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ORGANISING LARGE EVENTS

Case: WOMEN'S TEN FUN RUN IN ST.PETERSBURG

Bachelor's Thesis 2012

ABSTRACT

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KAHITAEV, KRISTINA

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Women's Ten Fun Run has been one of the biggest sport and healthy life style events for women in Saint Petersburg for several years. The idea originated from Finland, where Naisten Kymppi run has been organised since the 1980s. The event has gathered in Finland about 18,000 participants and in St.Petersburg about 15,000 participants in previous years.

After such a great success organisers wanted to develop the event in general and needed information about participants. It was time to make a research and question previous participants about how satisfied they were and what were their thoughts about the event.

Research was conducted by sending a link through an email to online questionnaire. Altogether more than 300 former participants replied to the survey. Results were analysed with SPSS program and they were closely examined from different perspectives.

Based on the results of this thesis research a SWOT analysis was carried out and development suggestions were given. Organisers got updated information about what participants liked or what could have been done better. Results also helped organisers in searching new potential sponsors.

TIIVISTELMÄ

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Naisten Kymppi tapahtuma on ollut yksi suurimmista urheilun ja terveellisten elämän tapojen markkinoivista tapahtumista Pietarissa jo useampana vuotena. Idea lähti Suomesta, jossa tapahtumaa on järjestetty jo 1980 luvulta lähtien. Tapahtuma keräsi aikaisempina vuosina Suomessa noin 18 000 osallistujaa ja Pietarissa noin 15 000 osallistujaa.

Ison suosion jälkeen järjestäjät halusivat parantaa tapahtumaa yleisesti ja tarvitsivat uutta tietoa osallistujista. Oli aika tehdä tutkimis ja kysellä tapahtumaan osallistuineilta siitä kuinka tyytyväisiä he olivat tapahtumaan ja heidän erillaisia ajatuksia tai ideoita.

Tutkimus oli toteutettu lähettämällä entisinä vuosina osallistuneille juoksijoille linkin kyselylomakkeeseen koskien tätä tapahtumaa, vastauksia tuli hieman yli 300 kappaletta. Tulokset oli käyty läpi SPSS ohjelmalla ja tutkittu tarkkaan eri näkökulmista.

Tulokset olivat iso osa tätä opinnäytetyötä ja niiden pohjalta oli tehty esimerkiksi SWOT analyysi ja kehitysehdotukset. Järjestäjät saivat uutta tietoa siitä miten osallistujat tykkäsivät tapahtumasta ja mitä olisi voinut tehdä paremmin. Tulokset auttoivat järjestäjiä myös uusien sponsoreiden etsinnässä.

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1. INTRODUCTION

1.1. Goals

The goal of this bachelor thesis was to help and guide event organisers of Women's Ten Fun Run organised annually in Saint Petersburg in better managing the event. While making research goals were to find out benefits, problems, improvement points and basic background information about participants. Sponsors were a crucial part of the event's financial management; information about participants was one of the keys to help gathering sponsors. Information gained from research helped organizers to present proves to potential sponsoring companies about benefits from taking part. Other goals were also to give valuable improvement suggestions based on information that was found out.

1.2. Future goals of organisers

According to Pirkko Autio who was working for Palcon Oy, future goals were to develop the event, have more sponsors and participants. To become a traditional every year organised event, which everyone could have enjoyed. (Autio 2010, email)

1.3. Event introduction

Main idea of the event came from Finland, where the Women's Ten Fun Run has been organised since 1984 and it is still the most popular sporting event for women in whole country. According to "Naisten Kymppi" official web site event was created by 6 sport loving Finnish lady friends who came up with this idea because of their love to sport and healthy lifestyle. In 1984 founders of the event requested and gained permission from Helsinki city to organise this public event. In 2012 Women's Ten

Fun Run was organised for 29th time in Finland and it was expected to gather more or less 18 000 women, like in previous years. (Naisten Kymppi 2012)

After a great success in Finland organisers saw a possibility to expand their love to sport and healthy lifestyles to Russia, Saint Petersburg. Now Women's Ten Fun Run has been organised in Saint Petersburg already for 6 times, in 2012 it will be 7th time for this event. According to information from Palcon Oy in 2009 15 000 women took part in this event in Saint Petersburg.

Participation was and continues to be free of charge for local women in Russia, however foreigners were required to pay 10€. All participants were starting their run from Palace Square in the center of Saint Petersburg and the distance that they were supposed to run was 10 kilometers. Usually the event started on second Saturday of September and everyone who wanted to take part needed to sign up in advance. Everyone was provided with a t-shirts, programs and services such as water points and medical care along the running course. (Women's Ten Fun Run 2011)

There were no winners or losers, everyone who came to the finish line back at the Palace Square won and were welcomed as winners. In previous years there has been entertainment for runners, gifts and other program during and after coming to the finish line. This event is social; the goal was mainly to encourage sport, healthy lifestyle and great feeling of community. (Women's Ten Fun Run 2011)

1.4. Research method

One part of thesis work was to make survey to participants of Women's Ten Fun Run event that took place in St. Petersburg; results were included with analyses from the survey. Goal was to question as many as possible participants of the event and find out information such as their; background, hobbies, education, social status, interests, and

also how and what they liked about the event itself. Also questions about respondent's future plans, interest on traveling and how they found out about the event were asked. Detailed questionnaire and covering letter was attached in appendix to this thesis.

All this helped organisers in searching new possible sponsors and getting interested in sponsoring or taking part into this particular event next time. Also everything what was found out was important in developing the event itself, to make it better as much as it was possible for organisers.

To carry out survey contact information of participants from past years was needed, especially their contact email addresses because survey was carried out through emails. This information was found easily from Socio Economical Institute in Saint Petersburg in December 2010. There were certain questions what organisers needed to find out and questionnaire was combined carefully considering what was important for organisers. All together 2098 email addresses was given to me, but unfortunately hundreds of them came back claiming that email addresses didn't work or there were mistakes in spelling.

Altogether 308 women were kind enough to spend few minutes and filled the survey in February, in the beginning of year 2011. In chapter 3 concentration was on presenting results, figures were supported with text. Analyze was made on SPSS program which was easily accessed in KUAS business campus during the whole working time.

After few weeks of waiting for results it was time to start analyzing the answers. It wasn't compulsory to answer on every question; participants could carry on with the survey and skip those questions that were inconvenient for them to answer. Mainly questionnaire was combined with quantitative questions asking background

information, hobbies or event ratings. However at the end of the survey there was added couple qualitative questions about future developments of event itself, wishes to organisers and other opinions about Women's Ten Fun Run.

A SWOT analyze of Women's Ten Fun Run event was also included in this work. Closer look was taken on the events current situation; strengths, weaknesses, objectives and threats and those points were explained in detail with future suggestions. To have deeper and better analyze, 8-field SWOT was used to bring more vision. Information in this analyze was important and very helpful, it can be used also for gathering right sponsors and to ease the organisation of event itself.

One more important part of whole work was to create different development ideas and suggestions to the event organisers. Results from survey were very useful and wide range of different development suggestions was given. Making better event was one of the goals and important to organisers as well.

Thesis also went through theoretical cases such as; different event types, understanding of impacts of large public events in society and benefits for sponsors when taking part in large public events. In addition strategic planning of events and importance of evaluation was also shortly introduced.

1.5. Structure of the thesis

First chapter introduced this bachelor thesis to readers. Goals and what was wished to achieve was revealed. In same chapter was introduced Women's Ten Fun Run event itself. Execution methods and structure of the thesis were also included.

Chapter 2 was introducing different theoretical aspects of events. In that chapter different event types were shown briefly, impacts of events were gathered and also possible impacts that could have appeared in St. Petersburg were introduced. There was also information about social and cultural impacts included, because those were the main impacts for Women's Ten Fun Run event. Acknowledging the impacts could have helped the organiser for example in managing crisis situations and making better PR.

Chapter continued with introducing general information about organisation of events, strategic planning and importance of evaluation and feedback. In addition there was described importance of research that was done during this work reflected on sponsorship.

Biggest part of this thesis was focusing on survey and analyzing results which were found from it. Survey questions, results and analyses were included as main part of work in chapter 3. Survey itself was added as attachment. Pirkko Autio from Falcon Oy needed questionnaire results to help them in searching for new sponsors and developing the event. Chapter 3 was divided into sections according to different result subjects. Detailed structure of results was revealed in chapter 3.1. Results included basic background information of participants, their participation to the event, interests and hobbies, event ratings, promotion and advertisement and also comments and wishes. At the end a summary was made and shortly described most significant findings.

SWOT analysis was included in chapter 4. It was done based on information that was given by Pirkko Autio interview by email and the results from survey executed during this work. SWOT analyze was done as 8 field. In same chapter theoretical analyze was written, also deeper thinking on subject and other ideas and points of views were introduced.

Continuing in the same chapter there were also introduced general development ideas. Chapter revealed ideas on developing the running route, showed ideas to develop the program during event and at last ideas about making new researches in the future. In chapter 5 work reflection of thesis was written, what could have been done better and what was carried out successfully during this work. At very end reference and appendices were added.

2. EVENT THEORY

2.1. Special event types

Events have a very long history and today this industry has grown and become even more important than before. Increases in free time and discretionary spending had led to a proliferation of public events, celebrations and entertainment. Companies know value of public events and take them as part of their marketing strategy, for example for building a good image. Even governments support and often sponsoring public events. The cause of event can be almost anything, from seasonal holidays to music concerts or sports. People around the world enjoy public events; no matter on religion, what interests them or their age, there are events for everyone and overflowing in all possible media around the world. (Allen et al. 2002, 5)

Event organising companies that were formed in the late 1980s and early 1990s started to show economic benefits which could be generated through special events. When benefits were noticed began a huge competition between events and organizers; which event was organized by which company and so on. (Allen et al. 2002, 10)

Special events were those that were planned well and had a specific theme to reach wanted results. Occasion for special event can be almost anything; national holiday, celebration, cultural performance, major sporting fixture, trade promotions or product launches. Mostly events had the same reasons why governments want to organise

them; to promote tourism in that region, to increase economy and to entertain people and citizens. Corporations had a simple reason; making better image and financial value. Size and scale normally characterizes a type of event. (Allen 2002, 11)

Mega-events were very large and they affect directly to economies, they also appeared in the global media. Those events were such as Olympic Games and World Fairs; sometimes it was hard to get into this category. Mega-events were so called “must see” and costs should be at least 500 million US dollars. (Allen et al. 2002, 12)

Hallmark events were those events that were full of spirit or characteristics of specific region, city or town. Those events often included a name of place where it was organised. They were also popular and recognized by society and people. Good examples of hallmark events were Carnival in Rio de Janeiro and Oktoberfest in Munich. (Allen et al. 2002, 13) In south of Finland Kotkan Meripäivät could be an example of smaller national hallmark event.

Major events could attract a lot of visitors, media and bring economic benefits. This category was similar to Mega events but not as big. Major events can be for example Formula Grand Prix, or also cultural such as famous musical Cats. Main goal was to increase tourism, be recognized and bring revenue to the hosting city. (Allen et al. 2002, 14)

In Finland every year Disney on Ice was performing in Helsinki Hartwall arena or Lahti was often organising skiing competitions during the winter. Eurovision could also fit into this category; it was organised every year in different location around Europe, it's very popular and known, bringing income and cultural benefits, also making organising city known and increase tourism.

MICE events are another type and sector. They were known for its' business and trade focus to those who work in the field of event organisations. Meetings, Incentives, Conventions and Exhibitions are definition of MICE. Those events were bringing people with same interests together; the goal was gathering and sharing information. Conventions, congresses, conferences, seminars, workshops and symposiums were typical MICE events. (Allen et al. 2002, 14-15)

In the European Union, parliament had often meetings, conventions, conferences, and all kind of happenings; those were examples of MICE event types. Exhibitions had become more popular today; bringing suppliers and buyers together all around the world. They were often divided to specific sectors; wood industry exhibitions, bio energy, pharmaceuticals, tourism or even fashion. Exhibitions could be also specified by location, fairs in Middle East or China. Annually thousands of fairs were organised all around the world.

2.2. Events impact

Events have a special quality; they are able to touch many important things and parts of our lives, more than any other traditional advertising. They were not important only to corporate or governmental sectors; events had an influence directly on people and public creating different feelings and behavior. They were very popular, people were excited and interested in going to all kinds of events and they touched people in different way in comparison with general marketing. Events generated and built different feelings in people, it can be both positive and negative. It was very important for event organisers and managers to -know, -recognize and control events and their impacts on people. When event created negative feelings in public, it would draw attention of media for wrong reasons. In worse case there could be huge loss of capital and money for organisers. (Allen et al. 2002, 25)

Table 1 Impacts of events. Source: Allen et al. 2002

SPHERE OR EVENT	POSITIVE IMPACTS	NEGATIVE IMPACTS
Social and cultural	<ul style="list-style-type: none"> -Shared experience -Revitalizing traditions -Increase community pride -Validation of community groups -Increase community participation -Introducing new and challenging ideas -Expanding cultural perspectives 	<ul style="list-style-type: none"> -Community alienation -Manipulation of community -Negative community image -Bad behavior -Substance abuse -Social dislocation -Loss of amenity
Physical and environmental	<ul style="list-style-type: none"> -Showcasing the environment -Providing models for best practice -Increasing environmental awareness -Infrastructure legacy -Enhance transport and communications -Urban transformation and renewal 	<ul style="list-style-type: none"> -Environmental damage -Pollution -Destruction of heritage -Noise disturbance -Traffic congestion
Political	<ul style="list-style-type: none"> -International prestige -Improved profile -Promotion of investment -Social cohesion -Development of administrative skills 	<ul style="list-style-type: none"> -Risk of event failure -Misallocation of funds -Lack of accountability -Propagandizing -Loss of communication ownership and control -Legitimation of ideology
Tourism and economic	<ul style="list-style-type: none"> -Promotion of destination and increased tourist visits -Extended length of stay -Higher profit -Increased tax revenue -New jobs 	<ul style="list-style-type: none"> -Community resistance to tourism -Loss of authenticity -Damage to reputation -Exploitation -Inflated prices -Opportunity costs

2.3. Impacts in Saint Petersburg

Women's Ten Fun Run was more Social and Cultural event and had the most effect on those points, including sport and touristic element. Organisers needed to take closer look on Social and Cultural impacts in people who participated in this kind of event, in point of view of developing current situation.

When it was planned to organise Social and Cultural event like Women's Ten Fun Run in Russia, it was always needed to be considered carefully from social point of view. People in Saint Petersburg were very cultural, first of all because they were living in so called the capital of Russian culture. From social point of view, it was necessary to remember that a thing like forcing employees to participate was still present in Russia. Naturally it would have brought negative effect on the event. According to survey executed during this work, one woman mentioned that it was compulsory for her to participate by her employer.

Social and Cultural events supposed to gather people who had same interests, in this case interest to sport and healthy lifestyle. In situations when employers were forcing their workers to participate or other inconveniences, this mutual interest was not achieved. According to few other survey respondents' negativity and bad or aggressive behavior of some runners was mentioned for several times. Some participants of the Ten Fun Run started and after running just for several minutes stopped and returned directly to the Palace square to get their prizes. This kind of behavior was a direct result when someone was forced to do something; people cared less about the event and had no interest in it.

Women's Ten Fun Run in Finland from where everything originated, for many years it has been one of the most popular women's sporting event in the whole country, with only a little bit over than 5,3 million of population according to Statistics Finland (28.4.2011). The Run gathered every year more or less 18 000 women (Naisten Kymppi 2012) and some of those participants traveled to Helsinki from other towns especially for this event. It had become a tradition and event is deeply recognized in society. There was even a participation fee, but the runners were paying willingly and enjoyed the event.

In comparison with Women's Ten Fun Run in Saint Petersburg where there was a little bit less than 5 million of population only in the city (Official website of St. Petersburg city Administration 2009), not to mention hundreds thousands people lived

in the area of Leningrad. Also participation was and continuous to be free. Still in previous years there was about 15 000 women participating the run in Saint Petersburg. By all logic there was a greater chance to have even more participants and greater event for everyone. Both participants and sponsors could have benefited even more.

2.4. Social and cultural impacts

There were many different and strong impacts on people and community from all sorts of events. Social and cultural influence can be seen in concerts, sporting events, parades and so on. While participating to event many things happened to people, for example; they gain new experiences and later share them with others, expand cultural perspective and knowledge, people renew old traditions not only in themselves but also in whole community and keep traditions existing. Organising special event to celebrate national days such as for example Independence Day of Finland on 6th of December or Victory Day 9th of May in Russia will increase pride in people and community. That's why it was common to organise parades or other shows and programs during those days. People tend to participate on events that generate strong feelings and emotions such as pride and excitement. (Allen et al. 2002, 26-28)

Many events organised in St. Petersburg Russia to celebrate national days or biggest holidays such as New Year, 9th of May or 27 of May which is birthday of Saint Petersburg, they required inconvenience for some people. For example usually city temporarily closed Nevsky Prospect or other central streets from traffic and all vehicles during celebrations. For many people it might have meant coming home late, difficulties in finding parking, rearranging schedules, leaving vehicles at homes and not to mention huge traffic jams in the whole city. Despite all those negative feelings above people were ready to tolerate inconveniences for short time; pride, excitement and feeling good were increasing significantly and more important. Those feelings were dominating in the public and didn't let negative feelings to arise or bother. (Allen et al. 2002, 27)

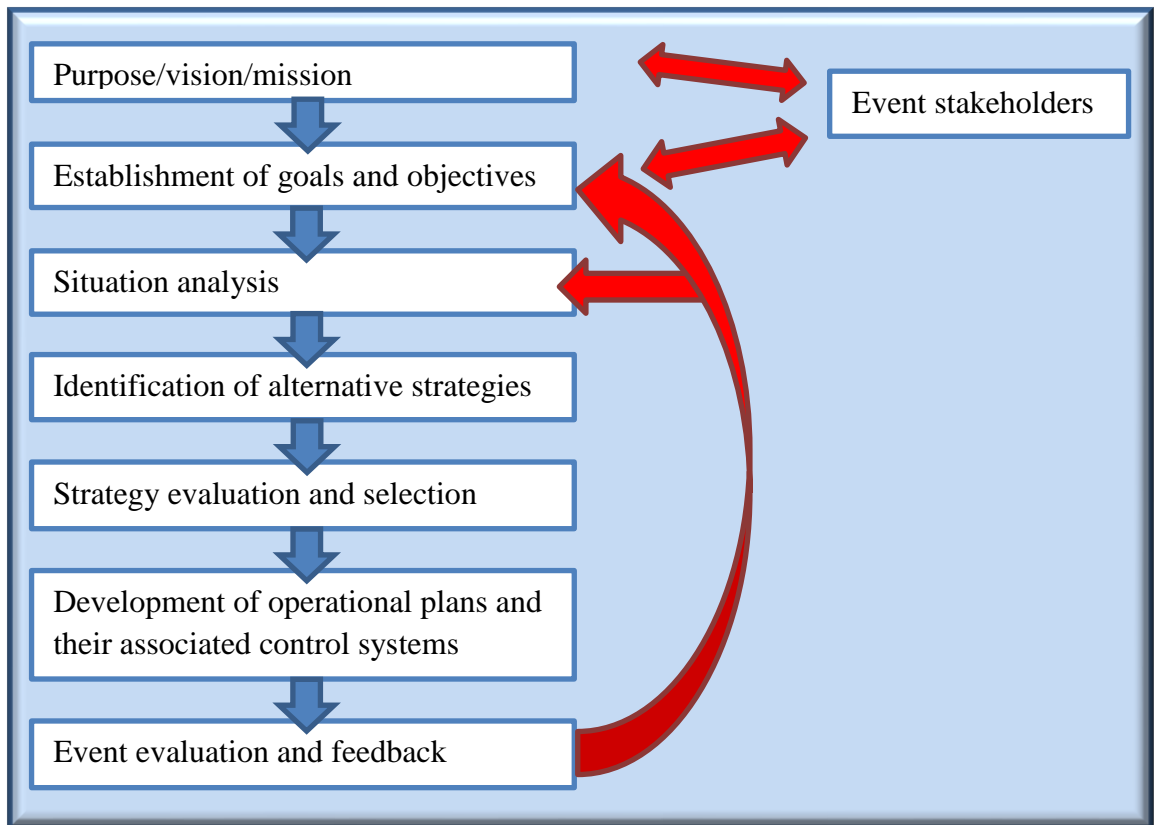
When social or cultural event was organised and managed well, wanted positive emotions were achieved in public and everything went according to plans, that event would become more popular and gain more participants for next time. Increased community participation would have been seen, making people closer to each other and their society. However not all events were going just the way they were planed and negative emotions may had appeared, when that happened organisers needed to react and minimize the damage.

2.5. Organizing events

In this chapter was shortly introduced strategic management process of events, which was described in details by Allen et al. Simple figure was used, which made it is easier to see and understand what strategic planning process for events was. It was also adopted from Allen et al. Strategic process is basically about determination of event's current situation, looking for other strategic alternative choices, and tools for implementation and evaluation of chosen strategies. (2002, p.104)

Going through all points of figure 2 in detail was unnecessary. Instead they were briefly explained and main focus was on those facts that were relevant and more important to emphasize. Steps in strategic process were quite self-evident and easy to recognize, that's how organisation normally proceeds. However it was important to show and understand how often neglected area of events evaluation and feedback affected directly to the beginning of strategic planning.

Figure 1 Strategic planning process for events. Source Allen et al. 2002



Event organisers normally put all efforts to event itself and had little resources left to evaluate and conduct research and get feedback. Still it is the only way how organisers can determine and find out whether their objectives were achieved or how successful the event was. When event was expected to be organised again, through research it was the only way to provide information to stakeholders and other important parties like sponsors. (Allen et al. 2002, p. 114)

Organisers needed also to realize problems and suggest and plan changes for the future. Sometimes events were not observed objectively by organizers and problems that may have appeared were not taken seriously. Surveys and feedback from participants were the only way to learn from previous experience and directly connected to future event planning. It was the key to continuous improvement of any event. (Allen et al. 2002, p 389)

Repeating events go through a cycle; planning, implementing and evaluating. Researching, feedback analyzing, critical observation and monitoring were often put aside and not taken seriously. However it was a part of event industry cycle and just as important as planning and implementing. Putting effort on surveys, properly evaluating events and spreading information to event stakeholders and others like sponsors should have improved reputation of the event and showed real professionalism of the event organisers. (Allen et al. 2002, p 389-390)

2.6. Sponsorship

In this part was revealed importance and perspectives of this research, which was made as part of thesis reflected on sponsorship point of view. Why research was done on the participants of the event. How that specific research helped organisers in sponsorship search.

Sponsorship was the most important factor for organisers to even arrange the Ten Fun Run event; it was primary part of financial planning. Over the years sponsorship in general had increased and became first of all as a part of companies marketing mix and promotional campaigns. It was an investment in advertisement, although some still mistakenly thought it was a donation. Nevertheless sponsorship shouldn't be underestimated because for many companies it has been a very powerful marketing tool. (Allen et al. 2002, p.224-225)

Event organisers needed to know their exact full range of potential benefits that could have been offered to sponsors before introducing the event. Sponsors benefitted for example by increasing their awareness, building their image, appearance in society, try or demonstrate their products or even sell during the event. What really sponsors were investing on and what were they gaining? It was important to identify those factors, in order to attract sponsors more efficiently. (Allen et al. 2002, p. 225-227)

In addition it was important to recognize who were potential sponsors. Which companies could have been interested in reaching participants and those who attended the event? To recognize all that and gain more knowledge organisers needed to perform different kinds of researches. (Allen et al. 2002, p. 232)

As it was mentioned earlier, organisers needed to find out benefits what sponsors were gaining or looking for. During research that was made on the participants of Women's Ten Fun Run event, there were questions for example concerning their satisfaction of event, sponsors, consumption patterns, interests and future plans. Those results showed real benefits for sponsors. During organisers proposals and presentations to potential sponsors results could have been revealed to companies.

As an example it was revealed in this part the satisfaction of participants about sponsors. Research showed that nearly 55% were very satisfied with sponsoring companies and almost 10% were very satisfied (figure 42). Only 1 person from all respondents was slightly dissatisfied. This demonstrated how building good image worked for the companies who sponsored and proved that sponsors were recognized and remembered by participants and even in society.

Recognizing potential sponsors was supported with questions about interest and basic background information of participants of the run; participants' age, did they have children, hobbies etc. This information clarified what kind of companies could have been attracted to become a sponsor.

For example the fact that 73% of respondents (figure 23) used insurance company services this supported to attract those companies as sponsors. Also it was revealed that most popular travel destination was Europe or Scandinavia and Finland (figure 21-22), this supported interests of travel agencies who were arranging trips to Europe and Finland instead of South America for example. New interest areas in theater and

museum sector (figure 10) was also found, which also supported to attract them as potential sponsors.

Knowing many different things about the target group, in this case participant and runners of Ten Fun Run event has been important tool in sponsorship search. Information gained from the survey has been assisting event organisers when they made proposals to potential sponsors.

3. RESULTS

In this chapter 3 was revealed all analyzed results from survey that was made during this work. Questions were created according to organisers wishes; they were discussed together with Pirkko Autio from Palcon Oy. Survey was executed in Russian language, but also translated into Finnish and English and added in appendices. As it was explained in chapter 2.6 in order to attract potential sponsors, organisers needed information what they can rely on and show while presenting the event to companies. Goal was also to attract right kind of companies, according to interests of participants.

In the other hand information was needed to improve event itself. Ratings, comments, likes and recommendations were asked to develop and create better event. Some results revealed weaknesses and negative aspects, which organisers needed to find out. All information gained from results strongly assisted on creating deeper and wider SWOT analyzes and suggestions to develop the event itself.

3.1. Detailed structure of results

First of all in chapter 3.2 was revealed basic information about participants' background; their age which was also divided into main age groups, education, social status, family information, how many children respondents had and marital status. All this information was needed to organisers to help getting new sponsors. For example attracting children's clothing company to sponsor and advertise their products during event they needed to know approximately how many of respondents had children. Also showing to sponsors that participants were all highly educated and working, proved that participants were living most likely in middle or higher social class.

In chapter 3.3 participation and how many times our respondents took part in the run was revealed. In addition it was asked from respondents were they going to take part in the run next time, which proved how participants liked the event after already taking part in it. Also those questions showed that respondents of the survey had really experienced the event and knew what they were talking about. Taking part in the next Women's Ten Fun Run also showed and proved how the event satisfied participant.

In chapter 3.4 concentration was on revealing information about hobbies, free time activities and interests of respondents and participants. Did they like sports and fitness, shopping, handcrafts and home decorations, internet and social networks or theaters and museums? Also in what kind of products our respondents were interested in; products for children, home and interior, cosmetics, clothes and shoes, food and cooking products, sport or healthcare. These were both multiple response questions. The results were also shown in different age groups. These were also one of the most important questions for organisers. Attracting potential sponsors according to real interests of respondents benefited everyone. Those who took part in the event also wanted to see sponsors and products what interests them.

As survey continues still in chapter 3.4 results about tourism were asked. Where our respondents had loved to travel in the past or planning in the future and which

countries they mentioned and liked the most. In the same chapter questions about insurance and banking were also analyzed and the results were included. Did respondents use insurance or not, if yes then what kind of insurance they used the most was also revealed. Same was done with the banking services questions. Results from banking and insurance questions were also divided by main age groups to see if there was any age group standing out from the others showing the most interest. Naturally results from those questions helped organisers to attract sponsors that were working in the fields of banking, insurance and travel agencies.

At the end of chapter 3.4 which concentrated on all interests and hobbies, our respondents were asked what their plans for near future were. At this point it was interesting to find out what could they do in the future, what could have interested respondents the most and what they might invest on. Was it a new car, renovate a home or travel to some exotic destination. Answers helped organisers to see what kind of new sponsors they could possibly ask to take part in Women's Ten Fun Run event next time.

One more interesting and key question what was needed to find out is how respondents liked the event itself. In chapter 3.5 was presented how respondents rated Women's Ten Fun Run event, average grade in the scale of 1 to 5, when grade 1 is the worst and 5 is the best. In the same chapter findings were written about how satisfied the respondents were with the program on stage and on companies that took part in the event. Finding out ratings of event gave confidence to organiser. Also when organisers introduced the event to potential sponsors they showed and proved how popular and liked the event really was by participants.

Chapter 3.6 revealed results on question about promotion, how and from where respondents of survey found out about the event itself. Results were also checked in different age groups, some advertising methods and channels might have worked better for different age groups. This helped organisers to plan and improve their marketing.

At the end in chapter 3.7 results on qualitative questions were shown; different comments, thoughts and ideas about the event were asked from survey respondents. Answers were also divided into different topics. There were always a room for improvement and results from those questions helped organisers to develop the event itself in the future and to avoid possible accidents.

3.2. Background information

In figure 2 was shown that women who participated in Women's Ten Fun Run in Saint Petersburg and took part of this survey were mainly younger. Biggest age group was from 20 -29 years (47.5%) and smallest 19 years or less (0.3%).

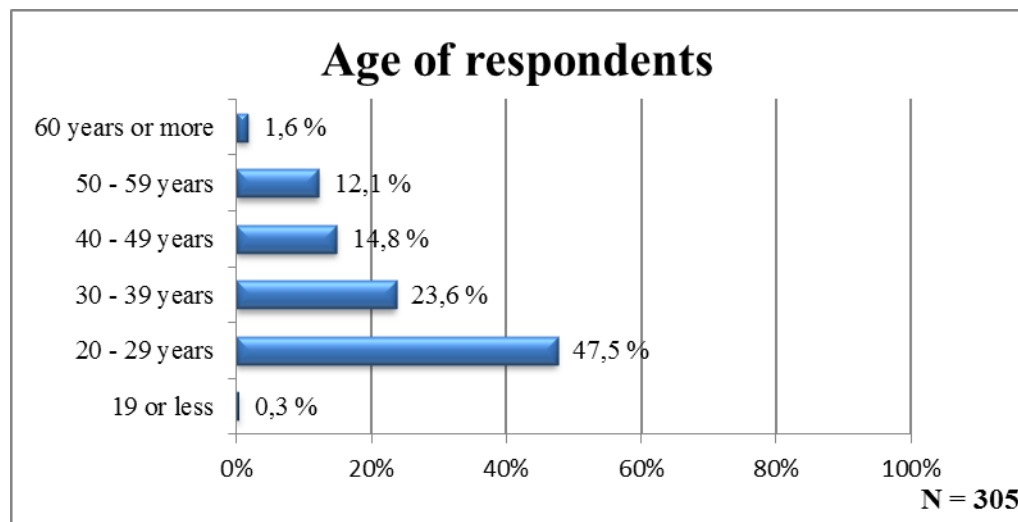


Figure 2 Age of respondents

In figure 3 respondents were divided in three main age groups and how many women were in those groups. Women aged 29 or less was the biggest age group (146 women / 47.9% of all respondents). Those who were 50 years or more were the smallest age group (42 women / 13.8% of all respondents).

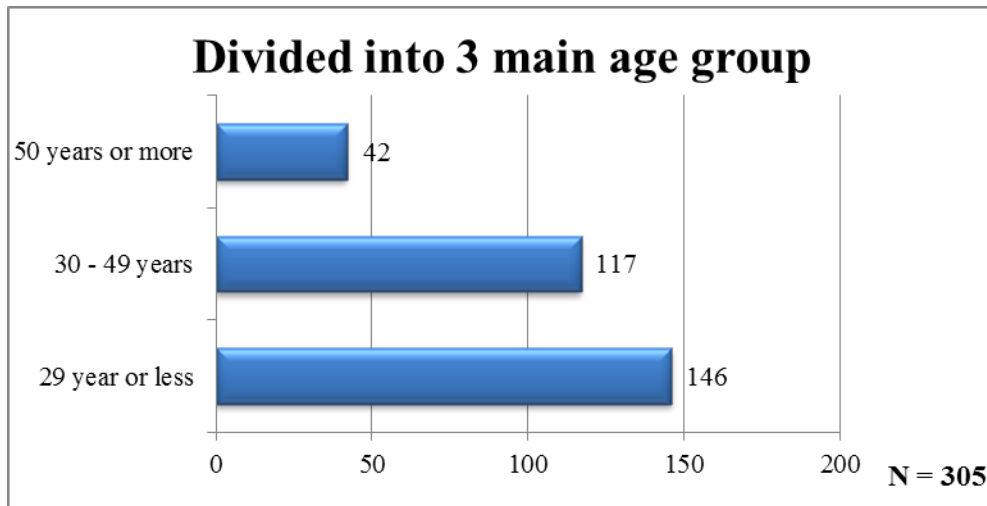


Figure 3 Age groups

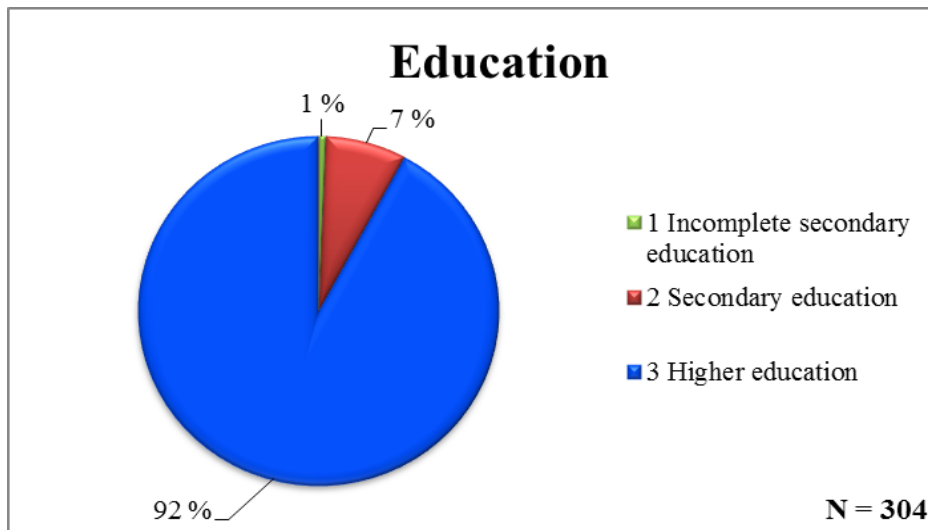


Figure 4 Education

In figure 4 was revealed that participants and respondents of survey were mainly highly educated women. It was possible to assume that Ten Fun Run event was attracting more women with higher education.

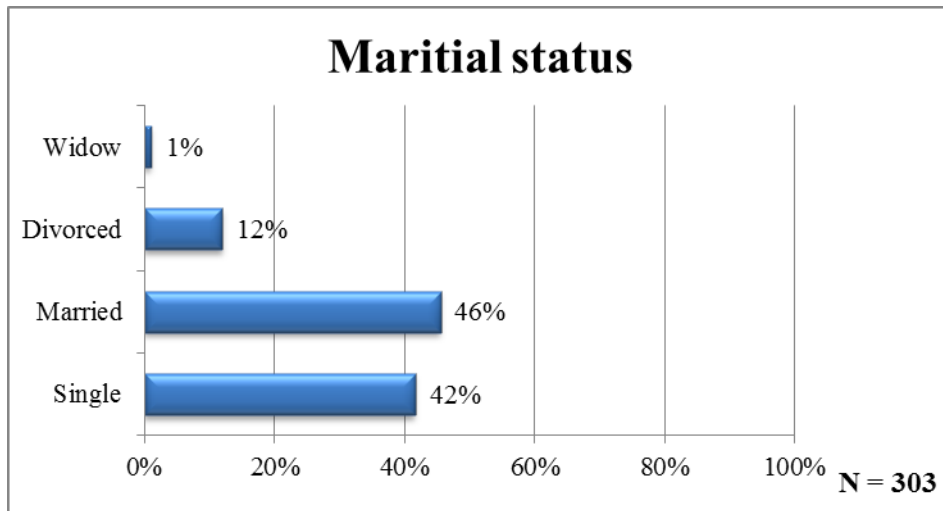


Figure 5 Marital statuses of respondents

In figure 5 was shown that 46 % (138 women) of women who took part on this survey were currently married, the rest were single 42% (126 women) or divorced at that time 12% (36 women) and only 1 % of women were widowed (3 women). According to this question it was clear that Ten Fun Run event is suitable for both, married and single women.

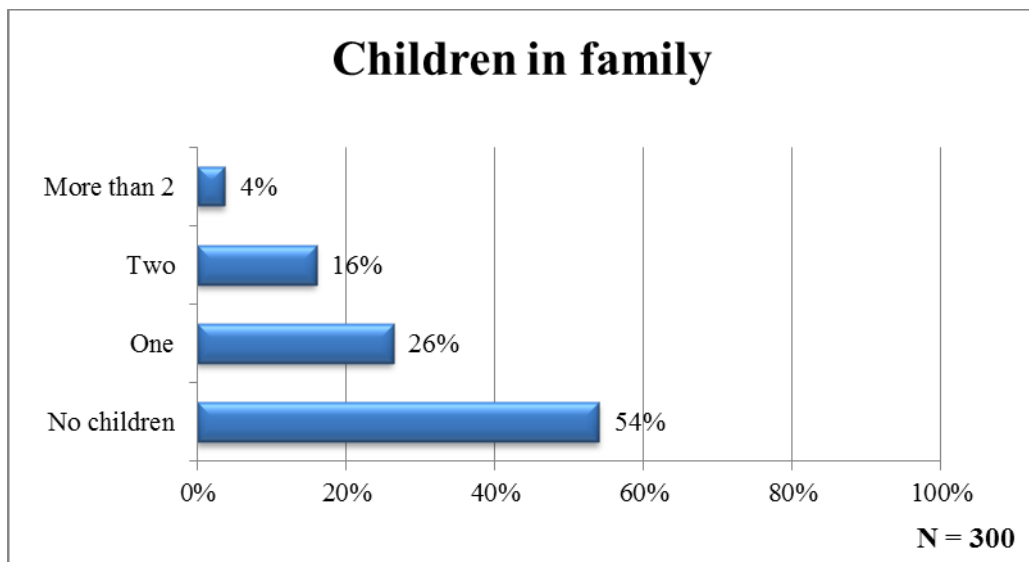


Figure 6 Children in respondents' families

In figure 6 was revealed that a little bit more than half of women (54%) who took part in this survey had no children at the moment. It was obvious that Ten Fun Run event was suitable for both, women with children and without. Most of the respondents were very young 29 years or less, that may have been the reason why more than half of the respondents had no children in the family yet.

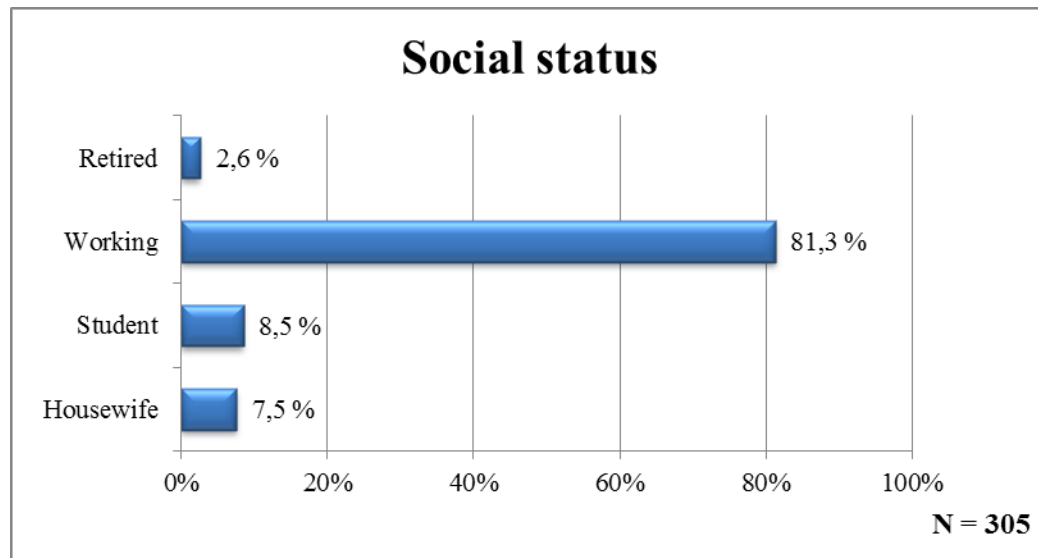


Figure 7 Social statuses of respondents

In figure 7 was clearly recognized that majority of women (81.3 %) who took part in the event and survey were working at that moment. It was evident that Ten Fun Run event was attracting more working women.

3.3. Participation

Figure 8 revealed that most women (97%) who took part in survey really participated in the Ten Fun Run event itself, meaning not as a viewer but as a runner. Based on the figure it was shown that women tend to take part in the run several times and wanted to participate more than once. This also supported that women who answered on survey were giving opinions based on their great experience from the event.

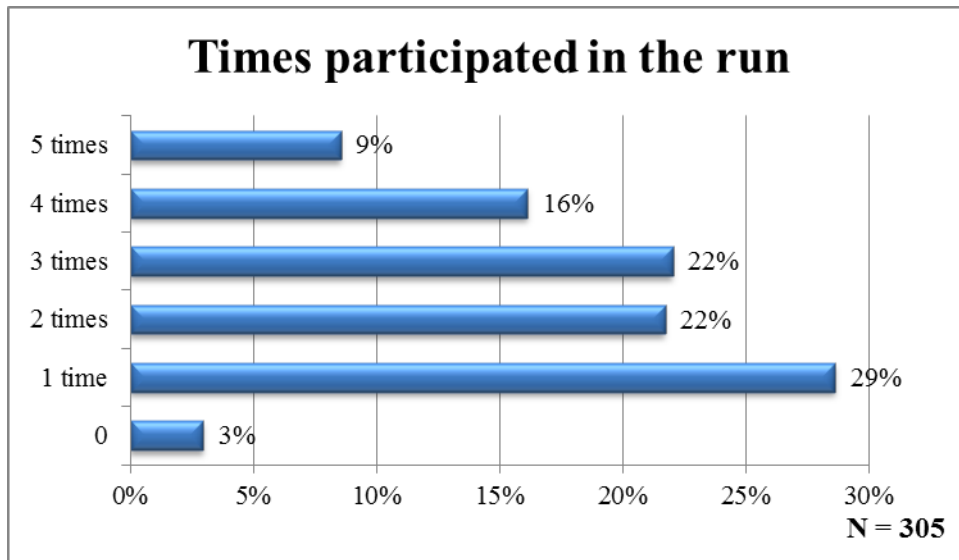


Figure 8 Respondents participation in the run

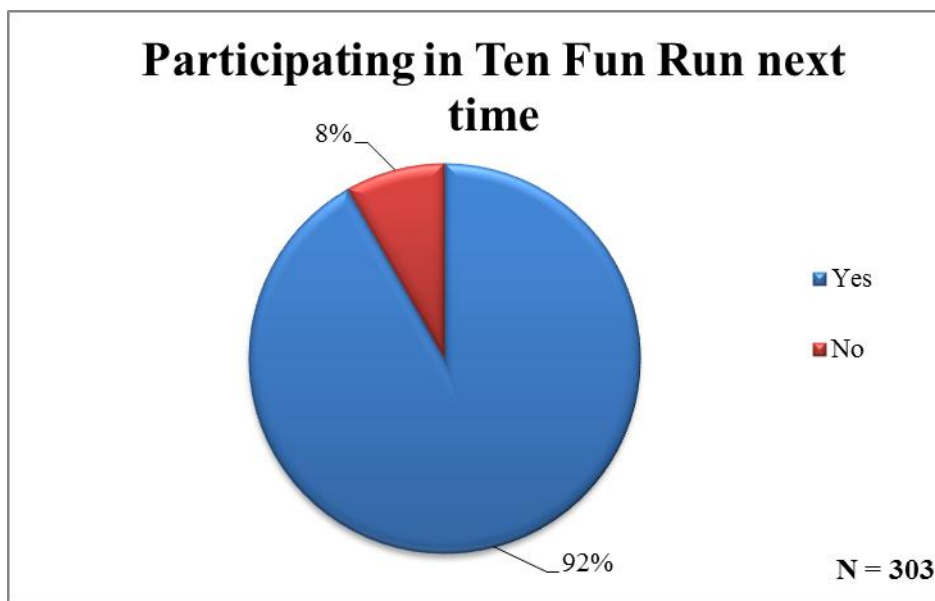


Figure 9 Participation next time

Figure 9 showed that majority of women was going to take part in the event next year (2011) again. 278 women (92%) said yes when they were asked about participating again in 2011. This also proved that event was liked by many participants and they tend to participate again and again.

3.4. Interests

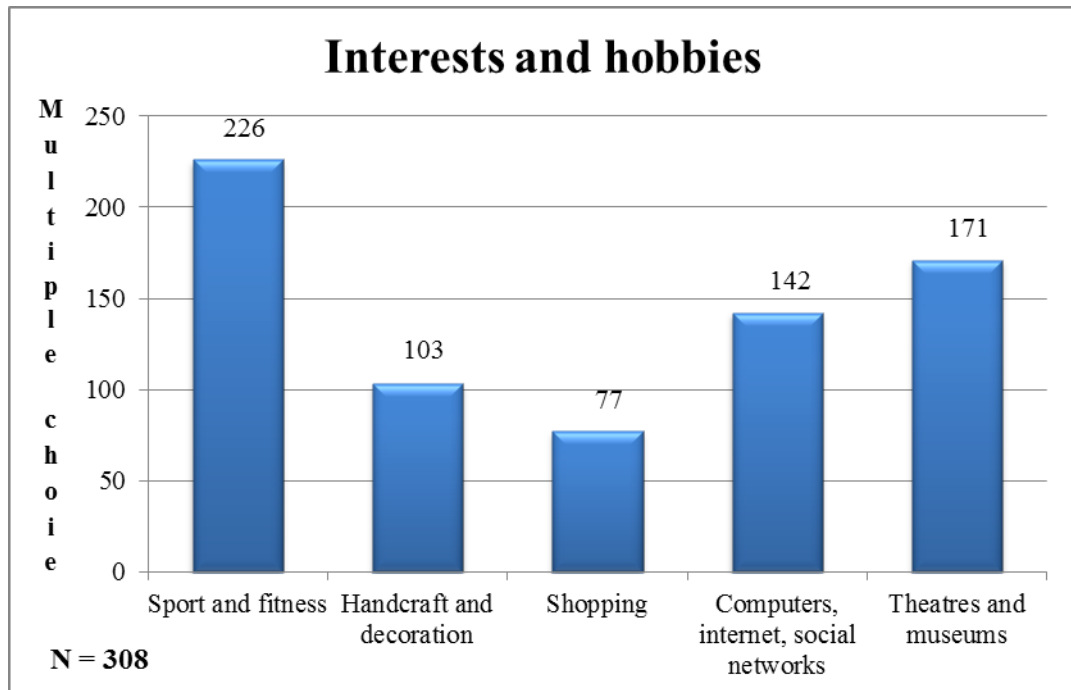


Figure 10 Hobbies of respondents

Free time activities and hobbies were asked in this multiple choice question. Like the event theme itself is sporty or athletic, most women (226 women) who answered to the survey were very athletic and doing a lot of sport and fitness on their free time. Second most popular hobby was theatres and museums (171 women); this sounds very typical because city of Saint Petersburg has a lot of great theatres and worldwide famous museums. Third most popular hobby was computers, internet and social networks (142 women), followed with handcraft and home decoration (103 women) interest. Shopping (77 women) seemed to be the least popular hobby among the women who answered on the survey questions.

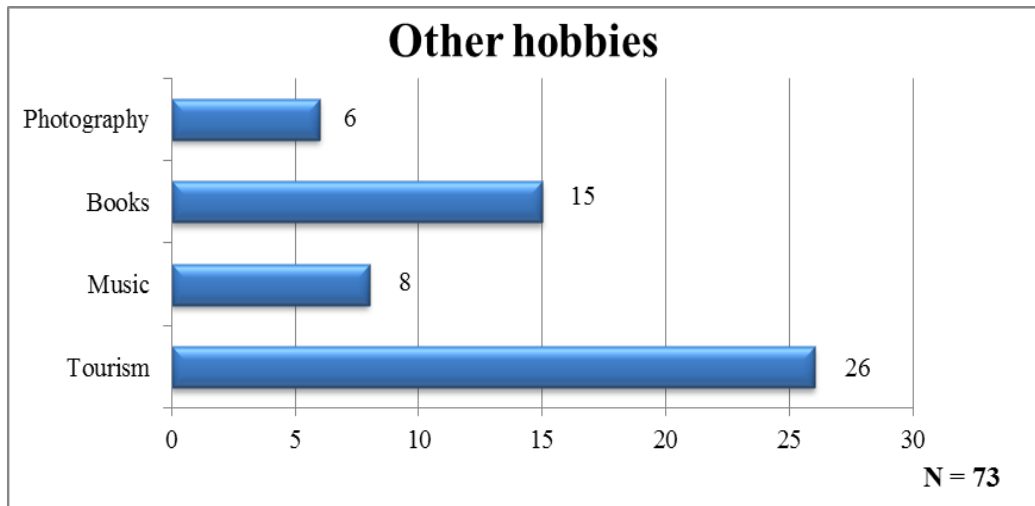


Figure 11 Other mentioned hobbies by respondents

Women were also eager to write other hobbies what they had; in figure 11 was shown the most popular responses. Tourism was mentioned by 26 women out of 73 as free time activity or hobby, other hobbies like books, music and photography were mentioned by few.

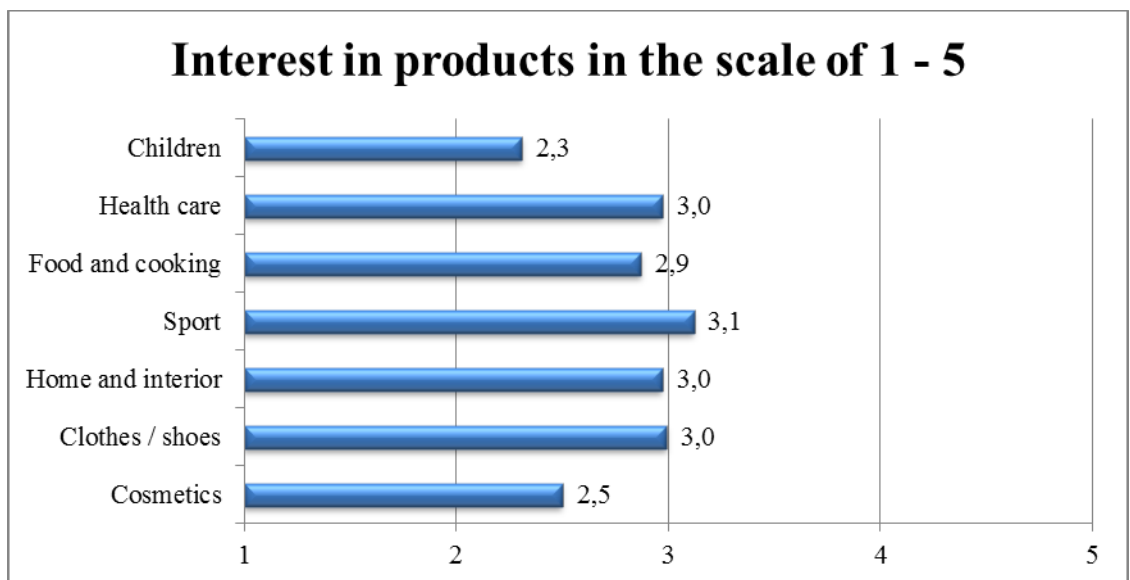


Figure 12 Respondents product interest

Figure 12 revealed mean of how much respondents were interested and wanted to find out about the products mentioned in the question. It was clearly noticed that products for children interested the least, when sports products were the most popular among the respondents. In next figures 14-20 interests of products were checked in different age groups.

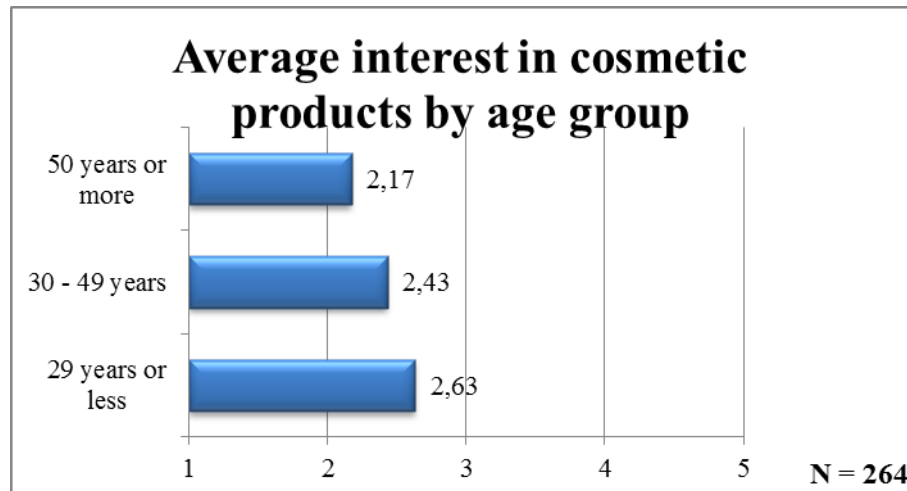


Figure 13 Respondents interest in cosmetic products

Figure 13 revealed average interest of cosmetic products in different age groups. Rating was made in the scale of 1 – 5; 5 being the most interested in that product and 1 not interested at all. It was clear that respondents under 29 years were slightly more interested in cosmetic products than other groups. This information could have been useful for sponsoring companies who were thinking which products were more suitable to present during the event. Cosmetic products for participant of 29 years and younger most likely would have been more demanded and interesting.

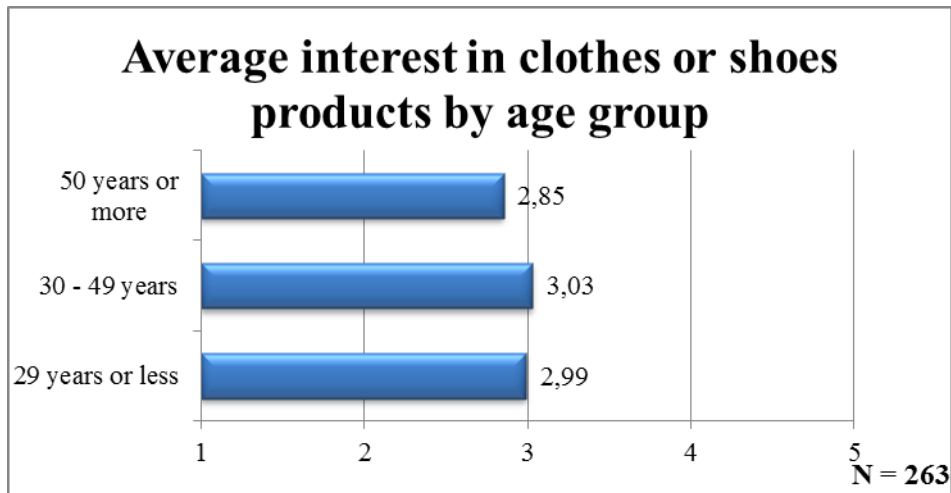


Figure 14 Respondents interest in clothes or shoes

In figure 14 was demonstrated that the difference was not big according to age groups. However those respondents who were 50 years old or more showed a little less interest than others in clothes or shoes products.

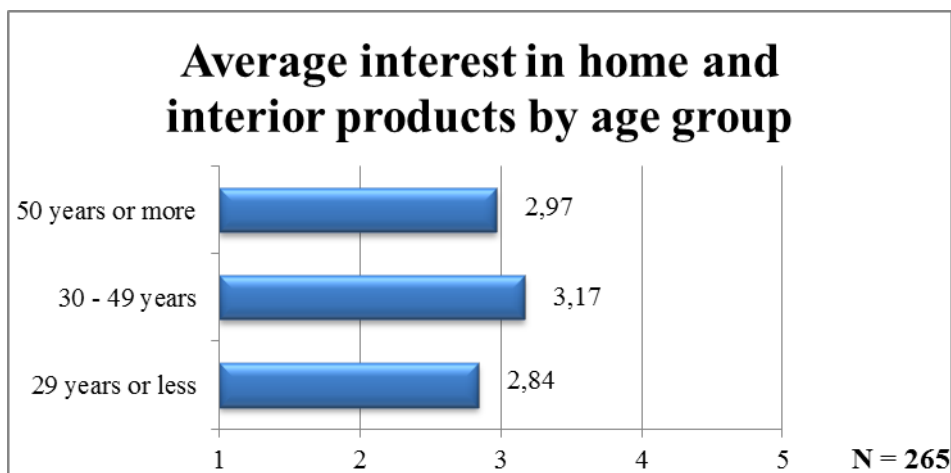


Figure 15 Respondents interest in home and interior products

It was revealed in figure 15 that home and interior products seemed to be the most interesting for women aged between 30 – 49 years. The least interest showed respondents who were 29 years or less.

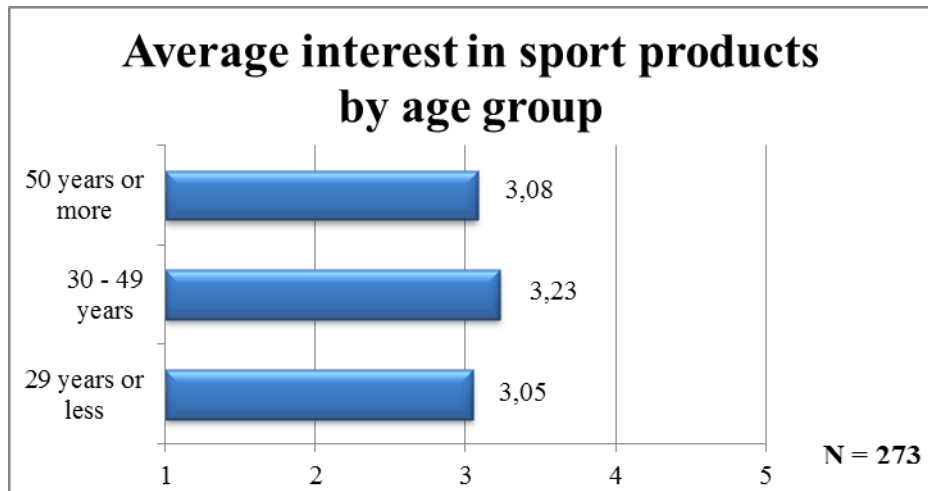


Figure 16 Respondents interest in sport products

Sport products were the most popular products among those that were asked. Women who were aged 30-49 years showed the most interest in this product category. Altogether 273 women answered on this question, about 10 women rated this product more than any other product categories.

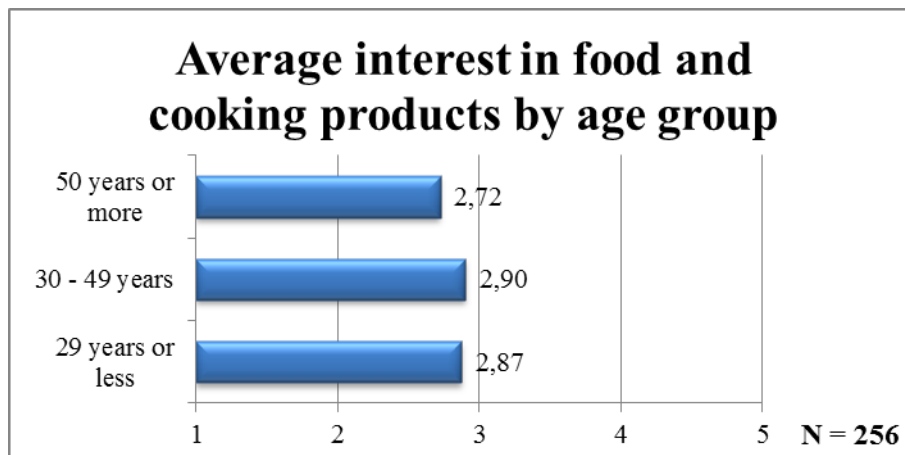


Figure 17 Respondents interest in food and Cooking

This product didn't have huge difference in age groups. Nevertheless women aged 30 – 49 years showed slightly more interest, when women aged 50 years or more showed the least based on figure 17 above.

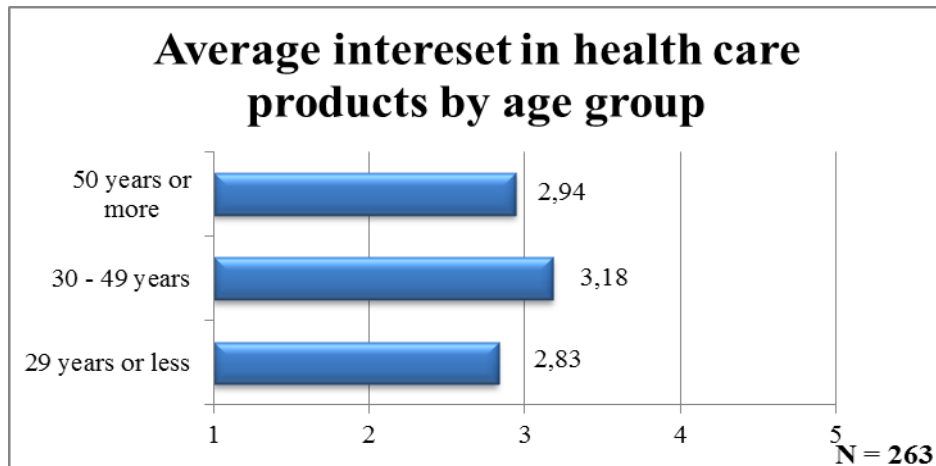


Figure 18 Respondents interest in health care products

Figure 18 showed that health care products were the most interested for respondents who were 30 - 49 years old. There was some difference noticed, younger women seemed to have a little bit less interest in this product category.

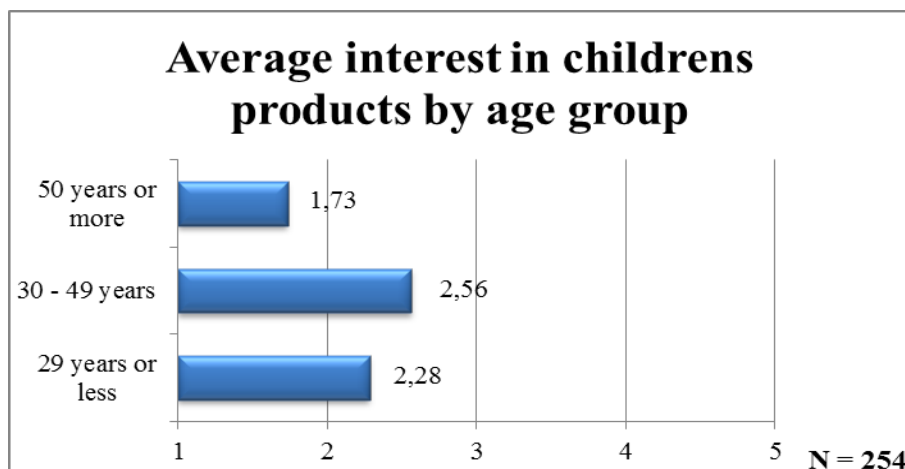


Figure 19 Respondents interest in children's products

Products for children were the least interesting product category of all. It was revealed that respondents who were 30 – 49 years showed average interest for this product. In other age groups respondents who were younger women 29 years or less showed some interest, however women aged 50 years or more showed very small interest in this product.

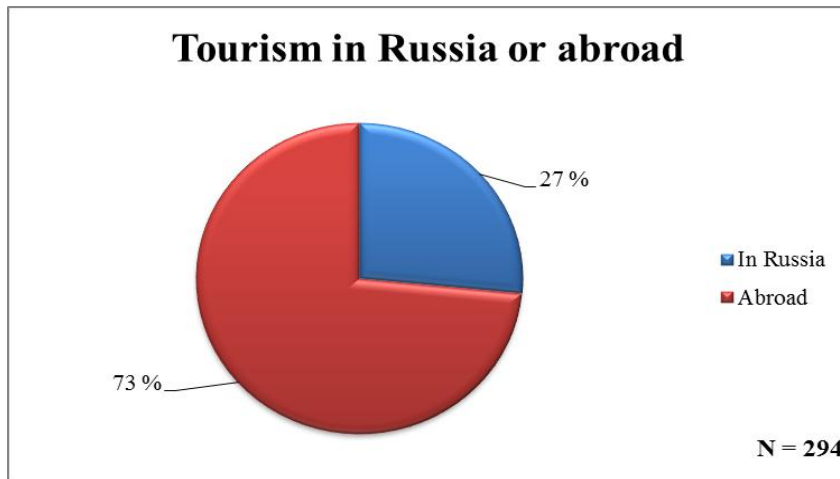


Figure 20 Respondents tourism preference, traveling in Russia or abroad

It was clearly recognized that tourism and traveling to other countries abroad was more popular for respondents. In the other hand 27% showed their interest into traveling inside of Russia, which was surprisingly high figure.

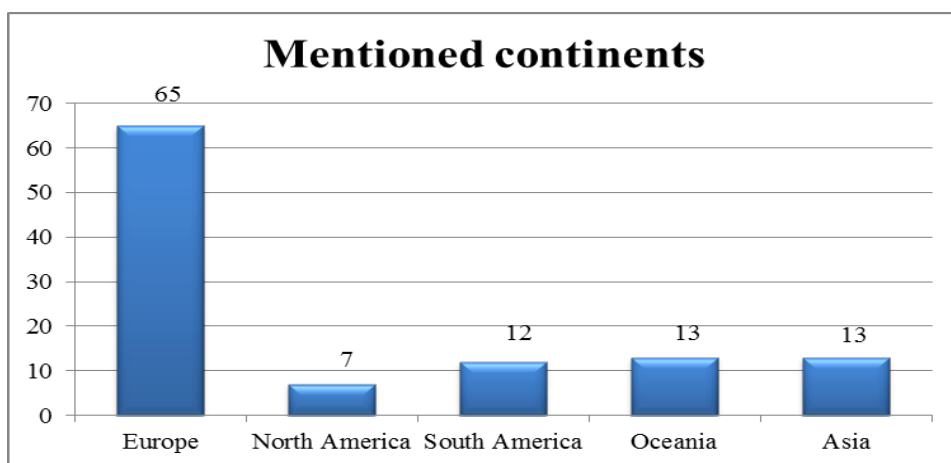


Figure 21 Mentioned continents by respondents

Next respondents wrote optionally which countries interested them for tourism the most. Figure 21 revealed results on how often continents or countries in those continents were mentioned. Europe seemed to be the most interesting travel destination among respondents of the survey.

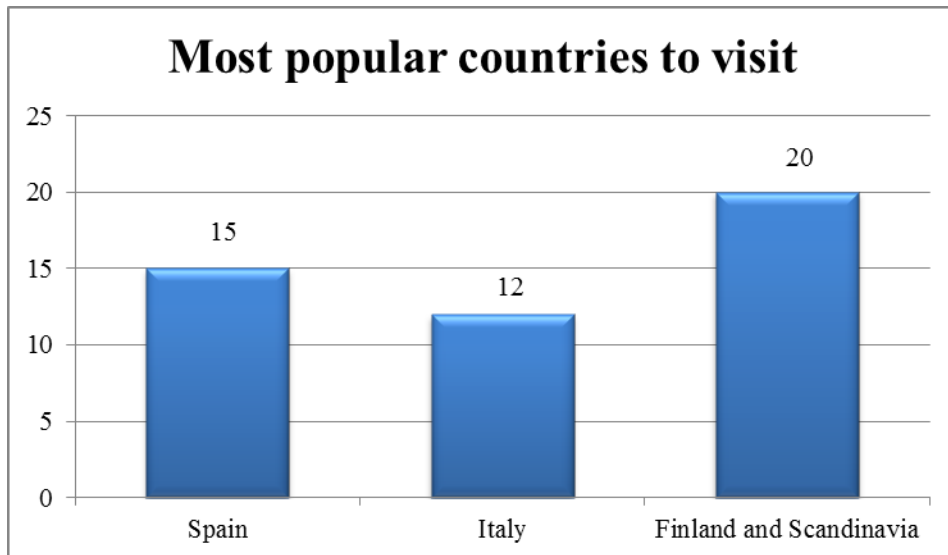


Figure 22 Most popular countries to visit mentioned by respondents

Figure 22 showed the most popular countries to visit and how many times they were mentioned by respondents. Finland and Scandinavia was mentioned the most and was the most desirable travel destination among those who took part in the survey. Spain and Italy showed also great interest as travel destination.

The most popular summer travel destination among Russians were traditionally Turkey and Egypt, however they didn't show great interest among our respondents which is significant finding. According to statistics and information that was studied on a website of Russian Union of Tourism Industry, in 2010 Turkey (2367.6 thousands of trips) was the most visited country by Russian tourists, followed by Egypt (2198.3 thousands of trips), then China (1440.4 thousands of trips) and on a fourth place Finland (709 thousands of trips). Article was published on Rata News website and according to the writer Irina Tyrina tourism has increased since economically hard year of 2009 by 32%. Number of Russian tourists had increased to even higher than the years before economic crises 2008-2007.

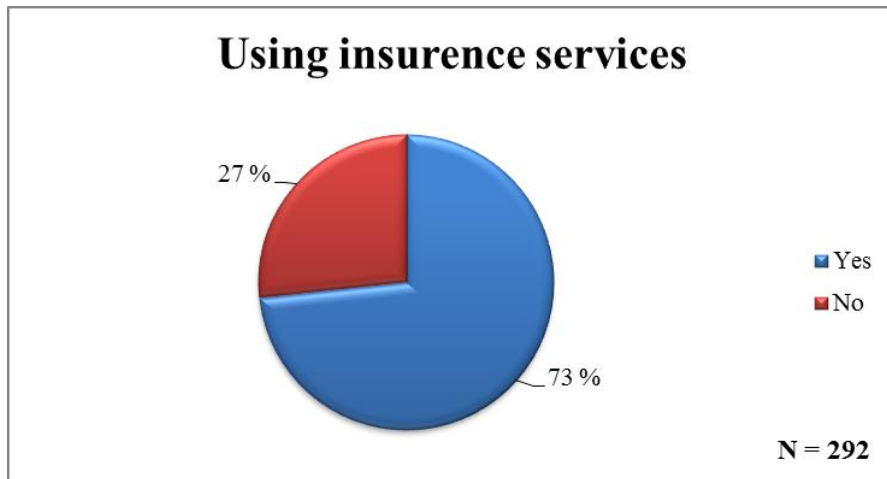


Figure 23 Respondents using insurance services

In this question was asked about were the respondents using any insurance services. It was presented in figure 23 that most of respondents (214 people) answered yes.

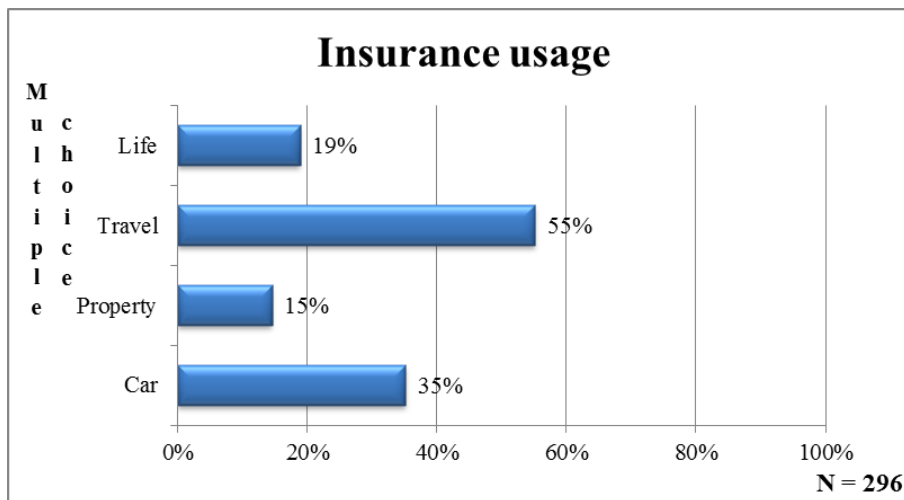


Figure 24 Insurance types used by respondents

Figure 24 showed that travel insurance (55% / 163 people) was the most popular among the respondents, when property (15% / 43 people) and life insurance (19% / 56 people) are showing the least interest. Car insurance was rated quite well also, by a little bit over than one third (35% / 104 people) of respondents. This question was multiple choice and respondents marked and chose as many answers as they wanted.

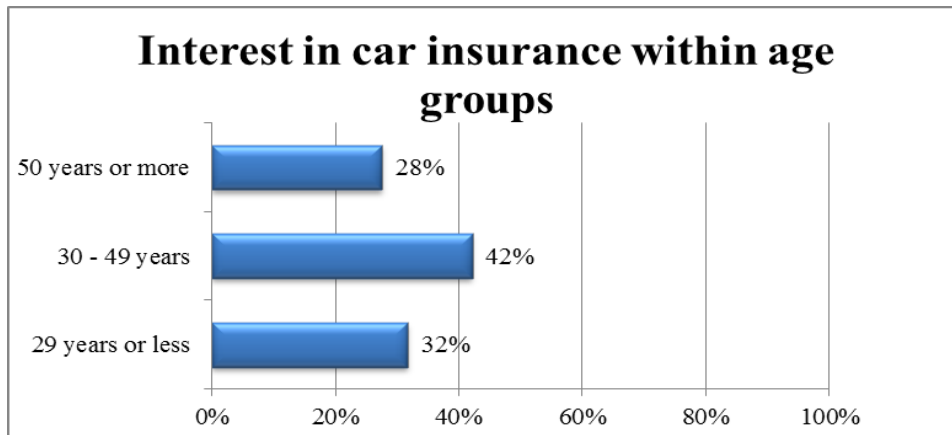


Figure 25 Difference in age groups for usage of car insurance.

As shown in figure 25 car insurance based on results was the most interesting for age group of 30 – 49 years, 42% out of women in this particular age group said that they were using car insurance. Respondents who were 50 years old or more showed the least interest (28%).

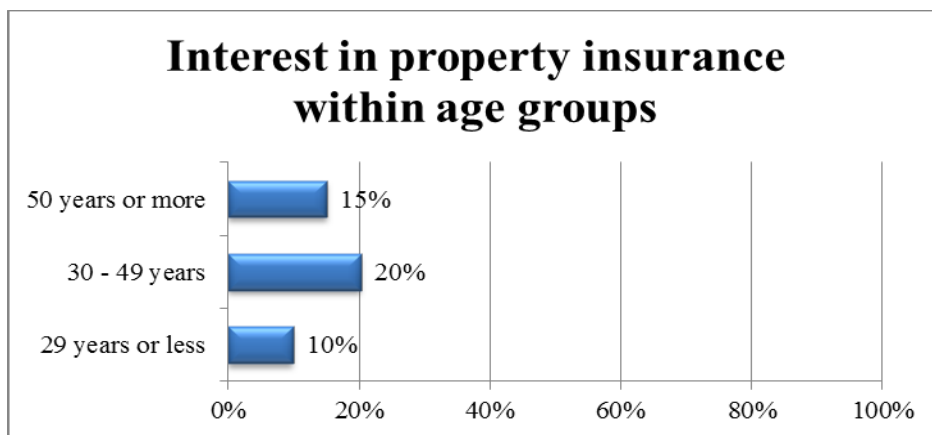


Figure 26 Difference in age groups for usage of property insurance.

Property insurance showed in figure 26 had no big difference in age groups. However small change was noticed between younger women 29 years or less age group with respondents from age group of 30 – 49 years.

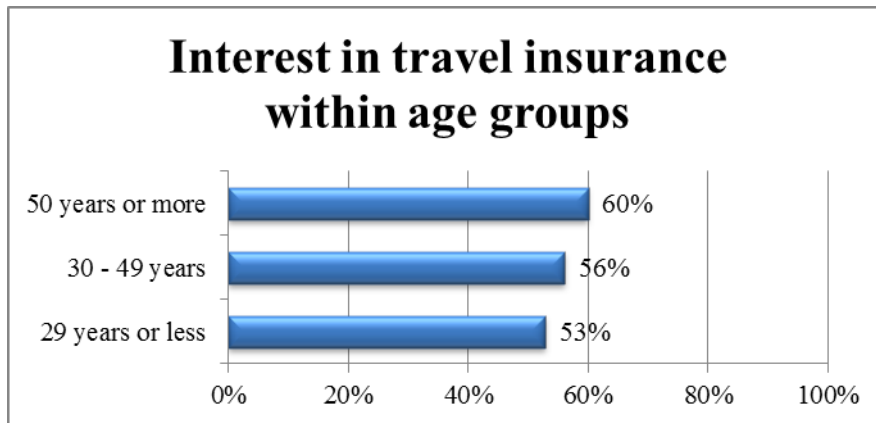


Figure 27 Difference in age groups for usage of travel insurance.

Figure 27 revealed that travel insurance is used the most by our respondents who were 50 years old or more. However the difference in age groups was not that big. There were certain regulations for Russian citizens, it has been obligatory to have valid travel insurance when entering European Union for example. Visas to other countries were not issued without insurance. Rules and regulations about obligatory insurance and other information can be easily accessed on official website for Finnish Embassy in Moscow and Finnish Consul General in Saint Petersburg.

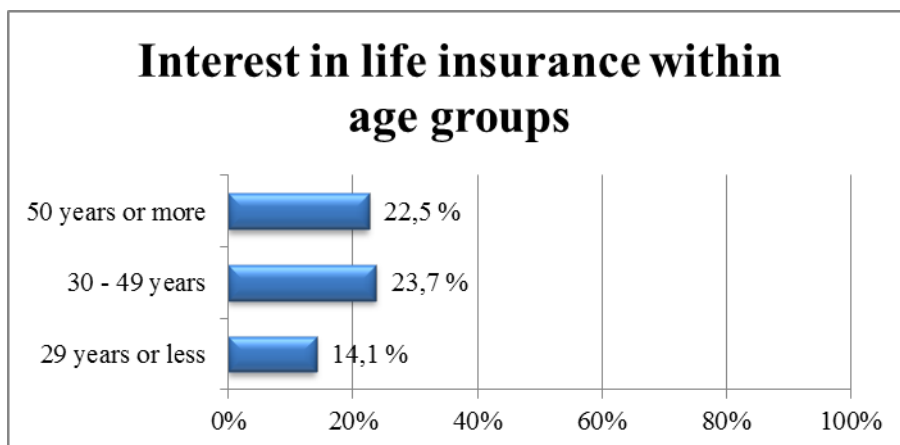


Figure 28 Difference in age groups for usage of life insurance.

Life insurance had small popularity among respondents and the difference within age groups was not significant. Nevertheless participants age of 30 -49 years were using

this type of insurance the most of all age groups (23.7 %) when younger women were using it the least of all (14.1 %).

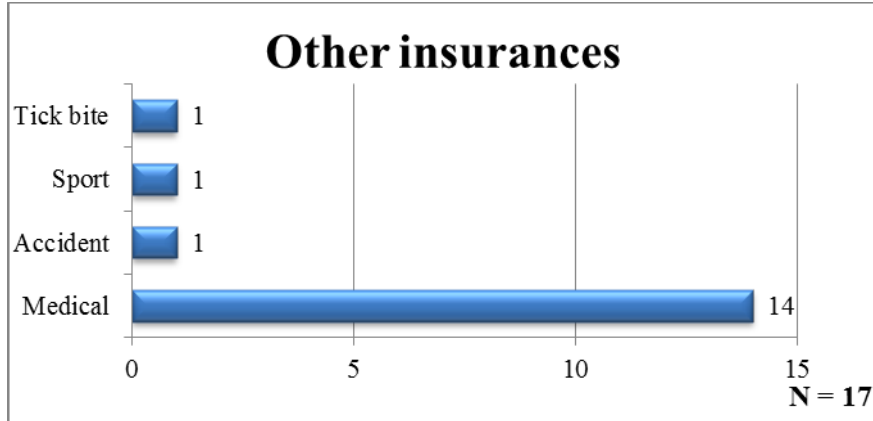


Figure 29 Other types of insurances mentioned by our respondents.

Respondents wrote what other types of insurances they were using. 14 out of 17 who wrote in this section said that they were using additional medical insurance. It also came up that insurance for example for accidents, tick bites and during sport activities were used. Respondent who mentioned sport insurance said that it was compulsory for example in a mini football club where respondent goes to and the insurance for this sport was organised by club.

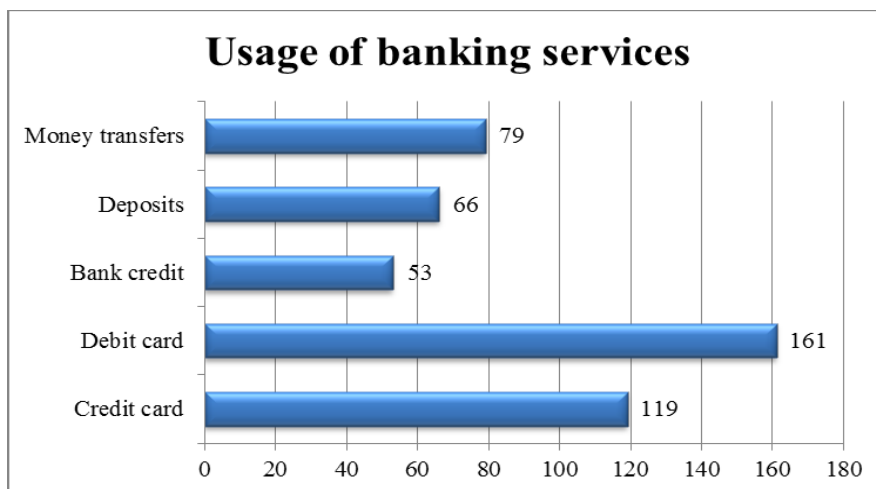


Figure 30 Respondents usage of different banking services.

In figure 30 was revealed that the banking services were actively used in many ways. Respondents could have marked several options about how they used banking services. Values in the figure above means exactly how many women were using those services. The most popular by respondents was usage of debit card; a little bit more than a half (161 out of 305) used them.

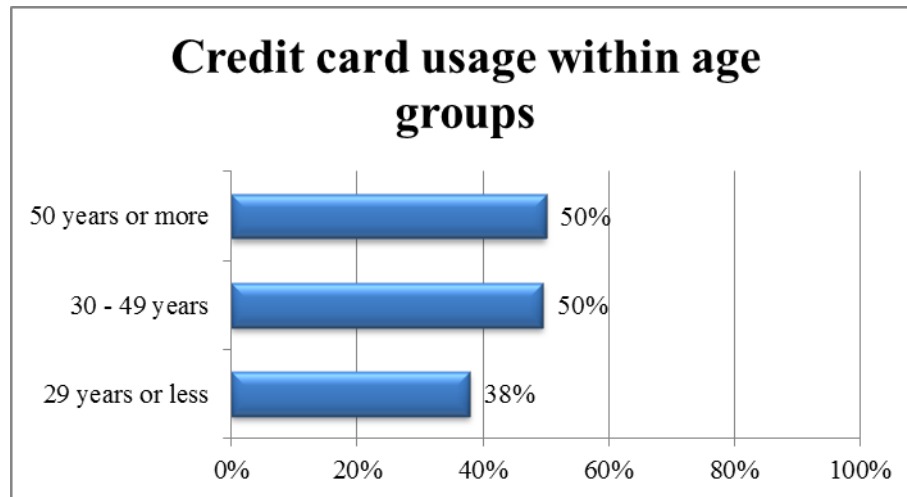


Figure 31 Respondents usage of credits cards within age groups.

In figure 31 was pointed out that usage of credit cards was the most popular by respondents within age groups of 30 – 49 years and 50 years or more. Meaning that 50% (51 women) of respondents within age group of 30 – 49 and 50% (18 women) of respondents within age group of 50 years old or more were using credit cards. Youngest respondents from age group of 29 years or less were using credit cards the least (38% or 51 women). In total 119 women were using credit cards.

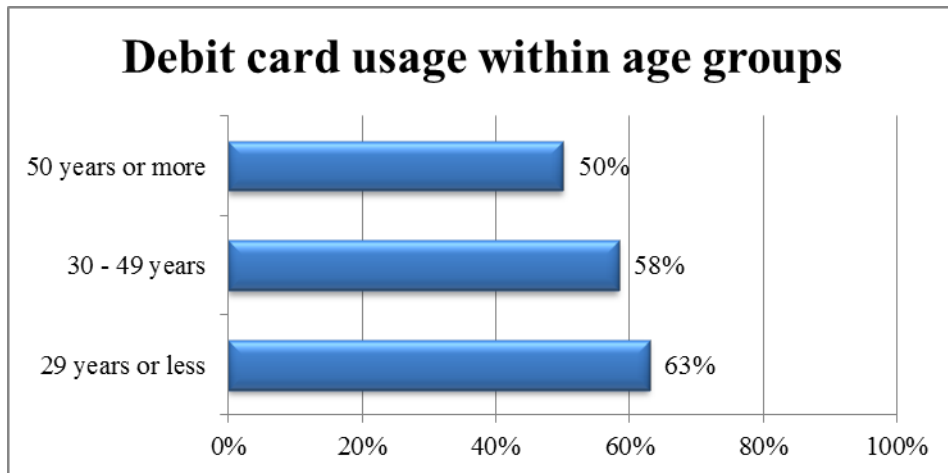


Figure 32 Respondents usage of debit cards within age groups.

Figure 32 shows that debit cards were used the most within the age group of 29 years old or less. In total 161 respondents were using debit cards; 83 respondents were from age group of 29 years old or less, 60 respondents were from age group of 30 – 49 years and 18 of respondents were from age group of 50 years or less.

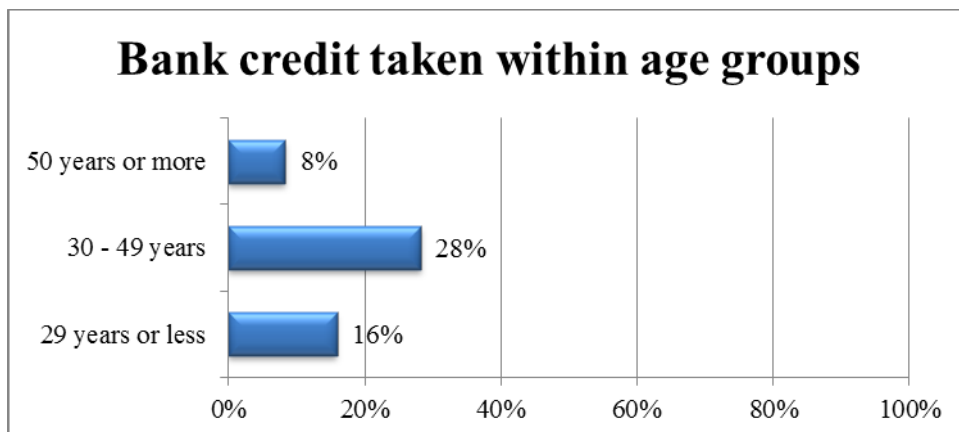


Figure 33 Respondents usage of bank credit within age groups.

Bank credits or loans were the most popular among respondents within age group of 30 – 49 years, 28% of women in that age group said that they had taken a bank credit or a loan. In the figure 33 was also revealed that bank credit was the least popular for respondents who were 50 years old or more, only 8 % of women within that age group had a loan. In total 53 women out of 308 had taken a credit.

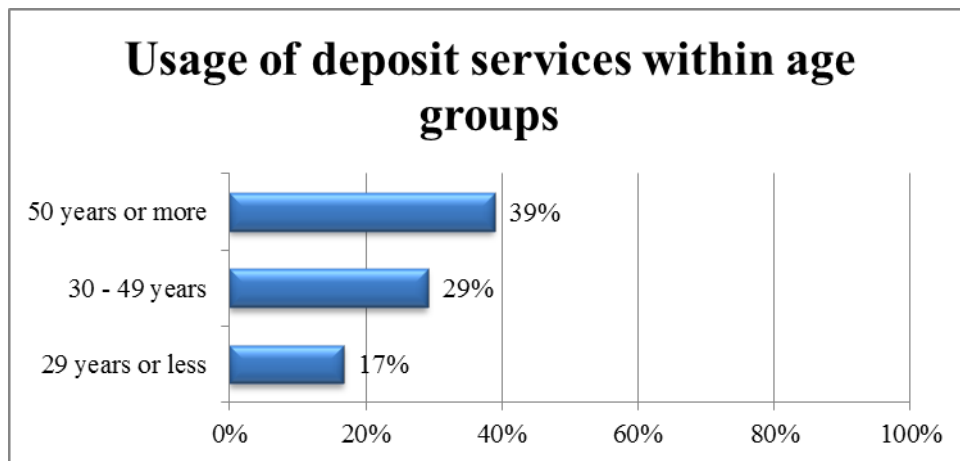


Figure 34 Respondents usage of deposit service within age groups.

In the figure 34 was revealed that deposit services were used the most within age group of 50 years old or more (39%). Women from youngest age group of 29 years or less were using deposit service the least (17%). According to that information it could be assumed that deposit services used to be very common in the past due to old systems before changing to modern internet banks and internet banking services.

Russia currently is still in the process of changing to new systems and e banks. Salaries are still often paid with cash instead of directly to personal bank accounts. Probably not everyone in Russia has a possibility yet to use modern e-banks and accessibility might be still in development in most banks. Based on this knowledge it could be assumed that younger generation uses deposit service the least because they have changed faster to modern banking services.

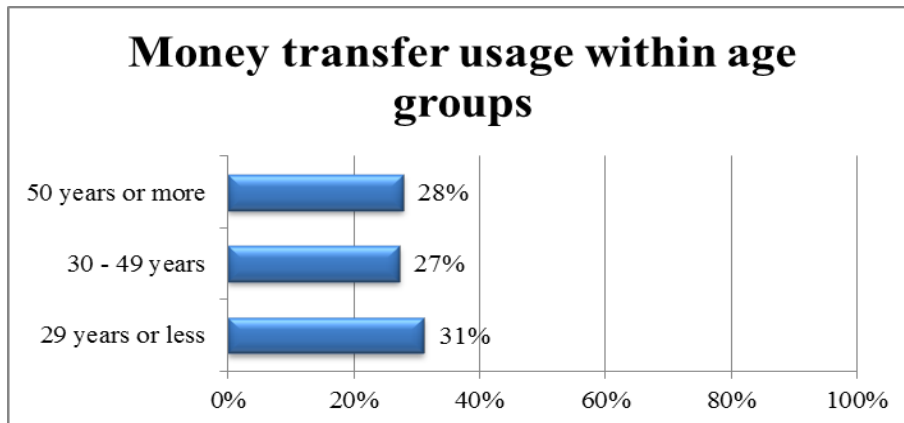


Figure 35 Respondents usage of money transfer services within age groups.

Figure 35 revealed that this type of banking service was used almost equally within all age groups. This type of service was commonly used in situation when for example parents or relatives who lived in other cities or regions wanted to transfer money to their studying children. Money transfers in Russia can be done electronically which is not that common there yet or sending on someone's name by personal visit in any bank office. Transfer happens easily within the same bank, with an ID and invoice number sent money can be picked up by personal visit of recipient and none of them needs to be a client of that bank. Many companies were also still using this service inside of country; it is safer in some ways and can't be followed or regulated. For example if a firm wants to purchase something from supplier or pay for additional services, recipient is living in another town and doesn't have a bank account for some reason then this type of money transfer may be in great help.

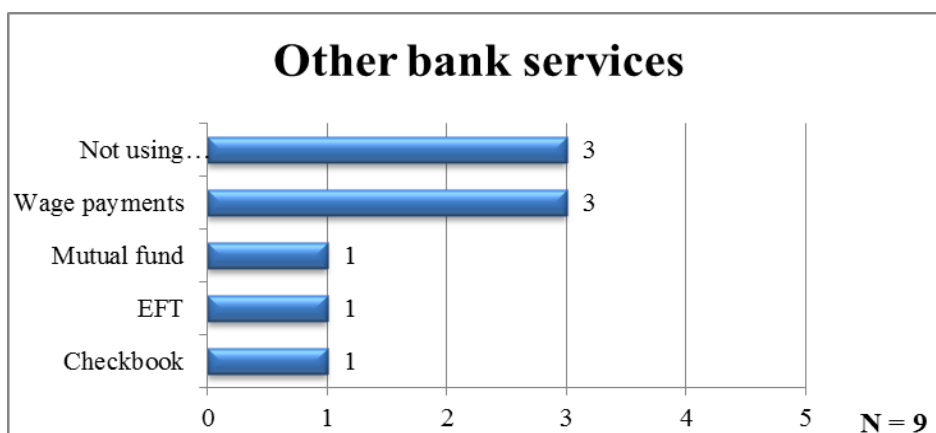


Figure 36 Respondents usage of other banking services.

Other banking services were mentioned altogether by 9 respondents. In figure 36 was written what respondents mentioned, 3 respondents claimed that they were not using banking services at all, another 3 respondents mentioned that they were getting their salary paid by bank. Mutual fund, electronic transfers and checkbook were also mentioned by some respondents.

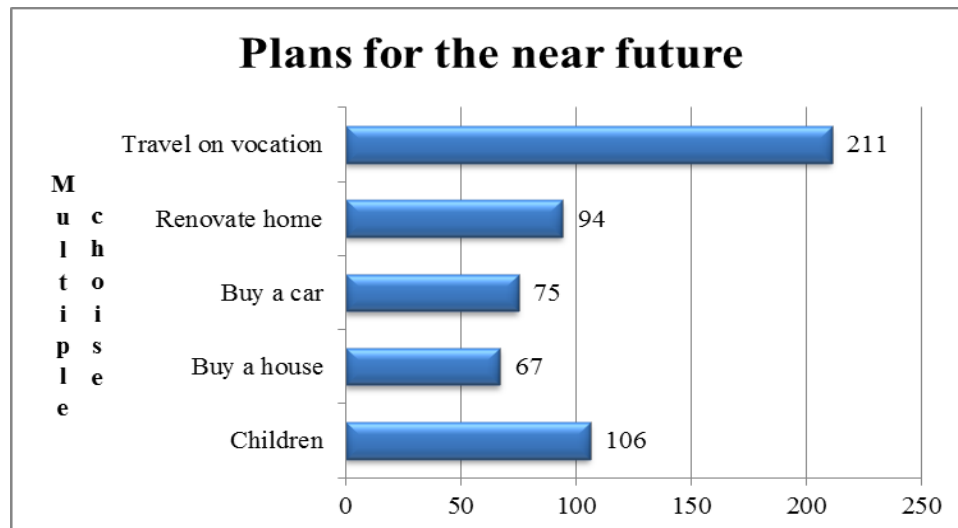


Figure 37 Respondent plans for the near future.

As figure 37 showed, indeed traveling on vocation was the most popular plan for the near future. 211 women or 68.5 % planned traveling somewhere. Second most popular plan for the near future was to have children. 106 women out of 308 which is 34.4% mentioned planning to have children. Quite many also planned to renovate their home. Some wanted or planned to buy a car or house.

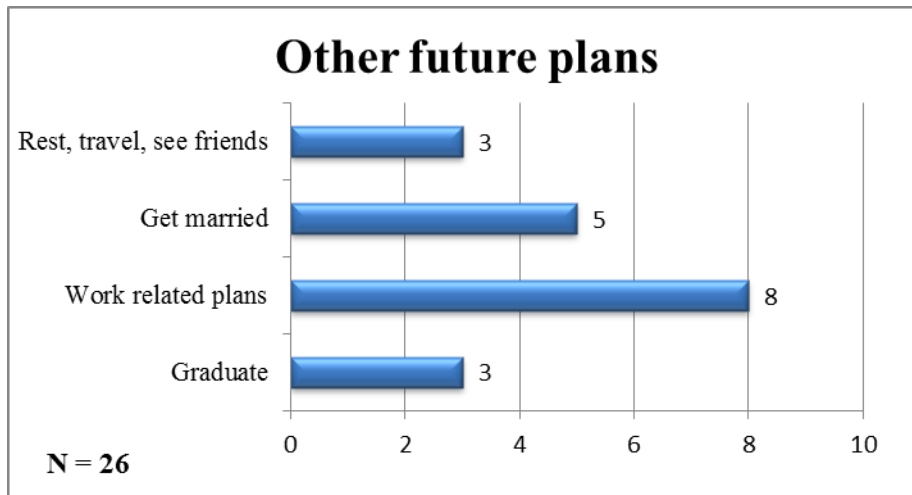


Figure 38 Other plans for the near future that respondents mentioned.

Figure 38 showed what other plans our participants and respondents had. Work related plans meant either finding a good job, get promotion or change to better work, 8 respondents mentioned those. Getting married, graduating from university, rest, travel and see friends was also mentioned by few.

3.5. Event rating

In this question the respondents were asked to rate the Ten Fun Run event in general on the scale of 1 – 5, 5 being the best and 1 the poorest. Figure 39 revealed the mean of rating which is 4.52. Respondents thought very positively about the event in general.

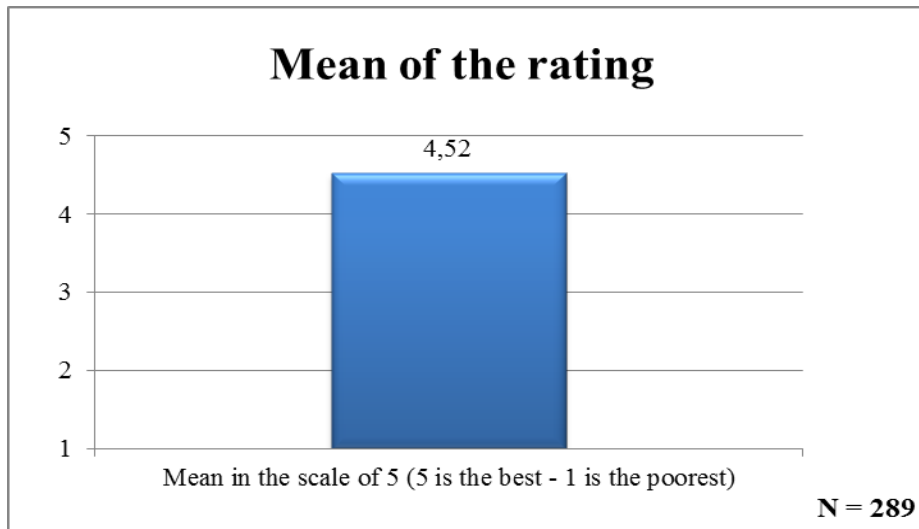


Figure 39 Rate the event on the scale of 1 -5, mean of the result.

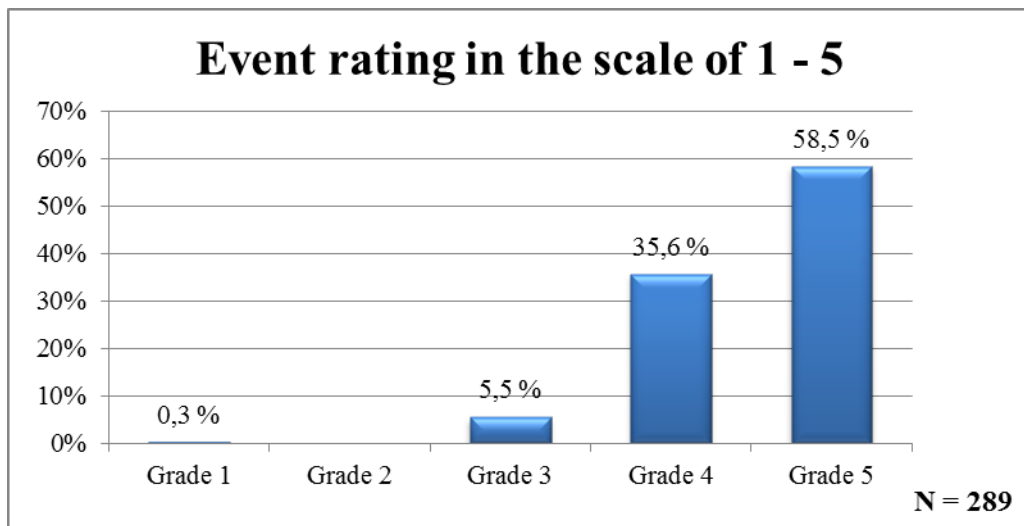


Figure 40 Percentage given for each grade.

Most of the respondents gave grade 5 (58.5%) and 4 (35.6%) according to figure 40. Only short amount of respondents gave middle satisfying grade 3 (5.5%) and no one gave grade 2. Only 1 (0.3%) person out of 289 gave grade 1 to the event. Overall event affected positively on those who participated.

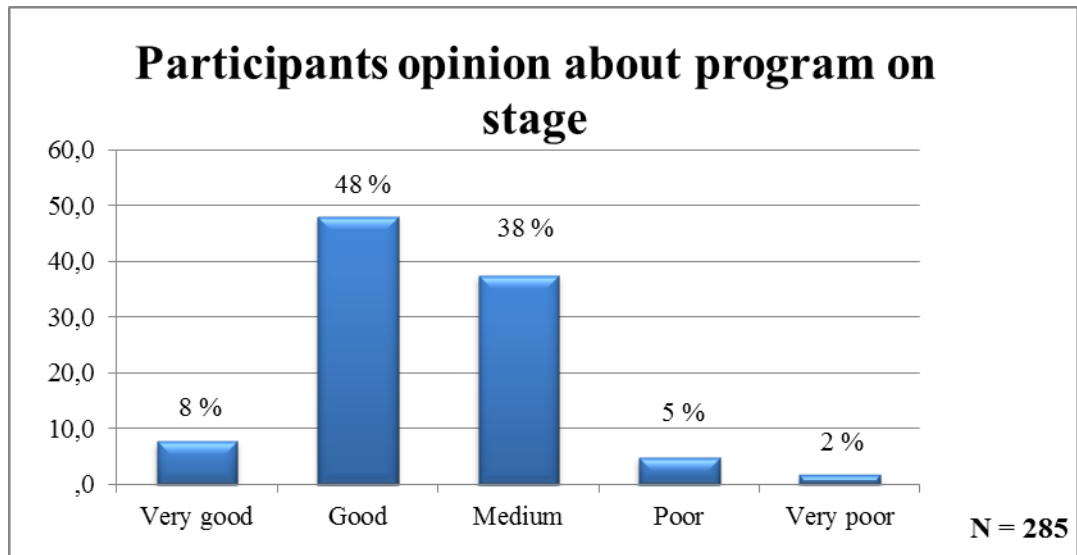


Figure 41 Participants thoughts in general about the program on stage.

As the figure 41 demonstrated almost half (48% / 137 women) of all respondents thought the program on stage was good and few (8% / 22 people) even thought that it was very good. Medium grade gave a little bit over one third (38% / 107 people) of respondents. Negative responses about the program were also mentioned by few, (14 people) 5% thought the program was poor and 2% (5 people) thought that it was very poor. In general most people thought positively about the program on stage, but there was a room for improvement.

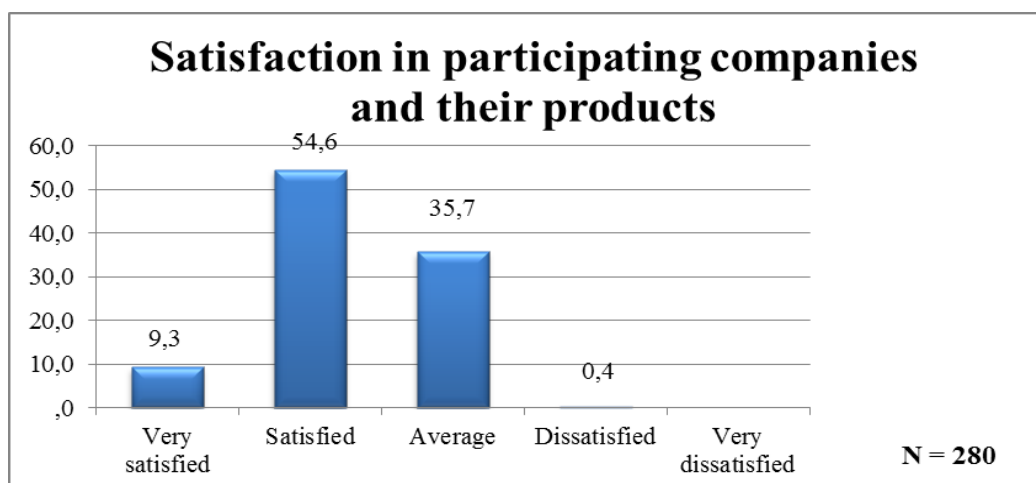


Figure 42 Participants thoughts and satisfaction on sponsoring companies.

In figure 42 was revealed similar kind of results as in previous figure 41. Most of our respondents (54.6 % / 153 people) were satisfied with the sponsoring companies and few (9.3% / 26 people) were even very satisfied. Also a little bit over than one third of respondents gave average response and only 1 person (0.4 %) out of 280 was dissatisfied. In general sponsoring companies made the participants feeling satisfied about them after the event which was positive finding.

3.6. Promotion

In figure 43 was demonstrated that the most eyes catching marketing channel was through city ads. A little bit over than half, 53% (161 women) of respondents said that they heard about the event through city ads. Ads in metro were also very popular way of marketing and worked on about 30% (90 women) of respondents. Also 28% (87 women) heard about the even from their own friends. Respondents could have marked more than 1 way of marketing where they saw the Ten Fun Run event being advertised.

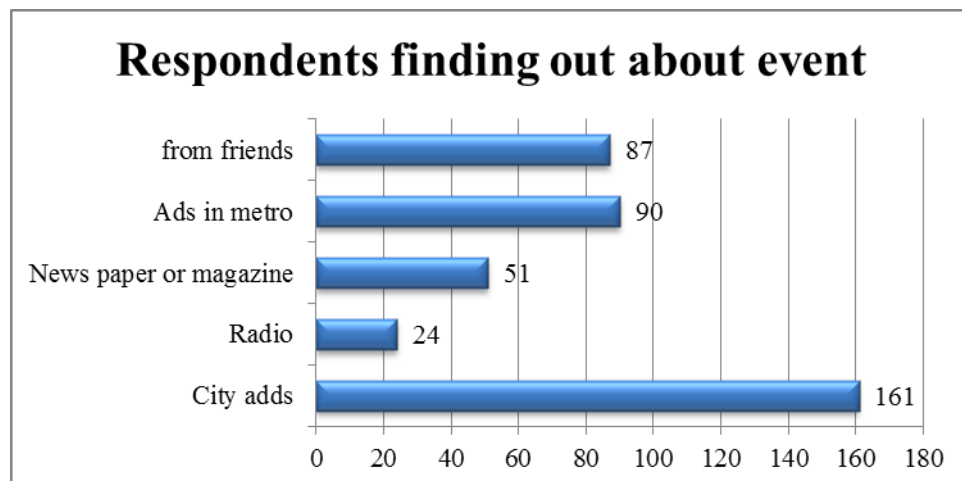


Figure 43 Most popular marketing channel(s) for the event.

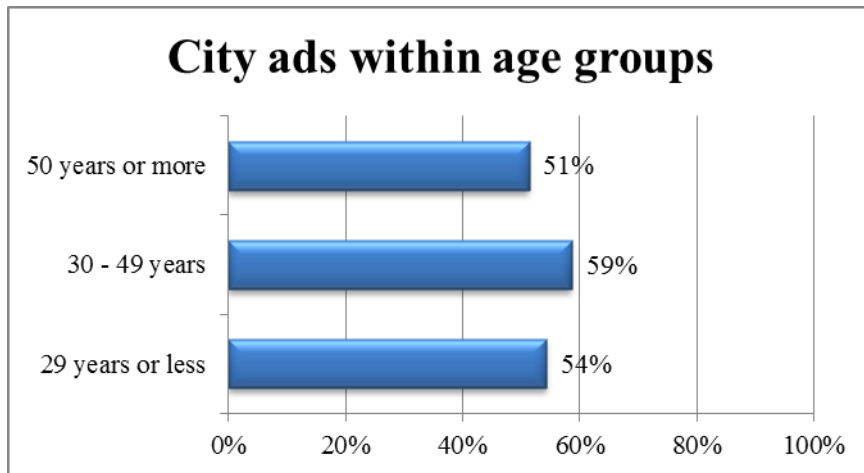


Figure 44 City ads in different age groups.

In figure 44 was revealed that city ads worked for all age groups almost equally. Respondents of survey who were in age group of 50 years or more saw the city ads the least of all, but again the difference was small in comparison with other age groups. City ads were the best working marketing channel.

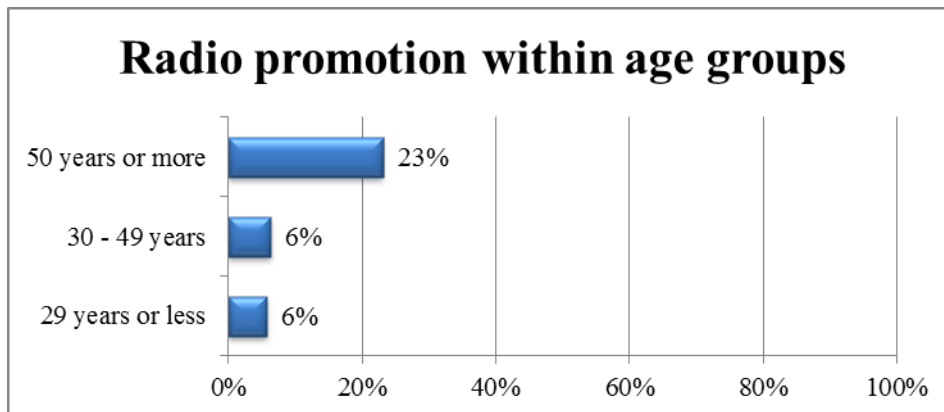


Figure 45 Effectiveness of radio promotion in different age groups.

In figure 45 in the other hand were introduced interesting findings, for respondents who were 50 years old or more radio promotion within that age group worked better than within any other age group. 23% of women within age group of 50 years and older said that they heard about the event through radio. From all respondents 24 women heard the promotion on radio and 9 of them were 50 years old or more. This wasn't the best marketing channel. In the other hand if organisers wanted to attract

women who are over 50 years old or more, then this worked more or less fine. It was also important to check which radio channels were used in this campaign.

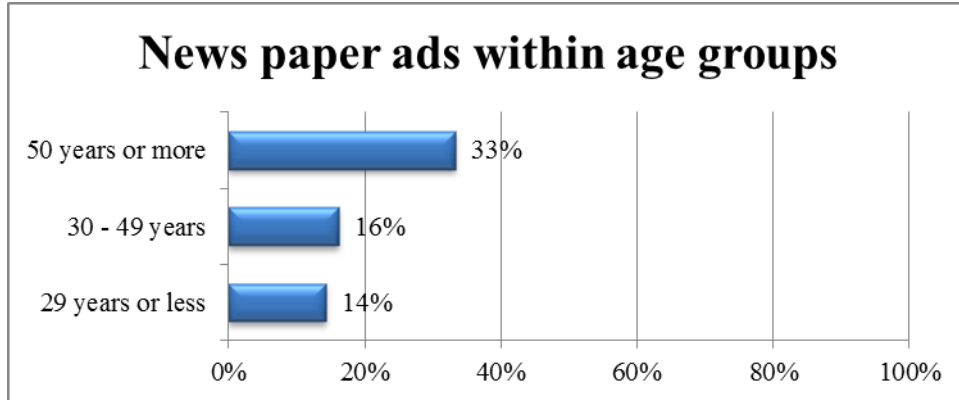


Figure 46 Effectiveness of newspaper ads within age groups.

In figure 46 was demonstrated that within age group of 50 years or more this marketing channel also worked well in comparison to other age groups. 33% of women within age group of 50 years or more said that they saw ads in newspapers. Figure 44 showed that 51% of women in age group of 50 years old or more saw advertisement in city ads; it worked better by only 18% which was not so much. These findings demonstrated that if organisers wanted to increase advertisement of Ten Fun Run in Saint Petersburg for women who are 50 years old or more, newspapers could have been very helpful.

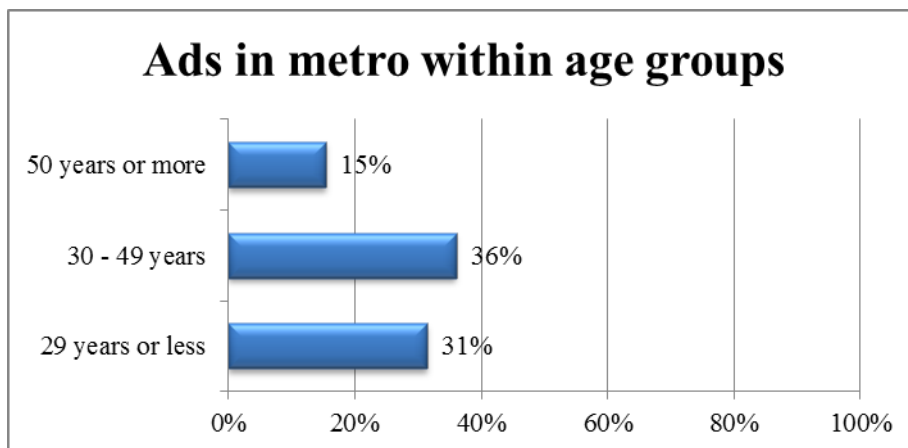


Figure 47 Effectiveness of ads in metro within age groups.

In figure 47 it was clearly recognized that ads in metro worked the best for respondents within age group of 30 – 49 years (36% within that age group). Least effective it was within age group of 50 years old or more (15% within that age group). In comparison with figure 46 where newspaper ads worked the best for eldest age group, metro ads had a smaller effect on respondents within that age group and worked better for younger age groups.

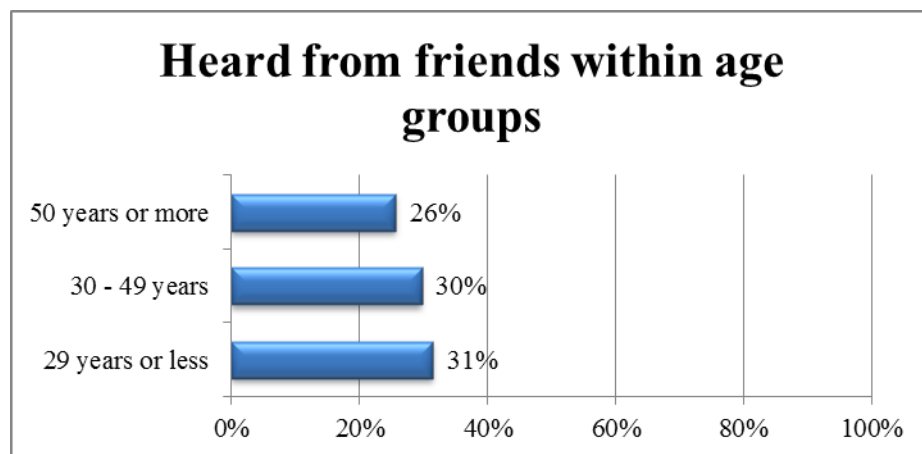


Figure 48 Respondents finding out about the event from their own friends.

As it was revealed in figure 48, the difference within different age groups was not significant. In all age groups people heard from their friends about the event more or less equally. Younger age group heard from friends about the event more often only by few percent. This could have been because of higher usage of internet and social networks.

3.7. Comments

Many participants and respondents of survey (11 women) said during free comments part that there were irrelevant company ads during the event. Others in the other hand were hoping for more new interesting sponsors, those who were related to sports and the event theme, some also hoped for mass media presence as figure 49 shows. Free tasting of alcohol was very negative in opinion of one respondent. From figure 49 it

was clearly revealed that participants wanted to see more sponsors who were relevant, according to their own interests and sport theme.

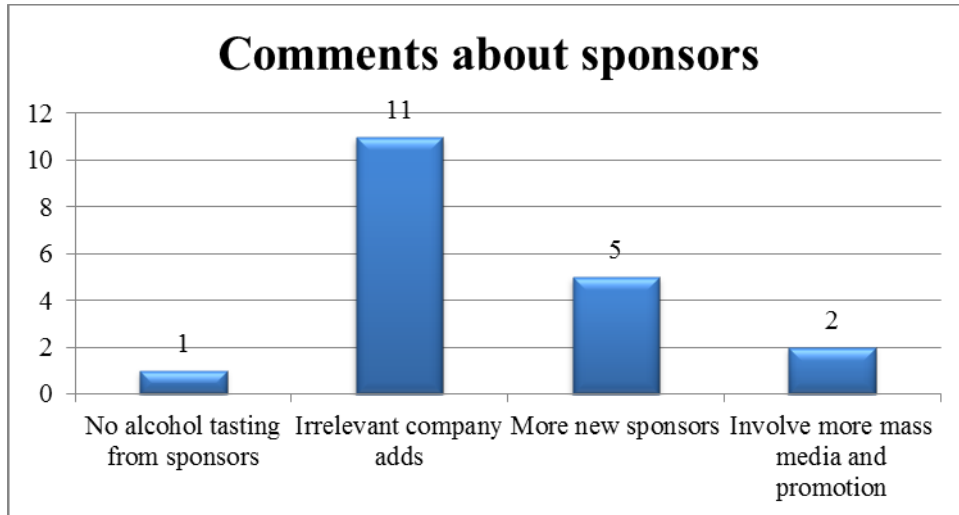


Figure 49 Comments about sponsors given by respondents.

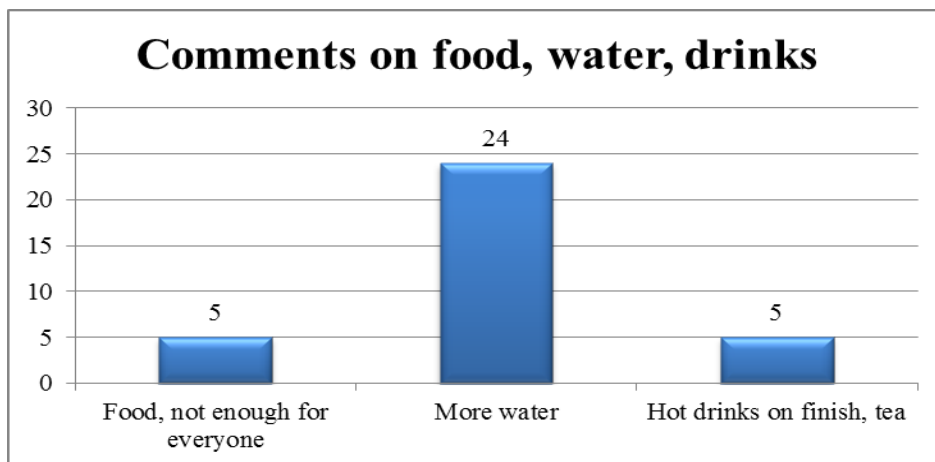


Figure 50 Comments made about food or drinks.

A lot of survey respondents said that there was not enough water for everyone, or the distance between the water points was too long. There were also elder women participating and running the whole distance, putting more water points might have been almost necessary. Due to cold weather some respondents (5 women) were hoping to get a hot cup of tea at the finish. Few respondents (5 women) also mentioned that food wasn't given equally; some people took more than what they

were supposed to and others were left totally without the food package. Giving out those food packages was not controlled and few women gave negative feedback about this matter.

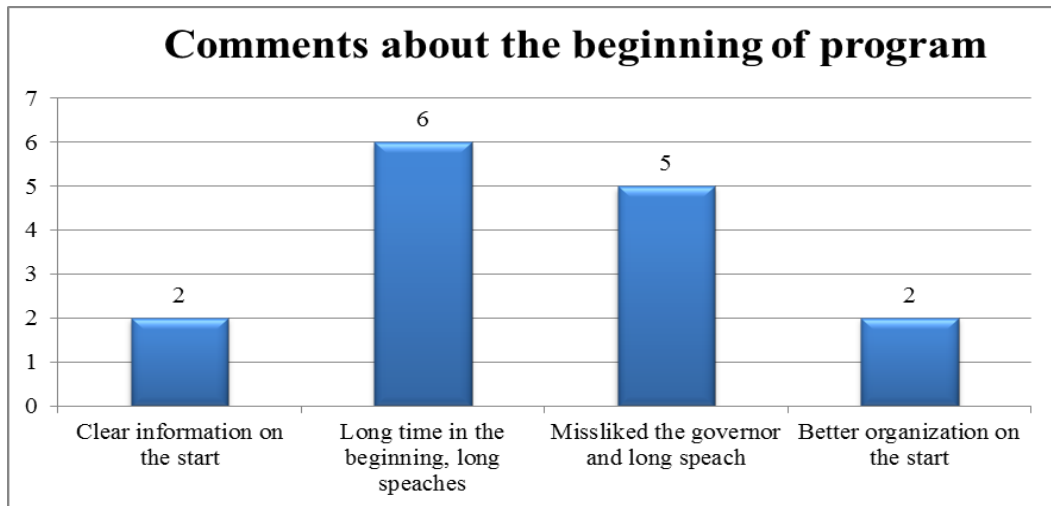


Figure 51 Comments about the beginning of program.

As it was revealed in figure 51, 6 of survey respondents mentioned that beginning of the program was too long. Specific miss like to governors' presence and her long speech was pointed out by 5 respondents. Others asked for better organisation on the start of run and clear information package given in the beginning.

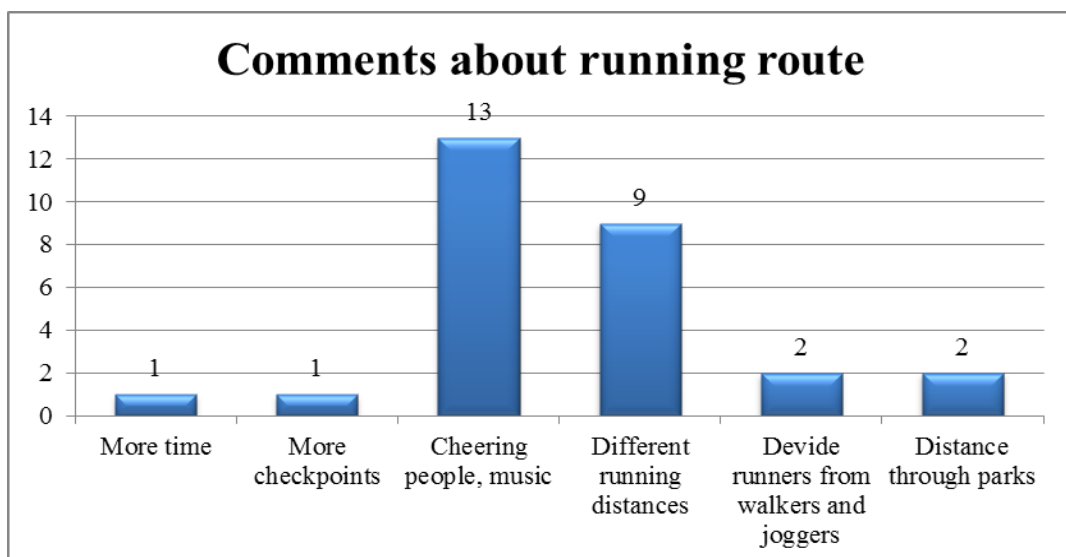


Figure 52 Comments made about the running route.

As figure 52 showed, 13 of respondents were hoping to have cheering crowd or music on the running route to get support and more enthusiasm to run the whole distance. 9 comments were made about hoping to develop the distance, maybe creating optional shorter route since there might had been elder women who were not able to run the whole 10 kilometers. It was also suggested that making different distances could also attract more children and families with children where mothers could have ran with their daughters.

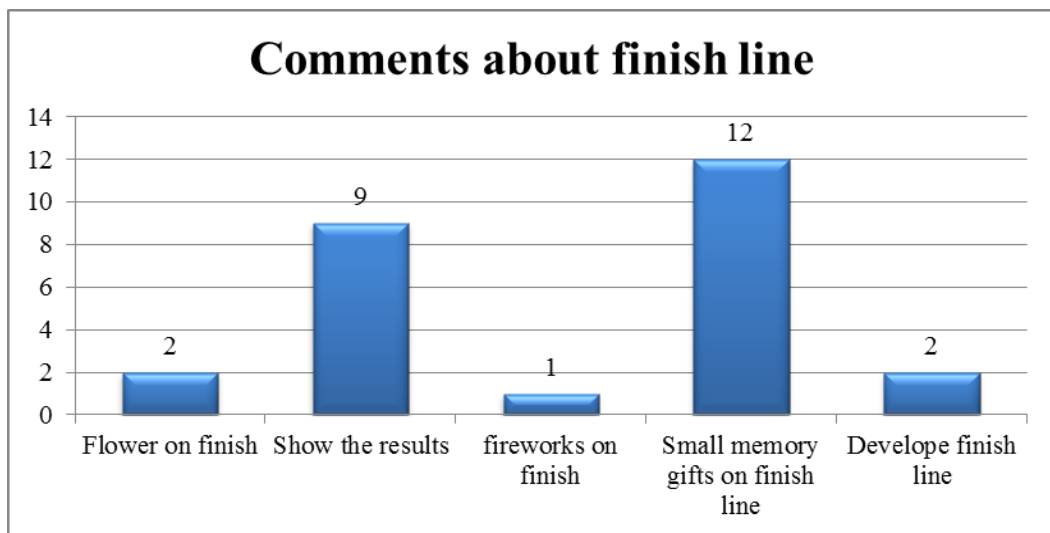


Figure 53 Comments that were made about the finish line.

In figure 53 it was revealed that 12 respondents of survey hoped to get a small memory gift on finish line. Quite many (9 women) were also suggesting that it would have been great if organisers could have shown the results and time at the finish. There were also other interesting suggestions given by respondents, such as giving small flower or fireworks when welcoming back first runners. Anyhow based on comments there could have been some development in the organisation.

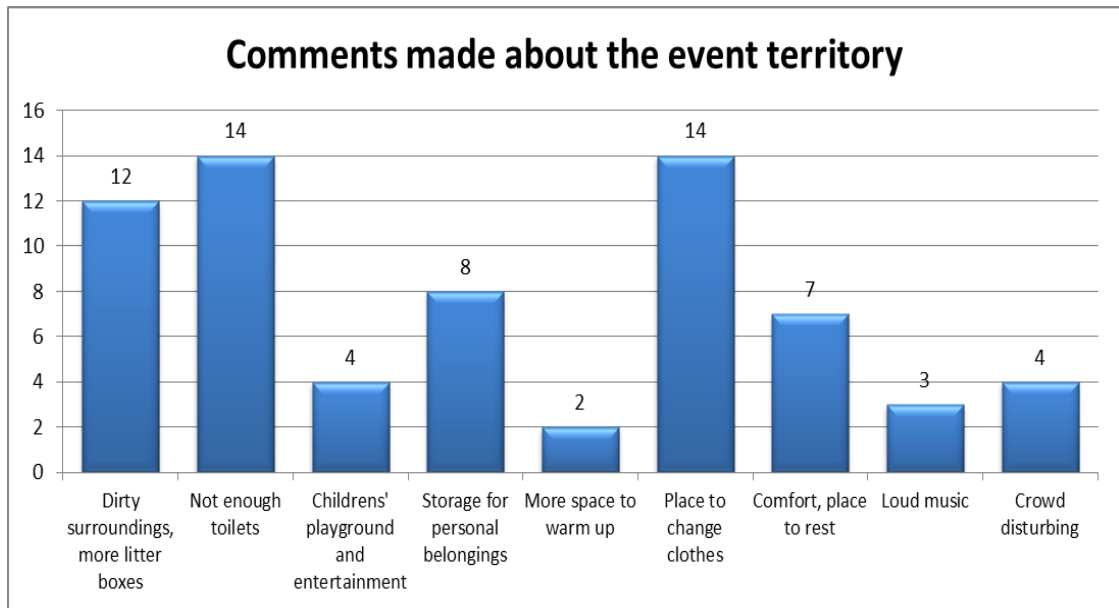


Figure 54 Different comments made about the territory of the event.

Figure 54 first of all demonstrated the variety of many different suggestions from respondents of survey. Small amount of toilets and places where to change clothes was deeply disturbing participants. During the event participants had to use toilets to change their clothes, respondents hoped to have more toilets or dressing rooms. Also along the running route participants wanted to have toilets.

Dirty surrounding and empty bottles around the event territory was disturbing many respondents (12 women), Saint Petersburg is cultural city and lack of litter boxes needed to be organised better while having such a large event. Other suggestions were also given, for example making children's playground while mothers were running, storage for personal belongings and resting areas for those who returned to finish.

Crowd was also sometimes disturbing the runners; crowd was blocking the participants or even taking water that was meant for the runners. That might had been also the reason why many respondents mentioned lack of water (revealed in figure 51); it wasn't controlled and given in wrong hands. For those who stood closer to the stage, loud music was unbearably loud. 3 women said that music was very loud but because of huge crowd it was almost impossible to escape or go anywhere.

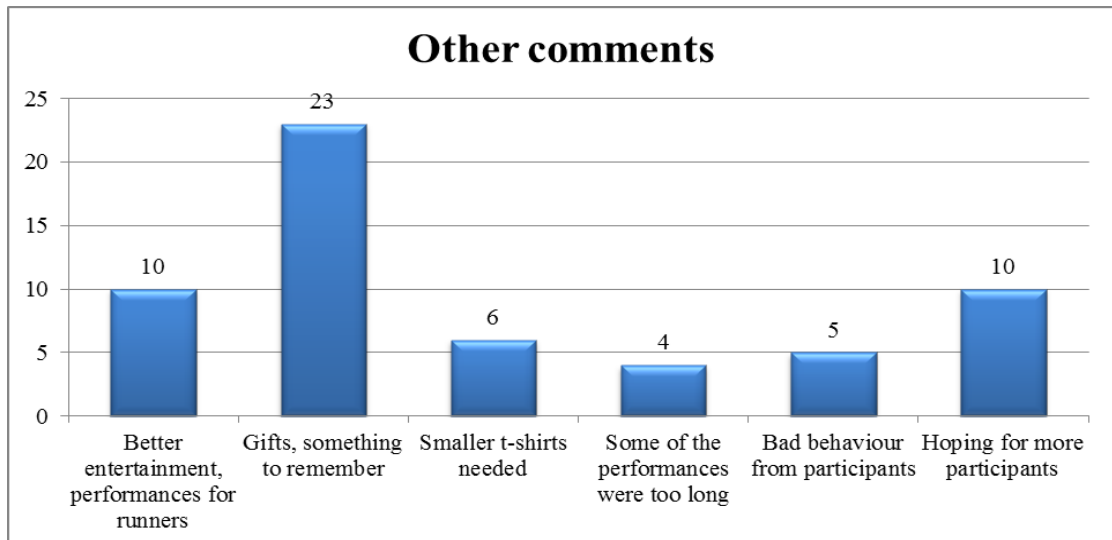


Figure 55 Other comments.

Last question on survey was giving free comments or wishes about anything. As figure 55 showed, 23 of survey respondents wanted to get gifts, something to remember the event, a card or a pin. This doesn't include respondents from figure 53; 12 of them were hoping to get gifts and 2 hoping for flowers on finish line. In total 37 people mentioned something about gifts. Also 10 of respondents were hoping for better entertainment for participants of the run. It was claimed by some respondents that most of the time of event they were running, those who returned to the finish line as one of the last ones they missed most of the program. 10 people mentioned that they wished to have more runners in the future and 6 mentioned that there wasn't enough S size t-shirts. In this section there were also some respondents who thought that performances and beginning speeches were too long, this didn't include results and comments demonstrated in figure 51 about the beginning of program.

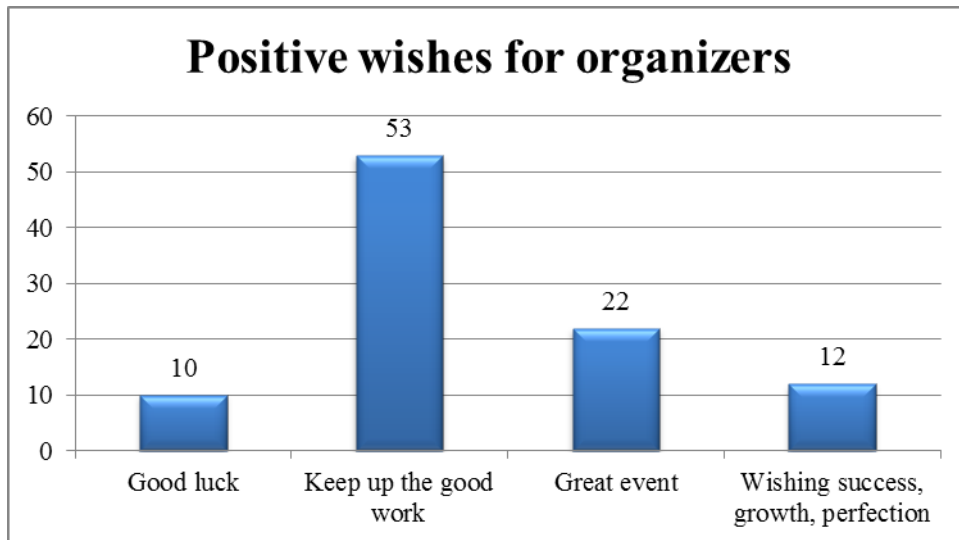


Figure 56 Positive wishes told by respondents.

Part of last question was to give wishes to organizers, in figure 56 was revealed what respondents wished to organisers. All together 53 respondents were wishing that Ten Fun Run will keep up the good work and continuing organisation of the event in the future. 22 said that event was absolutely great and 10 people wished for good luck for organisers. 12 respondents were wishing that event will grow, develop, reaches for perfection and succeeds. Thank you words were told dozens of times.

3.8. Summary

In this part of research, summary was combined where main findings were put in shorter version. What were the most significant and important findings, what still needed more research on and what had no influence. Those questions were considered next. Briefly but informatively results were gathered in to one table.

Table 2 Summary and most important findings

Subject	Results	Comments
Background information	47,5% were 29 years or less 92% had high education 46% were married 54% had no children	Almost half of respondents were less than 29 years old and were married. A bit over than half didn't have children. Majority had higher education.
Participation	97% has participated 92% will participate next time this year	Nearly all respondents had participated in the run and going to participate next coming years.
Hobbies	73.4% sports and fitness 55.5% theatres and museums 46.1% computers, internet and social networks	226/73% of respondents said that their hobby was sport and fitness; this was important knowledge for sporty event. Also going to theatres and museums was popular hobby.
Product interests	Grade 3.1 for sport products. Grade 3 for health care, home or interior and clothes or shoes product categories. Children's products had grade 2.3. Women in age group 30 – 49 giving higher grades to most products.	Women between 30-49 years were giving higher grades than other age groups for almost all product categories (except of cosmetics). This could have meant that this age group was more active as a buyer and were better potential customers.
Tourism	72% traveling abroad 27% traveling in Russia 65 women mentioned Europe	Majority wanted to travel abroad for vocation. Most popular was traveling in Europe and Scandinavia.
Insurance	73% were using insurances in general 55% using travel insurance 35% were using car insurance	Majority was using insurances. Travel insurance was the most popular.
Banking	161 of respondents were using	Banking was used in different ways.

services	debit cards, which was most popular category 119 women had credit cards	All categories were supported which means that bank services were used widely.
Future plans	211 of respondents planned to travel abroad 106 women planned to have children 94 planned to renovate their home	It was proven again in this question that traveling was popular. Women were also planning to have children, new possibilities among children products and services.
Event rating	4.52 was average grade	Event was very much liked.
Promotion	161 saw city adds 90 saw metro adds 87 heard from friends	City and metro ads worked the best during past events. Also hearing from friends was popular, social networks needs to be used more in the future.
Comments	24 mentioned more water 23 wanted small gift 14 respondent said there was not enough toilets 14 women needed a room to change clothes 13 wanted cheering people or music on the running route 12 women mentioned dirty surroundings, more litter boxes was needed 11 said that there were irrelevant company ads	Organiser should pay closer attention to these comments; in some cases it could have been even crucial to fix those problems. Many respondents mentioned that there was not enough water. It was also revealed that water was given to those who didn't take part in the run at all. Taking control on water situation was very important. Organising more toilets and litter boxes should have been easy to arrange.
Wishes	53 women wish for organisers to keep up the good work.	Many positive wishes were given by respondents after completing the survey.

4. SWOT ANALYSIS AND DEVELOPEMENT

SWOT analysis has and will be one of the most useful tools what any company can use to see themselves from different points of view. SWOT stands for strengths, weaknesses, opportunities and threats. In this chapter 5, Women's Ten Fun Run was taken under close look from those points. Statistics of event, survey results and other facts influenced and were important during completing this 8-field SWOT analysis.

Table 3 Swot analyses

	STRENGHT	WEAKNESSES
	<ul style="list-style-type: none"> -No competitors for event -Big target group -Popular among women -Attractive city location -Supported by the city and municipality -Sport and healthy lifestyle -Created good and happy feeling for participants 	<ul style="list-style-type: none"> -Organisational problems -Lack of control over big crowd -Not enough mass media -Not whole target group has been reached yet -Program schedule -Some irrelevant sponsors -Security, accidents and death case during the event
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> -Grow, more popular -Have more participants -Greater effect in society -Include mass media, TV -More new sponsors -Athletes and celebrities attending on the event 	<ul style="list-style-type: none"> -Prepare for growth of event and for more people -Popularity could have been also increased and supported by sportsmen or celebrities -Bring people closer to their own city -Introduce the city to tourists in new way -Satisfied sponsors -Getting support from those who also care about healthy 	<ul style="list-style-type: none"> -Growth of event creating more difficulties. Improving and developing organisation, program and whole event could have been necessary -Attracting more interesting, new and relevant sponsors -By increased popularity, mass media and celebrities more people from target group might be reached -Achieving opportunities may

	lifestyle	have increased weaknesses
THREATS -Bad weather during event -More accidents -Another event at the same time -Financial situation -Not enough sponsors -Not enough participants -Someone could starts organising similar kind of event, competition	-Dangerous for big crowd to run during rain or even heat; accidents, elders etc. might be in danger -More support from city with financing and searching new sponsors -Investigate periodically if there were new competitors organising similar sport event, avoid having similar program	-Develop and prepare for bad weather and accidents -Organisation of event must be improved to avoid threats -Losing good sponsors -Irrelevant sponsors -Badly organised event might lose participants, sponsors or support from the city -Accidents -Bad reputation -Unsatisfied runners

4.1. Analyzing SWOT results

Strengths of Women's Ten Fun Run were quite important and made the event possible to be organised annually. As it was introduced in table 3, Strengths section there were no competitors yet, no one has been organising similar event in the same city. There was a big target group that was reachable, in these case women of all age and also their family members who came to watch the run. Knowledge about the fact that there was no competition made organisers to expand the event from Finland to Saint Petersburg.

Event was already popular and liked by women who ran. Sporty event and promoting healthy lifestyle but it wasn't a competition or a race. It has been creating good and happy feeling for women for years. It has been also supported by the City Management and location; in this case Saint Petersburg which has been also very

attractive for many tourists. All these facts introduced in Strengths section made first of all Ten Fun Run event possible and also very popular.

Weaknesses in the other hand were creating negative feelings for participants and to those who were present during the Women's Ten Fun Run event. Weaknesses were important to recognize by organisers and try to avoid them as much as it was possible. There were first of all organisational problems which were mentioned by survey respondents for several times and from different points of view.

Organisational problems emerged for example during start and on finish of the run; hassle and crowd of people who were not taking part of the run was disturbing the runners to warm up and begin. Some of the runners returned directly to the finish to get their food and water after running only few hundred meters. No one was checking and controlling the food packages, how many times, for whom and how much food has been given. At the end there were not enough food packages for everyone left and some runners were feeling very disappointed and unsatisfied about this fact. Especially those who really ran the whole distance and were one of the last ones on the finish line didn't have food package or water left. It was not only making runners upset but also creating dangerous situations or accidents; dehydration, tired people and runners needed energy after the run to feel better.

According to Russian news for example on channel 100tv, young participant died just few hundred meters before the finish line. According to news Anna Doroshenko was only 21 years old; she was very athletic, in good health and even held gym classes in sport camps. It was also her 6th time participating in the run. There were no direct cause of death, according to her friends she was getting pale long before reaching the finish and suddenly she fell and her heart stopped. Eye witnesses described that ambulance came in 10 minutes, but there was nothing they could do because girl died immediately. (100tv, 2011)

Many respondents also mentioned that there was not enough drinking points or first aid points during the running distance. It was necessary to remember and take care of the runners and their needs during the running route. Runners were the key element of whole event. To avoid creating negative weaknesses in the future, organisers needed to take a real good care of many things and pay attention when the runners were giving feedback.

Organisational problems meant also that there were some problems with sound system, music was too loud near to the stage and it was impossible to there for longer time, especially for elder women and children. Not enough toilets was also under this category, optionally organisers could have arranged changing rooms or tents for the runners. Taking control over big crowd might have been problematic but understanding where the mistakes were made in the past might help to develop organisation and ease controlling over so many people.

Weaknesses continued with not having mass media presence during the event. Some respondents of survey mentioned that it would have been very good to have mass media, maybe some of the runners could have been interviewed and the run could have been showed on television.

One of the weaknesses was not reaching whole potential target group yet. Saint Petersburg was a huge city, which meant that there could have been a lot more participants for this event. Also there was sporty theme, athletic and advertising healthy lifestyles. There was a great possibility to attract more women with this same interest. Marketing needed to find out where potential runners were and expand advertisement.

Similar fact was about sponsors. Not all potential sponsors has been reached or got interested in taking part yet. Some survey respondents wished to see for example more of sport clothing and sport equipment advertisement, some wished for more fitness

clubs to join the event. It was very important for the future to have relevant sponsors according to the theme of sports and healthy lifestyle.

As mentioned earlier it was another weakness that not all sponsors has been reach and some were irrelevant or opposite of the theme of sports and healthy lifestyle. For example during the event there was alcohol advertisement and even alcohol tasting according to respondents of survey, this went directly against promotion of healthy lifestyles. Having free alcohol tasting might had also created more danger and hazel; when people relaxed they might had paid less attention to the program and what they were supposed to do instead of drinking alcohol. If it was necessary to have alcohol company sponsors, this could have been fixed by promoting healthy drinks or lighter alcohol and not being in the center of attention which free alcohol testing usually creates.

Program schedule was also listed as weakness. Some women mentioned that most of the program on stage was during the run time which meant that the runners were missing the best performances. In the beginning, before the run started welcoming speeches were too long in women's opinion. Instead of long welcoming participants wished to see for example dance or fitness performances, something to cheer them up before the long run and prepare their spirit for this experience.

Next figure 3 introduced opportunities for the event in near future and they were quite obvious and clear. There was a great possibility to have more participants in the big city of Saint Petersburg; number of women who enjoyed sport and shared this same interest was increasing all the time. Growing and becoming more popular went together with having more participants; the event had a great possibility to become even more popular than it already was. It could have created bigger effect in society and especially on women's life.

When any event grew and became more popular, it naturally attracted more possible sponsors to take part in the event. Involving more mass media and advertisement would have also helped in sponsors search in the future.

Event had only few threats but organisers needed to pay closer attention to them. Weather was of course uncontrollable factor, so this fact must have been remembered and taken into consideration from the organisational point of view. Accidents were dangerous but almost impossible to avoid in huge events like this. During hot weather there was a danger of runner getting dehydrated, feeling dizzy or in worst case someone having heart problems. In the other hand when it was raining, running route might have got slippery and someone might slip and fall. Remembering that there might have been accidents also according to different weather, it might have helped to figure out different ways on how to try to avoid them as much as possible. In those cases when accidents happened, it was in organisers best interests to know how to control them to lower the damage and risks.

Threat of having another event at the same time was possible but could have been avoided. Even though there were no direct competitors, organisers needed to pay attention on other performances and concerts that might be effecting on the Women's Ten Fun Run. If at the same time there were other national celebrations or other famous shows it might had impact on participants and their decision on which event to go to.

At the present moment the event was placed at considerably good time of the year and there were no actual competitors or similar events, but it didn't mean that this couldn't change suddenly. Someone else might start organising something similar to Women's Ten Fun Run in the future, or have same theme about sport and healthy lifestyle.

There was one project executed during summer 2011, Volt Zaryadka, in several cities of Russia where sport and healthy lifestyle was promoted. Olympic Champion

Aleksey Yagudin was taking part of this event and is supported by pharmaceutical product Voltaren Emulgel. Many people gathered in different cities and they were doing a healthy exercise in big groups together like it was done in the past during Soviet Union times. (Malysheva, 2011)

Financial situation and not having enough sponsors were almost directly depending on each other. This was one of the key points for event to happen and search for sponsors was very important. There was also a threat that sponsors won't be getting full potential advantage from participation, which may effect in the future. Old sponsors might not be taking part in the event in coming years if they won't get the benefits what they wished. Organisers needed to try to avoid losing old sponsors as much as possible, by good program, right people and great event; this will be achieved in the future.

4.2. Deeper thinking

In this chapter was revealed deeper thinking part, more points of views for SWOT analyses. There were 4 squares inside of SWOT's main subjects; those extra squares had different ways on how to approach Women's Ten Fun Run event. For example how could have strengths helped threats, how could have opportunities created more weaknesses, was there any possibility for opportunities to became strengths or in worst case how could have weaknesses effected more on threats. From those kind of approaches was executed more creative part of SWOT analyze, deeper thinking made it more useful for organisers.

Starting from opportunities and strengths as mentioned in previous chapter 4.1 there were many positive sides for Women's Ten Fun Run event. As the event had grown so had grown its potentials and organisers needed to be the first ones to open up to those new potentials. When an event was so big and had many participants there were many new things that could had happened.

There was a possibility that athletes and other celebrities were taking part into the run, the program or performances. Even just showing up to the location to support the runners would have increased popularity; it would have made participants and sponsors more attracted to take part. Some celebrities could have even volunteered for this if there would have been television and media presence. Often celebrities needed to gain popularity for themselves among people. Of course benefits from participating needed to be interesting and attractive enough before even introducing the event for potential athletes or celebrities.

Women's Ten Fun Run event was also a new way how to introduce city of Saint Petersburg to the citizens and tourists. The time of event was situated in the early autumn and people were starting to return to their routines after the summer. Still many people traveled abroad that time and had late holidays in the beginning of September which meant that tourists could have been attracted to take part into event as well.

According to Statistics Finland (2011) research about tourism showed that approximately 12 000 overnight trips were made to Russia by Finns in September 2011. There was a great opportunity to attract Finnish and also other tourists. People who were visiting Saint Petersburg for sightseeing or spa facilities for health reasons could have taken a part in the event. Spa hotels, stadiums and other athletic centers or hotels that accommodated people with sport and health interests could had have some advertisement.

When opportunities were becoming achievements or possibly even strengths, sponsors would have been more and more satisfied and new sponsors would have been taking part into event with less doubt. Organisers should pay more attention to their opportunities.

On the other hand checking again opportunities for event mentioned in table 3, it was clear that opportunities could have also created more weaknesses. When event was growing and more people were participating, naturally it would have become more difficult to control a very big crowd. Organisation must have been stricken, developed and improved a lot when more people were expected to participate. The event needed to be as positive as possible for everyone.

Tragic fact was mentioned in SWOT analysis, young girl died. Although there was nothing much to do in that situation because girl died immediately, still in future organisers needed to be prepared to react faster in any accident. More participants could have made it more difficult to react.

Irrelevant sponsors might have got some participants confused and enthusiasm for the run might have got lost. Having too many sponsors that were opposite of what the event was trying to achieve or sponsors who didn't interest the runners at all might have dropped interest of participant dramatically and event losing its popularity in future.

4.3. General development

There were many ways to develop the event and what could have made it as interesting as possible for the people. In this chapter 4.3, ideas were gathered based on survey results, SWOT analysis and wishes of organisers of course.

Advertisement of the event could have been spread also to the nearest small towns and suburban areas of Saint Petersburg. During summer many people who were living in the city spent their time somewhere else, people enjoy gardening and traveling during the summer. Some posters and advertisement near to main highways or in towns like

Sestroretsk and Pushkin could have reminded about event which was coming directly after the summer and also bring more visibility.

Organisational development must have been done, especially when it was expected that event would have grew. When more people were participating and arriving to the location of event for support, people would have needed more things to make their memories the most pleasant. Some of the weaknesses mentioned in SWOT analysis were that there was not enough food and especially water for runners, no control over who has got the food already and who didn't get it yet. In future giving out the food packages should be controlled for example with a number or a ticket. More water was definitely necessary to have for runners during event.

Also when event was growing more rest rooms or outdoor toilets will be needed on the location. Many respondents of survey hoped to have a place where they could have changed their clothes, without changing room runners started changing clothes in toilets. Some kind of isolated tent to change clothes could have been arranged. In connection with changing room tent there could be for example sponsors selling or showing something.

Good idea would have been also to organize children's playground somewhere on location. Many of participants had children according to survey respondents and some of them suggested having a children's playground so that it would have been easier and more pleasant for those who come to watch the run. Children might have got bored and started behaving badly after a while if they didn't have any activities and nothing to do. It might have even brought more participants to the event if for example playground would have been organized and mentioned in social networks for example. This would have made participation more attractive for families with children. Husbands and fathers would be more pleased to come and watch their wives running, when there was something to do for their children.

4.4. Developing the running route

Making running route more pleasant and fun for participants could have been organised just by adding music for example on drinking points or other stops on the route. Many of survey respondents hoped to develop the running route especially by having music or cheering people standing by the route. Adding music to drinking points could have been enough to power up the runners and was very easy to organise.

Survey respondents gave also comments about not having enough those earlier mentioned drinking points on the route, it was necessary to have many dinking stops to avoid dangerous situations and keep the runners healthy. Accident had happened already during event in 2011, it would have made a bad image for the event if something like that happened again. People might not take part in the event in the future. More drinking stops, first aid and maybe even few toilets were needed to be organised on the route. Fun music at those stops would have also brought positive affect on participants.

There could have been also done something to develop a finish line. According to survey made during this work, at the finish line no one was greeting those who didn't finish the run with one of the first ones. Of course it was hard to congratulate all participants, but according to event theme there were no winners or losers, it was not a race.

It was suggested by respondents of survey that adding a clock telling the runners how long it took them to come to finish line could have created positive feeling for all runners. Participants could have remembered their time of run and in next coming events participants could have been enthused to try again and improve their own running time.

A flower or small gift at the finish line to all participants would have shown that there were really no winners at this event. It was hoped and suggested several times by many respondents of survey that they wanted to get a memory gift.

4.5. Developing the program

Although most respondents (figure 41) of survey thought that the program on stage was “Good” (48%) or “Very good” (8%); many pointed out at comments section few things what they wished to develop in the program. According to our respondents in figure 50 and 54 people mentioned that in the beginning welcoming speeches were too long. Active people at this sporty event didn’t like long and time taking beginning and speeches. Instead speeches could have been short and inspiring. Governor’s speech could have been shorter. One of Russia’s famous athletes could have joined on stage and also share few inspiring thoughts.

Listening to long speeches didn’t really inspire those who were getting ready for long run. Instead there could have been performances or shows like dance, acrobatic, musical or theatrical short humorous plays. Saint Petersburg has been very famous for having many great theatres, ballets and all kind of performing art groups and artists, there was a lot to choose from.

Some respondents mentioned that timing of program wasn’t very good. Most shows and acts were during the time that women ran. Maybe there could have been fewer interesting performances for women during the time they ran. Instead there could have been something for children for example clowns, circus animals or even acrobats. Nearly half of respondents had children (figure 5). Also sponsors could have used this time for promotion, but it should have been performed carefully and not advertising too much.

4.6. Developing researches

As mentioned in chapter 2.5, evaluation and surveys were one the most important tools when organising events which organisers often neglect to use. To event like Women's Ten Fun Run, there were many different ways how to conduct a research. What organisers needed to remember was that researches should be done every year and not underestimated. When there was something to develop or change, it should be also done for as much as it was possible for organisers to avoid difficulties in the future.

Nowadays it is easy to conduct a research on internet, but not all respondents wanted to answer on surveys online or some participants for example in older age groups probably didn't use internet as well as others. Internet was easier option to make a research but not the only one; passing on a survey to the runners during the event is also possible to conduct.

A mutual group on Russian social network could be created and advertised to all participants who had taken part of the run. In order for this to work, social network group need to be popular and updated regularly. At the moment on the most popular Russian social network there was 2 groups for Women's Ten Fun Run in Russia, 1 was annual from year 2011 and second was general but not popular or updated. They were no mutual for all participants from all previous events or maybe even misleading participants by having 2 groups. There should be more efforts on visibility on social network and in the future conducting researches by using social network could be rewarding method. It could also show that organisers were interested in participants. Sometime after the event a survey could be distributed to members of well-functioning group.

These methods mentioned above secure that survey goes to those who were relevant and had real interest on that matter. As it was mentioned before, during research that was made for this thesis many emails didn't work at all and many people didn't reply.

In addition although majority had participated in the run, it was strange that 3% of respondents had never participated in the run (figure 8). To avoid this and have answers from those who really took part these research methods could help and should be easy to execute, if not then same research by emails was of course also effective.

Same types of question like what was asked during this research could be asked from participants again, but maybe not as many. Especially it was important to find out whether there were any changes from previous years; questions about bad situation with not having enough water and toilets, or progress with program on stage. Another interesting research subject could be about influence of this event in society and reaction in local people. It could be interesting to find out whether there were any changes in people's life styles.

Finding out more information was important, because negative feelings may strongly increase weakness and threats for event. Competitors might start organizing similar events and participants would go to the event which they liked more. Often events were losing their popularity because organisation was becoming not as good as in the beginning or because wishes of participants were simply not being heard. That was why evaluation and feedback was very important.

5. WORK REFLECTION

In very beginning of this bachelor thesis, excitement and enthusiasm overwhelmed from everywhere. This type of work sounded very interesting. Although there was a lot of work and it took a long time to finish, joy and interest never left the room. However this work could have been done better simply by planning the working time and following strict deadlines.

While thinking about developing and making better organisation of huge social and sporty event, there were many points of views and different ways to approach this kind of project. Having a partner would have made this thesis larger and have more contents. Two people working on this could had included more information, for example about gathering sponsors or made a short research about potential sponsors in Russia. There was a lot of work and potentials. Also working with a partner always helps to follow deadlines and certain timetables; partners could always cheer up each other and help to work faster.

Working on survey was pleasing, considering that there were a lot of things to do. This thesis was mainly concentrating on results from the survey and worked based on results and analyzes. Although hundreds of emails that were given didn't work at all, it was still managed to get enough information. Outcome and results brought happiness and satisfaction.

In the future organisers should be continuing making researches and really pay attention to results and information what is gained. Organisers also should have remembered Russian culture; check, ask and cooperate closely and intensively with those who take part in organisation in Russia. Some things in Russia didn't go as it was promised or planned previously. Russia is a country of possibilities.

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Survey in Russian language

1. Ваш возраст? до 19, 20-29, 30-39, 40-49, 50-59, 60+
2. Образование? неполное среднее, среднее, высшее
3. Семейное положение? Незамужняя, Замужем, В разводе, Вдова
4. Наличие детей? Нет, Один, Двое, Больше двух
5. Социальный статус? домохозяйка, студентка, Работаю, На пенсии
6. Сколько раз вы принимали участие в мероприятии "Женская Десятка"? 1-5
7. Будете ли Вы принимать участие в следующем забеге в этом году?
8. Ваши увлечения в свободное время? (можно отметить несколько позиций) Спорт и фитнес, рукоделие и декор, ходить по магазинам (шопинг), компьютер/интернет/социальные сети, театры / музеи, другое
9. Насколько больше хотели ли бы Вы узнать о следующих товарах и услугах? (по 5-ти бальной шкале) Косметика, одежда/ обувь, товары для дома и интерьера, товары для спорта, еда и кулинария, оздоровительные продукты, товары для детей
10. Что вас больше интересует: туризм по России или за рубежом?
Если за рубежом то какая страна интересует наиболее всего?
11. Пользуетесь ли Вы услугами страховых компаний? Если да, то какими?
На автомобиль, На имущество, Путешествия и туризм, Страхование жизни, Другими?
12. Какими банковскими службами вы пользуетесь? (можно отметить несколько позиций) Кредитная карта, Дебетовая карта, Банковский кредит, Депозиты, Денежные переводы, Другими?

13. Какие у вас планы в ближайшем будущем? Завести детей, Приобрести недвижимость, Приобрести автомобиль, Сделать ремонт, Поездка на отдых, Другие?
14. Оценка мероприятию "Женская Десятка"? (по 5-ти бальной шкале) 1-5
15. Насколько вам понравилась культурная программа на сцене?
Очень понравилась, Понравилась, Средне, Не понравилась, Очень не понравилась
16. На сколько вы довольны продукцией и компаниями которые принимали участие в мероприятии? Очень довольна, Довольна, Средне, Недовольна, Очень недовольна
17. Откуда Вы узнали о мероприятии "Женская Десятка"?
Из городской рекламы, Из рекламы на радио, Из рекламы в газете, Из объявлений в метро, От друзей
18. Ответьте кратко: Чего не хватало на мероприятии? Что было лишнее?
19. Ваши комментарии и пожелания на будущие мероприятия "Женская Десятка"

Survey in English

1. Your age? Less than 19, 20-29, 30-39, 40-49, 50-59, 60+
2. Education? Primary school, vocational school, university
3. Marital status? Single, married, divorced, widowed
4. Do you have children in family? No, 1 child, 2, more than 2
5. Social situation? Housewife, student, working, retired
6. How many times have you taken part in Women's Ten Fun Run? 1-5
7. Are you planning to participate next time this year?
8. Free time activities and hobbies? (multiple choice question) Sport and fitness, handcraft, shopping, computers/ internet/ social networks, theaters or museums, other
9. How much are you interested in next products? (in a scale of 1-5) Cosmetics, clothes/shoes, interior products, sport products, food, healthcare products, children's products
10. What interest you more, traveling in Russia or abroad? If abroad then what countries to visit interest you the most at this moment?
11. Do you use insurance services? If yes then what? Car insurance, mortgage insurance, travel insurance, life insurance, other
12. What banking services are you using? Debit card, credit card, loan, deposits, money transfers, other
13. What are your plans for the near future? Have children, renovate home, get a car, go on vocation, other
14. Women's Ten Fun Run evaluation in a scale of 1-5?
15. How much did you like about program on stage? Very good, good, middle, bad, very bad

16. How satisfied you were in participating companies and their products? Very satisfied, satisfied, middle, unsatisfied, very unsatisfied
17. How did you find out about Women's Ten Fun Run event? City ads, radio advertisement, newspapers or magazines, ads in metro, from friends
18. Answer briefly: What was missing during event? What was too much?
19. Comments and wishes for future events?

Survey in Finnish

1. Teidän ikä? alle 19, 20-29, 30-39, 40-49, 50-59, 60+
2. Koulutus? Peruskoulu, ammattikoulu, korkeakoulu
3. Perhe tilanne? Naimaton, naimisissa, eronnut, leski.
4. Onko lapsia perheessä? Ei, 1 lapsi, 2 lasta, Enemmän kuin 2 lasta
5. Sosiaalinen tilanne? Kotiäiti, opiskelija, töissä, eläkkeellä
6. Kuinka monta kertaa olette osallistunut Naisten Kymppi tapahtumaan? 1-5
7. Osallistutteko tapahtumaan seuraavalla kerralla tänä vuonna?
8. Vapaa ajan harrastukset? (voi valita enemmän kuin yhden vaihtoehdon)

Urheilu ja fitness, käsityöt, shoppailu, tietokoneet/ internetti/ sosiaalinen media, teatterit tai museot, muu
9. Kuinka paljon teitä kiinnostaa ja haluisitte kuulla seuraavista tuotteista ja palveluista? (1-5 asteikolla) Kosmetiikka, vaatteet/kengät, sisustustuotteet, liikuntatuotteet, ruoka, terveystuotteet, lastentuotteet
10. Mikä teitä kiinnostaa enemmän, turismi Venäjällä vai ulkomailla? Jos ulkomailla, niin mikä maa kiinnostaa eniten tällä hetkellä?
11. Käytättekö vakuutuspalveluita? Jos kyllä niin mitä? Autovakuutus, asuntovakuutus, matkavakuutus, henkivakuutus, muu
12. Mitä pankkipalveluita te käytätte? Pankkikortti, luottokortti, laina, talletukset, rahalähetykset, muita
13. Mitkä ovat teidän tulevaisuuden suunnitelmat? Hankkia lapsia, tehdä remontti, hankkia asunto, hankkia auto, mennä lomamatkalle, muita
14. Naisten kymppi tapahtuman arviointi asteikolla 1-5?

15. Kuinka paljon piditte ohjelmasta lavalla? Erittäin hyvä, hyvä, keskiverto, huono, erittäin huono
16. Kuinka tyytyväinen olette tuotteisiin ja yrityksiin jotka osallistuivat tapahtumaan?
Erittäin tyytyväinen, tyytyväinen, keskitaso, pettynyt, erittäin pettynyt
17. Mistä saitte tietää tapahtumasta Naisten kymppi? Kaupunkimainoksesta, radiomainoksesta, lehtimainoksesta, metromainoksesta, kavereilta
18. Vastatkaa lyhyesti: Mitä puuttui tapahtumasta? Mikä oli liikaa?
19. Kommentteja ja toivomuksia tulevaisuuden tapahtumiin?

Covering letter

Здравствуйтесь уважаемые участники забега "Женская Десатка" 2010 года.

С наступившим Вас новым годам. Желаем всем счастья, крепкова здоровье и успехов в новом году. Пускай каждый день будет наполнен радостью.

Дорогие участницы, будим Вам очень благодарны если Вы ответити на несколько наших вопросов. Среди всех ответчиков будут разыгрываться несколько призов. Победителям мы сообщим по электронной почте как и когда получить приз. Вам нада будет только подтвердить кто будет получать приз, ответив нам по электронной почте.

Участие и отвечать на вопросы очень легко и быстро, не займёт и 10 минут вашего времени. Ниже вы найдёте ссылку на опрос.

При открытии ссылки, Вы должны сначала ввести Ваш персональный идентификационный номер, который: *"code"*

(не обращайтесь внимание на то что его спрашивают на Английском, сам опрос на Русском языке)

Ссылка на опрос: *"link"*

Зарание благодарим Вас за участие.

С наилучшими пожеланиями,

Лебедева Кристина