International Buick Show and Exhibition 2021 - 2023:
Event Management Plan for Buick Club of Finland

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The aim of this functional thesis was to create a conceptual event plan for the Buick Club of Finland, which will be officially established in December of 2021. The purpose of this non-profit organization is to organize networking events for the historic Buick car collectors and enthusiasts, to compile, distribute and maintain related information of Buick car culture on the website domain of buickclub.fi.

Buick Meet 2021 Finland outdoor event including an exhibition, live music and shows, was held in Somero from 14 to 15 August. The purpose of the event was to present prevailing and strongly rising historic Buick car culture in Finland and to start an annual activity among the enthusiast, after almost three decades of interruption. The project includes an initiation to co-operate with the Scandinavian Buick clubs in order to organize Nordic Buick Meet in 2023.

The project started in the beginning of February in 2021, from which two start-up planning phases began; followed by several functional and organizational processes until to the final event implementation. The theoretical framework consists of two main chapters: event marketing and event promoting of the nonprofit organization. The first chapter introduces the event planning and management concepts both by the authors Vallo & Häyrinen and Frissen, Janssen & Luijer including the Hutlen´s Sensory Model, which founds the concept of combining sensors, sensations and sensory expressions. Marketing concept of the modern 4Ps theory by Ruola forms the basis of the marketing strategy, where the expectations and needs of the event customer personas are in the key role. Several event designing and modelling theories were utilized in the event management plan including the event merchandising procedures and implementation of the event brief, script and the venue plan.

The most important tools in digital marketing were introduced in the second theoretical chapter and the information acquired based on the studies of Rohrs, Rowles and Eagle. The background of digital behavior by the Finnish customers is based on the latest surveys and researches offered by Statista Finland in 2021. Google search engine optimization, Facebook and YouTube channels were determined to be the most effective digital marketing tools and platforms for this project.

The thesis process began in the beginning of May and ended in the end of October, which left sufficiently time for the event planning, implementation, post-event evaluations, final analysis and writing processes.

During the event of Buick Meet 2021 Finland, all attendees enjoyed of the program and the collectors of Buick cars expressed their interest into similar events in the future. The event gained wide recognition on social media and several journalism articles were published on various maganizes and newspapers where the second event, Buick Meet 2022 in Ruovesi, was announced for the public.

In the conclusion, Marko Kosenius, the chairman of the Buick Club of Finland, analyzed that the outcome of the event management plan was excellent as the strategic goal to engage Buick enthusiasts both now and in the future has been achieved.

Keywords
event management, event marketing, event production, events, digital marketing

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1 Introduction

Main purpose of the project is to create an event management plan for a new association, Buick Club of Finland, which includes entire event content production, technical production and commercial production. An event as a marketing method not only enables the unique interactions between the stakeholders but offers perspectives and opportunities for an organization to emerge.

The event management project consists of several creative stages and the final products evolve over a long period of time starting from the first event to be held in 2021 until the third in 2023. The format of the events is constantly developing and transforming due to both co-operative partners, stakeholders and target audiences involved. Setting up a new nonprofit association online is rather effortless, but a new event series concept including functional website, social media platforms, image banks and event marketing strategies requires enormously time on the project timeline. As a result, the first promotional event, Buick Meet 2021 Finland, will be planned to be organized in Somero from 14 to 15 August in 2021 and the second sequel event, Buick Meet 2022 Finland in Ruovesi from 12 to 14 August in 2022. In addition, preliminary plans for the international cultural exhibition, Nordic Buick Kulture Show, in Eskilstuna in Sweden have been started.

1.1 Main objectives and focuses

The main objective of this productive thesis is to develop the final product, the event management plan for the Buick Club of Finland, using theoretical frameworks and researches. The first event to be launched constructs the basis for the future event series. The focus is positioned on the most relevant and critical areas such as the issues that affect to event marketing, designing and production. This includes the continuous creation and development of the event website in the manner that the data created also reaches audiences effectively on Google and social media channels: Facebook, Instagram and YouTube.

All planned and proceeded actions are in direct connection to digital promotion and marketing activities of a new event series of Buick Show and Exhibitions 2021 – 2023, from which the most important event will be a successful launch and implementation of Buick Meet 2021 Finland. The sequel event in 2022 will follow the guidelines based on the first event, but the third, international event to be held in 2023 will require further modifications as it is planned to be organized together with the Scandinavian Buick enthusiasts in the neighboring country.

1.2 Theoretical framework

The main theoretical framework of event marketing and production follows the guidelines by Vallo & Häyrinen (2016). The event modelling and design methods base on the concepts by Frissen, Jansson & Luijer (2016). Critical and important SWOT analysis of a new event bases on the instructions of Iso-Aho & Kinnunen (2011). The Hutlen´s Sensory Model (2009) supports the implementation of experiential events for all senses of the attendees. The professional literature offered by the professors and researchers Rohrs (2014), Eagle (2019) and Fuchs (2021) create the theoretical foundation in digital marketing and publishing, but the marketing strategy for this particular project is chosen to be the modern theory of the New 4Ps of Marketing by Ruola (2021).
Mcintyre, Melewar & Dennis (2016) present interesting aspects for the multi-channel marketing strategies; while the creative content marketing and social media concepts are based on researches and studies by Atherton (2020), Virtanen (2020) and Moe & Schweidel (2014). Internationally admired business strategist David Meerman Scott (2020) offers reliable insights and methods to create efficient content marketing to reach target groups directly.
The qualitative and quantitative research methodologies provided by Statista (2021), create a reliable foundation in analyzing digital customer behavior patterns and effective online marketing strategies for the companies in Finland. In addition, a demographic survey has been conducted among the target groups in 2021.

1.3 Thesis structure

This thesis consists of seven chapters. First, I will go through profoundly the theory of event marketing, planning, modelling, designing, event customer persona and event implementation.

The chapter three, event promotion of nonprofit organization, consists of eight subchapters where the main aspects in digital marketing are introduced. The qualitative and quantitative analysis of social media platforms Facebook, Instagram and YouTube, Google search engine optimization (SEO) and advantages for the event marketing are explained basing on reliable sources. Various researches and surveys have been analyzed in order to proceed with correct promotional strategies and actions.

The project management plan is introduced in the chapter four; including the background of the project, initiation and start-up phases consisting of the event brief and event launch.

The event design and production, in the chapter five, has been divided into four subchapters, which consist of the commercial planning of the entire project: domain and website creations, event website visibility and SEO tools, creative content marketing and commercializing of the event merchandise. The most important outputs, products and designs developed for Buick Club of Finland are introduced, but the visuals are added to the appendixes.

The final event management plan and implementation of Buick Meet 2021 Finland finalizes this thesis in the chapter six. By subtitling the steps into eight subchapters, will help to perceive the work which has been done for this project. The assessments and event reviews from the stakeholders have been highlighted in this chapter.

The project is evaluated in the discussion part, in the chapter seven, where I present my own reflections considering the timetable, outputs and reached goals. The discoursing includes the benchmarking of other events in the industry taken place on the same period of time. In addition, the most relevant laws and regulations affecting to the project are summarized. In this chapter, the thesis writing process is analyzed, where I will deliberate the evidence that the launch of the first event took a total of over six months: this long term project affected to the schedule of the writing process which needed to follow all progresses of the project.

2 Event marketing

Event marketing is the combination of marketing and an event: the main object is to connect an organization and the target groups around a particular issue, theme, or idea. The event or series of events form an entity where the target group or groups can be enticed to be more committed to the planned activities and goals. These goals may include communicating and developing the corporate image and values, increasing visibility, improving customer relationships, selling products, training and motivating personnel of the company. This means a long-term marketing activity in which a community or company, through experiential events, communicates with target groups and partners in a pre-planned environment. The strengths of event marketing include personal and interactive meeting possibilities with the participants, manageability of the event and realistic reach of goals and feedback. Furthermore, the event marketing allows to limit the number of participants, to stand out from other actors in the field and creates competences to demonstrate a unique experience using own creativity. (Vallo & Häyrinen 2016, 21 - 25.)

The event personifies the organization and the representatives by conducting simultaneously both dangers and charm to event marketing. This means that a successful, special and fun event creates a positive image, which can ensure the beneficial outcome for the sequel event. Failure, on the other hand, may have far reaching negative consequences as the interactive actions always have a stronger effect than plain words. (Barden & Weinstein 2017, 183.)

If the event marketing is the core of the marketing strategy and the aim is, for example, to stand out from the competition, it is vital to organize high-quality and memorable events. The organizations can publicize their core activities and values when they remarkably present the key ideas and operating models to the target groups. (Vallo & Häyrinen 2016, 31 – 33.) Building optimal marketing strategies for the new ideas and products requires long-term work and challenges will occur in linking working hours with the costs, as in the starting phase, there is the absence of the results, metrics and data on the effectiveness of marketing measures (Viita 2020, 53).

A new and revolutionary interesting marketing strategy is introduced in the book of The New 4Ps of Marketing (2021), where the author, Eka Ruola, defines the essentials of the modern marketing. Ruola, with more than 25 years of international work experience, is one of the most award-winning and respected creative leaders, brand strategists and marketing experts in Finland. Ruola explains concretely, how to create sustainable and

genuinely engaging people marketing that delivers optimal results including reflections on the preconceptions of the most significant brands in the world.

New 4Ps: *People, Purpose, Passion and Platform*, which are still slightly connected to the old 4Ps model: *Product, Price, Place and Promotion* by Philip Kotler (2013), create a frame of evolving marketing communication where the people and their expectations or needs are centralized. According to Ruola, passion together with the platform is vital when creating engaging communication. (Ruola 2021, 21 – 29.) Obviously the most effective marketing platforms consist of the modern internet, websites and social media, but Ruola introduces his modern version of the platform, the conceptualization of a story:

"The concept tells what is said, what is spoken and how it is spoken. At its best, the concept is provocative, entertaining and takes the customer to the relevant information - while building a strong emotional bond". (Ruola 2021, 108 – 110, 114.) Passionate story inspires the target audiences and stakeholders by involving them doing things together meanwhile everyone has the opportunity to learn something new (Ruola 2021, 143 – 145). According to theory of Ruola (2021, 23), the customer experience is the newest phase in the orientation of marketing mix development originally introduced by Ville Lahtinen in 2018 (figure 1). By using the platforms correctly and offering inspirations, information and conversations for people create feelings, believing and closeness among them (figure 1). "The new 4Ps provide a higher ground since the new world calls for a more comprehensive, both rational and emotional, point-of-view for marketing decisions and steering", explained Ruola when he introduced his theory in the webinar dedicated for the subscribers of Rastor Institute on 17 February in 2021 (Rastor Institute 2021).

This is exactly what the event marketing aims to accomplish; inspire participants with the unique story and create a positive image for the story to be continued. By this manner the brand will form a positive customer experience.

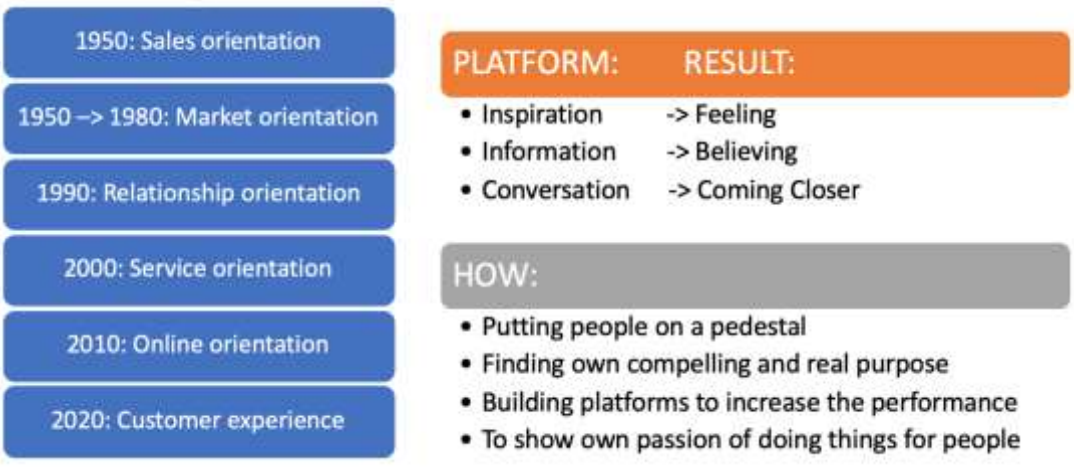

Figure 1. Marketing mix orientation development from 1950 to 2010 by Ville Lahtinen (2018) and a new phase of 2020 by Eka Ruola. The modified explanation of the platform theory of the new 4Ps (Ruola 2021)

2.1 Event planning phase

Event planning starting phase in the event management timeline is vital, as it should leave enough time for brainstorming and arrangements. Concurrently, the management should acquire opportunities to get enough partners and important sponsors to support the event. This phase is the most time consuming: it can take several months or even years depending on the scale and magnitude of the event in order to get international attendees and performers. In addition, there is an opportunity to involve the target group in designing, implementation and co-creation. This is very practical, especially when planning and implementing various associational nonprofit and recreational events. (Vallo & Häyrinen 2016, 191 – 192.)

The same event planning and event management procedures apply to several different types of events: networking events, conferences and seminars, product launches, trade shows and expos, field marketing and activation campaigns, VIP events, internal company and teambuilding events, leadership and business gatherings, ceremonies and galas, fundraising events, job fairs and recruiting events.

Event production can be divided into three segments: *content production, technical production and commercial production*. Strategic planning and goal setting, creating an idea and theme, messaging or storytelling, planning services and products for the event, visual look of an event and script belong all to content production. When considering the technical side including the event venue selection and design, event structures and environment, needed technology and professionals, permits and safety, construction and demolition, and scheduling, all these sectors need to be planned thoroughly. Commercial production consists of setting the budgets and key figures, defining the goals and metrics, audiences and segmentation, website creation, invitation procedures and social media actions, marketing plans and sourcing partners and sponsors to co-operate with the event organizer. (Vallo & Häyrinen 2016, 192 – 193.)

When planning a special or recreational event, the sponsorship income should cover the majority of the event cost, as this has been shown to be a key factor for a successful event of nonprofit organization (Barden & Weinstein 2017, 186).

The event brief is the first plan of the event, which brings together the boundary conditions and the most important information about the event. It covers the following areas:
the purpose and the theme of the event, the target groups, the content including the event message, the budget and operating methods, the hosts and the desired atmosphere.

The event script is prepared by the project manager and is the most important plan for the event, introducing the course of the event from start to finish. It is a guideline for those working or volunteering at the event explaining the schedules for all areas to implement a smooth and flowing event. The event script also defines *the customer journey*: how the participants arrive to the event, where they will register, and how they would be navigating in the event area according to event timetable and program. (Vallo & Häyrinen 2016, 193 – 197, 200.)

2.2 Event modelling

Modelling is one of the most relevant factors when creating events. All stakeholders need to be involved with event modelling as this helps to progress in planning and designing stages. The main stakeholders are the customers or attendees, but as important are the partners because without their contribution events cannot be implemented. Events normally have a mix of stakeholders: sales, marketing, partners and sponsors. This includes also external stakeholders, e.g. media, photographers, influencers and recommenders. (Frissen, Janssen & Luijer 2016, 28 – 29.)

In the event design handbook by Frissen & al. (2016, 55 - 74), Systematically design innovative events using the Event Canvas, the authors have introduced the key elements to take in consideration when modelling an event. The purpose of the event needs to be communicated clearly to the stakeholders: what kind of benefits the attendees will receive if attending to the event? How the event brand will fit with the purpose of the event and how does it fit to the market if the target is to generate sales: all possible costs and estimated revenues need to be calculated carefully. The authors point out that strong involment and collaboration of all stakeholders will create a successful event.

The SWOT analysis of a new event outlines how the event idea works now and in the future. By setting long-term goals and pointing out the issues that support the idea help to determinate possible threats (figure 2). If the main goal is to arrange an annual event for the enthusiasts, identification of the concrete barriers that might prevent organizing the event is vital. Possible obstacles such as an insufficient number of stakeholders involved and the lack of finance, problems in founding a suitable venue, permit issues or Covid-19 restrictions can be the barriers to be evaluated. Event production expertise and large number of stakeholders involved in the industry normally support event organizing. The effects of competing or similar type of events, law changes or lack of skilled personnel might create challenges to organize the event.

For a new event, it is appropriate to perform a traditional SWOT analysis at the stage when the event has been held for the first time. The procedure is the same as for the development of existing events by assessing the event by the strengths, weaknesses, threats and opportunities (figure 2). It is recommended to compare analyzed data, before and after the event. (Iso-Aho & Kinnunen 2011, 43, 50 - 51.)

Figure 2. SWOT analysis of planning a new event and traditional analysis after the first event (Iso-Aho & Kinnunen, 2011)

2.3 Event design

Event design consists of the following segments:

- Mapping of all stakeholders involved – setting the target and objectives
- Defining the target audience – creating the attendee or customer profile
- Understanding customers´ needs and expectations – developing event value proposition
- Designing the event – creating the inclusive experience including the performers and co-operative sponsors

Crafting a value proposition by answering to the question: Why the customer or attendee would come, is the key element to be focused on; as it will help to great value delivered to the customer, what will be learned of or which are the benefits obtained when having attended. It is vital to remember, that what people expect from an event reflects directly to actions how the event should be organized. Therefore, developing a customer persona for each customer or attendee segment is the first step to be planned: the customer journey in the event can be different to VIP guests and for regular event guests. (Frissen & al. 2016, 85.)

2.4 Event customer persona

If the event is new, it is important to do some research on potential customers or attendees by finding out the customer target groups and investigate suitable marketing strategies. An original AEIOU method developed by Rick Robinson in 1991, is useful obtaining attendee knowledge by evaluating their experiences on other similar events in the past. The aim of the AEIOU framework is to help define the social context of the event. This method includes five elements: activities, environment, interactions, objects and users. By answering several questions by an element, it is easier to define the persona. *Activities*: What activities people do, where, when and what happens during the event? *Environment*: What kind of space or nature is involved? The functionality, areal flow and attractiveness of the environment? *Interactions*: How and where people interact with one another, staff and hosts? *Objects*: What objects and equipment are used to interact and where? *Users*: Who are the users, the people? What is their role in the event? (Ethnohub 2017.)

2.5 Event implementation and post-event marketing

The events are made for people and it is all about interaction with the target audience. The atmosphere during the event will be relaxed if the event plan is made properly including the timetable, performers, program, decorations and sound, not forgetting the participation of the hosts (Vallo & Häyrinen 2016, 291 – 292).

In the book of Multi-Channel marketing, branding and retail design – New Challenges and Opportunities (2011), the authors cite the researchers Forney, Pine & Gilmore and Smith (1999): “Experiences are not just occurrences. They are personal, emotional and have power to transform the ordinary”. The same authors state that consumers desire interactions with extraordinary experiences combined with tangible goods. (Mcintyre, Melewar & Dennis 2011, 165.)

They introduce the Hutlen´s Sensory Model (2009), structured in the figure 3, founds the concept of combining sensors, sensations and sensory expressions. Events are all about creating combinations of these experiences. (Mcintyre, Melewar & Dennis 2011, 167.)

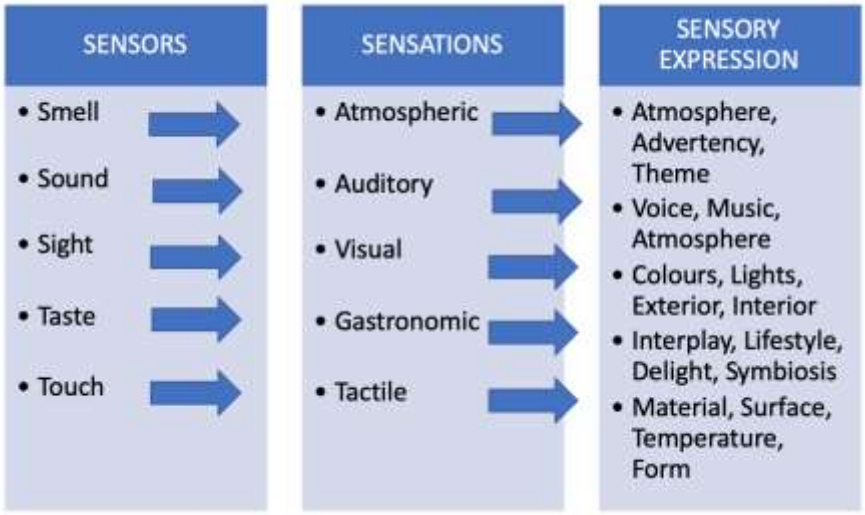

Figure 3. Sensory Model of Hutlen 2019 (Mcintyre, Melewar & Dennis 2011)

The event implementation phase consists of three parts:

1) Construction phase
2) Event
3) Dismantling phase

For the construction phase co-operational partners and other event actors agree, how the physical structures of the event will be implemented and by whom: the equipment and services on the event area, how many workers or volunteers are needed and who are leading the construction phases in different venue areas. Music sound checks and other technical tests, timetables of the performers, materials for the participants, security and availability of the first aid, event signs and program information, entrance and car parking sites, the appearance of the registration or reception point with decorations appropriate to the theme need to be checked and installed at this stage. (Vallo & Häyrinen 2016, 198 – 210.)

According to Barden & Weinstein (2017); the volunteers are in central role of a non-profit organization as with their contribution many vital costs of the event can be kept to a minimum level: "When these volunteers are treated with respect, shown appreciation, and assigned meaningful work to do, they become an invaluable resource. Because of their involvement, many also become financial supporters of the organization" (Barden & Weinstein 2017, 278).

In the event itself, the program is carried out according to the event schedule and the script; following the designed customer path led by the project manager together with the agreed actors.

After the event remains the dismantling work, which will be carried out according to the schedule settled by the venue owner or the organizer.

Post-event marketing actions are vital as the feedback from the audience and sponsors help to avoid possible mistakes made and positive assessments encourage building up similar or even better events in the future. This procedure begins already during the event, but post-event marketing actions need to be planned properly before the event. (Vallo & Häyrinen 2016, 221.) The importance of images, videos, live streaming and written reports is undeniable. As Google and other search engines index in real time, the newsjacking method in reaching the audience by hashtaging, blogging, releasing news, live-streaming and using media tip lining, is used among all industries worldwide. (Scott 2020, 360 - 363.)

This requires documented and live material, which can be material from a professional photographer, reporter or partner. The participants, the venue owner and the event partners are in key role in post-event marketing as all event stakeholders can reflect how they are personally experiencing the event by posting on their Facebook and Instagram sites using the event hashtag or name. In order to create a positive foundation for the sequel event, it might be advantageous if the organizer posts couple of onsite event pictures or live videos on the main social media platform to those who for one reason or another could not participate (Vallo & Häyrinen 2016, 184 – 195).

3 Event promoting of nonprofit organization

The professors of communication, Koschman and Sanders state in their book of Understanding Nonprofit Work – A communication perspective:

> First, nonprofit organizations exist in a contested, contradictory space in our society. That space isn´t simply set of organizational and societal structures, but rather a communication environment that practitioners have a respond to and navigate. And this navigation requires accepting this contradictory space as a normal condition of the nonprofit. Second, within this contested and contradictory space, nonprofit experience an ongoing tension between mission and market concerns. This mission-market tension, however, isn´t simply the existence of a conflict or the draw of competing needs, but rather is an inherent and productive feature of the nonprofit. It is a part of what it means to be nonprofit. Third, being business-like in a nonprofit organization is not the adoption of a set of market-focused practices. Though these practices exist, being business-like in the nonprofit sector is a way of talking about nonprofit work that gives altered meaning to market practices (Koshmann & Sanders 2020, 64 - 65).

This book delivers valuable aspects, how nonprofit organizations have to be able to communicate and function among the marketization dominated by business and profitable organizations. In addition, Wheelen and Hunger (2012, 424) introduce the concept called *social entrepreneurship* which means starting up a new, venturous business of nonprofit organization to achieve social goals. Consequently; efficient social communication is one of the most important organizational practices for an association.

The event industry in Finland is worth of EUR 2.35 billion, employing almost 200,000 people and generating 1.2 percent of Finland's GDP. The industry survey preceded in 2020 by the Finnish Event Industry Association indicates that 12 percent of the actors are various associations or other organizers. In the final paragraphs of the report, the survey is concluded as follows: “Due to the history of the event industry, there are still players in the industry who do events on a more hobby than professional basis. These actors are embarrassed by dumping prices and doing work without considering, for example, the restrictions in labor law on working overtime. Indeed, one of the possibilities identified in the responses was to rehabilitate the sector, to get rid of these ´market failures´. This would further promote the event industry as a professional activity and business. The whole industry is becoming more professional." (Tapahtumateollisuus 2021.)

According to The Financial Services Marketing Handbook by Ehrlich and Fanelli (2012), the brand value can be strengthened if the sponsoring company is associated with a charitable event or creates supporting program for a charitable cause. They state, that 86 percent of the consumers expect companies to support interests of their societies, not

only interest of the businesses. The businesses sponsoring the events are noticed by 45 percent of the consumers and at the same time 42 percent presume companies to be high quality, and 28 percent would purchase from these companies. (Ehrlich & Fanelli 2012, 87 - 89.) As an example, the charity work of several food and clothing chains with the Cancer Foundation program of Roosanauha is appreciated among the consumers in Finland (Syöpäsäätiö 2021).

In order to reach target audiences, internet is a core pillar: according to latest research made in January 2021, there were 4.66 billion active internet users and 4.2 billion active social media users worldwide, which is almost 60 percent of the entire population (Statista 2021, ID 617136).

Northern Europe ranks first with a 96 percent internet penetration rate among the population and the highest rates are in Denmark and in Sweden. The country with the highest percentage of 99 is UAE (Statista 2021, ID 282846).

Properly planned communication tactics are valuable for the nonprofit organizations as when promoting an event; it is all about engaging audiences. Therefore; the very first step is to identify the target audience as follows (Eagle 2019, 36 – 37):

- Demographics of target audience including gender, age and industry.
- Psychographics of the possible attendees: personality, values, social and cultural attitudes.
- Geographical: local, nationwide or worldwide.
- Interests, activities and lifestyle: car enthusiasts are probably looking for motoring related material.
- Product usage: by offering additional services and products to the target audience.
- Media consumption interest: what media the target group normally prefers.

This identification can be benchmarked from previous or similar type of events, but it is advantageous to make some research of previous marketing surveys proceeded among industry. Both domestic and international survey data is precious when planning an international event. From event website and social media accounts the audience traffic can be check frequently in order to get exact knowledge for further event promotion actions.

3.1 Advantages of digital advertising in event marketing

Creating an effective digital marketing strategy is one of the most important factors especially when planning a new event for particular audience segments. In Finland the share of the companies using social media in 2020 was already 75 percent (figure 4).

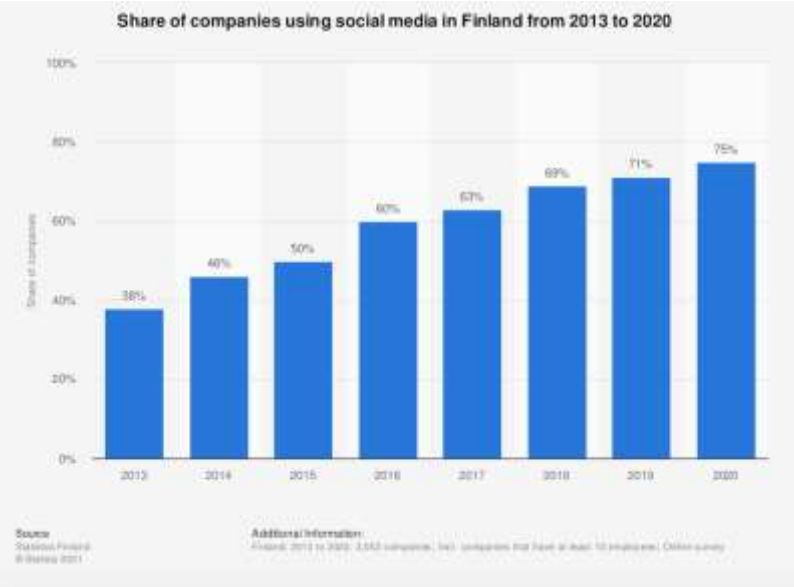

Figure 4. Share of companies using social media in Finland from 2013 to 2020 (Statista Finland 2021)

Statista researchers state that marketers are spending most of the digital advertising budget on social media advertising together with the second largest advertising method, search advertising. This is estimated to grow steadily until 2025 (figure 5).

Figure 5. Ad spending by segment. Digital Advertising in Finland 2017 – 2025 (Statista Finland 2021)

Segments containing TV & Video Advertising, Social Media Advertising and Search Advertising are both in 2021 and incoming years, the most important advertising methods to invest, according the survey (figure 6).

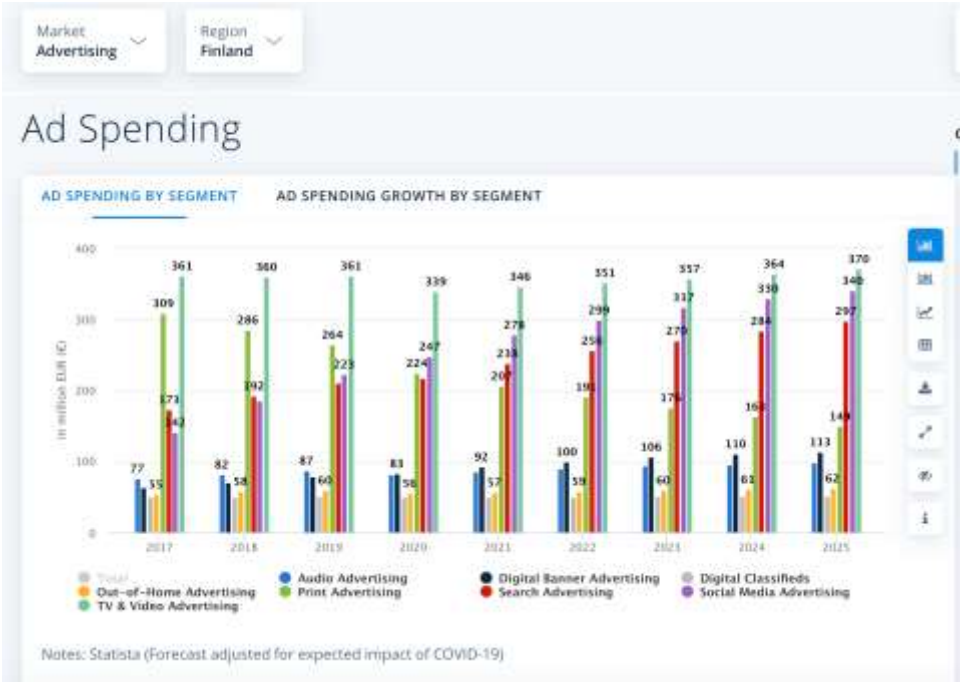

Figure 6. Ad spending by segment. Digital Advertising in Finland 2017 – 2025 (Statista Finland 2021)

In 2020, digital advertising in Finland by passed the traditional advertising with percentage of 55 and is estimated to grow steadily until 2025 with percentage of 65 (figure 7).

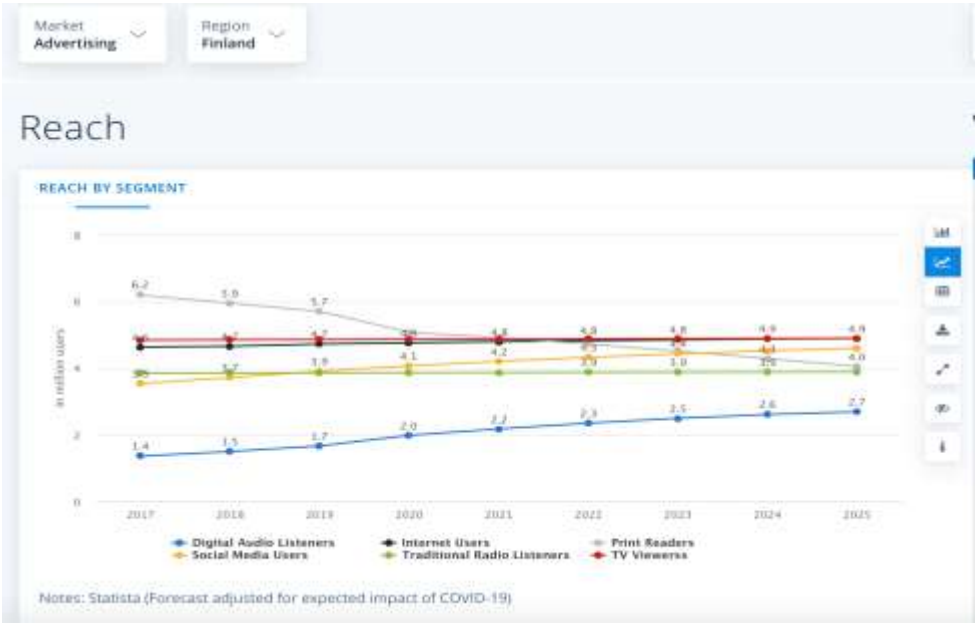

Figure 7. Advertising reach by segment. Digital Advertising in Finland 2017 – 2025 (Statista Finland 2021)

According to Statista surveys, in Finland approximately 4,8 to 4,9 million users are reached by internet and TV. Social media reaches 4,2 to 4,4 million users, according to research conducted between 2021 and 2025. The importance of internet and social media in marketing is therefore deniable.

As a conclusion, social media marketing together with the search engine optimized marketing have become the most relevant promoting methods in Finland, but at the same time YouTube video commercial marketing has been effectively used in the country. This information outlines the strategic frames, when planning digital marketing strategies and budgets for the target audiences.

3.2 Qualitative and quantitative research in creative digital marketing

Digital marketing plan consists of various aspects and the most important factor is the creativity: how to stand out from massive competition on World Wide Web. Two types of web analytics help to analyze online behavior: off-site and on-site analytics. Off-site method measures trends, potential audiences using the services or products and competition on internet as whole. It is used to assess opportunities and markets. On-site method is used to collect information of website users: the number of users, how long they stay on site and are they actively purchasing or interacting. Therefore, on-site analytics is used to measure commercial results. (Marr 2016, 178.)

The best way for a new organization is to follow up various studies or researches what has happened and done during passed years by others and which are the estimated insights for the future. Businesses should have a digital transformation plan for the future in order to compete for the digital market shares (Linz, Müller-Stewens & Zimmermann 2017, 7 - 8).

Content strategy and planning services are rooted in qualitative and quantitative research. Understanding the industry and needs of the target audience help to develop a content marketing strategy. *Customer journey mapping* uses research to illustrate the decision-making process: awareness, research, evaluation, decision, validation and loyalty. When creating content and connecting audience online, it is important to follow, analyze and learn from done search engine optimization (SEO) efforts.

Statista offers reliable data collected both locally in Finland and worldwide including various surveys and professionally proceeded research work; it is not necessary to start own research work before deciding the marketing plan actions.

Survey of digital marketing by Statista Finland in 2020 asked from the participants how would it affect to their perception of a brand if it was advertised next to relevant and trust-worthy content? Result was that 24 percent of 14,000 respondents stated having a posi-tive effect of the advertised brand if it was advertised next to a relevant or trustworthy

content. According to this survey; an organization can declare when negotiating with co-operational businesses and sponsors, that the advertisements seen on their site seem to be producing positive effect for 24 percent of viewers (figure 8).

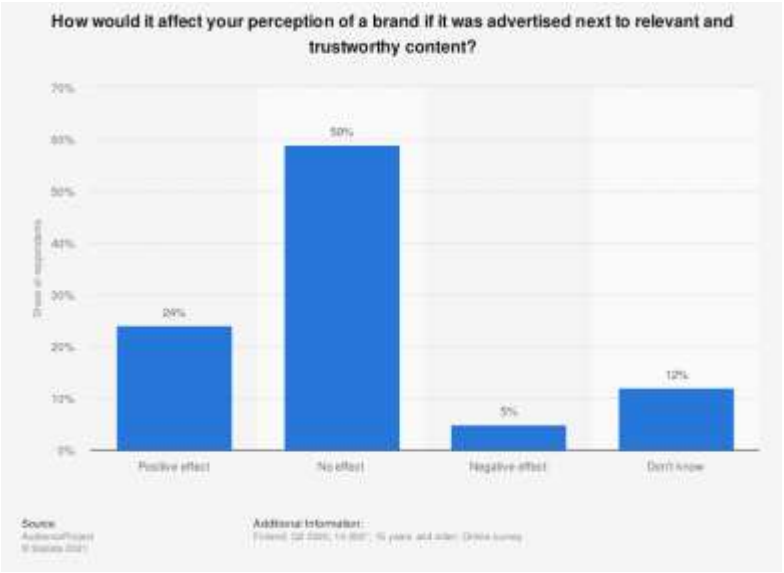

Figure 8. Advertising and marketing in Finland Q2, 2020 (Statista Finland Audience Project 2021)

The value of advertisement is directly associated with how long company is willing to spent money for advertising, but the content continues to offer value as long it is ranking, generating traffic or converting into sales and revenues.
This means, that long-form content e.g. blog posts, guides, electronic books and informational sites are powerful and valuable method to establish the brand authority. Understanding of SEO (Search Engine Optimization) acts an important role when establishing for instance the knowledge of a new event. The fastest-growing businesses know exactly how their blog posts are converting and ranking. (Rohrs 2014, 56 - 69.)

When the right direction is decided, development of a framework can start; that acts as a blueprint for the content and the ideas can be converted into pixels.

In the book Social Media: Critical Introduction (2021), the author Cristian Fuchs, who is a professor of Media and Communication and a director of the Communication and Media Research Institute at the University of Westminster, has gathered interesting data and material from the companies involved in social media business. In the chapter 5 “Google: Good or Evil search engine?”; his subchapter is named as follows: “Googlopoly: Google´s monopoly in online search and its status as the world´s largest advertising agency.” In this subchapter he emphasizes that Google and Facebook are not communication companies which are selling digital content or access to their platforms: they are the world´s largest

advertising companies. Their business is in selling the attention data of their users to advertisers, who then can deliver their advertisement to target groups and users online. (Fuchs 2021, 112.)

Fuchs introduces Herfindahl – Hirschman Index (2019), the estimation of share of global web searches conducted on the desktop computers, mobile phones and tablets: In 2019, Google possessed the share of 81.99 percentages of all search engines worldwide. Second and third were Baidu with 9.26 % and Microsoft Bing with 5.21 % (Fuchs 2021, 113).

For this reason, it is understandable, why there is such amount of various digital advertising companies promising the best and effective solutions in digital marketing on Google and Facebook with the headlines “The Highest Search Engine Ranking Position Guaranteed!”: they desire a share of this enormous business. On the contrary, organizations should concentrate to improve their search engine marketing by building meaningful and interesting content for people. (Scott 2020, 376.)

3.3 Reaching target audiences

Website planning and optimized user experiences are of the most important long-term success factors, including the landing page which is the company´s instant business card. Website should give the instant positive and meaningful message to the audience in order to produce conversions trough CTR (Click Trough Rate) and CTA (Call to Action). A responsive website design accommodates all devices and directs customers for instance with CTA to their loyalty program. (Rohrs 2014, 105; Scott 2020, 380 - 383.)

Therefore, it is advisable to identify key quality and quantity signals and proceed a proper keyword research on what target audience likes to browse.

When planning digital advertising, social media links from web pages to Facebook, Instagram or YouTube, and vice versa, it is beneficial to investigate, how these channels and platforms are acting both now in and in the future in terms of marketing. According to the following worldwide research of Statista between 2018 and 2020, the diagram shows that social media click through rate (CTR) has been declining from 3% since 2018 until 1,3% in 2020 (figure 9).

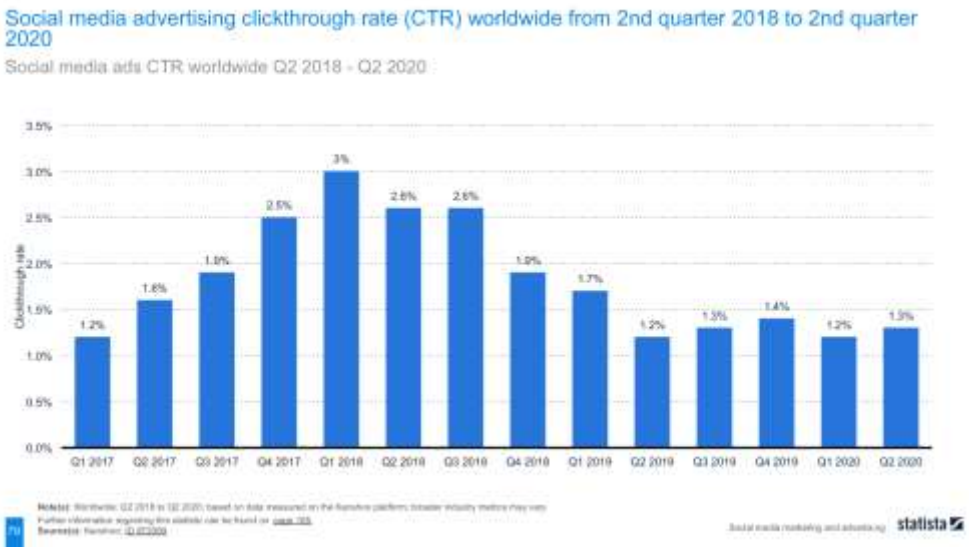

Figure 9. Social media advertising CTR worldwide Q2 2018 – Q4 2020 (Statista 2021, ID 872099)

In the Nordic region, where internet penetration rate is remarkable 96 percent of total population, and in Western and Northern Europe, which are the leading regions in social media penetrations with 79 percent of their populations, the digital marketing has become the most important factor in general marketing strategy (Statista 2021).

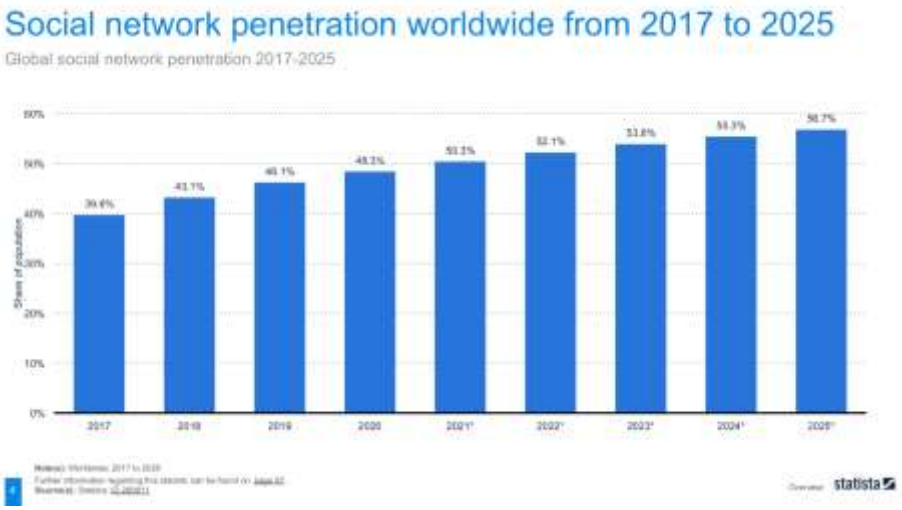

Figure 10. Global social network penetration 2017 – 2025 (Statista 2021, ID 260811)

According to Statista estimations, global social network penetration will continue to grow in coming years to come. In 2020 share of total population was 48.3 percent and is foreseen to be 56.7 percent in 2025 (figure 10). This will definitely affect to willingness to drive marketing forces to social networking platforms. The survey of 5,343 respondents in January 2020 by Statista resulted Facebook continuing to be the most important platform used by marketers with 94 percent of total respondents. Instagram was placed on the second place, with 76 percentage (figure 11a).

On the other hand, in the same survey, most of the respondents informed that in the future they will increase Instagram, YouTube and LinkedIn marketing, leaving Facebook on the 4th place (figure 11b).

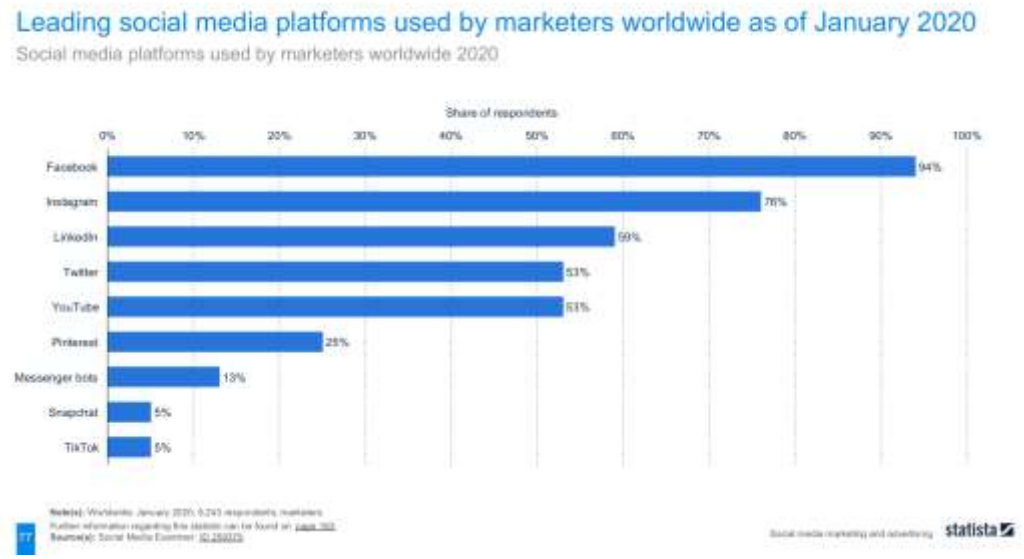

Figure 11a. Leading social media platform used by marketers worldwide January 2020 (Statista 2021, ID 259379)

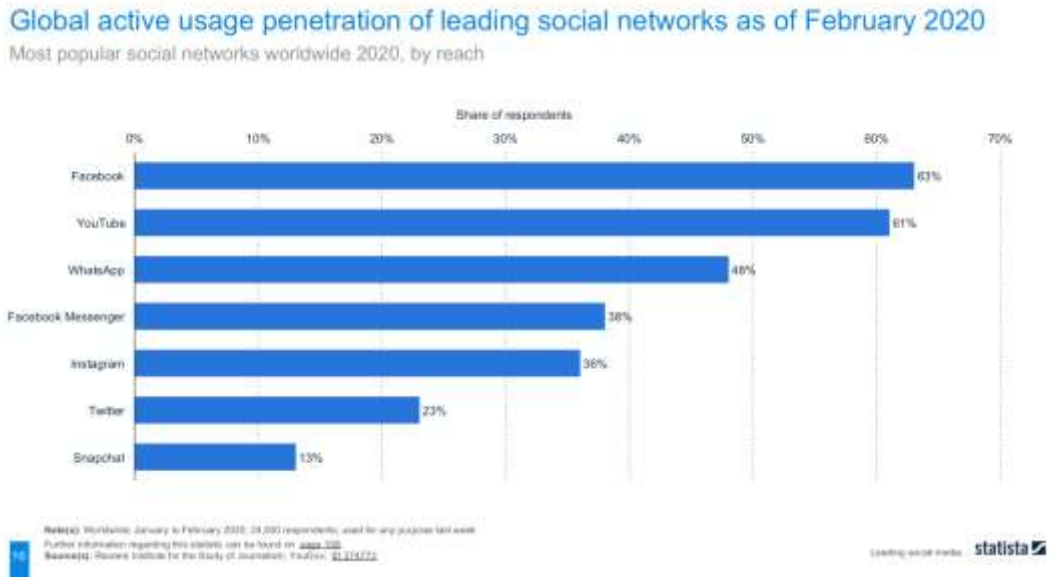

Figure 11b. Global active usage penetration of leading social networks as of January to February 2020 (Statista 2021, ID 274773)

On user point of view, Facebook, YouTube, WhatsApp, Facebook Messenger and Instagram together with WeChat are ranked the most popular and used social networking platforms in the survey done in January 2021. The global active usage penetration survey reflects active usage of the most popular social platforms. It was conducted in a month period for those who used the platforms weekly. Facebook was answered by 63 percent

and YouTube of 61 percent of 24,000 users to be used frequently. Surprisingly WhatsApp got as much as 48 percent, but Instagram only 36 percent (figure 11b). This has already affected to social marketing strategies and digital commercial planning, as organizations seem to be pushing up more YouTube and WhatsApp advertising.

3.4 YouTube marketing

Will Eagle states in his book, YouTube Brand & Marketing Strategist (2019), that due to volume, velocity and variety of big data, YouTube possess probably the one of the biggest big data in the world with over 1 billion users visiting the site every month (Eagle 2019, 8 - 9).

Over 500 hours of videos are uploaded to YouTube by every minute, 5 billion videos are watched daily and 30 million visitors go to YouTube every day. Consequently, YouTube is considered second largest search engine in the world, after Google (HubSpot 2019).

For a content creator or a marketer, YouTube is considered sophisticated and efficient method to deliver various content and advertisement. There are several frameworks to choose from: *educative, entertaining or inspiring*. It would be also advantageous if various content formats overlap each other: educative video can be also entertaining and inspiring. (Eagle 2019, 11, 138.)

For the video producing, several options are available: to use professionals, freelancers and advertising agencies or to create own video material by using various video creating tools and equipment. Freelancers around the world are to be found from the digital marketplace services, like Fiverr (Fiverr 2021). There is possibility to inquire free service from art students, who are often willing to participate in new and interesting projects to produce the photography and video portfolios, for the reason that they do not possess enough professional experience to be able to promote their services. This would obviously benefit all parties involved. (Eagle 2019, 236 – 240.)

The marketers can co-operate with the YouTubers and the influencers, who are effortlessly to be connected with by using online marketplaces. Former Famebit-platform, which is now owned by Google, allows the marketers connect and introduce what kind of videos they are looking for to which YouTubers can reply by offering their contracts. Second way is to use *curating*, which means collecting videos produced by other people and creating playlists from them. While the target audience is searching for example car related material, the car themed playlist from the marketer will appear in their YouTube search. Eagle suggests that effective YouTube channel should contain own YouTube material in combination with the curated playlists as this would expand the target audience reach.

Nevertheless, it is crucial to remember that free, organic advertising is never as effective, as paid media, due to worldwide competition among businesses and brands (Eagle 2019, 242 – 244, 340).

In the YouTube studio one of the most important key metric is the watch time: YouTube rewards the YouTubers to create quality and relevant videos, what their viewers want to watch, and therefore videos, which are watched longer related to their total length, are more visible in YouTube search. The impressions, how many times the video thumbnails were visible to the audience and click through rate (CTR), how often they clicked the thumbnail to view the video are visible in the YouTube studio. Traffic source, geography, viewer age and gender offer additional information from where the traffic is coming and who have been watching is effortlessly to be found from the YouTube channel reports. (Eagle 2019, 324.)

Audience retention informs the percentage of viewers who watch and leave at every moment of particular video: this helps content creators to produce high quality and engaging video material for their target audiences (HubSpot YouTube Marketing 2021).

The trailer of the YouTube channel introduces what the particular channel is about: it should be only 30 to 60 seconds in length. Videos appear in 6 locations on YouTube (HubSpot YouTube Marketing 2021):

- Search results
- YouTube mobile stories
- Homepage and mobile feed
- Trending and exploring streams
- Suggested video streams

In About Us section of YouTube channel, search engine results will show the first 48 characters of the introduction and the first 100 characters of video descriptions on desktop devices. A thumbnail of 1280 x 720 pixels is the recommended size of an image for the optimized viewer experience with all devices. From YouTube channel analytics it is effortless to follow up total views of the entire channel, reach, engagement and the audience. (HubSpot YouTube Marketing 2021.)

3.5 Google optimization and organic traffic

In the following paragraphs the Google search engine politics are taken in consideration, as Google is the dominant search engine worldwide.

External links on a site are significant and effect also to search engine visibility. By having links to site from external sites is a sign that the content of the website is relevant: the number and strength of external links are affected by the authority of the

linking site. Domain Authority of a website, developed by Moz company, is in key role and effects on search engine visibility. It has been discovered that organic search drives 30 to 50 percent of total web traffic and conversions due to its scalability: SEO is in the key role in digital marketing strategy when planning sustainable and efficient internet functionalities (Moz 2021).

SEO can help in significant incremental growth on the web traffic and conversions in a cost-effective manner. When ranking higher than the competitors, brand establishment and visibility of the company is stronger. Search semantics allow identifying and prioritizing highest converting search keywords and gathering information from the customers or users: CTR compares how the clicks in search results relate to the number of impressions. The higher the ranking position is, the more relevant and free traffic is directed to the site. This means maximizing the organic traffic done by internet users. By creating compelling content using the most relevant key words and phrases, the organizations are able generate good results and engagement from the SEO (Scott 2020, 385 - 386).

In 2019, Statista announced the survey done from Q4 2018 to Q1 2019 with respondents of 230,366 internet users between 16 and 64 years of age. According to the survey 85 and 86 percent used mobile-first online platforms for chatting, instant messaging service and applications, on video clip and sharing sites. In the same survey, 68 to 73 percent informed that they use mobile services on map and direction purposes and news services. This data shows that mobile-first online activities and services play enormous role on internet use and service creators need to access their functions to be mobile compatibility (figure 12).

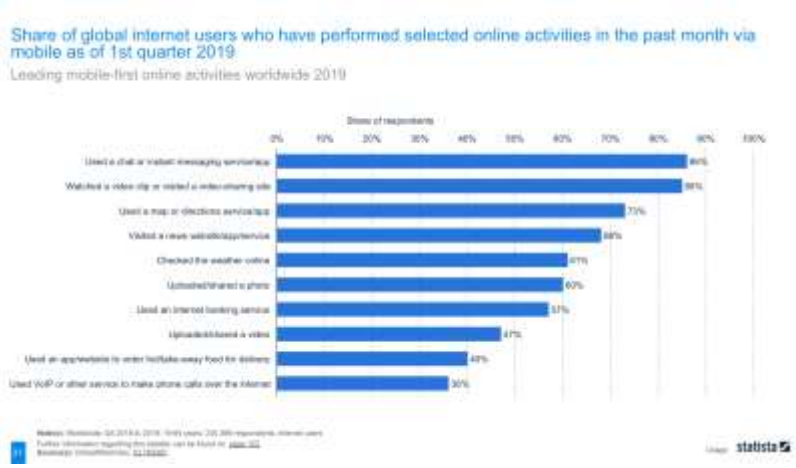

Figure 12. Future use of social media among marketers worldwide by platform January 2020 (Statista 2021, ID 783357)

Therefore, it is important to choose the right and strategic keywords to reach target groups. Well-designed SEO begins with a thorough keyword research that examines the search volume and competitive situation for potential keywords. One of the biggest software and digital marketing companies is the United States, Scala Inc., continuously monitors up to 30 to 40 search words when people are looking for their services on internet. The CEO of the company informs, that every time they find a new term, new content around this term is created. (Scott 2020, 385.)

3.6 Internet visibility

Google uses crawlers which examine the site frequently by crawling the data and algorithms. Google searches from Chrome, Android and iOS systems, therefore, the rankings fluctuate often. The information will be assembled, and the most relevant, newest data represented for a user. In 2019, Google developed the mobile-first indexing which forced the website creators to include mobile-optimized website in addition to desktop devices (Google 2021).

In normal circumstances, it takes approximately from 30 to 60 days to crawl and assess new website content by Google. This must be taken in consideration when planning the website functions and digital marketing strategy, as if an organization is planning to distribute the newest information via organic Google search for the certain event or occasion, the website actions needs to be done couple of months before the scheduled event launch. Various search engine optimization firms promise to help in site ranking in days or weeks, but unfortunately, those actions and tactics will not be reliable, as building the site authority, backlinks and other ranking drivers need to be accomplished over longer time with a thorough approach. Google has developed the paid search method to reach target audience for those, who need faster actions. Paid search, similar to SEO, requires an effective strategy, ongoing optimizations and careful monitoring in Google AdSense. (Scott 2020, 373 - 380.)

Target audience, geographic locations and languages are important when creating and international SEO strategy: content, domain and URL structure need to be well preplanned. For an international event, target countries and language options on website are vital and implementation of an international SEO comes to picture. When talking about of international widely known brand or product, this is obviously easier than for a local Finnish brand. Country coded URL and domains or using subdomains and subdirectories; and publishing in target audience language will be effective, when targeting to international audience.

It is important to remember, that SERP (Search Engine Result Pages) are updated frequently in order to guarantee relevant and qualified content for the searchers. Google SEO-tools offer multiple reporting and insights for website creators and businesses to help them to produce the best results for the customers:

- Identification of the critical keywords.
- New and rising search keyword opportunities.
- Ranking changes and trends both locally and worldwide.
- Organic traffic, engagement and conversions.
- Monitoring and troubleshooting of SEO issues and suggested actions.
- Google Maps rankings and recommendations.
- SEO strategy recommendations for increasing rankings.

Google My Business is a tool owned by Google to manage ranking in Google Maps results. This tool is differential to organic web page ranking and is both managed and optimized separately. Google My Business primarily serves the profitable companies as a local marketing tool, but similarly provides some local visibility for the nonprofit associations. (Google 2021.)

According to survey of Statista in 2021, Share of selected major companies using digital advertising in Finland 2019 (figure 13), states that advertising tracking and display advertising in main media are mostly used among 66 major brand companies in B2B and B2C sector from 16 different industries. Search engine advertising is used almost half of the companies.

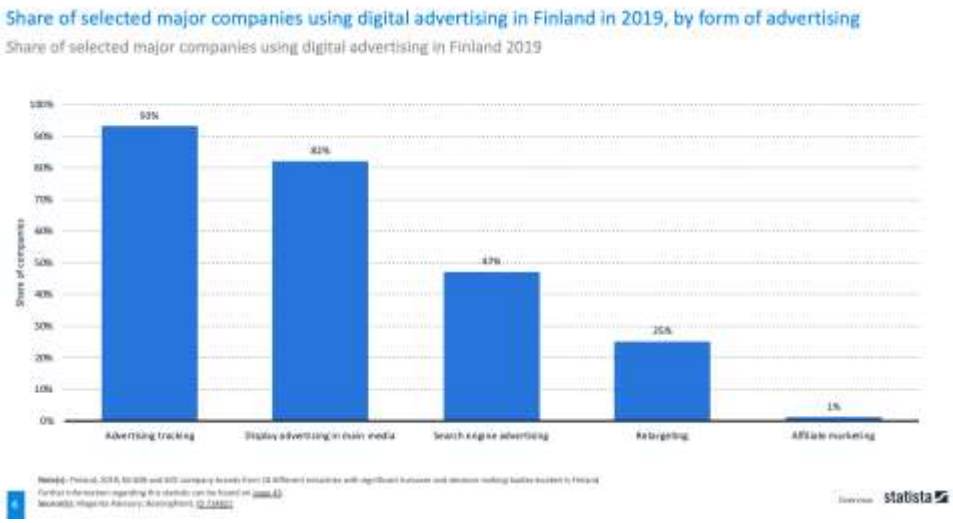

Figure 13. Share of selected major companies using digital advertising in Finland 2019 (Statista 2021)

During the year 2020, Covid-19 pandemic affected various ways to advertising channeling in Finland. From 35 to 43 percent of respondents informed that advertising costs increased in e-commerce, email and content marketing. The growing costs in the search

engine advertising was informed by 27 percent of the respondents and event advertising decreased according to 68 percent of the respondents (figure 14).

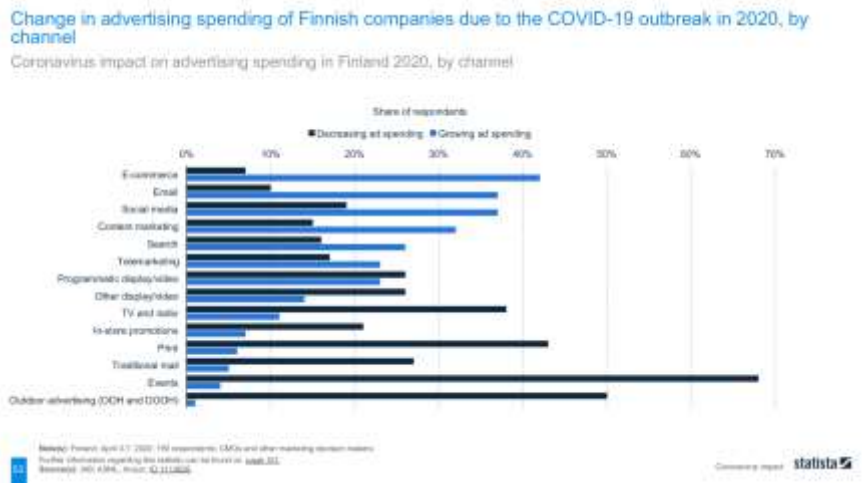

Figure 14. Coronavirus impact on advertising spending by channel in Finland 2020 (Statista 2021, ID 1113626)

The user experience (UX) and SEO optimization of the mobile site and pages are assessed to determine a mobile-optimized user experience. In following figure, the main components of Google´s Ranking Algorithms are introduced (figure 15).

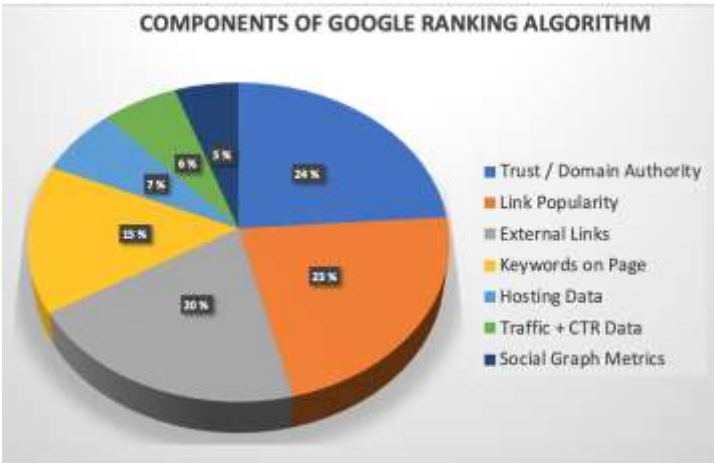

Figure 15. Components of Google Ranking Algorithm (Adapted from SEOmoz´s Biennial Search Ranking Factors 2020).

For the organic listing, on mobile or desktop, there are always 10 web listings on each page of the search results. Each web listing that is not paid is considered an organic search ranking position, on SERP (Search Engine Result Page).

Page 1: Rankings 1-10
Page 2: Rankings 11-20
Page 3: Rankings 21-30 etc.

SEO can be divided into two sections, internal and external. However, as Google emphasizes also the user experience and signals, the actions made for SEO by the developer are not solely reliable how the company or association is going to be seen by the user in Google search.

Site internal section includes:

- On-site SEO: content and text, URLs, metadata, alt texts for images, titles and heading tagging, navigation and internal links.
- Technical SEO: site mapping, improving site speed and usability.

External SEO section includes: Building links from other sites and social signaling.

The authority of a domain is affected by many factors:

- The most important are external links: number of the links and the domain authority number of the sites linking.
- The internal link structure of the site.
- The age of the domain.

3.7 Free SEO tools for analysis and marketing follow-up

When creating a new domain and website, domain authority (DA) might be 1 or 2 out of the maximum 100. This number will grow if the content production is continuous and the content interests the target audience. Various free SEO analysis tool are offered by several companies worldwide. Company Moz developed free Domain Authority tool, where all internet users can check the status of the domain authority and competitive domains of any organization (figure 16).

Figure 16. Domain SEO Analysis of https://buickmeet2021.webnode.fi (Moz 2021)

Google provides developers tools for various tests and analysis, but also suggestions to eliminate possible obstacles and optimizing advices for the website developers. This tool examines the website thoroughly and informs the following measured performances both on computer and mobile (Google Web Dev 2021).

Google Lighthouse CI suite of free tools, on the other hand, helps to report lists all URLs blocking the first paint of the webpage. By reducing the render-blocking URLs, informing critical resources and deferring non-critical resources or removing unused resources enable to monitor performances of the website. In addition, single Lighthouse tool in measurement section helps to monitor SEO and accessibility issues (figure 17).

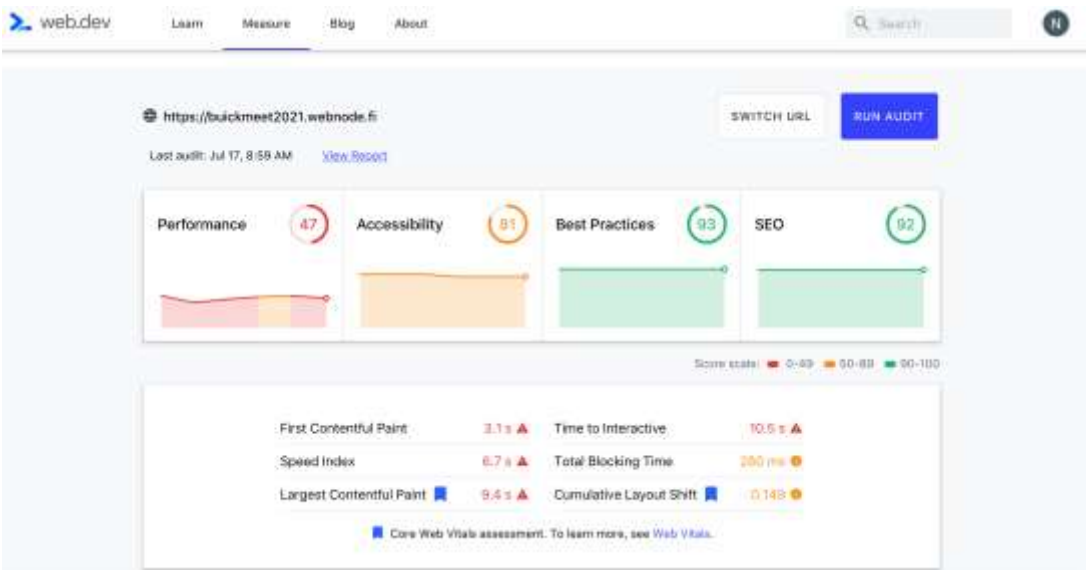

Figure 17. Screenshot from Lighthouse run audit of http://buickmeet2021.webnode.fi (Google 2021)

Another interesting free SEO optimizing site is offered by Indian company, Rank Math, which was established in 2018. Their SEO tools offer more detailed information and suggestions, how to improve the website functions (figure 18).

Figure 18. SEO report from https://buickmeet2021.webnode.fi (Rank Math 2021)

3.8 Facebook – Dominating social media platform

Statista researchers have proved with previous studies, how the internet is dominating as a marketing platform. According to study made in Finland, in 2020, 74 percent of the companies already use social network as the main marketing platform where the Facebook is the most used social network with the percentage of 81 (figure 19a). Societal, travel and cultural topics are one of the main topics to discuss on Facebook, after food, movies and music (figure 19b).

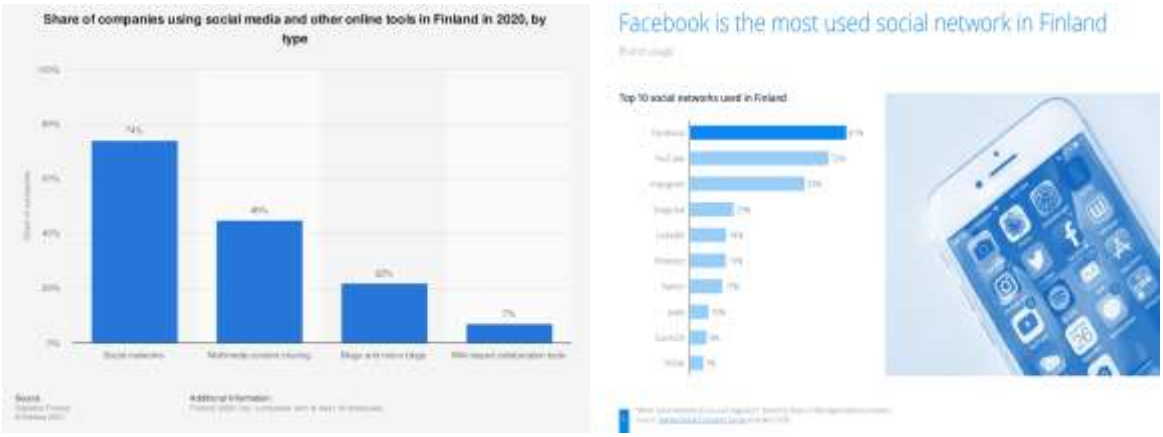

Figure 19a. Share of companies using social media and Top 10 social networks used in Finland in 2020 (Statista 2021)

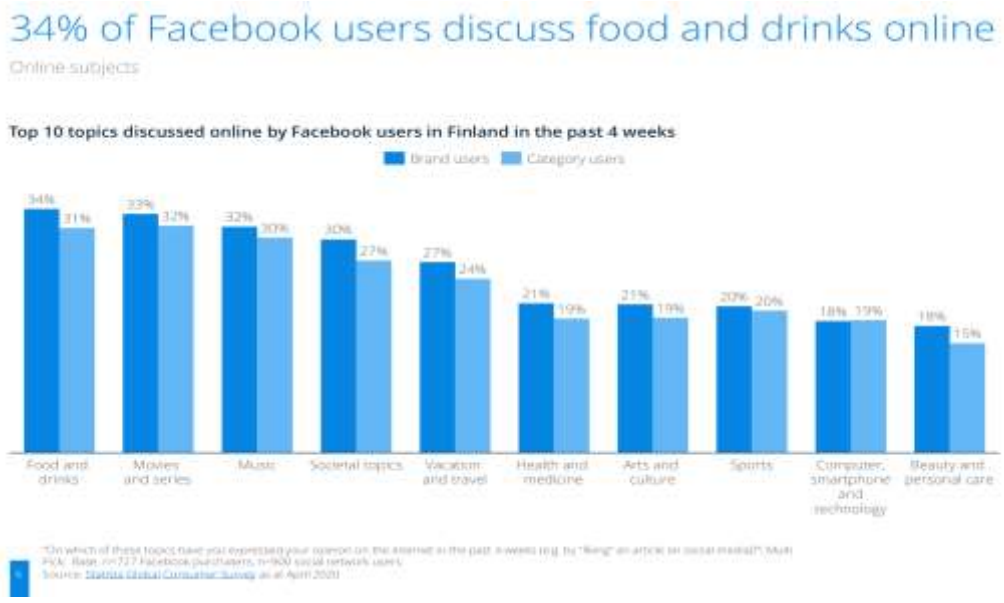

Figure 19b. Top 10 topics discussed online by Facebook users in Finland in the past 4 weeks (Statista 2021)

The audience reach is normally associated with paid advertising, which is the percentage of views of an advertisement within certain period of time. The reach can be similarly defined as a percentage of followers, subscribers or fans who have viewed for instance a Facebook post. Facebook emphasizes that reach is not a metric of interaction;

but approves the effective audience: the percentage of the audience being on a page when the post was displayed. Nevertheless, this does not mean, that the post has gotten the attention of viewers. Jeffrey K. Rohrs, former Vice President of American cloud-based sales and marketing software company, Salesforce Inc., quotes CEO of Facebook, Mark Zuckerberg, in his book of Audience – Marketing in the age of subscribers, fans and followers:
“Facebook was not originally created to be a company. It was built to accomplish a social mission to make the world more open and connected”. In 2014, Facebook already ruled being the largest social network in the world. (Rohrs 2014, 75, 114.)

It is vital to understand the target audience: who they are, what they are looking for and how they behave on social media. Daniel Rowles introduced in his book of Mobile Marketing – How mobile technology is revolutionizing marketing, communication and advertising (2017), that there are two phases in mobile marketing communication: *discovery phase and engagement phase*. In discovery phase, users or customers are stimulated or educated to build awareness. When the awareness leads to activities and experiences, engagement phase has been achieved. Nevertheless, the line between these two phases can intermingle in location-based interactions; in events, shows, brand stores, but in mobile first thinking, discovery and engagement phases found the basics. He states that mobile marketing is normally just one part of the customer journey.
The customer may visit various channels and watch the content several times:
the customer journey is not inherently a linear and the journey steps will not necessarily occur in a particular order. Consequently, the company can have inadequacy of the visibility on many of these steps. (Rowles 2017, 11-13.)

The customer journey can be defined by following up how the target groups are acting on the biggest social media platform, Facebook. Statista has discovered in Finland that 83 percent of Facebook users are active on daily basis and the most commonly used device is a smartphone (figure 19c). The user demography is nearly even for both women and men from 25 to 54 years old (figure 19d).

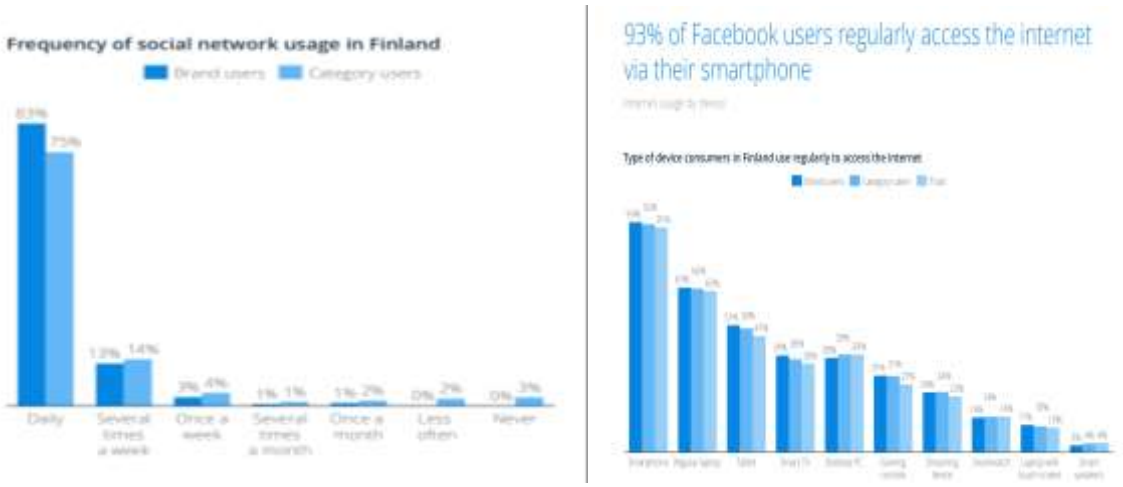

Figure 19c. Freguency of social network usage and type of devices consumers in Finland use regularly to access the internet (Statista 2020)

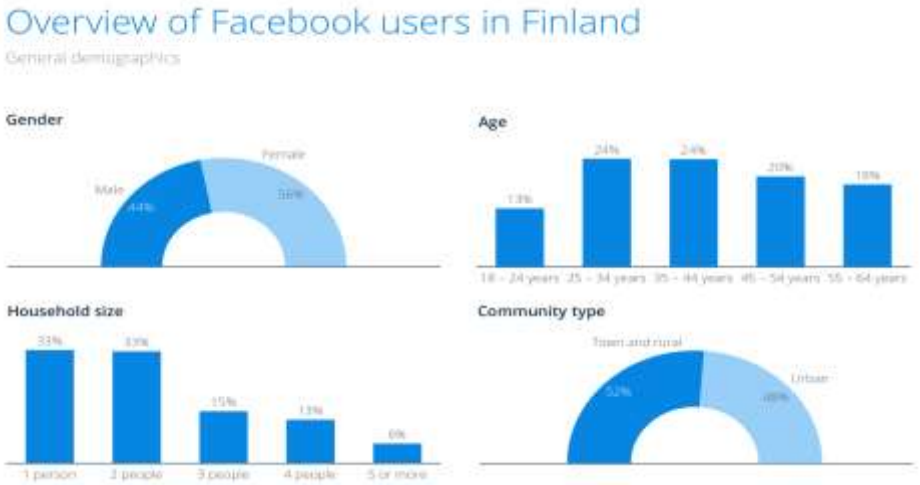

Figure 19d. Overview of Facebook users by general demographics in Finland (Statista 2020)

The activities, engagement and target groups in numbers and percentages are effortlessly to be found from the Facebook statistics according to the defined period of time. These figures help the organizations to improve both messaging and marketing actions to achieve the planned results.

The book, Social Media Strategy – A practical guide to social media marketing and customer engagement (2020) introduced the survey by Forrester Analytics Consumer Technographics; where this research company proceeded online benchmarking how consumers engage with the content in social media in 2018. The figure 20 explains how customer journey starts from discovering and ends to engagement:
Social media consumers can discover services and products, explore them via social tools and serviced offered on brand sites, buy the products and services, use social and sharing tools built into services and products. Consumers can ask for online support from

the customer service platforms and engage with the companies with their branded profiles. (Atherton 2020, 25 – 27.)

Figure 20. Adapted figure from the customer journey survey in 2018 of How consumers engage with the content in social media by Forrester Analytics Consumer Technographics (Atherton 2020)

Nevertheless, the social media marketing has been proved to be valuable for many organizations, internationally admired business strategist David Meerman Scott disputes the online advertising of Google AdWords, Facebook Advertising and LinkedIn Advertising as a marketing method by stating: “Can you afford to rent your marketing?”. In the chapter Own Your Marketing Assets Instead of Renting Them of the book The New Rules of Marketing & PR (2020), the author has acknowledged that advertising prices of these online marketing companies have increased significantly. Consequently; Scott emphasizes that by owning the marketplace, the unique website, is the most powerful, efficient and resilient method of marketing the assets. In addition, this professional strategist highlights that the optimizing the past is prominent, but contrary, many companies and organizations tend to delete the old information pages of the past events, products and blogposts. Several annual conference and event sites are updated yearly with new information leading to an outcome that the vital Google SEO links will break up. Scott writes: “A well-organized conference site is an important historical artifact that provides valuable information many years later. Who spoke that year? What panel discussions were held? What companies sponsored the event? People want to know that your conference has thrived for over a decade”. The solution is to create relating URLs for the squealing events by the year e.g. URL/2021, URL/2022 and then distributing the content for Google and social media. (Scott 2020, 377, 384.)

4 The project management plan

The project plan contains the basic information of the event: the name of the event, the venue, the duration and a brief description of the event. The project management phases include the initiation and start-up phase, planning, implementation, actual event and event termination including the preplanned post-event marketing. (Bowdin 2011, 261 – 264.)

4.1 Background of the project

In the book of Media Conquerors - Artificial giants and users will decide the future of television, the Finnish media strategist Ritva Leino states: “Google is full of information, but the way how to provide it is fragmented. Google does not disclose the value of the information in the data system. It does not contextualize it with other knowledge or open the connections to history or other phenomena.” The author continues: “Internet is good for storing and retrieving information quickly, but it is not good for building relationships between things and describing their significance in different contexts”. (Leino 2021, 180.)

This fragmented information flow has been actual starting point of founding a new organization, the Buick Club of Finland. A large amount of important information about the Finnish Buick automobile history is scattered among current, already over-middle-aged enthusiasts, but no one gathers and stores this information to databases or websites at the moment. It is noteworthly that no organized data is available for the Finnish Buick enthusiasts and this similar lack of the centralized historic information considers other car brand enthusiasts as well.

A total of 1033 respondents informed their age status as an American car collector in a demographic survey completed on the private Facebook group of Jenkkiautoharrastajat in 2021. The following pie chart informs how the middle aged and retired generation from the age range of 42 years until 70 years dominate the collection culture in Finland with the total percentage of 60. Nevertheless, the younger generation seems to be increasing their interest among the enthusiasts with the total percentage of 40 (figure 21a).

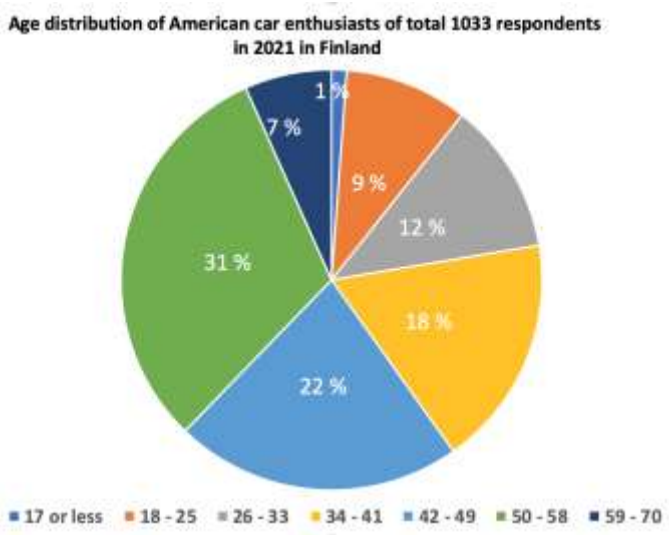

Figure 21a. Demographic survey completed on the Facebook group of Jenkkiautoharrastajat in 2021 in Finland (Facebook 2021)

Occasional Facebook group updates and history pictures of the car collection are posted, but these random posts unfortunately drown in the depths of the Facebook and Google database, from which this information cannot be systematically retrieved. In addition, older enthusiasts have often come across questions of the younger generation inquiring what has happened in the past, what kind of events has been organized and where. Multiple investigational questions of the previous history of the car or inquiries about from where to purchase special spare parts are often posted in these Facebook groups.

John Heitmann, a professor of history at University of Dayton in Ohio has gathered wide historical motoring data to his book of The Automobile and American Life (2009). In the chapter called “The Car Hobby: Car Crazy” he informs that the car collection, which was first a hobby for the elite, who started to collect Olympian vehicles after World War II, and what broadened to include the middle class collectors, crew up to be an enormous business by the 1980´s. While Barrett & Jackson company organized the high-class auction events, the middle class restored their year models of 1955 - 1957 and drove to cruise-ins held, where the spectators could admire the cars of the past decades. (Heitmann 2009, 191 - 192.)
Vintage cars are not just an interest, they belong to a cultural history and the values of these collection cars owned by the famous leaders, politicians, musicians and celebrities can rise to staggering sums (figure 21b).

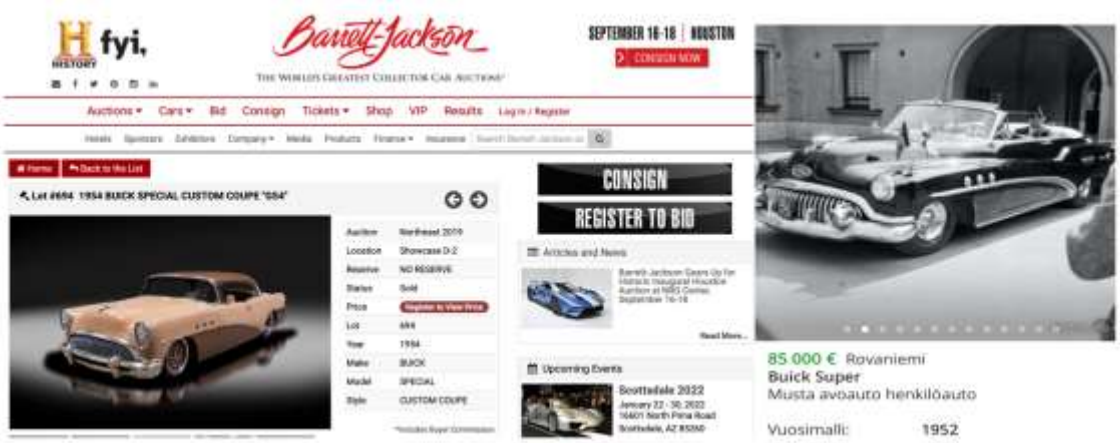

Figure 21b. Barret & Jackson auction website (Barrett-Jackson 2021) and a selling advertisement in 2020 of Buick Super 1952 convertible once owned by the Finnish president Urho K. Kekkonen (Nettiauto 2021)

Automobile collection as a lifestyle filled with the nostalgic cruise-in happenings, organized special events and car shows including the 1950´s and 1960´s themed music, related artwork, customized and tuned car modellings, drag races, swaps and dance shows attract yearly thousands of Finnish motoring enthusiasts from all ages. Several stakeholders are involved in the culture: the car dealers and insurance companies, the venue owners, the accommodation companies, photographers, artists, travel agencies, shops and boutiques of clothing and accessories, fashion designers, clothing and accessory producing companies, pinup and modelling agencies, drink and food producers, gasoline and oil companies, restaurants and snack bars, car part & tire companies and repairing services, car towing companies, the music recording business including the musicians, bands and music shops, dance clubs, car importers and other sponsors. This means business and income for all stakeholders involved.

In the United States of America, the Buick Heritage Alliance (BHA) organization was founded in 2005 to support acquisition, preservation and restoration of the historic Buick automobiles and is supported by the Buick Club of America, founded in 1966 (Buick Heritage Alliance 2021, Buick Club of America 2021).
At the same time, development of the vintage Buick collection in Nordic countries and especially in Finland, has been rising dramatically, that there seems to be need for our own supporting organization.

The head organization dedicated to American car preservation and racing culture in Finland is the Finnish Hot Rod Association (FHRA), which was founded in 1972 and has almost 2,000 active members. They organize a monthly Cruising Pre-Party gathering at Helsinki Malmi airport, various drag racing competitions around Finland and the biggest yearly event, American Car Show, in Helsinki. (Finnish Hot Rod Association 2021.)

There are more than 100,000 old car collectors in Finland, from which around 50,000 are American car enthusiasts, confirms Esko Raisvuo, Vice President of FHRA in the news article by MTV Uutiset on 20 May 2021. In the same article; the specialist Pasi Kilpelä from the Finnish Transport and Communications Agency of Traficom, confirms: “During the past year, there were 30,503 passenger cars on the museum register in Finland, and 28,487 cars were on the traffic use. Their average age was 51,5 years” According to Raisvuo, in Finland, Sweden and Norway the American car collection and activity is the largest in the world in relation to the population. (MTV Uutiset 2021).

The Swedish car enthusiasts, on the other hand, own half a million American origin vintage cars and their raggare culture is famous all over the world since the 1950´s. Surprisingly; even the pensioned generation is proud of their American grease, hot rod and rockabilly subculture (Yle Areena 2021).

“The American car collection as an interest is doing well and has achieved new active enthusiasts born in the 1980´s and 1990´s who enjoy the cars of their youth, which they have watched from movies, among others”, explains Tomi Eronen, editor-in-chief of the Amerikan Rauta magazine, who himself owns five historic American cars (MTV Uutiset 2021).

In June 2021, there were 1080 registered Buick automobiles in Finland, from which the most were over 40 years old vintage cars. There is a total amount of 253 Buicks which originate from the year 1959 or before. According to Traficom statistics, the oldest Buick in Finland is an antique model of the year 1917 and the newest is the year model of 2020 (figure 22).

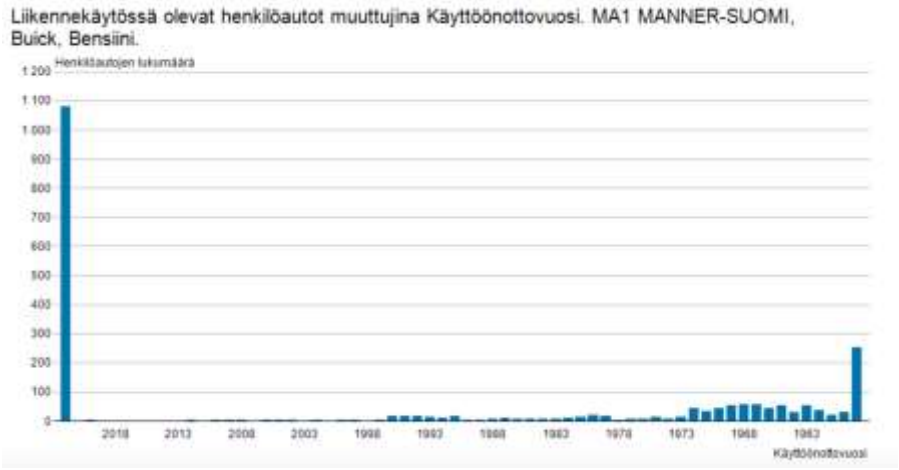

Figure 22. Traficom register of 30 June 2021: Buick cars in Finland by the first registration year (Traficom 2021)

In Finland, the Buick vehicles of all year models are normally imported from Sweden or from the United States of America. A museum registered vehicle in Finland needs to have passed 30 years age since the end of the year of manufacture and it needs to be preserved in the same condition as the original or restored accordingly. Finnish Automobile - Historical Club Association, FHRA association, Classic Data and Historic Car Association issue a museum vehicle licenses in Finland. (Traficom 2021).

The Finnish Buick Racing association, dedicated mainly in drag racing activity, was founded in 1987. Three Buick Meet events including the street drag race were organized by this organization in 1993, 1994 and 1995. In 1998 Buick Racing was merged to GM-Cruisers Finland Association together with other General Motor (GM) brands: Cadillac, Oldsmobile, Pontiac, GMC and Chevrolet. GM-Cruisers member meetings are held twice a year and consists of around 200 active members. During the summer of 2021, they organized GM - Summer Picnic Cruising where 15 vintage cars; from which the Buick was the dominant make (figure 23), participated to the route trip from Espoo to Venesilta Camping of Tammela.

Figure 23. Buicks in GM – Cruisers Summer Picnic from Espoo to Venesilta Camping of Tammela

Ford-Freak Club of Finland, founded in 1987, is a good example of maintaining the activity in the historic car collection and culture. They are enthusiasts of American Ford, Mercury, Lincoln and Edsel cars participating yearly in several car shows and important events in the field. Their Facebook-group consists of 2400 members and the association publishes once a year issue called Ford Freak Magazine. (Ford-Freak Association 2021).
According to Traficom register on 30 June 2021, there are over 5000 vintage Fords in Finland which are over 40 years old, from which the year model of 1959 or older consists of 930 vehicles in total (Traficom 2021).

In Finland, Buick car collection has reached the fourth place in the category of the registration year 1959 or earlier after Cadillac, Chevrolet, Ford (figure 24). Figure 25 represents 14 most common American car brands in Finland from the era of 1959 and earlier.

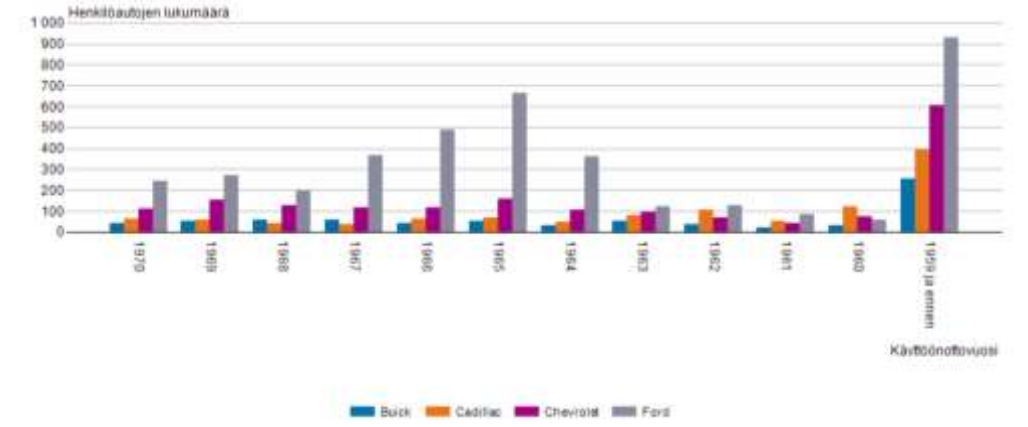

Figure 24. The number of the vintage cars according to the registration year of 1970 and earlier of Buicks, Cadillacs, Chevrolets and Fords in Finland on 30 June 2021 (Traficom 2021)

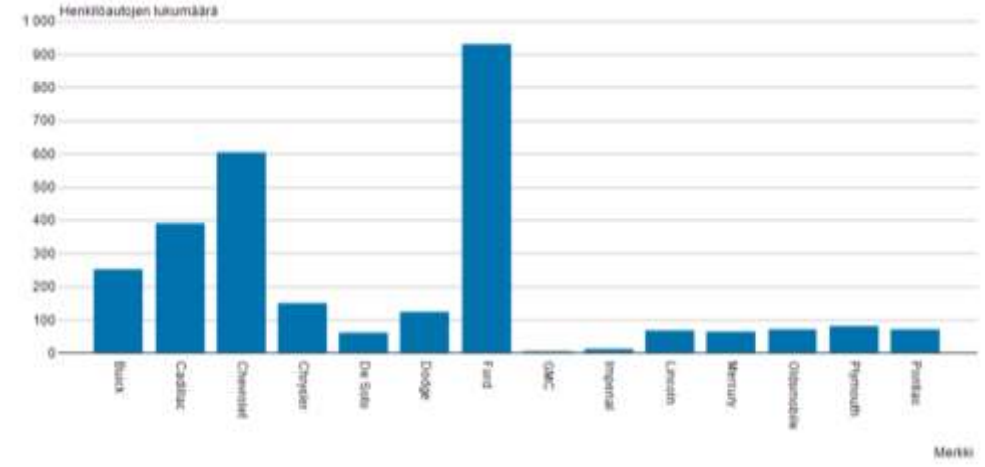

Figure 25. 14 oldest American car brands in Finland by amount according to the year of the registration 1959 or earlier on 30 June 2021 (Traficom 2021)

4.2 Initiation – Objectives and goals

The Buick Club of Finland will be founded to organize various events and meetings for the Buick enthusiast and collectors, but also to support professionally car restoration by collecting relevant and trustable information in Finnish and Swedish languages.
There are other existing Buick clubs in the Nordic countries and in European Union: the Buick Club of Norway (2000), the Buick Club of Denmark (1992), the Buick Club of Germany (1996) and the Buick Club of Dutch.

Swedish enthusiasts organize their un-official events by the private organizers and the information is distributed on the Buick Sweden Facebook group of almost 8,000 members, to which many of the Finnish Buick enthusiast also belong.
The aim is to start a co-operation with the earlier mentioned clubs and organizers. According to Chatarina Mårtensson, the Swedish event organizer and owner of the convertible Buick GS 1968, around of 55 classic Buicks attended to the fifth Buick picnic meet in Skokloster on 29 August 2021 (Mitti 2021).

The event series of the international Buick Shows and Exhibitions 2021 – 2023 is planned to be started with an event of Buick Meet 2021 Finland, which is the first launching live event. The purpose is to emphasize the fact that there exists wide range of both new and old Buick enthusiasts in Finland, who would like to network live with other Buick collectors, at least once a year.

Event series to be planned and organized including estimated attendees:

1. **Buick Show and Exhibition 2021 in Finland.** This event would gather from 50 to 70 cars and estimated 100 to 200 participants from Finland.
2. **Buick Show and Exhibition 2022 in Finland.** Inviting participants from Finland, Sweden and Estonia. This event will gather from 100 to 150 cars and estimated 300 to 500 participants.
3. **Buick Show and Exhibition 2023 International, Nordic co-operational Show in Sweden**. Inviting participants from Finland, Sweden, Denmark and Norway. This event will be gathering from 300 to 400 cars and estimated 600 to 1000 participants.

4.3 Event brief

It is recommended to leave enough time for the planning stages, as 75 percent of the event management consists of the event planning phase including ideation, project launching, resourcing, organizational decisions, confirmation procedures and the timetables (Vallo & Häyrinen 2014, 161).
According to Allen (2005, 49 - 51); by structuring the event management tasks and workload, an event planner can produce a high ratio of outputs by breaking down the large and time-consuming tasks into scheduled mini-tasks. This is possible by preparing a daily or weekly action plan.

The project and the first planning phase started on 1 February 2021. The first event, Buick Meet 2021 Finland, was decided to be organized on 14 and 15 August, as this weekend was contemplated as an optimal choice. The main vacation season would be over in Finland, the schools will open their doors after the summer break and the families generally return to their permanent residences from the summer cottages or travels.

The venue of Hovimäki Camping in Somero was considered appropriate as the entrepreneurs of Hovimäki had been organizing similar type of events since 1992. Wide camping area combining the space for the car parking and exhibition, the restaurant services, the saunas including the photogenic lake scenery, the outdoor show stage for the performers and the accommodation services for the guests. Somero offers various attractions for the tourists and is situated approximately 90 kilometers from Helsinki, Turku and Tampere offering optimal travel distance from all major cities in the Southern Finland. At the crossroads of Hovimäki camping site, there is situated the nostalgic kiosk of Rauli Badding Somerjoki (1947 - 1987), who was the legendary Finnish musician. This tourist attraction is deniable one of the most popular places for the vintage styled photo shoots in the area (figure 26). Guests arriving from Sweden could arrive by ferry to Helsinki or Turku, leaving them convenient travel distance to Somero by car.

Figure 26. Facebook-post picture of Hovimäki Camping and Rauli Badding Somerjoki Kiosk on 2 July by Buick Meet 2021 Finland

The event benchmarking approved, that any announcements of similar events in the area had not been done, except the American Car Show (AMC) in Helsinki from 13 to 15 August. This event was considered as a supporting event as the enthusiasts could attend to both shows during the same weekend. Nevertheless, in June and July, new car events for August were announced on unpredicted and short notice: Drive-In & Rock (Nurmes), Panox Wilderst One Shootout (Virtasalmi), Hayride Jamboree (Puumala), So-Car Meet (Lappeenranta), Malmi Show & Go Powerfestival (Helsinki), Emolahti Meeting (Pyhäjärvi) and Primer Parking Lot National (Karkkila). All other events took place on another weekends than Buick Meet except a new car race event Hayride Jamboree in Eastern Finland, situated with the distance of 400 kilometers from Somero.

The American Car Show 2021 was cancelled in June, due to Covid-19 restrictions, as this annual and the biggest car show event in Finland was supposed to take place indoors at the Helsinki Conventional Center.

While preparing *the event brief*, the project team formulated the SWOT-analysis of a new event. The goals and the expectations in the future were already determined, but the risk analysis on three obstacle areas had to be completed. These obstacles included the health and safety issue of the participants, the financial factors and the possible unpleasant weather conditions affecting to an outdoor event. The emergency and safety plans of the event needed to follow the official instructions of SPEK, The Finnish National Rescue Association (1906), as they have developed the emergency and safety guidelines for the camping sites together with the SF-Caravan Association (SPEK 2021.) The risks were analyzed to be minimal in two areas.
Firstly, according to the safety instructions book of the SF-Caravan Association, the event emergency plan for less than 200 attendees follows the normal operation guidelines of the camping site areas (SF-Caravan 2021). The Covid-19 restrictions were presumed to be minimun as the entire event was planned to be held outdoors in the wide camping environment (AVI 2021).
Secondly, the number of sponsors acquired was enough to cover the main organizing costs modifying an interpretation that there would be any financial disadvantages. Nevertheless, the area consists of various buildings, cabins and saunas, which are available for a rent, rainy and cold weather conditions could reduce the desire to arrive to an outdoor event. Consequently, these unpleasant weather issues were considered as a medium risk for the event.

The first phase ended by April, containing the event planning and production including the website and social media platform implementations, the venue and accommodation negotiations, founding the organizing project team and the co-operative sponsorship negotiations. All the following components modified the final *event brief* and supported the event organizing on SWOT-analysis point of view as well:

- Buickclub.fi domain was obtained to implement the website from where the events will be found by the Buick owners and collectors both in Finland and abroad.
- The event website was created using the Webnode program including own design of the event logo, sponsor advertisement placements and the layouts for the different pages. Canva program was used to create the first event visuals for the pages.
- The preliminary event budget was completed including the major expenses.
- The event team Buick Meet 2021 Crew was established: Nina Pitkänen was nominated as a project manager and to be responsible in the event production. Marko Kosenius was nominated as a chief host of the Buick Meet 2021 Finland event.

- Negotiations and co-operation with Hovimäki Camping in Somero for the first event started and the Buick Meet 2021 main event dates were set from 14 to 15 August. Saunas were booked and confirmed to be available for the attendees on 14 August at 14.00 – 18.00 in the afternoon.

- The project manager was responsible to manage the entire cabin booking and invoicing in co-operation with the Hovimäki Camping accommodation booking system with offered special pricing. A dedicated online reservation form was built on the event website and all confirmations of the attendees with possible special needs were duties of the project manager. All the cabins were reserved for the event.

- The band negotiations were completed and as a result new rockabilly band from Vantaa agreed to perform as a main artist of the event and their band picture promo material was received to be uploaded on the website.

- The media relations contract was made with a professional photographer to photo shoot and record the entire event. This photographer would graduate in May of 2021 from Keuda Academy of Pekka Halonen art school and agreed to co-operate in order to complete her professional portfolio, including photographs and videos from the event. An additional semi-professional photographer was invited to cover in case of possible cancellation. Somero-newspaper was invited to do their report at the event.

- A dance club confirmed to perform during the event by allowing them to promote their various dance courses at the event.

- Preliminary event program and the timetable, including the Buick exhibition competition prizes. Three professionals and members of GM-Cruisers Association will be invited to be the judges in the exhibition.

- Negotiations with the sponsors started and resulted with three sponsorship agreements from which the team received their promotional material for the website and social media platforms.

- The Facebook page - Buick Meet 2021 Finland, the Instagram channel - Buick Club Finland, the YouTube channel - Buick Meet 2021 Finland were pre-established to be published later.

4.4 Event launch

The second phase was conducted in a month from the beginning of April until May. During this period the final product designs and sponsorship materials were uploaded on the event website and relating social media channels.
Microsoft SharePoint cloud service was chosen to be an optimal for the electronic document management (EDM) platform as Microsoft Office 365 products, Word, Excel and PowerPoint were used in writing processes, budgeting, generating various charts and infographs. The unique products and designs developed with the Canva program, were shared and stored both on Apple iCloud and Microsoft SharePoint.
The co-operative negotiations with the stakeholders and the launch of the event were completed during this second phase:

- The band logo and 4 pcs of song files were delivered for the use of Buick Club of Finland.
- The event promo video was completed to be published on the website, YouTube, Facebook and Instagram sites.
- BuickMeet2021 hashtag was created for the social media channels when referring to the event.
- All sponsorship negotiations and the final budget were confirmed.
- The trophy design including the ordering timetable planning stage was started with an international co-operating company.
- Marketing and promotional material planning stage started including the flyers, additional prizes, the event merchandise and the social media advertising together with the sponsors.
- The merchandise and the official Buick Meet 2021 t-shirt designs were completed.
- The customized logo for the Buick Club of Finland was designed by using the Canva program.
- Negotiations with the second dance club to perform in the Special Night Show were started.
- The final event program was launched for the public on the event website, on the Facebook event page and on the YouTube channel and were launched at the same time on 11 April 2021.
- The event accommodation booking started on the website on 11 April. Availability was opened to be available Friday 13 to Sunday 15 August in co-operation with Hovimäki Camping. By the end of the launch phase, in the beginning of May, the half of the accommodation availability was reserved.

5 Event designing and production

The project involved participation in various elements of event production: the content, commercial and technical productions; including the event website creation and designing the event merchandise. The most important production elements and used tools in the project are introduced on the following paragraphs.

5.1 Domain and website creation

The domain and website are the basic elements in the digital content production. Various local and international domain service companies promote their internet services in Finland. Domainhotelli was chosen to be appropriate for the domain hosting service due to their low pricing and Finnish on-line customer support service.

For the website, the Swiss Webnode was suitable due to their large number of templates. The platform offers multiple enhanced optimization tools for the site's Google visibility. Every page has it´s own SEO tool to customize the URL and the unique product description spaces to allocate the most important keywords. In addition, the HTML (HyperText Markup Language) tags are included as there is a code field for every page. (Webnode 2021.) HTML tags not only help to add the links from the Facebook or from other important social media sites but also help to co-operate with Google Search Console. Furthermore, the hypertexts allow to link between various documents. (Keränen, Lamberg & Penttinen 2006, 31.) The contact forms are easy to modify to look as wanted and advanced field options, such as drop-down menus and uploaded files are fast to add to the pages. The event website was planned to be international and for this purpose Webnode is the best as it offers various language options. On free basic platform, there is only one language option, but when purchasing the optional premium platforms, there are up to 10 languages offered (Webnode 2021).

5.2 Event website visibility and SEO tools

While the event website was under the production, it was beneficial to follow some SEO-optimizing advices, which are offered by several SEO Marketing companies worldwide. In this project the optimizing advices offered by Search Engine Land were considered advantageous, as they had concluded the main aspects in understandable format (Search Engine Land 2021).

After analyzing the factors, it was decided, that the event website address name will be buickmeet2021, containing the relevant keywords of the first event with the similar hashtag. Swiss Webnode company is considered one of the trusted website builders worldwide, therefore this company offers visibility in the Google search engine, even the developed event website is new.
The development process of the website should be continuous, as if wanting to be found by the Google search engine and the target audiences, the data and information need to be updated and developed frequently. Consequently, the website would be never completely finished and requires weekly work to keep it up to date and relevant. Therefore, various website solution and service companies offer their monthly and yearly service packages to keep their customers vital commercial sites alive.

All important SEO factors were included and taken in consideration while developing this new event website. The most relevant and substantial factors are the quality of the content, crawl architecture, HTML title tags containing relevant keywords, all links and shares make the site trusted authority, locality and the reputation of the site, meaning that the pages are respected and sharable on social media.

The functionalities of the SEO can be researched and analyzed by various free online tools offered by several service providers.
Google Page Speed Insight test, as the figure 28 indicates, both the mobile device version and the desktop version was running perfectly. The functionality is fast enough with both devices, though some improvement can be still done in the future. Test analyzed that the several rendered pictures can be reduced still. For the users this is important as a slow mobile or desktop website will throw the viewer away in seconds.

Figure 28. Google Page Speed Insight test for the event pages on mobile and desktop (Google 2021)

Some important development targets were discovered by using Google Developers Tools and Moz Tools. Received analysis approved that among others HTML-coding, picture

rendering and the keyword optimizing needed to be improved as these all affect to speed and to Google search results.

Used tools proved the results with the key word search of Buick Meet and Buick Meet 2021 were continuously on the first positions on the Google search page. This is advantageous for the co-operative sponsors as their businesses are visible to the target audiences. In digital marketing, Pinterest and Twitter platfroms support the visibility, especially in the Google search engine. Despite to the fact that the target audience does not use these channels extensively yet, both of the channels were created for the Buick Meet 2021 Finland event to improve the visibility in Google (figure 29).

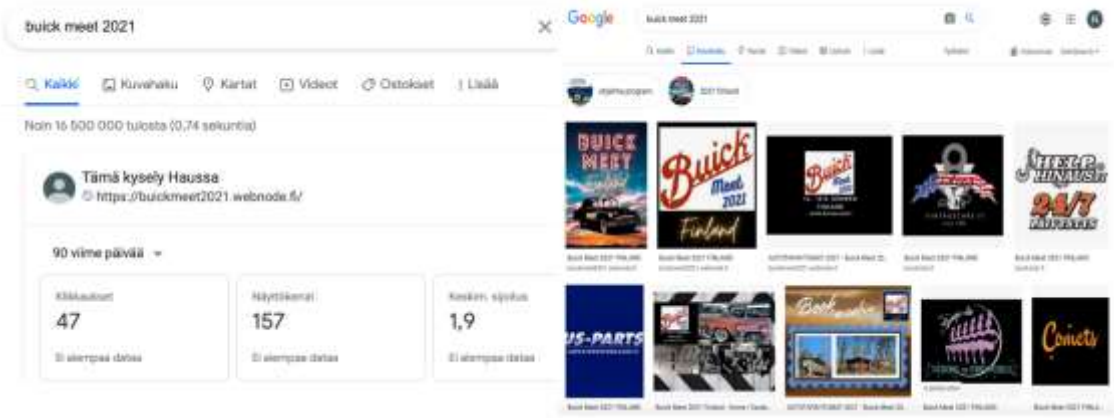

Figure 29. Screenshots from Buick Meet 2021 Google Search results dated on 16 June 2021 (Google 2021)

5.3 Creative content marketing

Content marketing has been defined as inbound marketing, where content is used to attract consumers to engage and generate values for the core audience segments by providing demanded information, education, entertainment and support (Atherton, 2020). It is advantageous to design and create proper content; to focus on it properly as the content which is now published on the website and on the relating channels or platforms, will be available to the public for years to come. Furthermore; the data needs to be saved to the systems and websites, from where the target audience can retrieve it effortlessly.

Ian Fillis and Ruth Rentschler have introduced the concept of *The Creative Marketing Manifesto* in their book of Creative Marketing – An Extended Metaphor for Marketing in a New Age (2020).
According to this manifesto, creative marketers should exploit multiple innovative executions, encourage to change existing patterns, be stimulated by new ideas and to be future orientated. Creative marketing should be an alternative choice, customer-centered and a new method in terms of marketing thinking (Fillis & Rentschler 2020, 127 – 128).

Nikon Image Space is a great free service offered by Nikon Company for those who own Nikon digital camera, offering 20 Gb cloud saving space. This space is inclusive, not a commercial platform as YouTube is, but is usable for the event pictures and videos including valuable options to choose for each data, e.g. copyright information and uploading features offered or denied for the audience.

Nikon Image Space (figure 30) allows linking the pictures and video material to the social media or websites by generating source codes to share. (Nikon Image Space 2021).

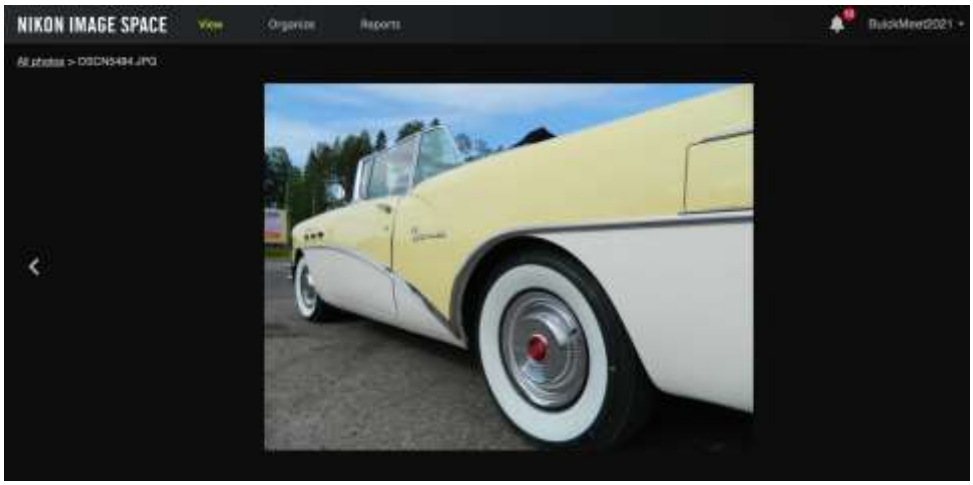

Figure 30. Nikon Image Space of the BuickMeet2021 (Nikon Image Space 2021)

Inclusive and proper content is an investment for the Buick Club of Finland association involved with the historic vehicles because the content that is created today serves the audience consistently for the years and decades to come. Moreover, the unique and exclusive material can be re-shared, republished and optimized in the future.

Using professionally produced video material as a part of the communication and the marketing strategy is growing constantly. Multiple online tools facilitate the entire production andmedia management with the smartphones, as the camera technology of these devices is reaching the quality of the complex system cameras. According to Virtanen (2020, 71),
social media video making can be divided into three groups, which were used during this project when creating video material for event promotion:

- Fast, unedited clips that can be shared for example on Instagram.
- Live videos, broadcasts and streaming.
- Designed and edited videos, promotional and marketing videos.

Software services like FilmoraGo, iMovie, Lightworks and Canva are free and advantageous when producing own video material (FilmoraGo 2021, iMovie 2021, Lightworks 2021, Canva 2021).

The most important factor in creating new material is to respect copyright laws. Creative Commons website helps to check the copyright statements and to search for the license free material for the commercial use. Copyright means that a new creative work is a property of an author. Artworks can be images, videos, music, products, publications or the articles and furthermore a new and unique artwork.
Copyright is defined in the worldwide Copyright Act meaning that the work may not be copied and performed in public without permission. It is protected against commercial exploitation. In addition, the public presentations include the exhibitions and events attended by people other than own family of a private person. (Creative Commons 2021). All photographs and videos are protected, but whether it is an artwork is defined separately. The people, who can be recognized in the image, will not be copyrighted but their permission is needed to publish the image, except the pictures taken in the public areas. The related copyright for a normal image and video is 50 years and for an artwork 70 years. (Keränen & al. 2006, 18 – 21.)

Digital marketing reaches wide range of American car enthusiasts in Finland. There are several Facebook groups in addition to Buick Finland – group of 700 members, were the main event promoting material were posted.

The biggest social media groups are Jenkkiautoharrastajat with 10.000 members, Jenkit with 15.000 members, Koko Suomen Gruisingryhmä with 2.700 members, GM – Cruisers Group with 2.600 members and Someron ilmoitustaulu, containing the classified and general information of the area, with 6.800 members.

The event information was distributed via various American car related channels, groups, forums and websites. Overdrive-site is owned by the Fokusmedia, publisher of V8 - Magazine, Weels-site supports the car events and Roketsuvoorum is the channel, where the artists are able to distribute their upcoming concerts and shows. (Overdrive 2021, Wheels 2021, Roketsuvoorum 2021.) Furthermore, the developed brochures were printed out and distributed locally in Somero area and in other cities in the Middlle and Southern Finland. In the city of Lahti, which is famous of their Lahti Cruising gathering, the project team affixed these flyers to local notice boards and distributed them to some restaurants and shops.

5.4 Commercializing – Event merchandise and products

Events are created for all sensors and therefore a term “Buick Kulture” (#buickkulture) was created for the event series. This cultural term including co-operative artistic activities will be continuing to be developed further for the coming event series.
Buick Meet 2021 event merchandise was designed with inspirations of vintage themes, and then produced by the co-operative companies located in Europe. A local jewelry artist started co-operation by offering unique handcrafted jewelry to be sold on the Buick Kulture online shop and locally in the event merchandise pop-up shop.

The Buick Exhibition trophies in the figure 31 were designed to be engraved with the special Buick Meet 2021 Finland logo. The outcome was produced using the high quality materials and the ornamental trophy medal was used as a profile picture for the social media channels. These were supplied by the Scandinavian company, as any appropriate trophy crafting company was not found in Finland.

Figure 31. Buick Meet 2021 Finland Best in Show - exhibition trophies

The pre-event SWOT analysis and the budget confirmed, that as the Buick Meet 2021 was decided to be free for the participants, some income to cover various organizing costs was needed by selling own event merchandise. In addition, a theme related event product is a wonderful souvenir to take home after a memorable event and therefore the products were mostly designed for the Buick enthusiasts.

6 Final event management plan – Implementation of Buick Meet 2021

Event designing and planning started in the beginning of February in 2021, which offered adequately time to start developing the event management plan and design for the Buick Meet 2021 Finland, which was decided to take place on 14 and 15 August at Hovimäki Camping, in Somero, Finland.

6.1 Event management timeline

Event management timeline in the figure 32 consisted of two planning startup-phases, event designing and production phase, the final preparations stage for the event date, event itself and ends to post-event activities including the final SWOT-analysis, evaluation and after-marketing actions.

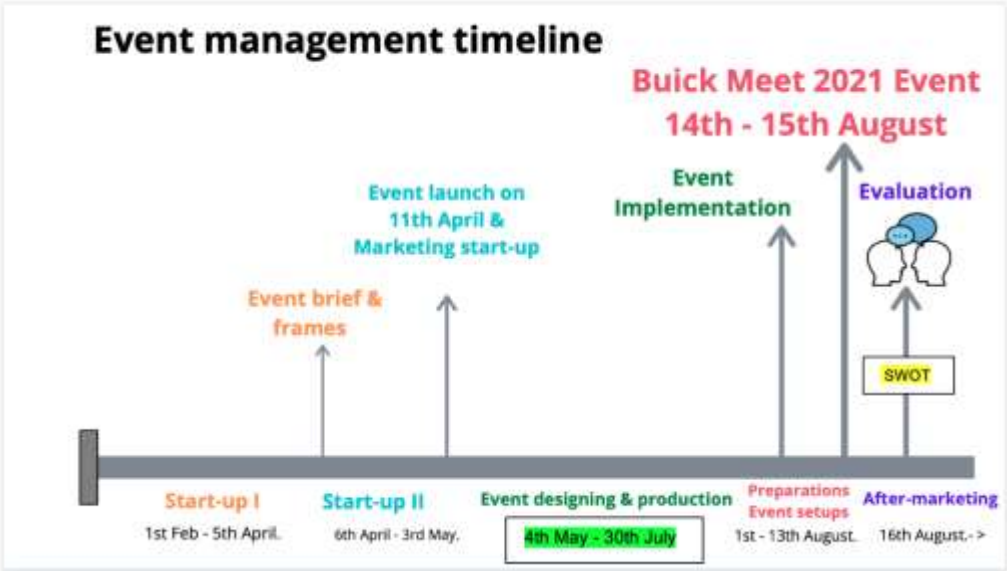

Figure 32. Event management timeline of Buick Meet 2021 Finland starting from 1 of February and ending to 16 August in 2021

6.2 Event venue plan, script and event customer persona

Event implementation consisted of two components*: event venue plan* (event map) and *event script,* which consist of two main venue areas:

1) Buick Exhibition Area & Show Stage / Restaurant area
2) Sauna and Barbeque area including the Buick Kulture Merchandise Shop

Event customer personas and their event paths in the event were carefully planned starting with the arrival procedures to the area until to end of the evening or check-out from the accommodation.

Event was dedicated for all Buick owners and to their friends and families, including other American car brands, from which three main customer event personas were defined according to arrival date and accommodation need. Three different event personas were defined for this event:

1) Participants with 2-night cabin accommodation or with a caravan place arriving to the area on 13 and checking out on 15 August.
2) Participants with 1-night cabin accommodation or with a caravan place arriving to the area on 14 and checking out on 15 August.
3) Participants arriving for the event day only on 14 August and leaving latest by the midnight on the same day.

6.3 Event venue design

Event venue setups and decoration plans in the figure 33 were pre-desingned including the exhibition area, the band and show stage with the music and sound system machinery, the restaurant and table settings and the beach and barbeque decorations for the sauna area. Event signs to be placed on the main road and at the entrance of Hovimäki were designed to guide the guests to the event location. Purchased venue decorations and materials were planned and implemented considering that they should be reusable in the future, as the same event management basics are transformable when organizing the sequel events in the following years.

Figure 33. Event venue designs of Buick Meet 2021 Finland

6.4 Final event preparation stage

The final event preparation stage began in the beginning of August. The project team received an additional and important sponsor, the largest HoReCa wholesale company in Finland, which provided various items for the event. The final event arrival timetable for the performers and artists was confirmed including the playback music of the show dancers.

Local newspaper of Somero published an article on 3 August 2021, in which the travelers praised Hovimäki Camping services and upcoming Buick Meet 2021 event was mentioned in the interview by the owner of the accommodation company. I was already interviewed a month before by the editor-in-chief Sari Merilä and the article was published on 12 August in 2021, just day before the event. According to my interview (figure 34) she wrote about my insights of the event and future expectations with the Nordic co-operation. (Somero-lehti 2021.)

Hovimäessä voi ihailla Buick-jenkkiautoja

Tekijä **Sari Merilä** - 12.8.2021 | 10:00

Buick Century -38:n vilkku.

Hovimäen leirintäalueella on 14.–15.8. jenkkiautotapahtuma **Buick Meet 2021.**

– Tapahtuma järjestetään vapaaehtoisvoimin ja se on myös osallistujille ilmainen. Somerolle on tulossa Buick-autoharrastajia ympäri Suomen, kertoo Buick Meet 2021 Crew:sta **Nina Pitkänen**.

Figure 34. Screenshot from the public Somero-newspaper online article headline on 12 August 2021 by Sari Merilä (Somero-lehti 2021)

6.5 The Event

According to the fact that the first event participants were supposed to arrive already on Friday, on 13 August, the project team and the hosts, arrived to Hovimäki to start preparations and to greet the first event guests. The event crew, including the Hovimäki personnel, consisted of eleven volunteers with the dedicated tasks.
The hosts followed the timetable of the event script accurately and proceeded with needed preparations. The professional photographer had arrived in the morning of the main event day to regord the entire event, which was one of the important factors to collect professional documentary material for the use of the Buick Club of Finland

Previously few accommodation bookings were canceled due to Covid-19 contamination of the guests and few attendees informed that they would not arrive because the nearby Kiikala drag racing event suffered from the morning rain as they were planning to participate to both of the events. Nevertheless, entire event afternoon and evening was carried through under sunny weather conditions, which was announced on the event Facebook page, as there was couple of distressed inquiries about the rain situation in the area.

The event flowed as planned and the entire crew could implement the event according to the program timetable. The amount of 31 Buick vehicles attended to the exhibition from multiple cities, including a long-distance traveler driving from the Northern Ostrobothnia and around 15 other American car brands participated bringing estimated over 150 attendees to the event. The number of the participants was exactly what was expected according to the original event plan and in accordance with the Covid-19 restrictions.

During the event the hosts got admiring and congratulations from the participants. According to enthusiasts attending to the event, the idea of the Buick Club of Finland to create similar events in the future is anticipated. In addition, several senior enthusiasts commonly admitted that Buick car data, including the information, events and pictures, would be advantageous to be kept under the event website and link them to social media platforms for those following them due to fact that many of the seniors do not use any social media platforms.

The messages and congratulations of the successfully launched Buick event reached car enthusiasts of other car brands as well. The event had received widespread attention in the United State of America and in Sweden. Marko Kosenius, the head of the Buick Club of Finland, received co-operative contacts regarding the upcoming Buick Meet 2022 and several eager participants requested to join as a Buick Meet Crew member for the next event.

6.6 Post-event and media relations

The event Buick Meet 2021 Finland gained wide recognition on various social media channels both by the performers and the attendees (figure 35): co-operation with the stakeholders involved was valuable for all parties involved.

Figure 35. Screenshots of the public Instagram and Facebook posts with the Buick Meet hashtags by an attendee and The Shangrilettes dance group on 16 August 2021 (Facebook 2021)

The reporter Armas Töykkälä from Somero newspaper visited at the event. In the article published on 17 August 2021, Töykkälä pointed out some specified background information about the Buick automobile history in Finland. According to his interview, Töykkälä wrote: “Tero Airissalo (figure 36), who bought his car from Sweden a couple of years ago, had arrived with his black Buick convertible - I bought this as a 50th anniversary gift for myself, it has the same age as me. Buick is a beautiful car in my eyes. This has been restored well and the workmanship is great. These are quality and good cars.”

In addition, Töykkälä introduced a white Buick convertible from the year 1948, which had gained the second Best in Show prize in the Buick Meet 2021 Exhibition:

“This white convertible Buick Eight has survived in its original form as it was kept intact in a garage for 40 years. The owner of the rarity, Juha Ojala from Loimaa, says that the former owner of his Buick was a businessman whose brother had bought a car from a Swiss tourist in the 1950s. The tourist had knocked his car on his way to Finland and then sold it here.”

Juha Ojala continues in the interview of Töykkälä:

“The previous owner of the car owned a large factory, made remote controls for the mining wagons and developed an automatic station for Esso. Not every dude could afford to buy a car like these 50 years ago. The owner kept the car in a garage in Lauttasaari and said that over the years he had paid 140,000 Finnish marks in garage rent alone. The car could also be called as the European American iron, as the Buick assembly plant was once located in Switzerland. The last inspection of the car before forgetting it in the garage had been carried out in 1964, until it was put back into service in 2006.” (Somero-lehti 2021.)

Figure 36. Screenshot from the public online headline of the Buick Meet 2021 article by Somero newspaper on 17 August 2021 (Somero-lehti 2021)

V8 - Maganize, established in 1978, is the oldest and the biggest American car industry magazine in Finland. The issue number eight with the cover text “The final spurt of the summer events” was published by Fokusmedia on 6 October in 2021. This issue of the magazine consisted of 11 car related events across Finland providing 22 pages of event reports, from which seven were the car racing competitions, three of them the daytime picnic-type cruise-in events and Buick Meet 2021 Finland as unique two-day event with organized accommodation, exhibition and full program. (Fokusmedia 2021.)

Nevertheless, the reporter from Focusmedia was previously booked to the nearby Kiikala drag racing competition was Marko Kosenius, as a chief, able submit his event report. The article included a fascinating historic Buick story told by a collector who arrived with a black Buick Super 1950, the Buick exhibition results with the pictures of the winning cars, the event program and the main artists of the evening. He also welcomed all readers to the sequel event, Buick Meet 2022 in Ruovesi Camping and Adventures (Fokusmedia 2021).

Fokusmedia published the article by Marko Kosenius on the page 53 and Buick Meet in Somero was mentioned on the magazine cover together with other reported events. ACCJ Summer Meet in Pietarsaari was organized on 7 July and three events from the same weekend were introduced in the magazine: FSRA Street Rod Nationals in Sastamala from 6 to 8 August, Ride in Motor Meet in Oulu and Nastola Cruising on 7 August. Burnout Party in Kiikala in Salo and Hayride Jamboree in Puumala were organized on the same weekend as Buick Meet 2021. FHRA Drag Race SM3 & SM4 took place in Virtasalmi from 20 to 22 August, V8 & GTI Drag race in Vesivehmaa on 28 August and finally, FHRA Winter Nationals from 11 to 12 September. (Fokusmedia 2021.)

6.7 Marketing and SWOT analysis

After a week of the event date, the coverage of Buick Meet 2021 Finland Facebook pages had already reached 5,370 persons (figure 37a), which is the number of people who saw the content on the page or site, including publications, stories and interactions on the pages.
Interesting factor is that the majority of the entire reach was gained by the post of the official event pictures on 19 August with the Facebook reach of over 4,000 persons.
The event video, which was posted day before, on 18 August, reached nearly 500 persons, with the increase of 1600 percent from the average coverage before the event (figure 37b).

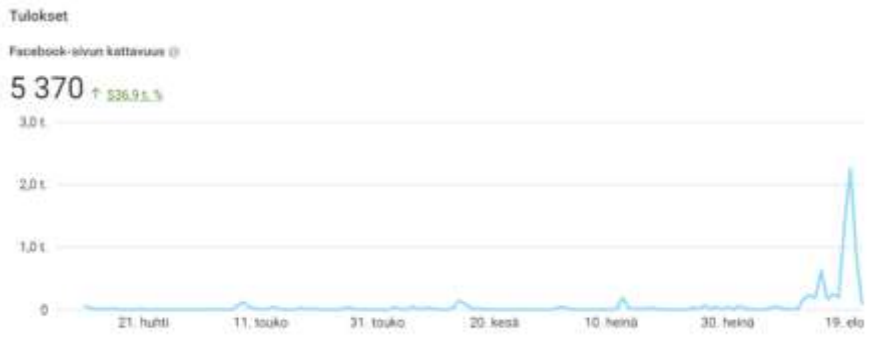

Figure 37a. Buick Meet 2021 Finland Facebook pages had reached 5,370 persons after a week of the event date (Facebook 2021)

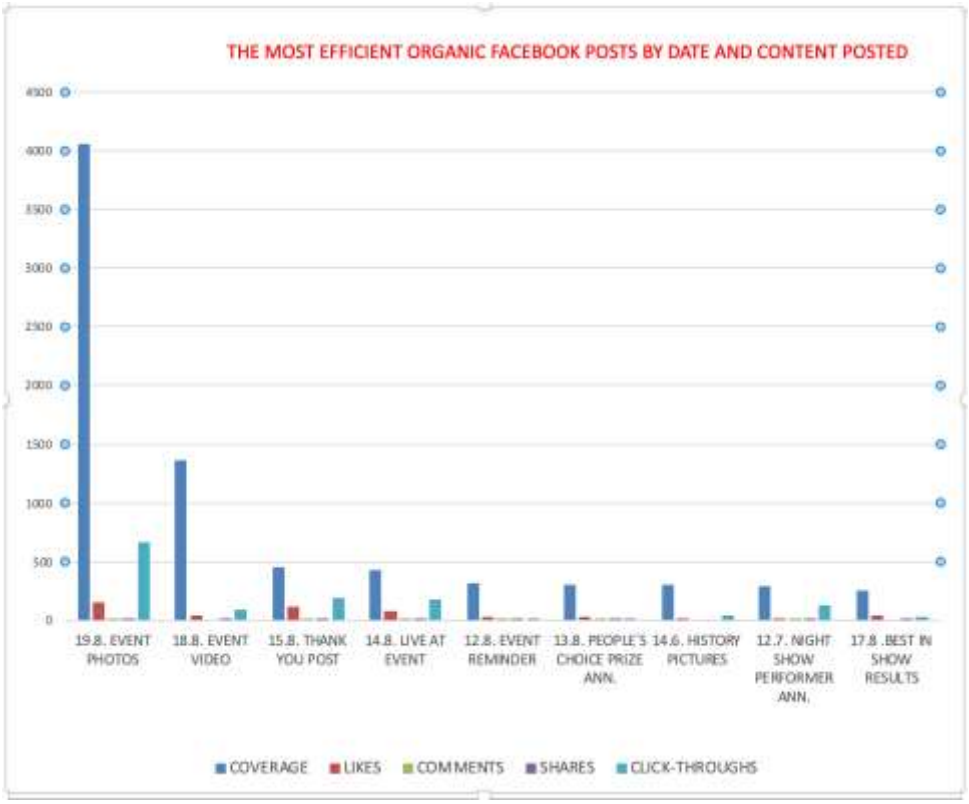

Figure 37b. The most efficient organic posts of Buick Meet 2021 Facebook site by date and contend posted (Facebook 2021)

The interpretation is that well planned post-event activities act deniably strong role in the event marketing concept. Wide interest towards the content, especially on social media, event marketing is perhaps the best solution when wanting to network, awaken older generation or gain new enthusiasts involved.

The demographic analysis resulted that the Facebook event pages were liked by men with percentage of 76,4 and 23,6 percent were women with the age range of mostly from 45 to 64 years old. Geographic situation of them approved to be mainly from Helsinki, Vantaa and Tampere city areas (figure 38).

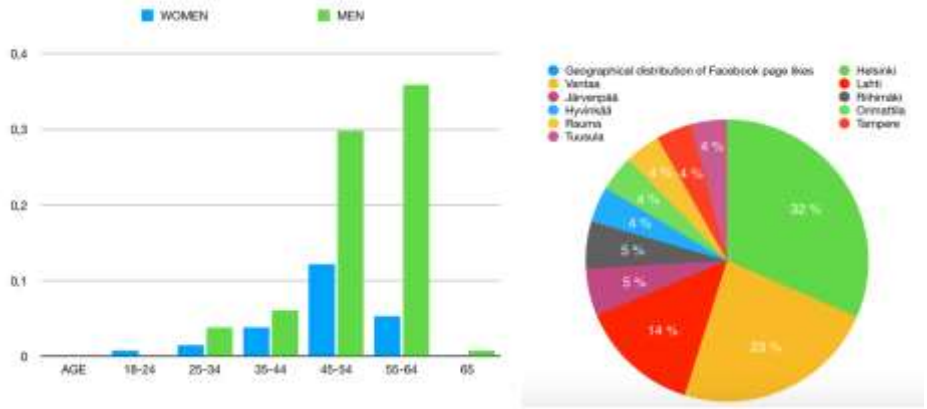

Figure 38. Demographical and geographical distribution of Buick Meet 2021 Finland Facebook page (Facebook 2021)

Instagram event feed of Buick Club of Finland reached wide interest worldwide, especially in Sweden and in the United States of America. Via YouTube channel launched documentary video filmed by the professional photographer of the event gained 81 views in four days, since the publishing date of 20 August and reached up to 650 views in the timeline of two weeks.

The event website traffic limitation reached the maximum 10 gigabytes, which seemed to be enough for this first event. Despite of the maximum traffic and multiple materials uploaded, the site was analyzed by Google developers speed insight to remain in good performance with the value of 53 of 100. The event page was clicked 249 times from Google search engine (figure 40a).

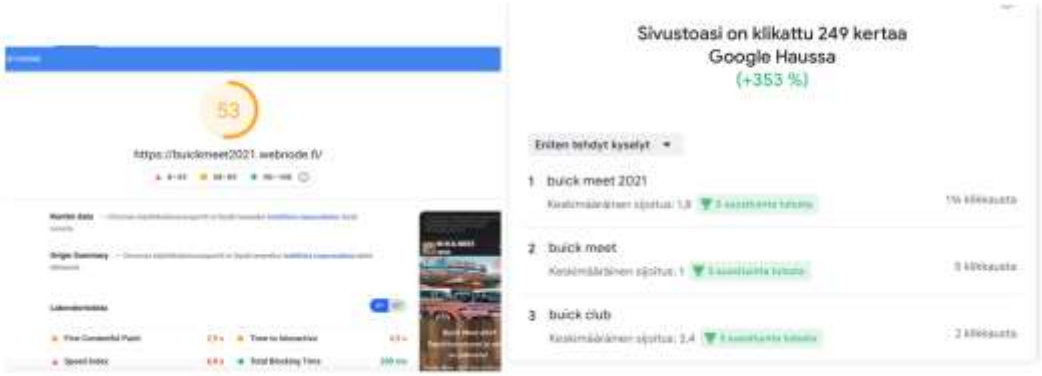

Figure 40a. Google Lighthouse website speed analysis and best resulted key words in 90 days analysis on 23 August 2021 (Google 2021)

Google search engine optimization resulted 365 click troughs to the website and 1,66 thousand impressions from 77 countries. The biggest audience was obviously gained from Finland with 1176 views, USA with 132 views, Germany with 64 views, Sweden with 52 views and Brazil with 41 views (figure 40b). The SEO actions modified 395 impressions and 181 click troughs with the position of 1,7 in the Google search result. Both mobile and computer devices were used equally, but 31 percent of the click troughs were preceded with the mobile, towards 9 percentage of computer click troughs. The Google search of Buick Meet 2021 gained the best impressions and click troughs of all key words (figure 40c).

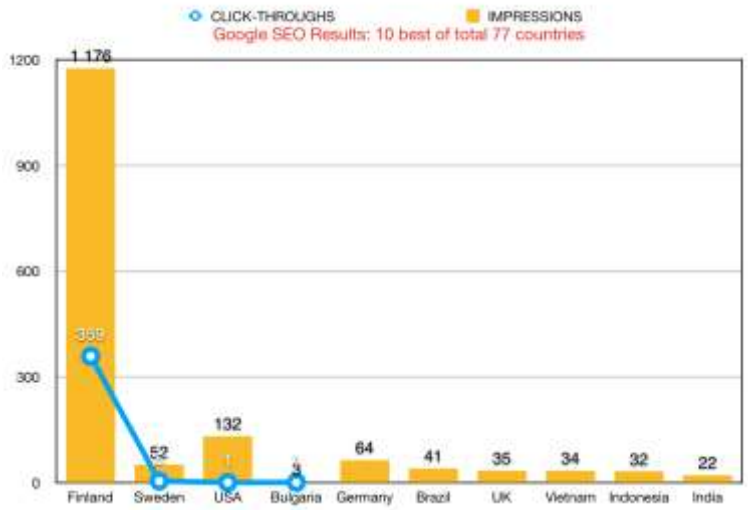

Figure 40b. Google event page click troughs and impressions by 10 best countries of 77 on 23 August 2021 (Google Search Console 2021)

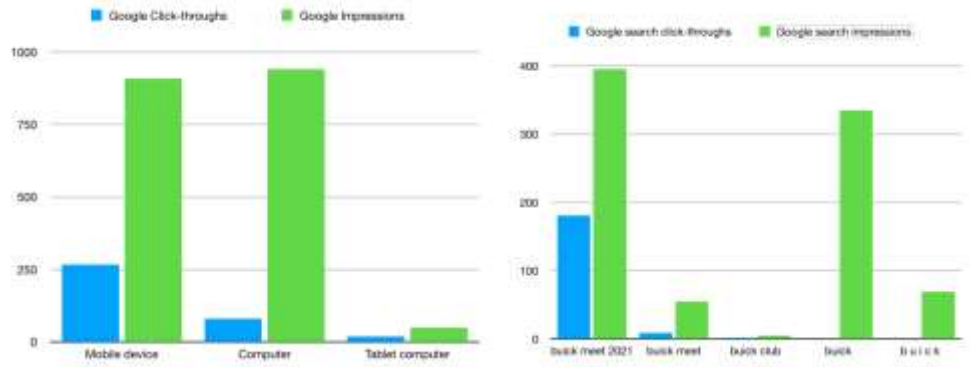

Figure 40c. Google event page click troughs and impressions by device and key words on 23 August 2021 (Google Search Console 2021)

As a conclusion, wide range of coverage was successfully accomplished by SEO performance optimization actions in the digital event marketing.

SWOT analysis approved that the concept of Buick Exhibitions and Shows have several strengths. The event plan and the script, including the event website pages and social media platforms were professionally produced and managed: the project had been completed on schedule. The extensive positive attention received by the followers using the marketing strategy according to Ruola´s New 4Ps theory (2021) proved to be a useful frame when organizing subsequent events in the future.

The merchandise development and wider co-operation with the stakeholders will definitely offer opportunities when planning funding for the bigger events in the future. The main threats are the Covid-19 restrictions and the weather conditions, as the event is generally always an outdoor event.

Since the main idea is to maintain free associational event activities, the only weakness may consider the continuity of the volunteer workforce, but as the Buick Meet 2021 Finland event showed, these do not appear to be relevant at least in the next few years.

6.8 Launch of Buick Meet 2022 Finland event and expectations for the future

As a result of both accomplished goals and productive negotiations with the event venue owners regarding the sequel event, Buick Meet 2022 hits Route 66 was announced on 24 August on the event page and social media platforms. The first performing artist for the event was announced on 9 October of 2021 (figure 41). The goal of the next event is to generate the first comprehensive Finnish Buick Club automobile and collector report from the years 2021 and 2022, which will be distributed for the use of Buick Club of America during the fall of 2022, as they already have showed interest towards the Nordic Buick historic automobile culture. Furthermore, there has been a slight trend that well-restored Buick luxury cars are exported back to the United States as the value of these historic vehicles is constantly rising.

The project team has succeeded in creating an interesting, exiting and realistic event concept, but keeping the main emphasis on the car hobby itself. The event will continue to be open and free of charge, so that everyone, from children to parents and from young to old, can get acquainted with already comprehensive Finnish historical Buick culture and to the added values what this culture delivers. Separate event pages for the years 2022 and 2023 will be launched as soon as the entire event program has been confirmed.

Buick Meet 2021 Finland event proved, that there is a demand for the pure hobbying and networking happenings. Generally, the recreational events do not generate business profits for the organizers, but support the co-operative companies, performers and artists, who can benefit for their own purposes and business.

Figure 41. Event advertisements of Buick Meet 2022 on Facebook (Facebook 2021)

7 Discussion

The aim of this project and the functional thesis was to design and implement an event management plan for the Buick Club of Finland basing on the theoretical framework of developmental processes among event management, marketing strategies and digital content marketing.

7.1 Project summary

The ideation phase of the first event, Buick Meet 2021 Finland, included two start-up phases. During these phases, the frame of the event and the financial side was strengthened by the successful recruitment of the sponsors and partners. The event date was targeted to the middle of August, after the busiest summer holiday season, which was confirmed by the venue owner including the pricing and services for the cabin overnighters. The aim was to organize a small, free of charge event for less than 200 people in order to benefit of several advantages: the amount of other ancillary fees and expenses were low as any investments for the security enforcement were needed, and the prospect to organize a smaller outdoor event was evident even though the restrictions on the Covid-19 pandemic in August would had tightened.

This project has shown that an early start phasing of planning is important in the event industry, as it provides enough time for brainstorming and engaging the participants, as well as providing all stakeholders the advantage of being a long-term partner in the terms of commercial visibility. Early staging concedes a flexible project schedule, which is important in the pandemic era, as the event industry needs to adapt to prevailing restrictions and laws.

Event customer persona was generally set as a Buick vintage car collector, but also their families and friends interested were invited. Event was planned to be mostly for the adult participants, due to the fact that show time was evening-focused, but there were no limitations if arriving with children. The tourists and general overnighters at the camping site were welcomed to follow both the car exhibition and shows, as the Buick Meet 2021 was open, free of charge outdoor event. The solution was convenient for all stakeholders as in co-operation with normal Hovimäki Camping site functions, there were neither need for the extra safety or ticket control or Teosto music copyright payments, as these belong to their normal daily operational practices as an accommodation company.

7.2 Transformation of event culture

While developing the event structure for the Buick Club of Finland, I found exceptional details while benchmarking other events.
In the summer of 2021, the American car event industry turned out to be extraordinary in Finland, because never before has there been such a large number of outdoor events to choose from. One of the most significant reasons was probably that the largest motoring event, the American Car Show in Helsinki, was canceled for the second time, which usually gatheres tens of thousands of both the national and international enthusiasts. Consequently, multiple event organizers and their partners saw their change to contribute, to be able to organize their own smaller sized events.

Up to six larger events or cruise-in picnic type happenings were organized over the same weekends, within a radius from 50 kilometers to 100 kilometers from each other in Southern Finland. Obviously, this is not advantageous for the organizers, because although the historic American car culture is still on the rise, there are not enough attendees for the simultaneous events on the same area. At the Helsinki Malmi Airport, two different organizers offered similar type of day events on the adjacent weekends on 31 July and on 7 August; including live music, exhibitions and commercial activities offered by their partners for EUR 20 entrance fee. The old airplane hangar was a venue for the car exhibition in both events and some of the exhibition cars participated to both shows. Both events obtained their attendees, but obviously some scattering of the spectators took place between these two events. At the same time there were smaller sized free cruise-in events in the neighboring cities, not forgetting to mention a free of charge Kaivopuisto air force show; which all were forming variety of choices for the motoring enthusiasts.

It was noteworthy that new players joined in, experimenting their commercial capabilities in the event industry by trying to attract thousands of historic car enthusiasts and collectors to participate. The main purpose of these events was to generate profit for the organizer. In Northern Finland, an accommodation company organized an outdoor event around the theme of the 1950´s, to which a few local musicians, couple of bands and show dancers were invited to perform, including a burger trailer, fashion marketers offering their theme relaterd merchandise and an erotic merchandise company to partner in order to attract male visitors. The organizer imported some vintage cars for the show area to attract the American car enthusiasts, but any special parking site was not organized for the historic car owners. The participants with precious vehicles normally expect that they can park their eye catchers to a safe place during the event.

According to their event program on Facebook, the entire event area was dedicated for the alcohol beverage service: the families with children could not attend as the event customer persona was defined to be adults arriving without a car, which naturally narrows the event participant persona. The tickets were priced first for over EUR 40 but were reduced to EUR 30 closer to the event date. Efficient post-event marketing was lacking as only couple of Instagram and Facebook posts were distributed for the social media audience. It remains to be seen whether there will be a similar event in the following year, as any authentic and realiable material was not available from the event site.

Another interesting case to follow was an event organizer who promised a motoring event of tens of thousands of participants in Southern Finland including an American historic car show at the immediate location of the shopping area. According to an attendee, who published a YouTube video from the event location, the purpose of this free event proved to be a commercial co-operation with various motoring industry companies offering mostly European and Japanese car models and motorcycles, electric kickboards, tools and merchandises dedicated for the average car owners, but not for the owners of the American vehicles.
Some parking arrangements for the invited American car enthusiasts were organized, but there were not properly marked areas or information, which had been confusing for some of the attendees. According to public Facebook post of the organizer; better parking arrangements were promised to be organized in the future. Several participants reporting from the event, event customer reach considering the American car owners seemed to be much less than expected, but several pictures from the show cars on the parking area were available on the Facebook. This was a co-operational business promoting event planned with the various companies of the shopping center.

In the region of Eastern Uusimaa, in Askola, a new motoring event including live bands was organized on 21 and 22 August. The organizer is a tuned sports car garage association and they co-operated with a local beer brewery and a street food business. They had given their interview to Itäväylä newspaper on 18 August, where they commented that the event planning started as late as in May, just couple of months before the event (Itäväylä 2021). Their target market was introduced to be all motoring enthusiasts and the event customer persona seemed to be determinated to be mostly families with small children. This car show included the motorcycles, American styled trucks, tuned and new sports cars from various brands around the world, but also couple of American historic and custom cars. Entrance fee to day show was EUR 5 for an adult, children under the age of 13 for free and evening party with bands for the adults with the entrance fee of EUR 10 (Itäväylä 2021). According to Uusimaa – newspaper, over 1500 visitors, mainly families with small children attended to this two-day car show.

The best show attractions were the hand painted trucks, reported Inka Töyrylä from Uusimaa. The organizers announced proudly that similar event will be organized in the following year (Uusimaa 2021).

This benchmarking confirmed the fact that the information, event reports, opinions and evaluations of the participants spread instantly via social media and internet: high valued and well-organized events create positive expectations for the sequel events in the future. In several cases, where the post-event marketing was kept as a minimum or was completely lacking, obviously will not modify high expectations among the target groups in the future.

It is noteworthy that majority of the motoring events were planned and carried out at very short notice, from two weeks to a couple of months. This was probably caused by the anxiety of Covid-19 restrictions, as the amount of the participants is in relation to the expected net profits, leading to an outcome that many of the commercialized event organizers obviously did not have the courage to start planning until AVI had released the latest safety guidelines. In addition, exceptional amount of businesses among the accommodation, restaurant and street food and the commercial centers with their drive-in-movie shows, seemed to be interested in co-operation with the American branded car industry. This apparently caused an unprecedented intervention of such number of automobile events during the same weekends. Unfortunately, the grievance was that the same exhibition performers were booked to various events during the adjacent weekends, which modified slightly unilateral experiences for the attendees. This presumably resulted to an outcome that some of the events received less attention.

Apparently, the majority of the event organizers rely solely on Facebook and Instagram as an event platform. According to the earlier mentioned business strategist David Meerman Scott, the organizations should provide event information on their own websites and event landing pages, as the rental costs of the market places provided by Facebook Ads Manager, LinkedIn Ads Manager or Google Ads, are becoming increasingly expensive, not forgetting the fact that the content once created on the Facebook, is the property of this company. Inclusive event platform containing original material will generate more value for the content marketing, as for example, the content created ten years ago, is still indexed by Google today. Scott advices to concentrate on high quality landing pages, which then can be shared on Facebook and Instagram. (Scott 2020, 377.)

According to the event news on 12 of October by the Finnish Event Industry Association, 74 percent of their members informed positive event industry figures for the next three months and 58 percent for the year 2022. The ticket sales and audience numbers are growing as the Government of Finland has relieved the Covid-19 restrictions for the fall of 2021. Nevertheless, problems on labor supply and financing are informed by the average of 68 percent of the organizers. (Tapahtumateollisuus 2021.)

7.3 Several laws and regulations apply

Event production requires adherence to several laws, rules, and guidelines. Events are organized for people, therefore safety rules, especially pandemic restrictions must be followed. In the starting phase, the possible restrictions were already carefully anticipated: an outdoor event for fewer than 200 participants, at the large event area including the evening program which starts already at 18.30 and ends latest at 22.30. This proved to be an optimal solution, as according to release on 3 August, Covid-19 infections had increased rapidly in Southwest Finland with 100 new cases of corona were detected daily in the Hospital District of Southwest Finland. The number of participants in public events was regulated with the decision of the Southwest Finland Regional State Administrative Agency. (AVI 2021.) This meant that event organizers had to comply with the hygiene regulations in accordance with the Section 58 of the Infectious Diseases Act 21.12.2016/1227 and close contact at public events and general meetings had to be limited to prevent the spread of the coronavirus. Public events for more than ten people indoors and over fifty people on the outdoor area had to be organized in such a way that participants could avoid close contact with each other. According to a new Section 58a of the Infectious Diseases Act and Temporary restriction of the activities of food businesses to prevent the spread of infectious diseases 31.5.2021/447, the Regional State Administrative Agency set the guidelines from 8 August: the restaurants had to be closed by the time 23.00, which considered the restaurant services at Hovimäki as well (Finlex 2021).

SF-Caravan Association and the Finnish National Rescue Association (SPEK) have aggregated all applicable safety laws into a wide and detailed instructions book of the camping sites, which need to be followed both by the business owners and the travelers (SF-Caravan 2021).

In digital marketing ownership and copyright laws regarding products, images and music must be taken into account (Creative Commons 2021.) Applicable material can be found from the free image banks, and for this project the Canva program provided wonderful images and layouts.

I was able to design all of the promotional material and commercial merchandise including the promoting videos with the Canva program (Canva 2021.) In addition, I could take advantage of the particular Buick car image bank owned by Marko Kosenus. The project team was able to photograph and film authenticable material from the spring and summer car events for the distribution purpose on the Buick Meet 2021 Finland Facebook page and on the Buick Club of Finland Instagram account. YouTube, Twitter and Pinterest were also used as marketing platforms and channels.

7.4 Assessment and conclusion

For the event design and brainstorming, I had a chance to use my creativity and learned knowledge of the event industry. Created outcomes and designs were directed for approval by the future chairman of Buick Club of Finland, Marko Kosenius, until they were published. It was notable, that the ideas designed in the early stages of the project finally formed into wonderfully finished entities and the emergence of new ideas affected positively to other parts of the project.

This diverse project has offered a wide experience in managing and implementing an event. My commitment as a project manager was strong, as I was expected to complete the entire project within desired timetable which covered wide range of activities and tasks: event management and planning, survey and SWOT analysis, budgeting, website and e-commerce installation, product and graphic designs, social media content marketing, sponsorship negotiations, contracts and invoicing, creating the website accommodation reservation system and the customer service implementations. Event implementation and adhering on site, as a host and as an event manager completed six months planning work for the first event. Event planning stage for the second event in 2022 started as soon as the first event ended and expectations to organize the Nordic event in 2023 are strong at the moment as Finland and Sweden have been opening up their society services and travel operations after strict Covid-19 restriction period.

The project scheduling gave me enough time to focus on writing this thesis and I was competent to finalize the major part of the writing procedure before the first event. Gathered theoretical material supported me to complete this project accordingly, by following the guidelines and the frameworks of various researchers, professors and professionals. The content of the project was extensive, which offered me a lot of experience in the project management, creating collaborative patterns with the other stakeholders, and practical experience in the event industry and tourism. Therefore, the thesis structure developed to consist of a wide range of elements.

Entire project was successful as the preplanned project schedule offered enough time to create and to be dedicated in production not forgetting the well managed budget.
Main goal, to get the Buick car collectors finally together and to network, was rewarding both for the project team and the stakeholders involved. The design and implementation of this event concept will provide interesting co-operational work opportunities for years, even decades to come as I will continue to develop the concept for Buick Club of Finland.

As a result, Marko Kosenius proudly stated that the event concept of the International Buick Show and Exhibition and establishment of the Buick Club of Finland as an event management and supporting organization have been rewardingly launched.
Passion among the Buick car collectors in Finland has burst into the flames!

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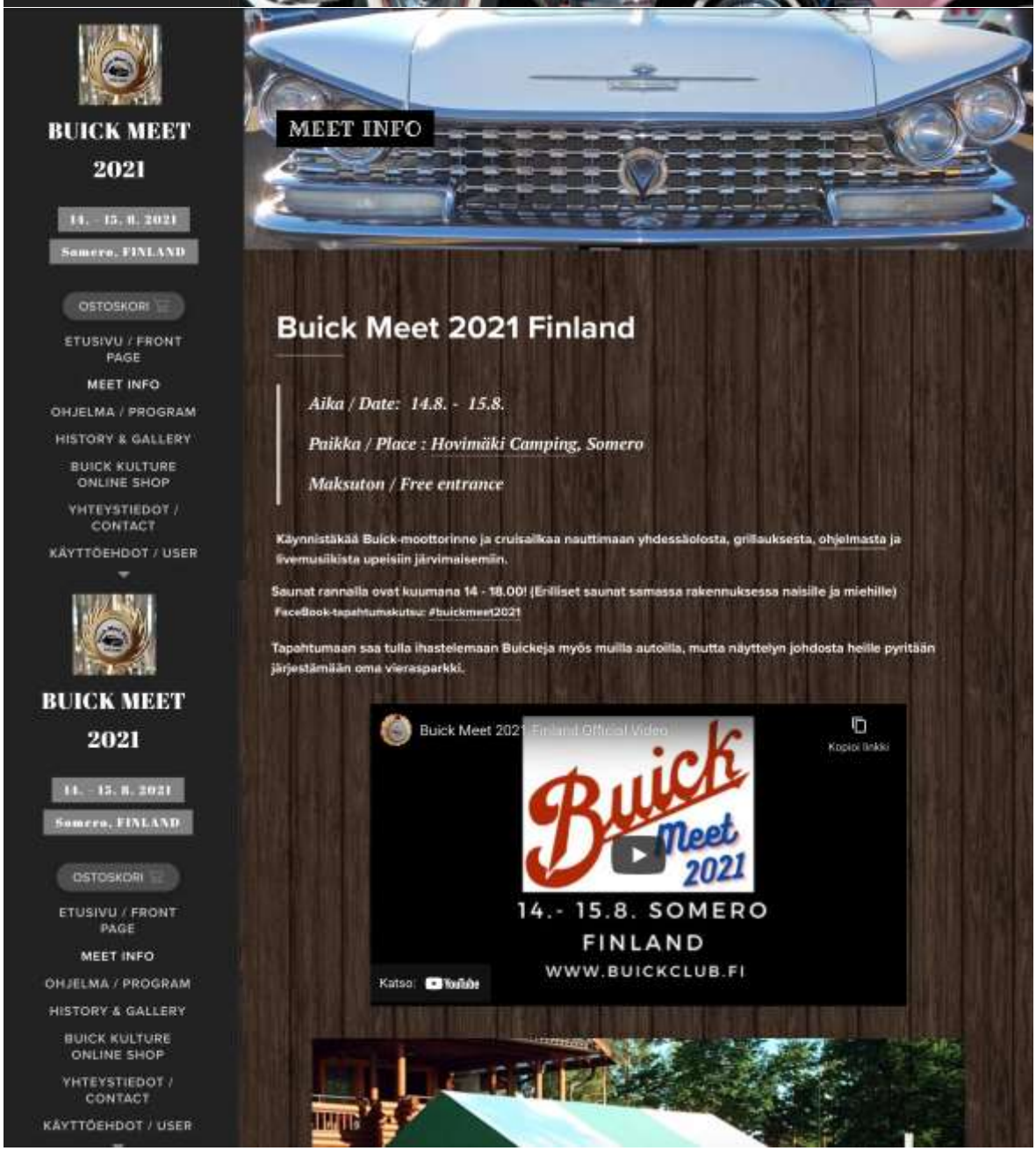
9 Appendixes

Appendix 1. Products, designs and demographic survey

BUICK MEET
2021
14. - 15. 8. 2021
Somero, FINLAND
KUNDVAGN
HEM
TRÄFF INFO
PROGRAM
HISTORIA & GALLERI
KONTAKT
DRIVE-IN
BUICK MEET
2021


BUICK MEET
2021
14. - 15. 8. 2021
Somero, FINLAND
OSTOSKORI
ETUSIVU / FRONT PAGE
MEET INFO
OHJELMA / PROGRAM
HISTORY & GALLERY
BUICK KULTURE ONLINE SHOP
YHTEYSTIEDOT / CONTACT
KÄYTTÖEHDOT / USER
MEET INFO
Buick Meet 2021 Finland
Aika / Date: 14.8. - 15.8.
Paikka / Place : Hovimäki Camping, Somero
Maksuton / Free entrance
Käynnistäkää Buick-moottorinne ja cruisailkaa nauttimaan yhdessäolosta, grillauksesta, ohjelmasta ja livemusiikista upeisiin järvimaisemiin.
Saunat rannalla ovat kuumana 14 - 18.00! (Erilliset saunat samassa rakennuksessa naisille ja miehille)
FaceBook-tapahtumakutsu: #buickmeet2021
Tapahtumaan saa tulla ihastelemaan Buickeja myös muilla autoilla, mutta näyttelyn johdosta heille pyritään järjestämään oma vieraspaikka.
Buick Meet 2021 Finland Official Video
Kopioi linkki
Buick
Meet
2021
14.- 15.8. SOMERO
FINLAND
WWW.BUICKCLUB.FI
Katso:

Katso: YouTube
WWW.BUICKCLUB.FI
BUICK MEET 2021
14. - 15. 8. 2021
Somero, FINLAND
OSTOSKORI
ETUSIVU / FRONT PAGE
MEET INFO
OHJELMA / PROGRAM
HISTORY & GALLERY
BUICK KULTURE ONLINE SHOP
YHTEYSTIEDOT / CONTACT
KÄYTTÖEHDOT / USER
Book a cabin
Buick Meet 2021
14.8. - 15.8. SOMERO FINLAND
Alue & vuokrattavat mökit / Area & cabins for rent
Pages
Buick Show & Exhibition 2021
Buick Meet 2021
FINLAND
numerolapun auton ikkunaasi päärakennukselta, kun saavut, mikäli haluat osallistua Buick Meet 2021 Best in Show, People's Choice, Memorial ja Long Distance -näyttelykilpailuun. Jaossa upeat palkinnot!
from the main building to be placed on your wind screen if wanting to participate to exhibition of Buick Meet 2021 Best in Show, People's Choice, Memorial and Long Distance competition. Great prizes for the winners!
Buick Meet Cruising Show 18.30 - 22.30
Comets
Comets
Special Guest Show klo. 18.30 by ROCK'N'ROLL DANCE CLUB COMETS

BUICK MEET 2021

14. - 15. 8. 2021

Somero, FINLAND

OSTOSKORI

ETUSIVU / FRONT PAGE

MEET INFO

OHJELMA / PROGRAM

HISTORY & GALLERY

BUICK KULTURE ONLINE SHOP

YHTEYSTIEDOT / CONTACT

KÄYTTÖEHDOT / USER

Cruising Show Rockabilly Band klo. 20.00

THE THUNDERBIRDS !

Juice Autio - Laulu & kitara / Lead vocals & guitar
Aki Savolainen - Kontrabasso / Contrabass
Juice Muttilainen - Soolokitara / Lead guitar
Kalle Nikulainen - Rummut / Drums

BUICK MEET 2021

14. - 15. 8. 2021

Somero, FINLAND

OSTOSKORI

ETUSIVU / FRONT PAGE

MEET INFO

OHJELMA / PROGRAM

HISTORY & GALLERY

BUICK KULTURE ONLINE SHOP

YHTEYSTIEDOT / CONTACT

KÄYTTÖEHDOT / USER

Special Night Show by The Shangri-La Showgirls and Shangrilettes

Special Night Show klo. 21.00

THE SHANGRI-LA SHOWGIRLS and THE SHANGRILETTES !

Hovimäki Camping Palvelut / Services for Buick Meet 2021

Hovimäki Camping sijaitsee Hirsjärven rannalla 6 km Someron keskustasta. Alueella on 15 kpl 2 - 6 - hengen leirintämökkejä sekä n. 100 teltta- ja asuntovaunupaikkaa.

Päärakennuksessa on kioski/snack-baari ja ravintolapalvelut A-oikeuksilla sekä terassi.

Buick Meet - osallistujat voivat varata sivuillamme mökin, teltta - tai asuntovaunupaikan erikoishintaan. Huom! Lauantai on muutamaa mökkiä vaille täyteen varattu, joten kiirehdi! Varauslomake löytyy yhteystiedoista.

Hovimäki Camping is situated by the lake Hirsjärvi 6 km from Somero. There are 15 cabins of 2 to 6 pax, over 100 caravan and tent places. Buick Meet - attendees can reserve a cabin, tent or caravan place for a special price. The booking form can be found from contact details page.

Saapuminen Buick Meetiin / Arriving from Helsinki - Turku - Tampere

Hovimäki ja Somero sijaitsevat optimaalisesti lähellä kaikkia kolmea kaupunkia: n. 90 - 100 km kaikista suunnista.

Hovimäki and Somero are situated ca. 90 - 100 km from all the main southern cities of Finland.

BUICK MEET
2021
14. - 15. 8. 2021
Somero, FINLAND
OSTOSKORI
ETUSIVU / FRONT PAGE
MEET INFO
OHJELMA / PROGRAM
HISTORY & GALLERY
BUICK KULTURE ONLINE SHOP
YHTEYSTIEDOT / CONTACT
KÄYTTÖEHDOT / USER
suunnista.
Hovimäki and Somero are situated ca. 90 - 100 km from all the main southern cities of Finland.
Buick Meet 2021 Finland
Buick Meet 2021 Finland
Buick Meet 2021 Ilan viimeisiä - The Thunderbirdseiltä #buickmeet2021 #thethunderbirds
OHJELMA / PROGRAM
Aikataulu / Schedule 14.8. - 15.8.2021
14.8. PÄIVÄOHJELMA / DAY PROGRAM:
Klo. Alk. 12.15 SAAPUMINEN / ARRIVAL
Majoitus check-in mikäli haluaa yöpyä / Accommodation check-in.
Näyttelylaput saa päärakennuksesta, jos haluaa osallistua Buick-näyttelyyn. Exhibition forms available from the main building if wanting to participate to Buick Show.
Klo. 13.00 - 18.00 BUICK SHOW & EXHIBITION (äänestysaika / voting time)
Klo. 14.00 - 18.00 SAUNAT & BARBEQUE AUKI / SAUNAS & BARBEQUE OPEN (PRIVATE BEACH)
Buick Meet Sauna & Barbeque is here
PRIVATE BEACH
The Shangrilettes
CRUISING SHOW EVENING PROGRAM:
Thunderbirds

BUICK MEET
2021
14. - 15. 8. 2021
Somero, FINLAND
OSTOSKORI
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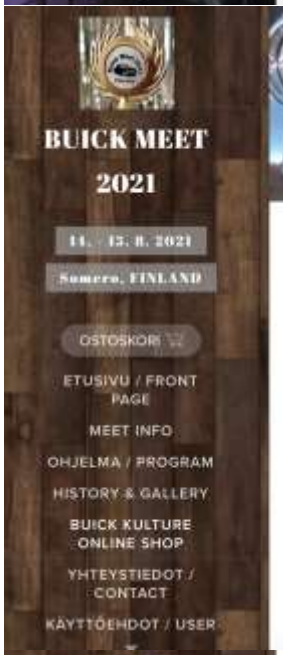
BUICK KULTURE ONLINE SHOP
YHTEYSTIEDOT / CONTACT
KÄYTTÖEHDOT / USER
CRUISING SHOW EVENING PROGRAM:
Thunderbirds
Klo. 18.00 - > KOKOONTUMINEN RAVINTOLAAN / CATHERING TO RESTAURANT
Klo. 18.30 SPECIAL GUEST SHOW
"ROCK'N'ROLL DANCE CLUB COMETS"
Klo. 19.30 EXHIBITION TROPHIES: Buick Meet 2021 The Best in Show (1. 2. and 3.). People´s Choice , Long distance & Memorial.
Klo. 20.00 - 21.00 LIVE ROCKABILLY BAND 1. SET :
"THE THUNDERBIRDS"
Rock'n'Roll Dance Club Comets
Comets
ROCK'N'ROLL DANCE CLUB
SCHOOL OF SHOWGIRLS
The Shangri-La Showgirls
Klo. 21.00 - 21.30 SPECIAL NIGHT SHOW
"THE SHANGRI-LA SHOWGIRLS"
"THE SHANGRILETTES"
Klo. 21.30 - 22.30 LIVE ROCKABILLY BAND 2. SET :
"THE THUNDERBIRDS"
Buick Meet Ohjelma
12.15 Check-in
13.00 - 18.00 Car Exhibition (jäänestysaika)
14.00 - 18.00 Sauna & Barbeque - Ranta
CRUISING SHOW - HOIVIMÄEN TERASSI:
18.30 Comets Dance Show
19.30 Buick Exhibition Palkinnot
20.00 Thunderbirds Band - 1st Set
21.00 The Shangri-La Showgirls & The Shangrilettes Shows
21.30 - 22.30 Thunderbirds Band - 2nd Set
HISTORY & GALLERY
Buick Meet Historia 1993 - 2021
Ensimmäinen virallinen Buick Meet 1993 järjestettiin Buick Racing Ryn ja Finnish Impala Clubin toimesta Motoparkissa Virtasalmella. Tapahtuma oli kaksipäiväinen sisältäen myös vapaamuotoiset kiihdytysajot jäsenille.
Buick Meet 1994 järjestettiin yhdessä Impala kerhon kanssa Big Chevy Weekend:in yhteydessä Alastaron Moottoridalla. Jo tuolloin Buick Meet - tapahtuman iltaohjelma sisälsi bändin, grillausta ja majoittumisen järjestettiin Hoviméen leirintäalueella.
Buick Meet 1995 järjestettiin jälleen Motoparkissa yhteistyössä Finnish Impala Clubin kanssa.
Viimeisin Buick Meet 2015 järjestettiin Kyröskoskella toisen järjestäjän toimesta.

UUTTA / NEW : "Buick of the week" GALLERY :



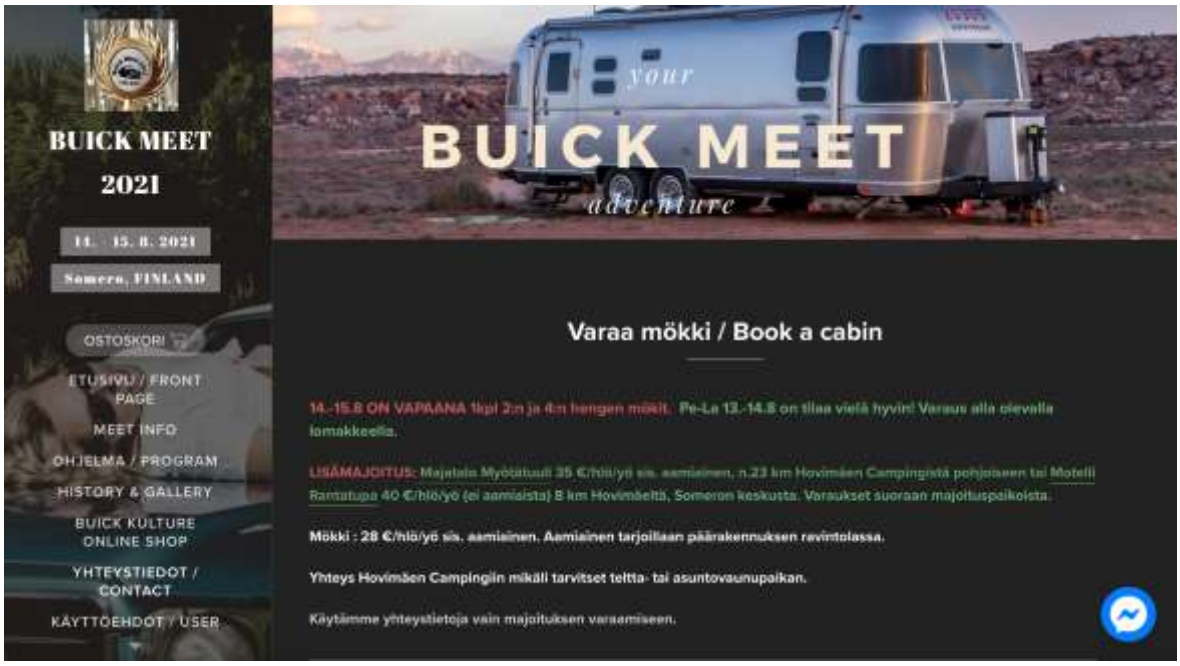
Buick Kulture Online Shop - Verkkokauppa

TILAUSOHJE: 1) Valitse tuotteet ja mene ostoskoriisi 2) Siirry kassalle ja anna laskutus&toimitustiedot 3) Valitse toimitus- ja maksutapa: Hyväksy tilaus 4) Saat tilausvahvistuksen ja tämän jälkeen vielä erillisen sähköpostin tai viestin, jossa on maksuohjeet 5) Tuotteet toimitetaan n. 7-8 arkipäivän kuluessa maksusta.

HUOM! Voit myös tilata lasten koot tai minkä tahansa tuotteen soittamalla: 0407671657, WhatsAppilla, Messengerin Chatillä tai sähköpostilla: shop@buickmeet2021.classicevents.fi

Kokoelmat

Kaikki tuotteet


BUICK MEET
2021
14. - 15. 8. 2021
Somero, FINLAND
OSTOSKORI
ETUSIVU / FRONT PAGE
MEET INFO
OHJELMA / PROGRAM
HISTORY & GALLERY
BUICK KULTURE ONLINE SHOP
YHTEYSTIEDOT / CONTACT
KÄYTTÖEHDOT / USER
your
BUICK MEET
adventure
Varaa mökki / Book a cabin
14.-15.8 ON VAPAANA 1kpl 2:n ja 4:n hengen mökit. Pe-La 13.-14.8 on tilaa vielä hyvin! Varaus alla olevalla lomakkeella.
LISÄMAJOITUS: Majatalo Myrskituuli 35 €/hlö/yö sis. aamiainen, n.23 km Hovimäen Campingistä pohjoiseen tai Motelli Rantatupa 40 €/hlö/yö (ei aamiaista) 8 km Hovimäeltä, Someron keskusta. Varaukset suoraan majoituspaikoista.
Mökki : 28 €/hlö/yö sis. aamiainen. Aamiainen tarjoillaan päärakennuksen ravintolassa.
Yhteys Hovimäen Campingiin mikäli tarvitset teltta- tai asuntovaunupaikan.
Käytämme yhteystietoja vain majoituksen varaamiseen.

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OSTOSKORI
ETUSIVU / FRONT PAGE
MEET INFO
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BUICK KULTURE ONLINE SHOP
YHTEYSTIEDOT / CONTACT
KÄYTTÖEHDOT / USER
Nimi / Name
Sähköposti / Email
HALUAN VARATA / I WANT TO BOOK
2 HENGEN MÖKKI 14. - 15.8 LA - SU / 2 PERSON'S CABIN / 28€/hlö/person (aamiasella/with breakfast)
4 HENGEN MÖKKI 14. - 15.8 LA - SU / 4 PERSON'S CABIN / 28€/hlö/person (aamiasella/with breakfast)
2 HENGEN MÖKKI 13. - 14.8 PE - LA / 2 PERSON'S CABIN / 28€/hlö/person (aamiasella/with breakfast)
4 HENGEN MÖKKI 13. - 14.8 PE - LA / 4 PERSON'S CABIN / 28€/hlö/person (aamiasella/with breakfast)
VIESTI: Monta henkilöä ja erikoistoiveet, ym / MESSAGE: For how many persons and special needs etc.
VARAA / BOOK

Yhteystiedot / Contact details

Mikäli tarvitset lisätietoja, otathan meihin yhteyttä! If needing more information, please contact us:

Tapahtumapaikan osoite / event location
Hovimäki Camping, Hovimäentie 28, 31460 Hirsjärvi (Somero)

Buick Meet 2021 Crew
Marko Koseniu s / Nina Pitkänen

Puhelin / Phone number
+ 358505510455 / + 358407671657

Sähköposti / Email
marko.koseniu s@pp.inet.fi

ninap100@gmail.com

www.buickclub.fi

Verkkokaupan asiakaspalvelu / Online shop customer service:

+358407671657

shop@buickmeet2021.classicevents.fi

Toimitus ja Maksuehdot

Kustom Online Shopin käyttöehdot:

Tervetuloa asiakkaaksemme BuickMeet2021 tapahtuman support-tuotteiden Kustom Online shop-verkkokauppaan! Tuotemyynnillä katetaan ilmaisen tapahtuman, Buick Meet 2021, organisointiin menevä kustannuksia ja maksuja. Tässä tärkeää tietoa tilaus- ja toimitusehdoista verkkokaupassamme:

MAKSUTAVAT

Verkkokaupassa ei käsitellä mitään maksuja tilaushetkellä, vaan asiakas valitsee tuotteet ja maksutavan, sekä tuotteen toimitustavan. Tämän jälkeen asiakas saa erillisen tilausvahvistuksen ja toimintaohjeet maksun suorittamiseksi valitsemallaan tavalla.

Maksut voi suorittaa seuraavilla vaihtoehdoilla:

Tietosuojakäytäntö

Vastuuvapauslauseke:

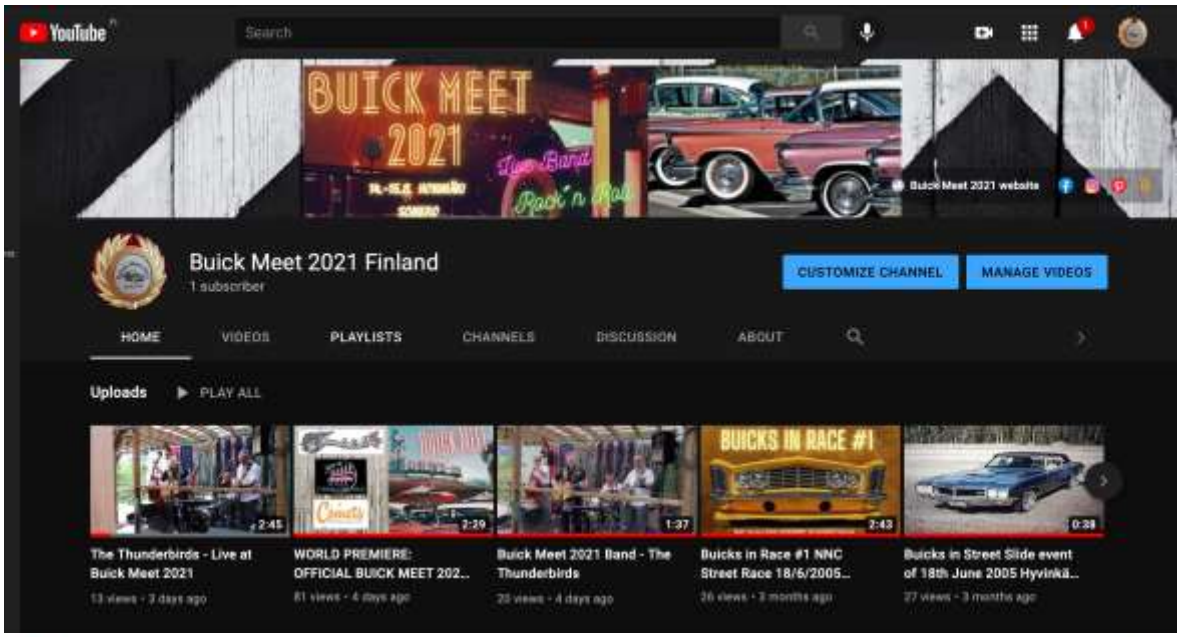
Buick Kustom Online Shop on tapahtuman support verkkokauppa kotisivuilla **www.buickclub.fi** ja URL-osoitteessa https://buickmeet2021.webnode.fi/shop, joka käsittelee asiakkaan toimittamia henkilötietoja, jotka täyttävät ja vahvistavat käyttöehtojen, sähköisten tilausten ja toimitusten käsittelyn sekä tarvittavan tiedonvälityksen lain edellyttämän ajan kuluessa.

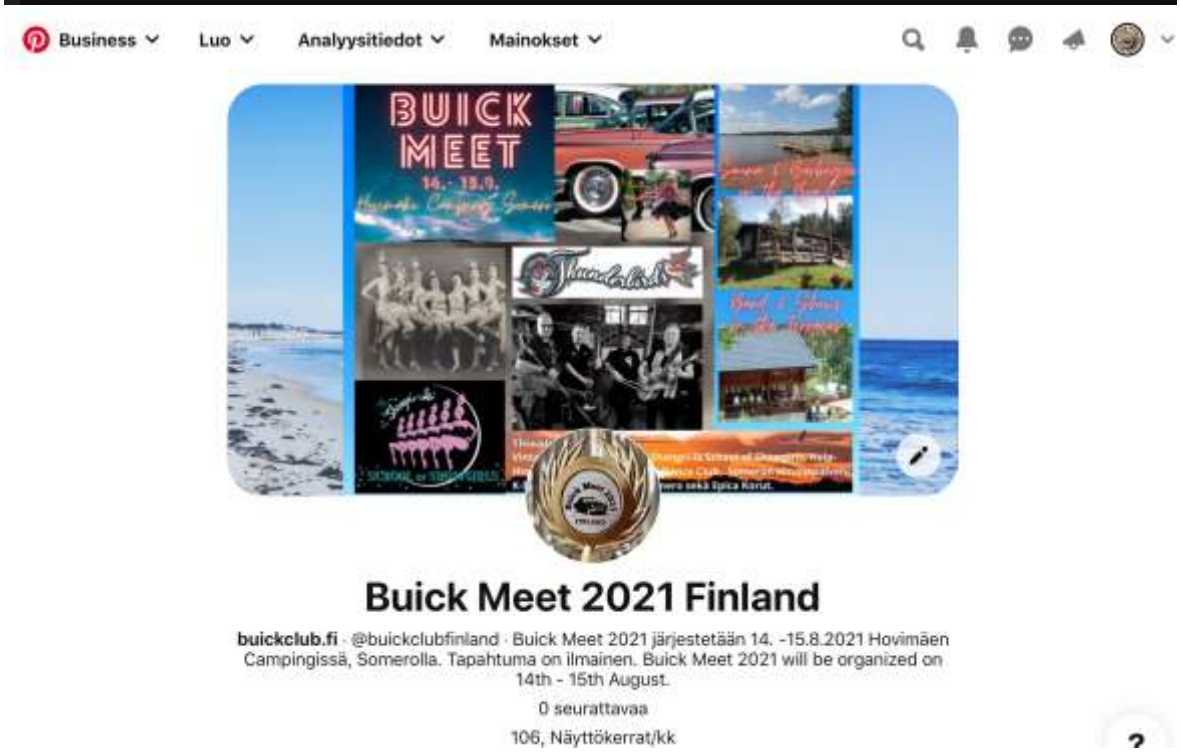
Yleiset säännökset

1. Henkilötietojen rekisterinpitäjä, joka noudattaa GDPR - asetusta (jäljempänä „asetus") on Buick Club of Finland, jonka kotipaikka on Helsingissä (jäljempänä „Rekisterinpitäjä").

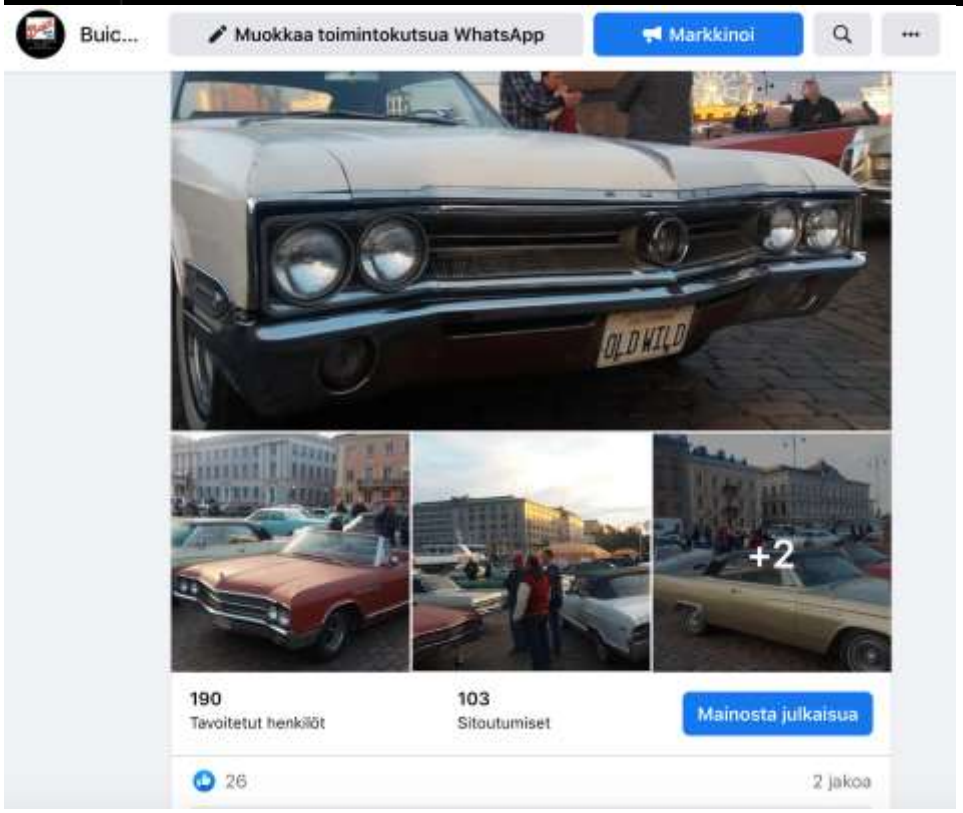
BUICK
Buick
IN HEAD
SERVICE
BUICK
MEET
Finland
2021

Buick
Meet
2021
14.- 15.8. SOMERO
FINLAND
WWW.BUICKCLUB.FI
Muokkaa
Buick Meet 2021 Finland
@BuickMeet2021 · Tapahtuma
Muokkaa toimintokutsua W...


YouTube
Search
BUICK MEET 2021
Live Band
Rock'n Roll
Buick Meet 2021 website
Buick Meet 2021 Finland
1 subscriber
CUSTOMIZE CHANNEL
MANAGE VIDEOS
HOME
VIDEOS
PLAYLISTS
CHANNELS
DISCUSSION
ABOUT
Uploads
PLAY ALL
BUICKS IN RACE #1
The Thunderbirds - Live at Buick Meet 2021
WORLD PREMIERE: OFFICIAL BUICK MEET 202..
Buick Meet 2021 Band - The Thunderbirds
Buicks in Race #1 NNC Street Race 18/6/2005..
Buicks in Street Slide event of 18th June 2005 Hyvinkä..


Business
Luo
Analyysitiedot
Mainokset
BUICK MEET
14.- 15.9.
Thunderbirds
Buick Meet 2021 Finland
buickclub.fi · @buickclubfinland · Buick Meet 2021 järjestetään 14. -15.8.2021 Hovimäen Campingissä, Somerolla. Tapahtuma on ilmainen. Buick Meet 2021 will be organized on 14th - 15th August.
0 seurattavaa
106, Näyttökerrat/kk

Buick Meet 2021 Finland
11 Tweets
BUICK MEET
Edit profile
Buick Meet 2021 Finland
@1966_buick
Start your Buick engines and cruise-in to enjoy of a wonderful motoring event filled with live music, barbeque, program and show by the Finnish lake scenery.
Somero, Finland
buickclub.fi
Joined January 2021


Buic...
Muokkaa toimintokutsua WhatsApp
Markkinoi
OLD MILO
+2
190
Tavoitetut henkilöt
103
Sitoutumiset
Mainosta julkaisua
26
2 jakoa

EVENT SCRIPT: BUICK MEET 2021 Hovimäki Camping Somero 13.- 15.8.2021

DATE:	TIME:	ACTIONS	CABINS	CAR SHOW	SAUNA & GRILL & SHOP	SHOW STAGE & RESTAURANT	MUSIC & SOUND	STAFF
13.8	12:15	Check-in to accommodation First guests arriving	cabin check-ups					Marko
	13.30- 14.30	Buick Meet 2021 Flyers to the gate						Marko
		Playlist creations					Playlist	Marko
	15:00 - 18.00	Playback Music checkups				Buick Meet Music	First check-ups & Testing	Marko
	19.00	Rest of the Crew arriving time						Nina & Anne
14.8.	07.00 - 9.00	Event preparations start		Area prepar.		Decorations, lights Tables, chairs	Sound checkups	Marko, Nina & Anne
	9.00 - 10.30	Breakfast for the cabin guests				Breakfast		Hovimäki staff
	10.00 - 12.00	Event preparations Final signs, event programs Guest book, exhibition papers & people's choice voting papers to reception Photographers arrive		Area prepar. (Marko)	Decorations, Grill setup Music sound testups Merchandise stand (Nina and Anne)		Sound checkups (Marko)	Marko, Nina & Anne
	12.15 - 18.00	Check-in Guests with accommodation arriving / Welcoming	Check-in	Parking for Show		Playback Music	Playback Music	Marko Nina Anne
	13.00 - 14.00	Preparations		Parking for Show	Grill warm, test hotdogs	Playback Music (Marko)	Playback Music	Marko, Nina
				Voting time of exhibition	Kulture Shop open (Nina& Anne)			& Anne
	14.00 - 18.00	PROGRAM STARTS Nina & Anne: Barbeque/Shop Marko: Car Show & Parking		Parking for Show	SAUNA & BARBEQUE KULTURE SHOP OPEN			Marko, Nina & Anne
	15.00 - 18.00	Band and showgirls arrive Start setting up the stage and instruments Comets dancedub arrive		Parking for Show		Band and Showgirls Showgirls rehearsals Soundchecks	Sound checkups	Marko
	18.00 - 18.30			Exh. Voting time ends / calculation	CLOSING: Clean up / pillows & merch. / change to restaurant	Band Rehearsal set	Final Soundcheck	Nina & Anne The band
	18.30 - 19.00	COMETS DANCE CLUB SHOW		LIVE VIDEO & PHOTOSHOOTS START		COMETS SHOW	Playback Music from Comets	Marko
	19.30 - 20.00	EXHIBITION TROPHYS		TROPHYS BUICK MEET 2021 (Hosting by Marko)		TROPHY EVENT Pictures from the Winning Cars by Photographers	Playback Music	Marko, Nina & Anne
	20.00 - 21.00	THUNDERBIRDS BAND 1.set				BAND THUNDERBIRDS	LIVE MUSIC	
	21.00 - 21.30	SPECIAL NIGHT SHOW				THE SHANGRI-LA SHOWGIRLS THE SHANGRILETTES	Playback Music from showgirls	Marko music Hosting by Nina
	21.30 - 22.30	THUNDERBIRDS BAND 2.set		22.00 Bar service closing time LIVE VIDEO & PHOTOSHOOTS by Nina		BAND THUNDERBIRDS	LIVE MUSIC	Marko&Nina
	22.30	SHOW ENDS				Demolition	Demolition	Band & Marko
15.8	9.00 - 10.30	Breakfast for cabin guests				Breakfast		Staff of the Hovimäki
	10.00 - 12.00	Cleaning Hovimäki area Decorations off		Parking cleaning		Restaurant cleaning / demolition		Marko, Nina & Anne
	12.00	CHECK OUT EVENT CLOSES	Cabin Check-out					

CREW cabin
Event Area 2
SAUNA & TERRACE BEACH
BARBEQUE & SHOP
WC
Restaurant SHOW STAGE
WC
Hovimäki Camping Main Building & Check-in
Cabin area
Event Area 1
Exhibition Restaurant & Show Stage
Buick Exhibition parking
Parking for other marks
GATE
BUICK MEET 2021 EVENT MAP

Buick Meet 2021
Exhibition
People´s Choice
Äänestys
(Kaikkien äänestäjien kesken arvotaan palkintoja)

Nro:

Äänestäjän nimi:

BUICK EXHIBITION

Malli + vuosimalli:

Tekniikka:

Lisätiedot:

Omistaja & Paikkakunta :

1

Buick Meet Ohjelma

12.15 Check-In
13.00 - 18.00 Car Exhibition (äänestysaika)
14.00 - 18.00 Sauna & Barbeque - Ranta

CRUISING SHOW - HOVIMÄEN TERASSI:
18.30 Comets Dance Show
19.30 Buick Exhibition Palkinnot
20.00 Thunderbirds Band - 1st Set
21.00 The Shangri-La Showgirls & The Shangrilettes Shows
21.30 - 22.30 Thunderbirds Band - 2nd Set

Buick Menu

1# Dynaflow Hot Dog — 3.90

Hodarisämpylä
Bratwurst
Super Curry Majoneesi
Paahdettu Sipuli

2# Nailhead Hot Dog

Hodarisämpylä
Chorizo
Special Salsa Majoneesi
Paahdettu Sipuli

3# Classic Sausage with Memphis Slaw — 2.00

4# Special Sausage with Memphis Slaw

Cola
Limsa — 1.50
Vesipullo

Kahvi & Pulla 2.00
Pelkkä kahvi 1.00

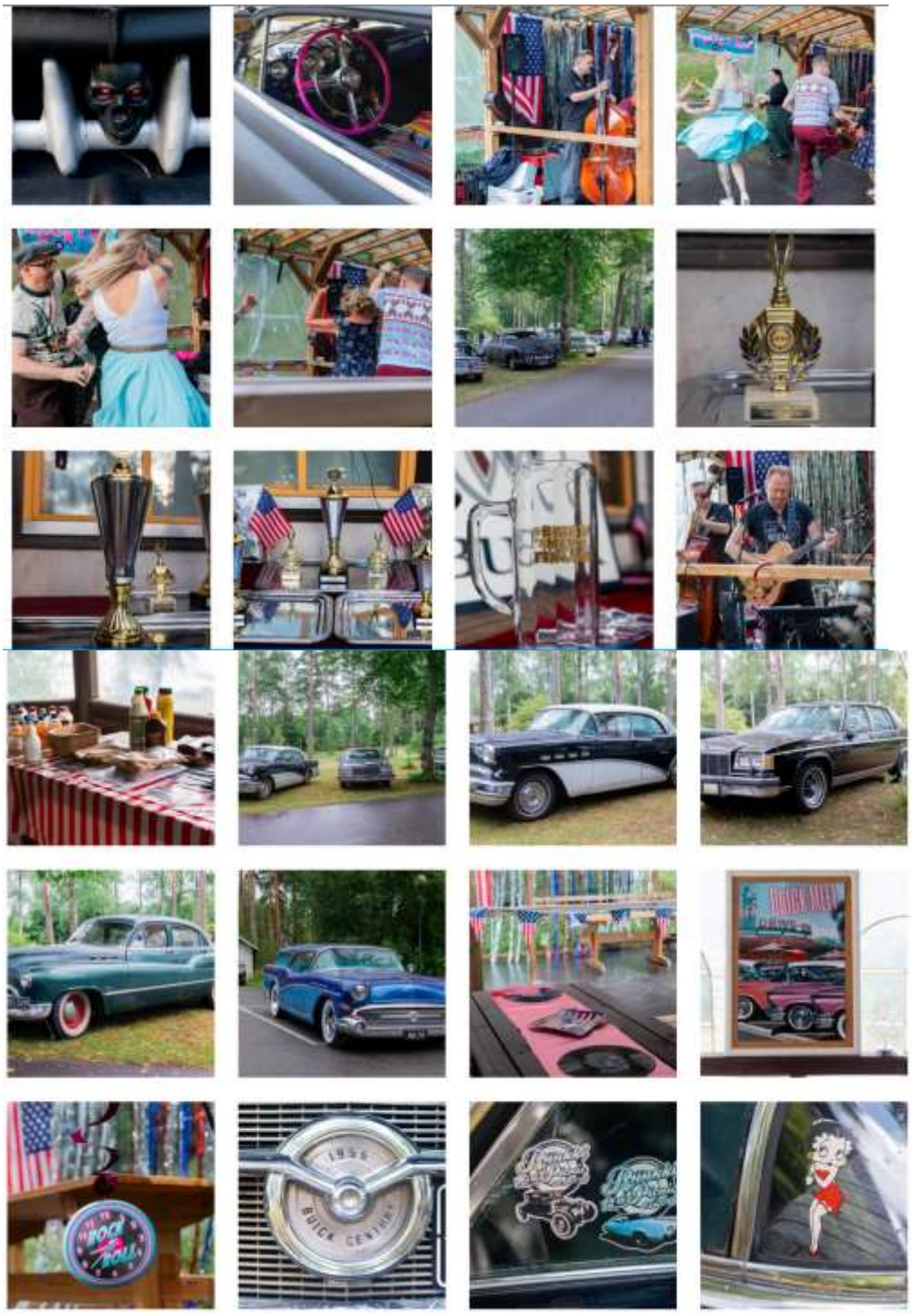
BUICK GALLERY

BUICK MEET 2021 PHOTOS / VIDEOS

Buick Meet 2021 Photogallery

14th - 15th August, Hovimäki Camping, Somero, Finland

Pictures: Ida Leino & Deluxe Desire's for Buick Club of Finland


1956
BUICK CENTURY

ROCK U ROLL

WORLD PREMIERE: OFFICIAL BUICK MEET 2021 MOVIE
Kopioi linkki
BUICK MEET 2021
14.-15.8.2021 SOMERO
LISÄÄ VIDEOITA
0:01 / 2:29
YouTube

WORLD PREMIERE: OFFICIAL BUICK MEET 2021 MOVIE
Kopioi linkki
LISÄÄ VIDEOITA
Toista (k)
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WORLD PREMIERE: OFFICIAL BUICK MEET 2021 MOVIE
Kopioi linkki
LISÄÄ VIDEOITA
Toista (k)
0:54 / 2:29
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WORLD PREMIERE: OFFICIAL BUICK MEET 2021 MOVIE
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LISÄÄ VIDEOITA
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WORLD PREMIERE: OFFICIAL BUICK MEET 2021 MOVIE
Kopioi linkki
LISÄÄ VIDEOITA
Toista (k)
1:29 / 2:29
YouTube

Demographic survey of American car enthusiasts in Finland:

Survey question on Jenkkiautoharrastajat! Private Facebook-group - Which is your age category?