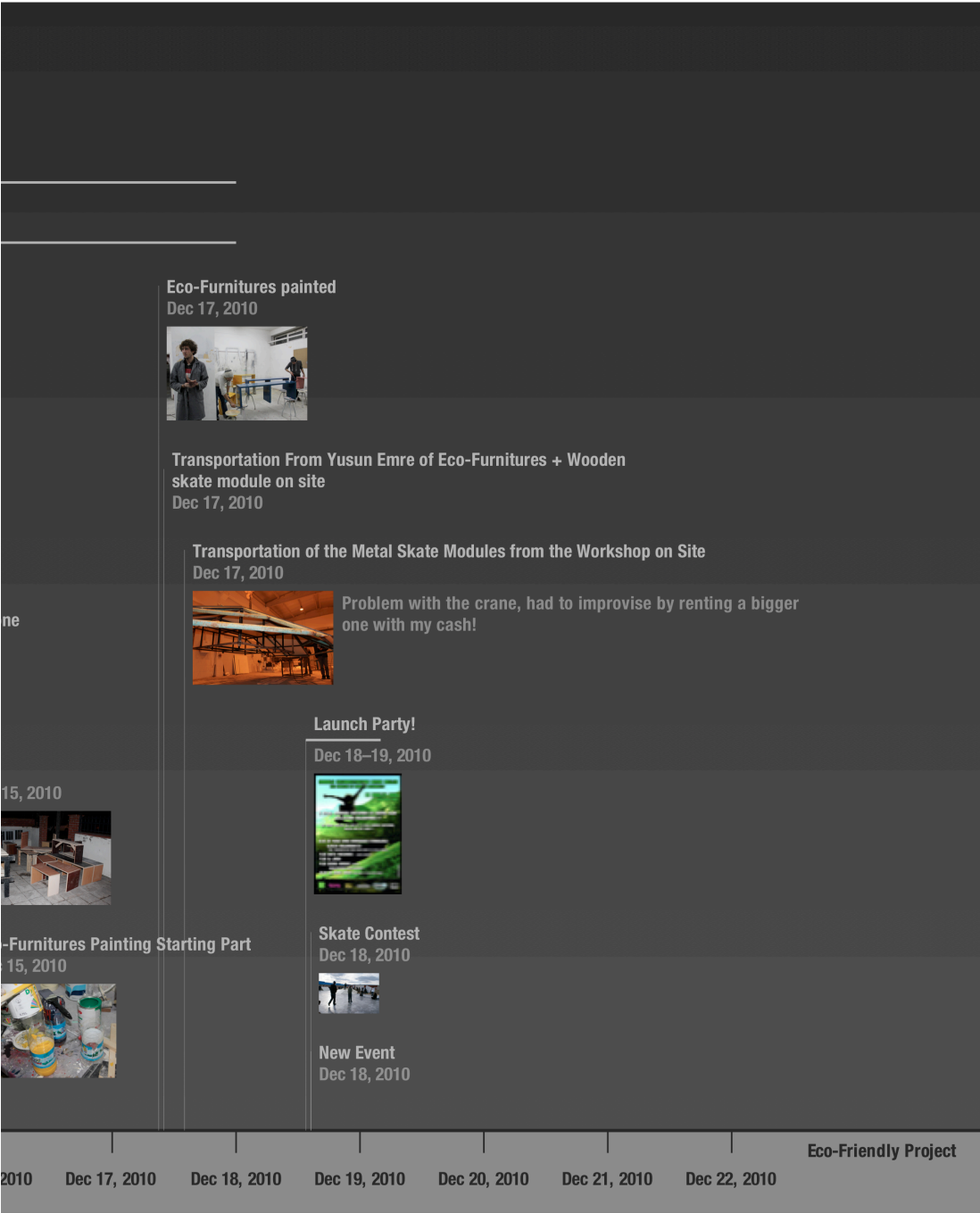












7. Video Links:

25 minutes Documentary: <http://vimeo.com/30017852>

Short Teaser: <http://www.youtube.com/watch?v=g7C-tt7J6U4>

Short Teaser: <http://www.youtube.com/watch?v=GSnvs4kK3yY>

SBC Promo Video:

<https://www.facebook.com/photo.php?v=1631700645271&set=t.619141007&type=3&theater>