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EVENT BRANDING FRAMEWORK DEVELOPMENT

Studying the possibilities of introducing trademark in event management business to the Scandinavian market.

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<p>Abstract</p> <p>The aim of this thesis was to discover the basics of branding and its components. Furthermore, the purpose was to employ branding elements in the event management field. The investigation was made for new companies to help them enter the market and focused on the North Savo region of Finland. The thesis project also aimed to suggest marketing solutions for such companies.</p> <p>The content of the theoretical framework is based on secondary data, which was collected from public sources. The research section comprises practical cases of event branding specialists. The statistics and analysis included in the thesis project provide reliable data for an event branding development process.</p> <p>The thesis lays a foundation for establishing an event management business with particularly developed branding components. In addition, the research part leads to the conclusion of possibilities in finding a brand new business idea, preventing common sales mistakes and discussing modern marketing efforts in branding an event management company.</p>	
<p>Keywords</p> <p>Event, management, business, brand, trademark, establishment, marketing, performance, development, trend, design, structure, fundamental, formalization, documentation</p>	

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1 INTRODUCTION

The modern World brings several of possibilities to diversify the routine life of people of different ages, nationalities, social statuses and interests. Depending on available options prospered by the local authorities, the entertainment program include cultural, official, social and special events. Even though, the wish of people introduced as closed and limited party, it needs to be organized professionally and full-packaged for sell. Moreover, the online happenings attract youth even more and take the same position in complexity of organization as any offline big event. All the diversities of leisure activities connect people and make them feel emotional fullness and creative development. In other words, the everyday life of society comes on to different episodes of unity of people interested in the thematic happening aimed to lend the ability of meeting differently functional interests and has the right to be called the event.

Event means transforming simpleness of the happening into something completely exceptional from the point of view of visitors with the help of subsidiary effects. In the event management field raised questions concerning what exactly distinguishes a genuine event and how to manage such an event, how to plan and consistently implement it. The basis of success is leaned on careful planning and flawless organization of each event: there is a need to act systematically and avoid common mistakes (Halzbaur 2006).

According to the definition of word event, the idea of implementing such a thesis has been investigated and completed. The main purpose has felled on studying the basic theory of brand and its components and formation that has been transformed into research part with deepening into event branding management and establishing of event branding company in the North Savo region of Finland.

The inspiration to reveal event-branding field caused by self-interest of planning the fundamental sphere of establishing business in event management industry. Due to the lack of a suitable project and practical place in the sphere of organizing the event, the practical cases from Internet resources has been studied and presented in the research part. The latest trends and tips in forming a successful event branding company strategy have helped to develop the chosen idea of thesis with the relevance of establishing desired project in nowadays. Due to the active and actual change in organizing the happenings online, the purpose of the thesis project has been successfully achieved with the help of online resources, seminars and materials for professionals in event branding sphere.

This thesis project aims to serve a supporting tool of theoretical and practically proved frameworks for the beginners in event management sphere or professionals willing to implement their event to North Savo region of Finland. The big accent in presented thesis project research has been shaped on document preparation process for different options of bringing the idea of event for market representation. The theoretical part and marketing positioning aims to prevent common mistakes of fresh-entered to the market companies and bring the importance of connection between well-structured basic elements of successful brand and their implementing in the advertising in the future actions of the company. The practical cases fundamentally stated in the research of the thesis allow catching the correct rhythm of movements and action on the market among growing concurrence.

2 INVESTIGATING BRAND TERM IN THE FRAME OF BUSINESS STRATEGY

2.1 What is a brand and trademark?

There are different types of interpretation what the word brand means itself. Brand is a symbol, design, trademark, company's meaning, stigma, identification. I would like to choose the one, which make the most sense for my thesis goal. Brand is a source of benefit, in addition to that which a product gives as such, when only its customer properties are meant (Chernozubenko, 2021). This also consist of "product-plus" concept, which considers brand as kind of "added value" to a product or service. So in my own words brand gives possibility for the company to expand product value and allows charging a surcharge for the trademark. The main difference between brand and trademark is that brand is a characteristic of trademark. While company is able to get surcharge for a well build brand, trademark does not allow standing out among competitors by increasing the capital with the help of its identification (Marketing Dictionary "Marketch", 2021).

Why is brand such an important part for business modeling? Balakhnin (2018-02-14) considers that there are two branches of how to present the product. The first one is selling all kind of products under a well-based brand name. The second way is to ignore the importance of brand positioning and be sure in the amazingness of the made product, which does not need the brand to be bought. Without the brand, there is a need to sell product aggressively in case the owner is willing to conduct successful sales. Selling aggressively is effective but not durable, because most of the customers are avoiding possible contacts with the company in the future based on push marketing experience. Leading the brand allows to adapt the product for the client and therefore build strong relationships with the customers. By close contact with the customer, there is a possibility to reveal more product benefits, since they are different for the client and the manufacturer. The client mostly does not understand the quality of the product but aims at the whole picture of the company. That is why the importance of leading the product and brand equally is such in need (Balakhnin, 2019, 7).

2.1.1 Branding components

Brand is formed with three components: image, culture and mythology (Marketing Dictionary "Marketch", 2021). The brand image specifies in clients association with the brand content, consumer perception of the product and the overall assessment of the brand by consumers (Semenova, 2019, 44). Overall, it is connected with emotions, feelings and visualization. The main goal of brand image is to make the customer feel the difference between given brand and the competitors, show benefits and evoke positive emotions. Once the positive relationship is formed - comes trust and affection of the client to the brand and its services. Based on the statistics, most buyers are guided by emotions and feelings rather than common sense when making a purchase. For that reason, most of the popular world brands try to reach customer not only through presenting the outwardly attractive appearance of the product, but also through personal contact with the help of the senses taste, sight, hearing, smell, touch. Once the purchase is made, the customer is paying attention to the next aspects of brand image. In positive brand image, construction the leading role is taken by brand image components and brand building algorithm (Semenova, 2019, 44-45). The most common key factor, that could describe mentioned positive brand image components are the quality, service, unique style,

recognizability and the marketing department long-term strategy. Truly say, positive brand image forming requires also competitiveness in field of profession, constant contact with target audience, work experience and means of success. The algorithm provided implies the well-structured program for each target audience group including the control of the results achieved according to the chosen plan. The more communication with the clients is, the more loyal they become to the brand company (Marketing Dictionary "Marketch", 2021).

The last one includes the success achieving resources that means the ways of promoting the brand image. (Semenova, 2019, 45). This means that with the marketing or PR data the brand company should identify itself with some value, which could find positive propensity in minds of target audience. From the other side, the target audience forms itself with time, meaning that the value presented to society find the respond in the brand companies consumers' minds. From that real moment, the brand company receives a chance to communicate with the consumers in that way, that their attention would be taken for a long time with the loyalty. It could be achieved by the quality service the brand company could offer, professionalism, brand status in the society, feedback availability and the benefits that customer could receive with the product or service of the company. They are quoted as functional benefits, implying the satisfaction of physiological needs, sensual needs, which appear in the process of customer interaction with the product or service and symbolic benefits assuming as consumption of which the client gains public approval and self-esteem. Successful and demanded brand image is carried out by achieving the emotions of delight, admiration and happiness in the moment of using brand company's product or service. When all three-benefit characteristics are met, the company's brand image has felicitously found its target audience and could improve the business with receiving customers' feedback in the friendly communication manner through the marketing channels such as social media and word of mouth method (Semenova, 2019, 43-47).

2.1.2 Corporate communication units

One of the methods of effective communication with consumers is speaking with them freely and therefore bring unforgettable emotions, feelings and memorable moments. The importance of being that close with the target audience has been revealed by Lindstrom M., who made a research about how five senses work in the brand image forming. The results have shown the following chain of importance in effectiveness on human's senses: visual – smell – hearing – taste – touch, where visual is the most important and touch is the least demanded. The basis of working with human senses is called emotional branding and is a good step to the success in communication with the customer. The other corporate communication unit is teaser – one of the effective and innovation methods when connecting with clients and target audience. The main idea is to keep the intrigue of the brand new product and partly represent your idea to the potential client with the means of mystery, adventure, game and secrecy. This creative idea of marketing brand new product could be a good decision for a startup company. Making the customer be interested in the product or service by wishing to get the full picture in the process of making the purchase is the goal of teaser advertisement. The teaser is simplicity, attention attraction, and cheapness, targeting possibility, quick spreadiness and provokiness the desire of clients to get the answer. The successfulness of using described methods lies in keeping the corporate identity design of the company (Semenova, 2019, 47-51).

2.1.3 Corporate identity design

People make adjustment to perceive visual material rather than written information. The investigation of research group in MIT found that people's identification of pictures is quicker than to the movie shot and to the read line in the book. The fact that we can recognize an image so quickly shows that our brains are attuned to visual effects (Affde 2021-08-31). Moreover, the pictures with face are getting more reach in social media, because of people's interest in visual identity of brand. That makes the client trust brand company and associate it with statements as "I trust this brand," "I feel connected to this brand," and "This product grabs attention." Adding to the mentioned points, the images with face-to-face connection make the customer feel instant understanding and arise favor towards the brand products. Adding to the research of scientists in MIT the brand color is a key to success and recognition of your brand. Making your team familiar with the color palette specified to the brand company, allows to feel confidence, that all the marketing materials would be published in uniform thematic scale and would help clients find your brand company focusing on colors among competitors (99design 2021-01-27). The last point in the investigation besides the design, logo, font, graphics and images, is video content making. According to the statistics, 69% of people confess their preference in choosing the video material rather than reading the information from the resources. Visual marketing is a powerful tool, and there is a wealth of evidence to support its use (Affde 2021-08-31). That is why paying the attention to images of brand is important and should be completed with such details as brand face, client's feedbacks through live actions, being moderately persistent with face-to-face contact, keep the unique accent in design and equip visual marketing with video content materials.

Relying to the investigations, the visual marketing of brand company is the integral part of establishing the new brand on the market. The brand is represented by various material elements that create and articulate a visual, auditory and olfactory brand because of innate and inherent brand elements (Genlogo 2021). There are six main brand attributes that are able to distinguish the brand company among competitors:

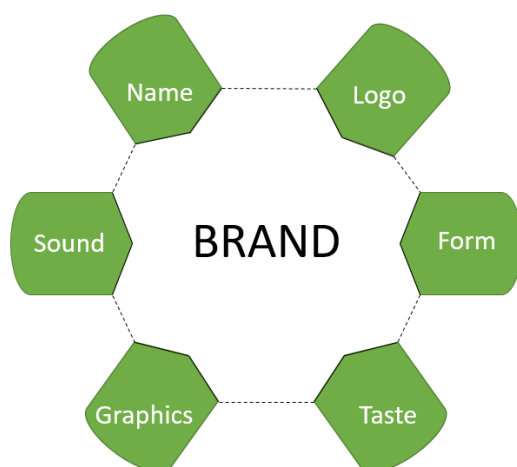


FIGURE 1. Branding attributes (Genlogo 2021)

The first one is name of the company that could be either word, sentence, phrase or collocation and is able to bring the identification to the concept of brand, main ideas and values. It is very important to find that name for your brand which in the future would be direct association to the product or service presented to the customers and that would cost money to use it. The next one in the figure is

logo. The logo should be integrated into the design structure and matches the other visual design elements. Form as brand attribute is trademark, figure, image, and pattern aimed to supplement branded style of the company. Not every company could make the association of their brand with some taste, but it is also one of the available options to complete the picture of brand image in full. It is quite difficult to find the solution to point for non-gastronomic brand company, but trying to implement the originality in food or drink will be a surplus for the company's brand type. Graphics is that attribute of brand that appeal the attention of customer in the seconds. The elements of graphics like tracery, style, font, manner, color, genre, diction are non-word recognitions of brand; those should highlight product or service on the market among competitors. The designer and establisher of service for creating logos Ilya Lavrov made the big accent to the color palette and share the experienced ideas in choosing the right theme color for your brand. Every color has the set of adjectives that describe keen effects it could bring as the reaction of the consumer. According to the statistics, the most popular colors are blue, red, black and yellow and 95% of companies choose just one color in forming their brand design. Even though there are some well-established samples, of which color refers to specific branch, in case, when new niche enters the market, its establisher could choose the color. Choosing a color is not difficult if you approach the matter thoroughly and wisely. Remember the target audience, the region in which you plan to work and the effect you want to achieve, says Lavrov (Say-Hi, 2019-02-19). In addition, the last brand element is the sound. Depending on the brand product or service, the advertisement material could bring the association with the specific soundtrack or tones for the clients. All together, the six brand attributes are able to inure in the fundamental of brand structure and help to create the marketing basis for future combinations of advertisement configurations (Genlogo 2021).

2.1.4 Brand building strategy

Brand is how a customer perceives a product, service, or company as a whole. This is not what you say - this is what others say about you (Neumeier 2015, 192). The market is full of several of brand companies, trying to reach leading position among competitors. However, what makes one company get all the audience attention, when the other is crashed due to the lack of demand for the same product or service? The part of the answer lies in the detailed strategy that every company should build with the team in the beginning of arising the new idea to the market. Brand forms in the minds of customers the consumer properties of goods through symbolism of the trademark (Simplebak Consulting, 2021). That chapter has been described in previous paragraph, but there is one remark. The corporate identity design is very important stage in forming brand strategy, but it should be established right after the stage of formulating the mission and values of brand. The key idea of finding the right words to transmit the company's idea through the brand elements is to keep in mind the speed of nowadays reality on the market. This means, that the customer would become target audience of the company just from the single connection. If the idea did not catch customer from the first view, he or she would not return to investigate more about brand. Moreover, this quick wink is ideally presents the messages of properties against the background of competitors. When the connection between customer and branding product or service has been met, the theory of strategy of branding company appears. The basic units of brand building strategy could be hunt up in the answer to the following questions: Which positive qualities of a branded product or service should be deposited in

the subconscious of the consumer? How can we help him? What kind of visual features most accurately are able to mirror the needs of customer? Which entourage is best able to convey the semantic combinations embedded through the product or service? Therefore, the brand building strategy is formed with brand mission, values and beliefs, brand visualization elements, development of brand attributes (Prostobiz 2021).

The modern features in brand marketing bring trends in forming niche market, rather than competing with great companies and application of confrontational technologies – meaning the unity of various brands with the purpose of arising the interest and bringing the demand to the product or service. The main trend, which is impossible to mention, is interaction with clients through Internet-projects. According to the popular article what is web 2.0 by Tim O’Reilly (2005-09-30), the main idea is following the strategy of integrating the business idea into the platforms that has active use and demand among consumers. This means not only online platforms, but also any offline projects that keep the level of interest between customers. PR-counselor Olga Larina forms the strategy of keeping a relationship with the customers. The strategy is called 3P heading the three sphere that should be reflected in social media posts: professional, profile, personal. Making the content alternating different themes brings more attention to the social media profile, that is able to manifest from different sides. The necessity of stability and usefulness in content would either keep the stable position on the market or bring to the success of the new level. The lack of diversified material would bring to the loss of clients, who has trust and are willing the brand company to enlighten them in their business and personal life. The systematic in making post with the same period makes the brand company being heard and subscribers would share useful and unique posts with each other in the social media channels. In Announcing, the topic of upcoming post allows the reader to receive information on this topic, anticipating immersion in interesting content, and provides an opportunity to assess the value of the material. When having good reputation on the market, it is possible to add review posts in the list of planned post structure, where the brand company’s leader shares the opinion on the great event, happened in the company’s sphere of business. Reposting worthy material, posts summarizing, citation and news jacking are all about the content curation phenomenon. By drawing the audience’s attention to the worthwhile content and marking the selected posts on the social media page, the author is able, to develop a level of customer loyalty and raise own position among audience to the level of an expert in the field of activity (Dementiy 2013-10-22). Even though the social media strategy is very important, the need of participation in offline events is still actual for successful business development. Being active in live events and virtual resources allows getting recognition between bigger amounts of customers and getting the positive reputation for the developing company (Prostobiz 2021).

2.2 Brand storytelling

Any popular idea that grows into the huge project has its own development path, its own history. Moreover, the purpose of this paragraph is to investigate the history of the word “brand” and the variations of interpretation of it among scientists who are learning brand as an element of culture from different sides. Applying to the project work done by Arkhangel’skaya (2006) the word “brand” could be divided into three research directions depending on basics the brand as phenomenon is

formed. They are economic-marketing approach, historical approach and sociocultural. The first approach is business oriented, has the greatest demand for investigation, and is related to brand management and brand building theory. Therefore, this is the brand, which has been described in previous paragraphs – meaning the marketing unit for receiving a surplus for the company with the help of its main attributes that are structurally build in a single element to serve different functions in the advertisement department. The next approach of word "brand" is historical and studies the evolution of functions that brand performed over time from the inception of the concept to the present. The researches of scientists define the concept of brand to trademark that has grown into the present brand phenomenon closer to mid-19th century and started being related to marketing branch. The last approach reveals brand from even more different sides and is based on researched if interaction of people and brand as a cult. L. Vincent in his work "Legendary Brands" explores "brand mythology", understanding by it "brand storytelling, which creates a kind of existential connection between the consumer and the brand" (Vincent, 2004, 26). The process of brand storytelling has been forced by the lack of difference in product characteristics on the market in 1950th years when the production industry manufactured mostly identical products. Starting from this point the brand concept entered the market carrying the brand loyalty and evoking positive emotions with the brand ideology in complex. So basically the brand phenomenon has been developed in two stages: practically, when it entered the market as signature and sign of affliction, grown into the trademark; and theoretically, when the product functions of all competitors became similar and the difference of product or service could be found in the production chain, the materials used, the purposes it is done with, the emotions that it is able to bring and the values and beliefs that brand is able to promote to the customer. Therefore, brand with its mission and life style picture dictates the image of ideal consumer; those emotional, social and spiritual needs can be met through the consumption of products or services of branded company. Understanding the power, that brand has nowadays helps the theory of Bart (2008), who tells that brand displaces the product to the secondary position, making the mission of the company dominant in the all production chain between company and consumers. The purchase is not only even more about solving functional need with products, it is more about which company produces the product with sense and respect to the environment and is visually heeled with branding attributes. There comes the advertisement of brand, that choose different options of presenting brand discuss and influences the mass consciousness of the image broadcasted through the popularity of "naturalization" of the brand (Arkhangelskaya 2006).

Summarizing the theory learned about brand, the nowadays reality dictates the need of active action between the brand company and consumers. The history of brand tells the importance of uniqueness in branding management, but the object of originality has been redirected from the product or service to company's mission and beliefs. Those changes in branding content prescribe even more precise regulations in building strong brand management structure and allow zero point possibility for mistakes done with foundation of branding product or service. That is why the big attention in this thesis will be applied to long-term projection of business connections with the purpose of entering the market fully equipped with detail structured branding attributes, whose are ready to be implemented in all marketing actions suitable to most of advertisement solutions of various stabilized platforms existing on the market of competitors in the professional business field.

3 THE CONCEPT OF BRANDING AN EVENT IN PRACTICAL CASE RESEARCH

3.1 Business modeling of event-branding company

In this paragraph, the necessity of organizing events in the region will be covered and the ways of how positively it could affect company's image, reputation and save company from the crisis position will be described. Currently event marketing is one of the most promising areas of communication policy in any area of business (Demina 2011-01-27). Event-branding is a set of tools aimed at developing a unified system of visual identification of an event in order to promote a company, a product, or a solution within the confines of own events or when integrating into other events (Matkevich E. and Chuikova I. 2020-01-06). In my own words, event branding forms the visual interpretation of business idea through its logo, font, way of writing, corporate colors, submission and association. It aims to perform the role of key communication tool between brand and its consumer. With the help of event-branding bureau, the customer should receive a full picture of what kind of event happens, the main ideas it informs and what kind of benefits and privileges will be served to the customer. Forming a positive event brand is achieved by combining all the elements and reflecting the events look, marketing elements and the event's digital presence. A popular event-branding company consists of tens of employees, but at the real beginning, it could be presented with three specialists. It is creative director, account manager, develop manager and additionally collaborate relations manager. Once the business rises on the market and is on public eye the project's team grows to content manager, analyst targetologist, commissioning editor and video maker. Regardless of how many employees are in the company, the marketing strategy remains the same: advertisement in mass media and Internet, participation in organizations, PR-support and others (Demina 2011-01-27). Nevertheless, holding stable position on the market is possible only with growing development of the company. The nowadays situation does not allow the company being stable without no action for the reason of everyday changes of the surrounding reality. The companies are in need of creating unusual attractive approaches from those the society would chose product or service according to constantly changing requirements. Event marketing, being one of the most promising areas of communication policy in any area of business, allows creating a unique connection between the company and society in order to convey the whole essence of the project's idea. Therefore, participation in events is for promotion of products or services, raising and memorization image of the company, increasing in sales and customer loyalty as well as attracting new business partners. Different events vary from one to another and it is important to identify a similar focus in achieving the objectives of the event and the company itself, so that the participation in the event remain relevant (Matkevich E. and Chuikova I. 2020-01-06).

3.1.1 Classification of event types

There are several classifications of events, from the huge variety of those are the three basic and practical divisions would be taken into account. Depending on what kind of event is presented sales and image of the project increase, new business partners are invited and customer's loyalty is rising. Kirill Fedorov - Ph.D. Doctor of Economics, creates first simple classification to the principle of target audience or target of influence. His variant of event types is presented in the picture:

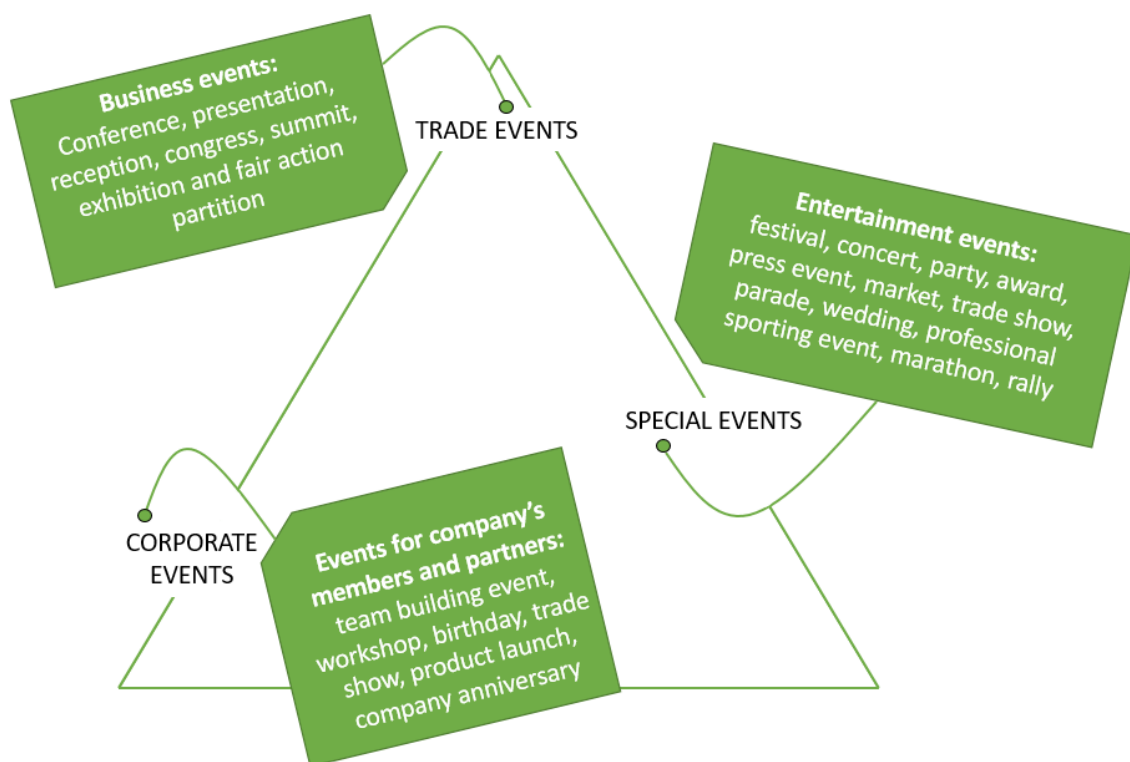


FIGURE 2. Classification of event types to the principle of target audience (Fedorov 2008)

Basing on the picture the three subsections have been highlighted by K. Fedorov. The purpose of trade events is to make a presentation of new product or service and its excellence points, share the experience with sponsors and partners, dealers and distributors and for moving into direction of forming new business relationships. The corporate events has all same goals as trade events, but their listeners are company's employees and staff and the atmosphere of the event could not be that official as the place of the event. Moreover, the important celebration actions inside the company are also referring to corporate events. Finally, the subsection of special events is represented by all kind of entertainment happenings that are targeted to wide auditory of people. These events are global and sounding for the region and could bring a monumental popularity just from one organization (Nola.gov 2021). So being careful, strategic, tactic and conscionable is very important when organizing the special events (Fedorov 2008-04-11).

The next type of classification of the events is made by Shumovich A. and is built upon goals the company sets and the achieved results for the specific event. The table has greater amount of subsections and is in demand of use among company's managers. Here is the table:

Event's type	Goals of the company	Results for participants
Business events	Increase in the loyalty of existing sponsors, partners and customers; attraction of new customers and partners; investments possibilities; searches for fresh ideas; profit from organized event.	Ideas exchange, obtainment of knowledge and skills; finding beneficial business relationships.
Educational events	Increase in sales; work efficiency improvement; profit from organized event.	Learning new skills; learning new behavioral methods in new situations; professional training for students.
Press aimed events	Attention attraction of press; publications, posts; PR-connections and support; showing leader position of the company; anti-crisis operations.	Obtaining the most up-to-date and correct information about products and services, novelties and new business communications from first hands.
Offsite events	Sales increase; increase in loyalty of existing target audience and partners; attraction of new customers and sponsors.	Receive of information of all available novelties; getting sales and special offers for products and services.
Entertaining events	Increase in loyalty of employees; attention attraction of press.	Entertainment, communication; strengthening relations within the team members.
Ceremonial events	Raising the image and status of the company; mass media publications.	Forming traditions, maintenance of constant relationships; communication with clients and partners.
Charitable events	Social responsibility demonstration; opportunity to help necessitous; attention attraction of press.	Opportunity to find contacts to help necessitous; communication with people with same interests; pleasure from the atmosphere.
Mass events	Attraction of tourists, locals and sponsors; interests and culture support; social responsibility demonstration.	Free-time spending; entertainment program fulfillment; communication with new people.
Sportive events	Mass indirect advertising; attraction of tourists; social responsibility demonstration.	Acceptance and attainment of own achievements; competitive entertainment; drive, excitement, stormy emotions.
Political events	Unity of citizens in common point of view; opportunity to draw objective conclusions about current political events and scenarios for their development.	Possibility to reflect political views; expressing the reaction to new bills; opportunity to fins like-minded persons.
Public events	Investor relations; formation and development of corporate culture, its traditions, rituals.	New connections among mass media, sponsors, partners; participation in a socially significant event.
Religious events	Supporting cultural and traditional arrangements; Providing spiritual help to necessitous.	Unity of like-minded persons; Forming traditional and cultural habits.

FIGURE 3. Classification of event types based on goals and achieved results (Shumovich 2007)

According to presented information, the 11 main subsections of event types have been investigated. The division is more particular comparing to the first variant of classification and allows the event branding company define more precisely the event's specification with the help of comparing company's goals and the goals described in the table. The opportunity of diversifying the results company wants to achieve from the organized project brings more loyalty to the second classifications, allowing relying on already developed strategy with the aim of creating marketing material for the future event. Starting from the first line business events are meant to be conferences, forums, congresses, business meetings, brunches, and other events in same format. This category is niched and mostly created for professionals in business, who need to have a business meeting to set up goals, discuss future configurations and possible partnerships. The second line is educational sector of events and they are trainings, lectures, seminars and other participations with the aim to get knowledge in the surrounding of same professionals and people of same interests. Next one is press-released events; those are difficult to participate at, because their costs are quite huge for the reason of great popularity and

versatile press coverage in all society information channels. In other words, participating in press-released events could be a chance for unknown company to get the audience in a short period with well-advertised unique idea of the project. It also helps other popular companies to stay afloat on the same position among growing competition level. Next on is the line with offsite events. In my opinion these category is quite expensive for the company for the reason of transportation costs for all materials, equipment and stuff expenses. Nevertheless, leading that kind of event could bring extra popularity for the average awarded company with the result of new interest in other regions and countries with widen target audience, fresh contracts with partners and sponsorship suggestions.

The fifth line in the table is for the entertainment projects. These actions are aimed to serve all corporate celebrations and company's team building happenings in different variants of location possibilities. For example, picnic in the park, tour meeting on the nature and other places; those could bring the needed atmosphere of motivation and inspiration to the team members. Comparing to the next line in the table, where ceremonial events are coordinately different in the goals and amount of participants, celebration participations are for relax in the business surrounding that brings the reboot to the routine weekdays. Once the ceremonial events have same celebration motive, they are more hard-working happenings and take much more energy because they are made not for the employees, but for the VIP guests, new partners and sponsors. Their mission is to reinforce the image of the company and reflect the status on the competitor market so that the choice of new audience was made in event-branding company's favor. The next event aims to represent the social responsibility to the locals with the same mission of attracting the attention of press and media. So charitable events subsection has not even been mentioned in the first classification, while being quite productive and promoting for its good intensions according Words wellbeing.

What makes the region popular and attractive for the tourists is mass events for the huge amount of participants. Moreover, their goals are presented in the table with the next subsection in it. Those festivals, exhibitions, concerts and fests are caring about people's free time giving the alternative amusement of routine day and introducing the cultural values of locals for participants coming from other regions and countries. Bringing the popular entertainment event to the new city allows the government attract more attention of people to the hosting city and brings the opportunity of investigations new directions for the guests. Sportive events are all about emotions of competitiveness and willing to be present live. Most of the society are addicted to sport or have strong interest in it and this is the place that unite people of different places of living, business spheres, life's motions and relations to cultural values. That is why the advertising during sportive events could bring great surplus to the company due to the large audience coverage of this event. Next line is highlighted for political events, which are protest actions, debates, and political party's congresses. These events are mainly created for communication between government and the society, allowing people to either feel the unity or dialog possibility through the screen of TV or in live action on the square (Open media, 2021).

Holding individual, sometimes large-scaled public events and actions like awarding, ceremonies, receptions, round tables, excursions, trips, delegations, exhibitions and fairs gives same opportunity of unification of business people and getting acquainted one professional with others, but differentiate in the way of allowing free enter to everyone with the chance of being involved in the huge professional

happening and get knowledge and good contacts for people of different spheres of business as well as for those who came with other intentions like raising popularity level, check in at the popular happening or broaden their horizons (Tulchinski 2000, 153-156). And the last position in the table comes for religious events which aims to support according to Consultant Plus (2021) cultural heritage, traditional features and is caring of people, who are in need of spiritual fulfillment (Shumovich 2007, 22-23).

This table was created based on results that people and organizers are able to receive in the finish point of event's placement. While the corporative events are united in one group in the first classification, they are scattered in different subsections in the second table therefore bringing the possibility for the company to find common point with already existing events in the region and choose the right participation in the popular event relying on the same goals, meaning fortuning to target audience and following the strategy win the attention of new people and niched professionals.

The third classification aimed to contest between already considered variations of event types is made by Musicant V. L. - Doctor of Sociology - according to the type and format of the event. Here is the table:

Classification criteria	Type of event	Event's form
Type of marketing environment	Political Corporative Social Cultural Sportive Scientific	Meeting, demonstration, inauguration. Presentation, performance. Charitable concert. Concert, festivals Competition, sportive meet. Seminar, conference.
The nature of interaction of the participants	Formal/informal	Depending on marketing environment type.
Scale of target audience	International Governmental Corporative Micro events Events, anchoring achieved goals	Summit, conference. Official celebration, inauguration. Corporative party, promo action. Business meeting. Reporting conference and other events, that finishes the cycle of actions.
Marketing challenges	Events directed to global changes	Presentation of new product or service.

FIGURE 4. Classification of event types according to the type and format of the event (Musicant 2008)

As could be investigated in the table, the event types are repeated but grouped differently. The first column allows analyzing the event according to diverse criteria. The second column works together with third column and deeps into type and format of the event those are possible for the classification

criteria, described in the first column. This classification of Musicant V. L. introduced the average information from first and second variants and is in the demand among marketers, those task is to clearly introduce the event with all circumstantial to the consumers on the stage of planning the event and absolutely during communication with consumers and realizations of the event (Musicant, 2008, 832).

3.1.2 The privileges of branding an event

One of the most important strategy units in forming a brand around the event understands the way it communicates with the customers. The event-branding is not only about event dates itself. It is the period before the event, the exact event dates and the time after event has passed. All this periods should be strongly taken into account when planning the event branding. When creating a strong brand around the event customers are takes into the atmosphere of coming happening from the first advertisement. The colors, logo, images and novel on the billboard is the the very first and important impression which the company reinforces with later marketing process. A strong event branding strategy compliments both the company and the customers. Therefore, here are the points in forming such an event branding strategy:

- getting recognition around the target audience and their surroundings;
- accomplished loyalty from the customers to the deeply developed business structure;
- generating new customers;
- improving brand image by proud and satisfaction of employees;
- creating strong position on marketplace when interacting with possible partners collaborations;
- paying for the marketing and advertising expenses (Matkevich E. and Chuikova I. 2020-01-06).

According to the statistics, the right direction of branding strategy applies 23% surplus to the income of the company. By achieving the income from the well-structured event, branding discipline the huge layer of work should be done by great amount of departments of the company (Studbooks 2021).

3.1.3 What forms event branding

The basis of every event branding company is a unique logo, corporate colors, chosen font and applied graphics, tagline of the event theme and specification with characteristics of the special kind of event the company integrates. The real foundation of forming an event branding company is to define what kind of actions it is going to serve. It could be educational, fun, technical or working event. The intent behind the event should play a role and help guide the event's branding (Guidebook content hub 2021). Thinking about how the event relates to the audience would help to understand the way organization is ready to engage with the audience. Being able to communicate or monitor the target audience makes it easier to adopt and develop right brand elements. Defining target audience and type of planned action allows the event branding company to go through the challenge of creating those key elements for the brand easily and quickly, seeing them working in a bunch on all formats online and on the poster in the street at the same time.

So that the key elements of event branding could be completed, the following event-branding business concept comprises creative department: creator, copywriter, designer, marketer, and 3D-designer. Brief, analytics, brand idea that is realized into digital, polygraphs, formalization and the atmosphere

(Matkevich E. and Chuikova I. 2020-01-06). All these departments are able to form event branding strategy from the announce date to the time after end of the event. Different cases are in need of verified solutions. Therefore, I would prefer to consider all the departments separately to form the picture of seriousness the event branding company should be to enter and to reflect main points of each department so that the company could estimate in what rather reach their business needs to be developed.

The atmosphere is all about the association that consumer takes out from the event. It concerns place and time of the event, short video preview of upcoming event, name and the slogan of the events theme, actions planned for attraction, discussion and communication places, and menu and catering during the event time. All these elements could be used to hint what kind of event is going to be, which goals it has and which topics would be performed (Bestreferat 2010-11-07). In respect to the participants, the atmosphere starts from the parking or bus station with small navigation hints about how to reach the event place easily. All these details bring the atmosphere of care and attention to the target audience, which could not be imperceptible for any participant of the event, even for the surrounding, and local where the event takes place. Moreover branding the taxi, busses, transport for event equipment arises interest around and makes an impression on the guests who start to feel the atmosphere of feast and grandeur of the event. All stuff on the event could get branding mark even when speaking about catering and snacks. The simplest way of bringing care of participants is to make branding sweets or branding package for the take away food from the feast. Some funny stickers could be used on walls, mirrors, and bring the feeling of joy to the customer. For the comfort of all event members, it is recommended to care of quick access on the webpage or mobile app, where the QR-code could be used (Shumovich 2007, 81-92).

Digital branding is fulfilled in unified style because it appears in every key element of event branding structure and therefore forms memorization for the client of chosen event. Digital branding of the event starts from invitation and link to the landing page, continues into online platform with creating the mobile application, forming social media groups, working on marketing and style with form of posts in the social media and ends with working on splash screen during the event, livestream for consumers in online, and is responsible for presentation samples in reserve. Moreover, there is a need to be in step with the times, create easy and classy hashtag for the event, and realize the popularity of the event with help of tools that would make people share the event in social media. The hashtag should twinkle everywhere around the area of event and operate in the way of spreading the coolness of the event to the audience online and locals so that the consumers would be happy to join it even more. It could be applied in the photoshoot area with simple decoration where people would be happy to make a photo and share it to the friends in the Internet. Hashtag in the photoshoot zone would definitely bring the understanding of what kind of activity it is even though the participant did not place the hashtag in the post or story. Hashtag takes on the function of localization, thereby spotlights the participant's subscribers about the presence of a particular event and arouses the interest of a new audience. In addition to reflecting the hashtag in the photoshoot zone, it is a good idea to place some 3D parts for brighter picture and clearly visible logo giving more chances for the company to be announced to the new audience. One of the most difficult parts of digital branding is the press wall, where the logos of all partners and sponsors are placed and overlapped in most cases when people

are willing to get photo with press wall in the bag. In this case, the event branding company tries to make the decoration in that way, that most of the logos are respectfully visible for everyone even when people are in the front of the photo. This problem could be solved with zoning the photoshoot area and dividing the logos of partners and sponsors in the groups with different decorations (Saidmamedova S. and Solovyova I, 2017).

Polygraphs works with swags and key stamps or taps of the event. For example, starting from the invitation where the event program is represented with the unique styled font, continuing to the event tickets and the event itself with different memory swags as pens, pencils, bands, stickers, bags, and the employees with logos on laptops, cutaways, badges, handout materials with the navigation and map on it. All this together predestinates the amount of interactions between brands and the product or service in order to reach the position of loyalty in the customers estimation. The much-recommended point is to connect event-branding story with swags main image or text, which could be even drawn by the establisher of the brand. When event comes to the end with the help of polygraphs it is possible to make all the participants bring peace of the event's atmosphere home on paper, as a flash-tattoo, as a badge on the bag, as a logo on the coffee cup, styled wobblers for your laptop, reflector band and the other creative tools could be ever come up with and produced (Ledenko 2018-03-26). Following the modern tendencies, the top marketing product is sticker. It could be a paper sticker or sticker in the messengers otherwise; it would remind about the event for a long time and attract surrounding to know more of the event. Another important way of communication with the participants through the polygraphs is the badge of employees and organizers of the event. Badges should reflect clearly visible logo and the name of the employee on it. It could be two-sided with the program of the event on the other side of badge and could work as flash card where the participant can also put marks or notes on it. If the program does not fit the size of badge, it could be integrated in the mobile app as well as introduced as a small-sized z-card that is very comfortable to bring with. Last but not the least is logo and corporate colors on the clothes. The simple T-shirts could be suggested to the event speakers and sold to the participants with the message of unity of every member of the action (Nesterov A. 2016-11-14).

Formalization of the event is another challenge for the employees, because the corporate colors, logos and images should be applicable to the style of rented place. Moreover it should work with all nuances of each room on the event: entering zone, welcome zone, reception, promo-personal, discussion and communication zone before start of the event, main stage, backstage, catering zone, demo zone, sponsors and partners stage, photo zone, interactive boards with video clips, smoking room and toilets, lightning of each place and room of the event. With different lightning elements, it is possible to achieve various features such as modernity of the whole event, zoning of rooms and areas and introduce the know-how with help of interactive displays, which would bring the reaction of participants in return. It could be logo of brand, message, navigation lines on the floor and walls, thematically images, speakers and the program itself, colors which match both company's corporate colors and the color according to the field of the event which is able to touch the required atmosphere and reach the participants feelings. Formalization means not only decoration but also comfort and feeling of easiness of presence during the event. The properly planned event branding key elements with the help of modern lightning effects could make a surplus for the company with minimal expenses

in decoration the event, because the event itself bring the style to the area. In addition to deco issues, the event branding company could be able to format a concept plan of the event area for the convenience of employees and the participants and reflect the structured plan on the interactive boards during the event. The zest of professionalism of the event branding company is integration of all key elements for the more formalization areas as possible. As an example, the plan of event area could be done with logo colors therefore the participants are even more interacted into the events unity (Shumovich 2007, 160, 168-174).

The more integrity is reflected in the work of different departments of event branding company the higher are the results of satisfaction the company will receive from the participants and the event employees who could also bring potential clients to the company's next planned event. In exchange for attention and activity of the target audience to the professionally established event, the company receive ricing as a percentage in trust, involvement and the possibility to influence with participants after the event as the longer period of emotional phase and feedback stage.

When deepening into online platform the event branding represents following components:

- website with events description, story, special features, upcoming discussions and others with the use of chosen key elements of the company;
- well established ticketing and registration platform;
- the marketing niches such as event emails specificated to the registrated customers, aimed to get features from early boarding to the event or social media for fast connection with target audience and click-and-go advertisement.

Depending on the repetitiveness of the event and the number of planned happenings across the main event, the event app could be another possibility to save close connection with the target audience for the future occasions. Once the connection between potential customers and the company has been applied, the onsite branding comes to the front position in order to reinforce the raised interest of the consumer. When entering the event every single detail plays signigical role on the client's impression. Signages with welcome words, instructions and building scheme, small brochures with event plan, décor which compliments the branding style, small swags for the memory and positive association of the customers, the booth design when speaking about large events where the company's product or service surrounded by competitors. The key elements of the brand's story could be adjusted to the booth design (Matkevich E. and Chuikova I. 2020-01-06).

Here is a scheme of which exact period of time forms the event branding elements:

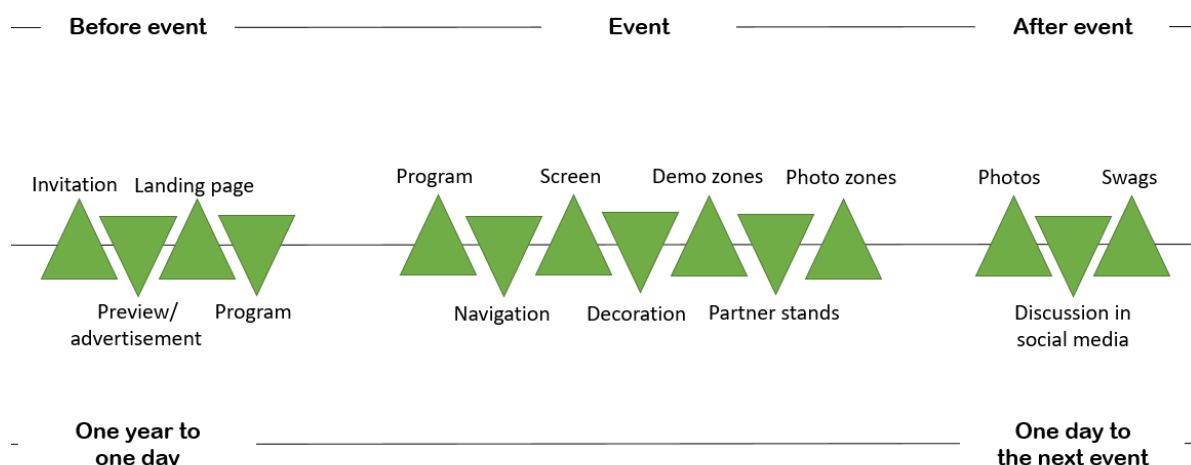


FIGURE 5. Timeline of the event-planning period and its parts on it (Matkevich and Chuikova 2021)

This picture represents the whole cycle of event branding company and helps to analyze event-branding company's action in graphics. As we can see, the interaction with potential clients is quite active and could reach up to 100 hookups on the way of event branding strategy. That is why branding should be as possibly perfect as it could be. Here is another scheme that represents the way one participant is able to bring other customers to the action:

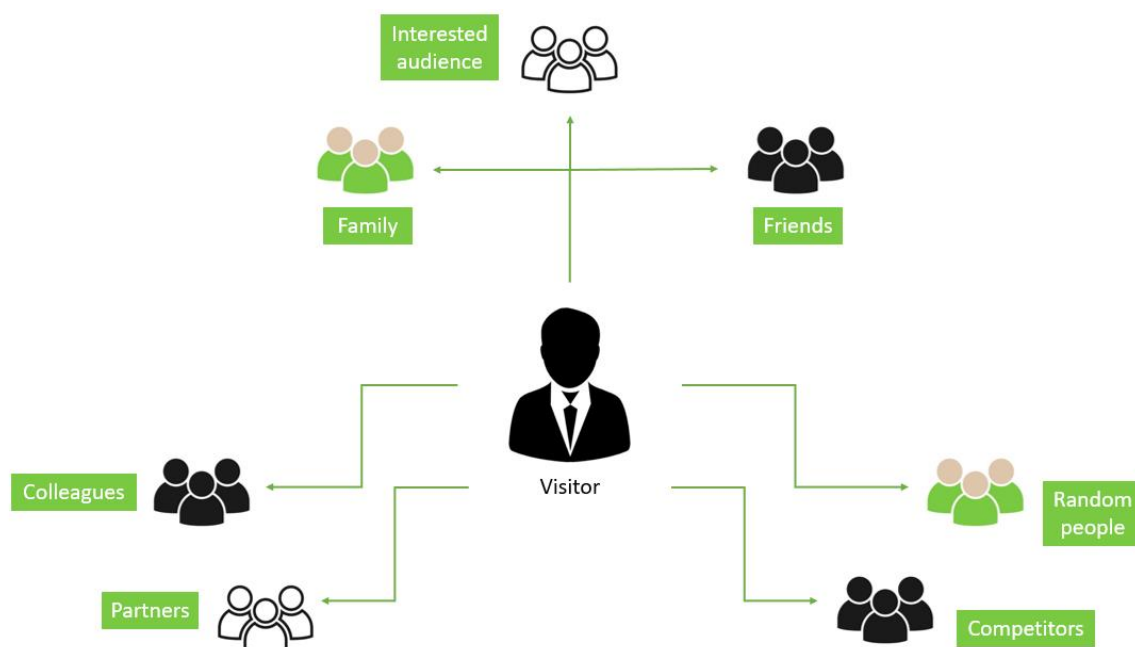


FIGURE 6. The surrounding of visitor passively interacting in the event (Matkevich and Chuikova 2021)

This basically shows the importance of well-structured and clearly set up branding of the event, because the surrounding of the participant is not that loyal yet and the event branding company should interact more and be precise with their branding and marketing strategy with the goal of widen potential client range. The estimation of participant surrounding could help event branding company

analyze the strategy of marketing the event and focus on the exact interactions with consumers depending on their needs: it is either discussions on social media or small preview meetings somewhere in the city center or in the frame of other big event.

3.1.4 Event branding company teams unity

What could differentiate a professional event branding company is organizing perfect event for the own team. Beginning from rallying company's community would be a good decision as a starting point. It affects the way company would operate between its members. It is a possibility to demonstrate whence company is working for customers and clients. Finally, it clears up vision and mission of the event branding business and allows focusing on company's goals and results.

Organizing event branding company's happening does not differ from organizing event for the customer. It starts from good detailed preparation. It works as if company's employees act as clients. As a result, the whole team is involved in; the goals company has for nearest future and have opportunity to suggest and apply own ideas for the working projects. That kind of action could be organized in relaxed atmosphere referring to the leisure activities. The bigger event branding company is, the more difficult is to get the unity effect from the whole team. In this case, the cooperation games could be involved in the process. Same as organizing happening for customer, it should have interactive parts and training sessions. As an example, organize the action somewhere in the countryside would be one of the possibilities to get the result of leisured working meeting. The employees would have free dress code, enjoying the nature and thinking about realization of upcoming projects with fresh mind (Communicator creative events agency 2021). Another feature of the event is to discuss questions, those companies has to solve for better operation of the office and process of creation. It is a good idea to suggest to employees create their questions in advance, so that the whole process of company's operating could be developed and improved. Once the results of previous year has been discussed, there is a need to fixate new goals and strategies so that the leisure-working meeting make sense and would be productive. Analyzing the mistakes or failures should be discussed and integrated to the next year's plan as the step to the next level of business. Leaning to the theory, well-organized event should make people willing to participate in it. So for the company's team there is a need to invite speakers or professionals to work out not only company's operation inside, but also developing knowledge of its employees for actions directed to good results of the upcoming projects. The company's team should feel they are making something globally important, inspiring from interesting challenges of teambuilding process (Slabunov S. 2020-07-23).

Organizing company's teambuilding event is a targeted advertising of agencies functioning. Creating something unique and sharing it through the company's profile in social media, the event-branding agency secures the right of constructed plan of the event and could sell the idea to customers. Do some funny activity inspired against the background of some worldwide happening will respond with enthusiasm and would draw attention of regions public. Continuing adding the modernity and relevance to company's image could be participating in competitions for event branding agencies, winning the awards or in another scenario get recognition of public. This project evoke the competitive feelings and work for unity of company's team same good as company's leisured event. Making progress as a team means take care of every team's member individually. Personal discussions about plans for the

year and the level of satisfaction of the working place could denote employee's mental health. The regularity and consistency of individual meetings directed to identify the danger of a condition close to burnout. Making each team member feel irreplaceable for the project's goals and be interested to his or her development should display the sense of need for the projects and company. The company's head should care about demonstrating development and success individually of each team member in social media or webpage. Due to necessity of regularity of leading individual sessions with team members, the PR process of employees to the public should also be connected with creative motion reinforcing image of the company and belief in own success and desire to develop of the company's worker (Executive 2021). Employees could speak freely or keep silent feeling uncomfortable to ask a question. There comes a popular method of writing all arising questions on the paper to company's heads and put them into jar. Later on, there could be a meeting organized, where director answer to anonymous questions, and thereby preventing employees from gossiping or keeping the information in their heads for a long time (Shumovich 2007, 183-188).

4 ESTABLISHING EVENT-BRANDING COMPANY IN NORTH SAVO REGION OF FINLAND

4.1 Revealing peculiarities of niche market

Speaking about establishing event-branding company in the exact area means starting from analyzing the market, the audience, possibilities and demand. Once the market specifications has been revealed, the company is willing to study its audience. Event branding agency performs as a subsidiary tool for diversification of casual meetings, feasts and happenings in the region. In addition, the locals are able to dictate the direction that agency has to choose to meet the demand (Ledenko 2018-03-26). The importance of analyzing customer's lifestyle, their free time activities, hobbies and interests is reflected in how the company is going to implement design ideas, marketing strategies and trending waves in the chosen area of action. So speaking directly, customers make the company adapt the business under their interests. Moreover, understanding this fact, the new event branding agency works with the local audience even before deepening into creating brand elements (Konoplitsky 2016).

4.1.1 Possible client base

Making a full picture of who your audience is helps to study the basic demographics like age, race, ethnicity, gender, marital status, income, education, and employment. The region North Savo (244,236 citizens) is represented with 5 sub-regions and 19 municipalities in it. The greatest population amount is in Kuopio (120,248), Siilinjärvi (21,282), Iisalmi (21,126) and Varkaus (20,240) (link to Wikipedia). Focusing on capital of North Savo Kuopio is leading with young generation – 63,8 % aged from 15 to 64 and mostly equal number of population of children and retirees – 21,7 % aged 64+ and 14,5 % children aged 0 to 15. Gender indexes are mostly equal speaking about male and female and differentiates dramatically only in the age category 75+, where women pensioners number (6,456) is two times bigger than men (3,766). Families' trend is growing from year to year to around 12% I comparison to previous year. As a result, the representatives of married population represents 33,8%, when the majority is still bachelors or bachelorette representing 51% of Kuopio's popularity. Others are representing reversed males, females, and widowers/widows, meaning they are still representatives of family trend allowing making the deduction that North Savo is following family trend with half of whole population unit. According to the statistics foreigners amount is just 2,5%, when migration rate is and 524 people making the supplementary of inhabitants trend to 0,55% per year. There are two universities and vocational school for 30000 students. Total unemployment rate is 13,2% and vary depending on the age (Kuopio 2021). The unemployment rate of youth (980) is three times smaller than citizens aged 50+ (2669). The residents of Kuopio are coming from more than 15 countries of origin. There are around 557 people from Russia, 269 coming from Estonia, 240 are from Syria and 163 are from Iraq as greatest representatives of other nationality (AdminStat Finlandia, 2021).

So according to analysis of citizens of Kuopio the locals are either young families or students with working places and real estates in the city, who prefer to organize their life with possibility and opportunity to go out and attend events and feasts. They will come either with family members or with friends willing to be eyewitness of something unique. Their hobbies are sport, cinema, visiting restaurants, bars and leisure places for rest of whole family. They would be happy to participate in constant and repeated action once or twice a year and are ready to pay a good price for it. Another option is

to organize a place for weekly or monthly visit for families and big teams with possibility to change decorations, so that it could attract the audience to come once again. Most of the citizens feel bored in autumn and spring months when there are not so many actions or great celebrating. They are willing to meet friends, but there are not so many funny places to spend free time together in a good atmosphere. The participants would be happy to learn something new, integrate a big company in the leisure time and the perfect match is to supplement Finnish traditional attributes with it. The event purport to find place with good location, enough parking places and with good transport communication surrounded by another facilities to use before or after the event. Matching those criteria could bring to the result of matching the interest of majority local and would interest citizens of other cities from North Savo region to visit Kuopio especially for partaking in this event.

4.1.2 North Savo region market specification

There are lots of particular kind of events available for the clients, whatever region has been investigated the greater fame and significance comes from the entertainment events, and they are able to differentiate one region from another. Focusing on North Savo region according to the latest statistics the attractiveness of this region includes following events:

- Kuopio Wine Festival – the largest wine and food festival of Finland with performance of the artists taking place in middle summer in Kuopio region;
- Muumi Ice Cave – popular event with possibility to come with children and check the changed theme of underground world of ice sculptures from the end of December and later on;
- Kuopiorock – another proud of North Savo region musical event for adults in the city center of Kuopio with performance of famous musician group all over the World;
- Tahko Juhannus – a three day celebration of midsummer taking place in the Tahko resort with all the available entertainments for the short holiday time;
- Tahko MTB – sportive event, one of the Finland's largest mountain biking competition taking place in Tahko resort during summer holidays;
- Ironman Finland Kuopio Tahko – event for everyone to participate in or watch from the side, taking place in different locations along North Savo region in August;
- Tahko vuorijouksu – sportive mountain run event in the end of October on the territory of Tahko resort;
- Hoodfest – relocated from Oulu urban music fest planned for the August in the Kuopio area (KotimaaTutuksi 2021).

There are even more other popular events across North Savo region like Sunsets Kuopio, Finland Ice Marathon, Kuopio Tanssi ja Soi and traditional fairs on the marketplace of Kuopio couple of times a year. (Kuopion Tori 2021).

As could be concluded the market positioning in the North Savo succeed with entertainment events in musical, sportive, cultural, gastronomical, artistic, international and experimental categories, representing the most popular and demanded actions for the public of local customers and tourists. Depending on the strategy of event-branding company, the possibility of entering the market though local famous events or investigating the new direction of activities could be implemented with all analysis and risks counted. The developing direction of open-air events allows focusing on different areas and bringing the quality to the quantity of participations. The North Savo is popular mostly for events for big companies of friends, families, and different aged public. The more cultural objectives

and values are taken into consideration, the greater neoteric opportunities could be employed in the event.

4.2 Working with B-to-C scheme

Establishing a personal event-branding company means not only cooperation with sponsors and partners, but also communication with customers as a sell-sufficient event. The fundamental of the project realization is same as working with B-to-B scheme; moreover, the marketing strategies are mostly similar, since announcing the event to the market involves the interaction of both businesses and clients. Therefore, the features of operative methods of serving towards the clients are described in this paragraph.

What makes your business special and dissimilar to other events? It is, first, a promise to the customer of unforgettable and unique experience. The thing, the motion or feeling he or she will have and that will lead life later on making it incomparable to the life's period before participating in the event. For example, a challenge or knowledge during the event or deepening into the feelings and emotions. All these promises should be represented in the particular way to the consumer. One of the possibilities is working with synergy effect. According to communication with the customer, it means associating the project with participation of your target audience. Letting the society know, that the project would not be unique or special without exactly your presence during this unbelievable moment and would reinforce the persons confidence, that he or she is part of the team, big happening, great event. The project is carried out with not only employers, partners, sponsors, but also with clients this truth. What would be the action without enthusiastic crowd...? (Krivonosov et al. 2010, 334-339)

Another method that is partly same promising something unusual to the clients but still could be separately described is the idea of diversifying people's routine. Students, families and retirees are living daily life surrounding themselves with same tasks, same people and similar atmosphere. They are living in comfort and peace most of the days. Suggesting the alternative of the typical evening and accentuating the promise of enlightenment in the sphere of the project just during the period of the event works the way that people are getting both free time leisure and practical experience through theoretical master classes. There are different options of how to interact people's attention to concise knowledge in relaxed atmosphere and it is actually one of the project's concerns and goals. However, being quite popular on the market gives the perspective of cooperation with celebrities and media personalities. «Set great goals and great people will come to you” - informing about headliner's partaking additionally incites the society (Myasnikov 2021-03-29). Thus, the client base widens with fans of celebrity, who has informed subscribers about his or her alternative action to changes somehow through social media channels. This option does not promise stable involvement of celebrity's fans in all event-branding organizations, but they are bringing popularity to the event helping with forming a group of people, having same ideas, goals and values in the frames of projects actions. The formed group of people is able to dictate the direction to the company, allowing creating niched brand as a branch of event branding company. The filiation could have its own goals and tasks appropriated to target audience and serving the privileges to the company. Niched brand develops own social media pages, performing the mission of its special audience. Once the idea of niched brand becomes strong and responds the local interests, it is able to grow for participants and on the development level

proposing fresh trend possibly acting to the worldview of the locals. Niche brand is all about understanding the audience company works with and the ability to follow own intuition group's initiative in various changes and circumstances occurring in the World. Standing communication with niche audience is a part of success of atmosphere full caring business. Applying distinguish signs such as hashtag, style, hobby, communication manner, scope and ambience bring the novelty to people's life and is placed in the line of positive ritual of everyday life in the end (Executive 2002).

Event branding idea is all about arranging that kind of action, that could be adopted both to the local changes and World's turns. A good marketer is that employee, who can convey arising difficulties into the privileges. Taking into account one of the latest changes suddenly turned over all plans and strategies – pandemic. At first, thinking about how to integrate the event branding business under all restrictions could be impossible. Nevertheless, once all online platforms started to operate and most conferences, lectures, master classes and meetings took place online; it turned into possibility of leading planned event online and save the budget notably. Of course, it changes the atmosphere of the event and need an extra budget to set all techniques in the proper way so that it could serve the great amount of participants. Anyway, this kind of actions are possible and could be carried out under the influence of the skill of speed and fidelity of decision-making process. In addition, the key feature of society in unpredicted circumstances is responsibility. Each of the group's member should understand that thus the event is going to take place all restrictions and safety regulations are followed with the respect to health of surroundings, headliners, project leaders and employees. In the same set comes understanding that even that something is still planned it could be canceled in the last moment and no one could affect this situation. Altogether, it comes to the thought that bringing an action to the market in difficult times makes sense in that case that both the project's staff and customers own awareness of the whole picture of the action and processes around it. Investing in risked directions due to arising restriction pervades with new feelings and emotions not only local customers and target audience, but also the organizers, who are exploring unknown ways with great interest, discovering new horizons and bringing to recent cooperation (Myasnikov 2021).

What are the other possibilities to speak out about the event to the consumers? For example, reaching target audience in the places where people have same tasks in different variations. Event is about evening alternative – than it could be introduced in the city halls, restaurants, theaters. If the event is more about working routine – the poster is placed in business centers, airports, conferences. It actually requires to discover the target audience's routine to understand what kind of service could be provided and where the desired clients are gonna be searched. Today's working reality is placed in online platforms, social media channels, television and radio. Thinking about how to inform the consumers about upcoming happenings, the idea of speaking about it in the podcast on radio or Facebook as a post arises as one of the possibilities. The other side of advertisement through the social media is that people could react negatively if the marketing strategy was not planned in the right way. The relevance of speaking about your event should be taken into consideration as well as monitoring the similarity of target audience with the desire to widen project's participants. Otherwise, it could lead to the problem that advertisements start to operate against the positive population of the event.

The last paragraph about communication with clients is going to be about customer's loyalty and the way of reaching it with the event project. At first, speaking freely about statistics helps to engage people's attention, because numbers are able to tell the audience more than amazing advertisements. Numbers are facts and proof that the event is secured, verified, beneficial, popular, and similar to what itself represent about it in the marketing material. Once people familiarize themselves with statistics and success, they could not be in need of something more, when the numbers play a dramatic role in event's significance (Kot 2021). Another strategy when serving the clients directly is always mark the authorship of the event. People are in need to be aware of, who is that person that organize the event. Even though the creative director is not media personality, the loyalty goes to that project that positions the image of project therefore winning trust of new audience. Author's program relying more to niched project, where most likely the concurrence is either low or is absent. Leading the authorship means providing some new inspiration that could be inherent only your project. There could be fellow campaigners, who are able to copy the idea, but they could have different variation of format and factors of advantages. Anyway, knowing that your idea is new to the market and could be interested to some group of people could provide the event branding company a heading position among competitors and followers. The project could stand out with great value that is not found in other projects with similar ideas. Focusing on serving the best communication to the clients and prioritize people's interests could be a basis fundament of building a relationship with consumers with feedback and survey capabilities (Myasnikov 2021). Once the company proves its operations and meets the interest of clients, it could continue selling the event as initiation of a proposal that generates the demand. Nevertheless, it could also apply a survey to the target audience letting them know that they are important to the company and their wishes and ideas are warmly welcomed to organize new development vector, so acting with filing of the demand to the realization into proposal for even more participants of the event.

4.3 Working with B-to-B scheme

Selling the event idea to the sponsors could be one of the possibilities of integrating the business idea to the community for acquaintance. The way of how to present your idea to the already exciting event is to sell already strategically developed plan as the full package or share your key resolves and make the company feel the need in exactly your solutions, which could supplement, bring the interest and raise the price of the whole event. According to the possibilities and leaning to the theory part that event branding area is in need of qualified and experienced company, I would prefer to focus on selling the individual integration to the already existing event rather than selling the fully developed strategy. At first, entering the market through the existing event with your unique idea is safely. Secondly, being on the market with the support of huge event makes your business a part of trusty feast and at the same time represents the individuality and helps to expand your target audience. Thirdly, the company gets one of the basics for the event branding company, which is the experience. Even though the company is making mistakes, their affect to the budget is not that huge as if the company would be selling product or service to the market by itself.

Individual integration is revealing the need of exact event in some product or service and suggesting of the possible solutions with reflecting features for this company. The relevant need of the company

could be explored with the help of organizing or participating in the event for decision makers and popular trend marks of the chosen region ones or twice a year. So speaking about Finland and leaning on my idea it is going to be popular events for the region North Savo. Through that kind of feasts, it is possible to become acquainted with the niche in total especially with the companies, which are not well popular yet – meaning that their marketing strategies are either poor or not fully recognized. That kind of companies are in need of good solutions for raising their popularity in the short period of time, which is a potential challenge for the small business. Another method is following the activities of well-known companies in the chosen area, actively monitoring them in the social media, and even trying to build friendship with potential sponsors and partners (Berezin 2012, 22-29). Most of the companies make posts with the key strategy suggestions to the customers and these are the chances for the small companies to integrate the solutions for better sales and active response from the side of target audience. The right way of communication strategies with sponsors should mean being in the relation as if the sponsors are client base of the company. In addition to the communication it makes sense to investigate the activity and interest from the target audience base therefore get the understanding of the need of exact product or service in this moment for the chosen region. Suggesting the event to the company means being ready for long-lasting preparation. It is not enough to just reveal the need of integrating your idea into someone's good established business on the market, there is also a process of representing the idea with the full package of features for most of business departments. In most cases, structured preparation is a 50% success of business relationships (Slabunov 2020).

4.3.1 Forming a brief

The representing of company's idea includes forming brief of the project between planning to cooperate parties. Relying on the literature a short definition of brief infers a tool for setting the tasks where both partners get the desired results. It could also include the question marks for the sponsor or partner to which the answers should be discussed and fixed in the updated version of brief. Those answers give all possibilities for implementation the project with expected success for the both sides. Brief gives great amount of advantages for the business partners. Firstly, it is strictly developed plan of actions between company and sponsor. It helps to prevent most misunderstandings of certain actions from the side of the company. All stages of the project are detailed and display what kind of results brings every action described in the brief. Secondly, it reduces the number of meetings, because every member of the company and the member of sponsors team has the access to the plans of the project thereby introduces the context to all participants and gives most of the answers to arising questions. This implies another advantage such as saving time. As I already mentioned, well-done preparation gives half of the success result. In addition, here comes the privilege – most of the key information for realizing the challenge is already written in the brief. Brief is also that type of document, which promises you safety from the legal side. Those companies that prefer agreement without official documentation will not accept the brief, thereby cutting you off from non-targeting sponsor companies and adversaries (Arefiev 2018).

According to the theoretical material brief allows realizing the project with great quality and according to promised terms. Depending on sphere of business and client needs, this type of document is able to vary but fundamental components of each brief are represented in the picture below:

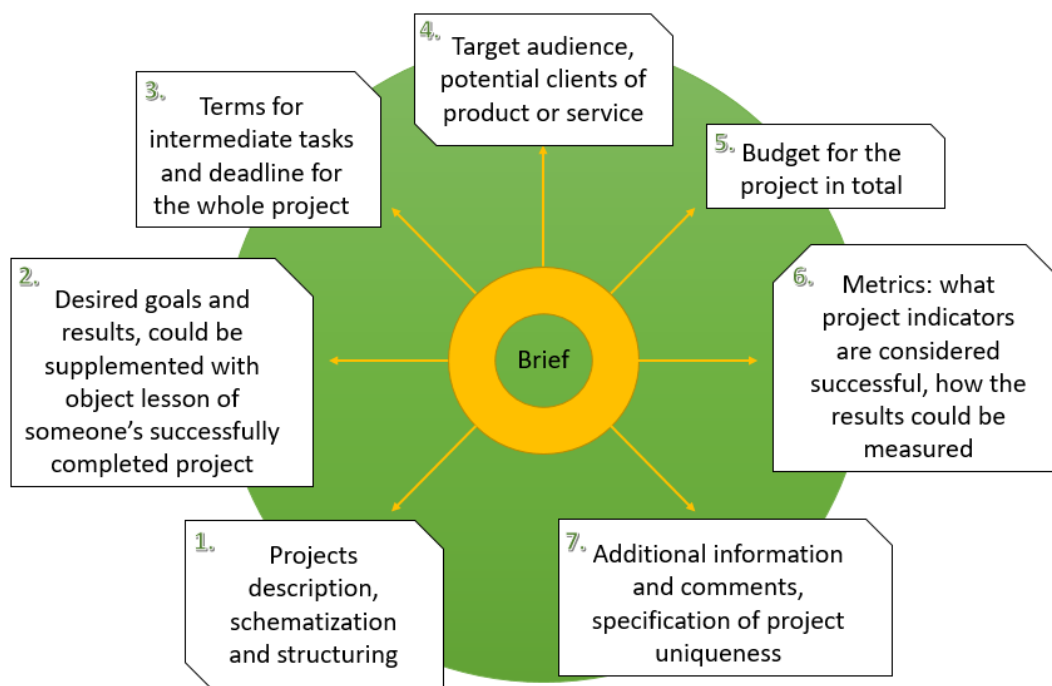


FIGURE 7. Structure of brief (Communicator creative events agency 2021)

As we can see in the picture, brief is a very detailed document, which allows the company to receive answers to all questions and get the whole picture of how the company operates in every business department. The sponsor's company could be a bit surprised if they are in need to work with brief strategy at the first time. The main task of brief author is to present it in the convenient form showing your professionalism and seriousness according the cooperation with sponsor or partner. Brief could be represented as doc. or excel file, could be shared in google docs platform and in addition to virtual format it is a good idea to bring the printed version with you. That kind of preparation makes the client or sponsor feeling respect in saving their time and budget and is clear enough in objectives and terms of the project.

4.3.2 Creative motion

People are open to any actions. They are willing to participate in the process of some interesting happenings, which borders on danger or genius. The region is not interested in some exact sphere of business; it is interested in selling the tickets and reading positive feedbacks in social media from the customers. That is why the event branding company should make the upcoming feast as innovation and declaring the modern elaboration with action part during the event. It should be versatile and actual, being in the right place, in the right time. It should care about different generations matching their tastes and preferences. Thinking about creative motion during the event should imply all described reasons for bringing it forward. Nevertheless, the main idea of the creative solutions is still achieving bigger goals than that ones, which could be achieved with format and no creative ideas in it.

Making your event a unique unit, about which people would be happy to talk, share, follow, monitor and participate. It should include some kind of show part, so that people would be motivated to come

not only from the side of making their work, but also as a free-time leisure, being a witness of development of the region. Making an interesting integration in the happening, which takes a role of the addition to the event allows to attract new audience, which either could become interested in the product or service or share the event to social media channels or to surroundings, where from the company receives a positive sign in the amount of target audience of the event. There is also a possibility that the client is willing to make a collaboration of participating in the event companies, which are representing different business spheres. In addition, the goal of event branding company comes with finding a creative solution to make both client base, which is going to be present on the event feeling themselves comfortable and worth it even during the presentation of another product or service, which does not meet their interest from the first side (Matkevich E. and Chuikova I. 2020-01-06).

There is a possibility to find something special with dress code or style. Another way is to adopt the event to versatile target audience, making them bring their families and friends with. Next is unique décor affecting to the atmosphere of the event. Everything that is able to bring positive emotions to people would make them think about it again and monitoring the announcement of next event planned. It also affects the loyalty of event branding company. Professionalism of the company would be denoted through social media channels anyway (Voronkova 2021-07-05). What makes people participate in the action? Being integrated into the event not only as a participant, but also as a figure of some game or challenge. This is another way of diversifying a typical working event: play out something valuable for the price of your active participation in performance during the event. Moreover, positive impression brings interaction and communication with new people and audience. A small-paired task would be a surplus for the company's reach in social media, where people would share their emotions about originality of the project. In addition to non-standard solutions in the concept and design of the event, it is possible to focus on the location that allows the event branding company's team to save time when organizing and bring convenience for visitors. Thus, the reflection of interesting ideas raise the interest of clients and receives the respect, affecting to the company's image positively (Mosevent 2021).

4.3.3 Budget estimation

Once the idea of event has been formed and chosen, the next step in preparation of documents for the meeting with clients or sponsors is to estimate the budget of event. I would like to make a theoretical base of key structure of budget estimation, which could refer to any kind of event and be supplemented with specialization of profile and unique idea features. At first, there is a need to fix what kind of format the event is going to be. Next, planning the budget should include information about the amount of participants for estimating the sum, which would be spend per person in one event in later calculations. It is possible to contact the client and get the understanding of planned budget for this event. Making the calculations, knowing final total makes it easier for event branding company and for the client, because each side meet the expectations from budget estimation document. There is another possibility of forming the budget according to getting suggestions to organize events in the region. In that case, the budget estimation could vary depending on the capacity and amplitude of the event. That kind of clients or sponsors are willing to get the budget estimation with

the condition of the set of upper limit of the budget for the event. Therefore, the event branding company is somewhat free in their creation mode and have more possibilities to different ideas, knowing that it could bring great surplus to the budget to both sides after the event. So preparing this kind of document means leading a short discussion at first with estimating the amount of money that company is ready to spend and discussing the reserve funds in case of unseen circumstances. A good budgeting strategy is to introduce to client or sponsor couple of variants to choose. For example, showing two different places for the event and reflecting the price for comparison. Then deep into difference of details: location, catering, service, equipment, appearance of the compartment (Smurgis 2021).

The first point of budget estimation pattern as great expense unit is area rental and its decoration. The document should describe all details about where the hall is located, for how long it is going to be rented, how many people it could fit, what are the possibilities for the additional features in the chosen area, what is allowed to be done or changed and others. The decoration part should include the information about what is the type of chosen décor for the event, how it is going to be carried out and is it going to be prepared by the company itself or should the help of professionals be applied. Describing the fine points in the budget estimation document helps to make a better choice between different areas, clearing the vision of possibilities the variations could bring. Famous rental halls are always in the demand, so making the reservation around couple of months before allows to spend enough time for preparing the budget documentation and other set of materials.

The second point for basic budget estimation document is catering and menu drafting. All kind of events anyhow provide food or snacks during the event either through local cafeteria or through directly serving to the consumers. Therefore, depending on how large the event is planned the food represented is coffee break, buffet or banquet. To get the approximate price of how much money should be spend to the event's catering, it is enough to know the amount of participants and particular restrictions like allergies or voluntary refusal to consume certain products. The average price to one participant should be announced by cafeteria or restaurants supplemented by 10 % for service from the total price for suggested catering. All suggested menus could be adduced to the advanced version of budget estimation document. Next on is equipment and lightning for the event. It could be already obtained from the rental area, if the place is specially created for event organization. In this case, the equipment and professional lightening could be included into the rental price or the property owner could borrow it to the event-branding agency for additional price. If the rental place does not provide special equipment or it is not suitable, the company could include expenses for rental of the equipment and lightening separately on budget estimation document and the transportation of it.

Separate line of the table is created for all kind of activities planned to the event. For example, interactive boards, quests, photo zones, photographers, video makers, musical break, master classes, DJs, animators, illusionists, dancing collective, cover band including all consumables not matter what kind of activity is created. All those elements should be detailed represented in the table and the action of employees and invited staff is taken into account in the interactive paragraph. The festive program comes with the same importance as other basic elements of the document. Here the budget allocates between payment for the event's host and artists or singers. Most of great events are hosted by media

personality and it is a zest for event level indicator. The next one is personnel costs. This means costumes rental or dress code execution, food for invited personnel and organizers, payment of transportation costs. The transportation costs could be volume point starting from paying for the taxi, busses, trains and plains, ending with payment for overnight and business trip money for the guests or personnel invited from other regions especially for participation in the event.

Last but one is gifts expenses. It itemizes price for presents for organizers and stuff, gifts to the participants, distinct prizes for interactives as competitions, lottery or master class. In addition, the last point in the budget estimation document is additional costs varied depending on the event and finesse of organization. For example, one of the important expenses are safety. Deeping to the importance of the event and knowing how popular are the guests coming to the event, there could be a necessity to provide security, CCTV, rental, and maintenance of radio for the companies employees. In the last paragraph, the expenses for extra finances to PR-companies or printing the invitations, programs or booklets could be mentioned. The design and format of document could be according to the wish of the event-branding agency. The most important point is that it meets all client preferences and represents the basic units of all event happenings and is consented to be signed with both parties (Communicator creative events agency 2021).

Here is one of the possible variations of budget estimation document, which could be taken as a sample to be filled with detailed information adjusted to uniqueness of each event:

Event-branding agency: name Type of document: budget estimation for the event X Customer: company X		Participant number: tickets for sale/guests/organizers Data of the event X: day/month/year – period long Place: area or hall Format of the event: feast/festival/celebration/conference			
Name of the element	Quantity	Days/times	Price per unit	Total price	
Area rental and decoration: place, capacity, service and equipment, décor specifications	1/2	1-5	Rental of area, equipment or decor	All price together	
Catering and menu: variants of cafeteria services and menu possibilities in details	quests number	1-5	Price per one quest plus 10% for service	Summed price	
Equipment and lightning: describing needed equipment including transportation costs	Facilities number	1-5	Separate prices for paragraph's specials	Summed price	
Festive program: host of the event, artists and singers	Celebrity value	1-5	Each media personality payment	Summed price	
Activities: invited staff, employees working, interactive program units	Activities counted	1-5	Separately action zones price	Summed price	
Personnel costs: all expenses directed to comfortable stay of employees	Staff expenses	1-5	Transportation, food and dress code	Summed price	
Gifts: thankful fine points for organizers and small memorable presents for clients	Event's members	1-5	Interactive wins and prizes purchase	Summed price	

Tuesday, September 21, 2021 Budget estimation for X company

FIGURE 8. Draft of budget estimation document for business communications

Once the budget estimation document has been done for the sponsor, depending on the greatness of the company it will be studied by bookkeeping, trade union organization, structural units and finally the head manager. For that reason, this type of documents should be completed by a person who is well acquainted with the policy of the enterprise in terms of holding several of corporate events and has the skills of drawing up such kind of documents (Assistentus 2021). For example, intercorporate development specialist, marketer, secretary or HR employee. Due to the prefatory units applied to the

budget estimation documentation there is no guarantee to the client that the exactly written costs would take place in reality. This situation could be solved by designation of possible percentage range in the price for each unit.

Relying on the good planned budget estimation it is possible to stay within allotted costs, analyze the budget spreading after the event and make a conclusion of what kind of costs could be cut when planning the event once again in the future. There different types of format that budget estimation document could follow. Considering all points of the document with normative indicators with further correction for the current price index is called index method. Another method is based on calculating the average price for each unit of costs from the budget calculation documents for similar events and is called analog method. The last one and the most popular is resource method based on planning the actual cost of each budge unit. Unable to predict all unseen circumstances, the 2-3% amount of total budget should be counted as well, so that the budget estimation document could be as much more precise as possible. The key to success is maintaining a balance and the same level among all point of the estimate taking into account all estimates and following the allocated budget amount (Assistentus 2021).

4.4 Formation of relationship

Founding to prepared documentation comes the stage of contacting the head of sponsor's company or client and suggest a meeting for familiarization with ideas and cooperation proposal. During the meeting, the possibility of sales should be discussed with the opportunity of implementation of suggested project in the nearest future. The sponsor's company would take a time to analyze the event-branding agency from the side of different perspectives whose could be advantages for company's image and income rate. One of the methods of standing out among others is to show company's professionalism in all departments as documentation part, experience and good contacts with another companies or manufacturers, whose participation is necessary in the creation of the event. For example, have good relationship with maintenance operator representative or a rental company owner of musical and lightning equipment. Organizing an event for PR managers, mass media and journalists helps to centralize the attention on the event branding company, which has a good position in the local regional market claims Slabunov (2020-07-23). Besides participating in organization of events for partners, sponsors or regional heads, the event branding company should seek to organizing own motions. For example, own integrated feasts or company's birthday and summing up the event industry in the region where own product or services, possibilities and features, test drives and latests could be presented. As soon as the event branding company expands and gets the popularity level in the region, it is possible to create a calendar of events for the comfort of sponsors or partners (Slabunov 2020-07-23). This calendar reflects all feast of action of event branding company, therefore showing professionalism and suggesting best solutions for clients. Presence of different business fields in the event branding company's calendar refers to existence of feedback from different companies, manufactures, and repute among their client base, making the sponsor or future partner treat the company with trust, which has expert positioning in the regional market.

5 PRODUCT MARKETING

5.1 Customer preferences

Beginning with forming marketing strategy the features of nowadays selling motion and characteristics of customers should be taken into account. Here are the most common observations on what the average client represents and is willing to get during the event. The society becomes more cynical. It is good from the side of loyalty; they rather trust big corporations, than small-unknown companies. Moreover, selling in head-on does not work anymore from now. In addition, people know that they also have an access to alternative resources. Meaning huge amount of material in the Internet from webpages, books, online conferences, YouTube videos and even more sources of information affects the mission and vision participants are having about upcoming event. They are more likely coming for emotions, feelings and the atmosphere that they are not able to get from online platform. This means, that reaching your audience to the event becomes even more difficult, but the event branding company should also make this alternatives itself, so that the clients would still be your target audience and would not become the clients of your competitors. Giving the choice to the community is a winning tool for the nowadays. Freely speaking about where they can receive this information not participating in the planned event, gives the opportunity to the customer get acquainted with your product or service on a distance at first and proving his or her expectations finally reaching your event in the future (Romantsov 2009, 6).

Focusing on differentiation from the competitors the company should attract the audience with explaining the events perspectives and contents. Willing to surprise the customers with fresh terminology has two sides of the effect. The positive moment is that people are focusing to your event willing to be in step with the times looking for all novelties on the market. Moreover, the negative reaction could be reached from that kind of audience those got used to comfortable and clear terminology. As the result, the solution could be found by focusing on making attractive headlines with putting some question mark for those audiences willing to participate in everything connected to modern and recent and enter the market through the verified and trusted source not to make the second half of the audience filling uncomfortable and suspiciously by familiarizing with market's newcomer. In fine, the three basics of marketing strategy material are informativeness of the event, the ability of touching the customer's emotions and denotation of company's privileges and features for the customer collating to competitors (Kot 2021-04-01).

5.1.1 Advertisement specifications

Working on marketing material is not that simple as it could be thought. At least leaning to the inconsistency of publishing headlines described in the previous paragraph proves that statement. Diving into creating the marketing material the most recent mistakes has been revealed. Those are regarding landing texts, headlines, banners, preview material, posts in social media, target contests, advertisement emails and later on depending on how globally the marketing strategy of your company has been developed. The tendency of shorting the ads has made marketers cutting huge amount of material possibly could be introduced to the target audience. Focusing on adjectives in the commercial for the reason of thinking that especially adjectives arise the emotions from the audience, lead to the

mistake of absence of specifications outgoing from facts and numbers. Therefore, conveying company's vision and goals is possible with designing a set of strategically planned marketing material to apprise the audience with good enough value of data, needed to be introduced to the audience. What is a good attraction to the audience? Everything that your company can stand out comparing to other agencies. Making the event advertising only about well-known speakers reduces the chances of getting out of the crowd massing all marketing strategy on popular orators. Moreover following the idea of presenting the features that target audience could get and speaking about what is going to happen during the event allows gaining more attention from the public in social media expanding the company's possibilities (Shcherbakova, Halperin, Karlo 2019-11-17). The more secrets are covered in the marketing material, the bigger mistake it could be affecting the result of advertisement. The modern society got used to get all answers in the short period of time. Moreover, trying to keep the intrigue of the events happening brings to losing the clients that are not ready to think out and solve a puzzle of your event's idea. They are not willing to spend that much time on happening if it does not clearly explains all specifications, whose are able to form precise image of the event. Taken together, all this mistakes could happen with most of the clients, because there is no possibility to guess in what kind of emotional condition the possible customer was reading those marketing materials. Speaking more, the company's marketer is motivated from the company's team and his or her position concerning the event is super emotional, because he or she knows the product or service quite well and with the help of soulful adjectives tries to reach consumers. Trying to reflect same emotions to the audience is mostly impossible for the reason, that society does not know the product well enough and reading the advertising is most likely not that emotionally as the marketer did it inspired with brainstorming conference of event branding agency (Konoplitsky 2017-03-10).

Learning on the typical mistakes, the new marketing strategy should be done according to developed algorithm of operations. It consists of list of advantages of the event. Couple of features that are working for your idea. Next step is writing down all indirect competitors. The definition of indirect competitors involves all alternatives the participant can do during the time of the event. It could be watching a movie, reading a book, going out to the restaurant and others. Therefore, these are the factors company battles for the resource of time. It is a good idea to make it as a table, where the first column names indirect competitor and the second describes what are its weaknesses – what a customer is able to waste if choosing the indirect competitor. Same manipulation is done with direct competitors those could be conferences, master classes, meetings, and happenings, events based on same idea and promoting same theme and program. There is no need to tell directly name of the competitor, but it is possible to manipulate the facts that are different comparing to the possibilities your company is ready to provide. The marketer should point out the consequences that could happen if the consumer would choose indirect or direct competitor: wasting time, unreliable source of information, ambiguity of the result, lack of material and support (Krivonosov, Filatova, Shishkina 2010, 147-155). Another part of planning the algorithm is to focus on name of the event. The category of your event could be reviewed on the subject of advertising the advantages through the category name of the action. Trying to reach the reaction of originality and memorability of the event, new words could be added to the category name or even the new category could be created representing the soleness of your event. That kind of action should be explained to the consumers in the preview or

landing material, but it allows not merging with the crowd of alternatives provided to the clients. Here are the available verification of how to better interpret the changes in category name:

- The new category + contrast on simple name category (Digital-conference is not just a conference...)
- Understandable noun + details
- Understandable noun + features
- The new category + common sentences referring it to the understandable category.

When the algorithm has been worked, the preview, landing and posts are pushed to the market. The privilege of working with algorithm of operations is in the prepared basis of marketing material for the whole period before reaching the event. The connection with audience should be constant and making your clients come to the event helps to present the features from different perspectives. Analyze of indirect and direct competitors works in the way of filling the silence with different theses in posts or ads and telling their weaknesses by proposing positive signs of the event that people would never get staying at home instead of going to the event. The rotation of advertisement is theoretically confirmed and has formulas to follow in planning the ads on social media or marketing platforms. Here are the formulas:

- Verb + event's title + one of the advantages
- Verb + event + privilege in the comparison to indirect competitor
- Verb + event + advantage among direct competitors.

It is important to remember to vary verbs and use a wide vocabulary. So same things could be told in different ways therefore making the society able to be acquainted and try the product or service from the different sides before the usage (Kot 2021-04-01).

Making the advertisement marketer could emphasis either rational arguments or emotional arguments. Rational arguments are all about specified and unique program, information, audience, speakers and results. Wishing the customer wealth of knowledge, changes in opinion and originality of action during the event or even after attracts the client base of same sphere of business as theme of the event. If the programs duration is long – represent it as advantage that consumer could get so much information at a time in addition to practical training, on the other hand, if it is short enough – the company cares about its clients and wants to save their resource of time and tells only the most key facts on those the attention is required. Disclosing the duration, leaning on theory of most common mistakes done in the marketing strategies, the marketer should designate the duration in numbers. When the main advantage of the event is a famous speaker, there is a good idea to repeat the manner speaker uses when presents the product or service in the marketing material. For example, try to reveal speakers voice vibrations, rhythm of speech, gesticulations and adopt this information into ads. How loaded would be event days? Letting the audience know, if their free time would be devoted to working out the received knowledge or they are able to plan evenings with meeting other participants of the event clears up the whole picture of the event allowing to feel yourself as if you are already present in the action and feels comfortable in the atmosphere of the awareness of what happens in this place. How specific the information presented in the conference is going to be? Is it a theoretical literature or based on practical experience material? Specifying the information character allows to notify to the society the professional background of either practitioner or theorist speaker founding on headlines with thematic definition and statistics

from their working life. Most of the practitioners are performing at business conferences and trainings sharing knowledge received with years of experience. Certainly, business area has big level of competition and businesspersons are willing to get short, precise and running strategy bringing the feeling of tangible result. That is why performing the event letting the audience know that famous business personality is planning to speak at your event attracts most of business society. However, what could make your event stand out from the others is inviting the theorist to speak for example about latest updates of documentation and particularity of the new law for business specialists. While others are focusing on only attaining data of someone's successful expertise, the other part is filling their framework with the value of owning the latest trends in theoretical awareness. In addition to specifics of program and information, making the contrast with suggesting relaxing during the event and enjoying the interactive program prepared especially for target audience and all the participants coming in exact period of time to the quest stand. Having problems with lack of interesting facts about peculiar program or information could be compensated with telling the consumer about the audience that is going to visit the event. The accent could be made on the similarity of participants in the working life, so telling the customer that he or she is able to meet same specialists at the same level of business. The great advantage is that it discovers the possibilities that the audience will have another goal about visiting the event – to become acquainted and take a closer look to niched professionals. It could bring to cooperation or partners relationship or will motivate the company to become even more eminent in the field of direct competitors. Anyway, it is new contacts, sharing of valuable specialties between professionals of the same level, working as a filter of the audience willing to be present during the conference. All rational arguments help to emphasize on otherness of your event and is making approachable structuring long lasting marketing strategy.

Emotional arguments are in same need of the concrete phrases honestly expanding the vision of customer of what is going to happen during the event. The marketer could signalize the emotions that customer would get through the conference or promise great time with interactive actions to be present. Telling emotional arguments is all about deepening into details of the event: what kind of development, which sort of emotions, what is special about the event's interactive, how life could change already during the event or after visiting master classes, which results would be achieved with received data and so on (Kaftanjiev 2016-02-08).

5.2 Commoditization phenomenon

Nowadays reality of the business sphere of the enterprises brought into the consideration the commoditization phenomenon. The definition relying on the consumer market means elimination of differences of product or service and reduction of the value of brand among other trademarks for the consumer. Adding to definition the phenomenon allows people compare and choose by own searching and analyzing. This happens mostly because of approachability of information via the Internet. All the statistics and key features could be realized with customer feedback, reviews and own concern. For example, different brand products with the wish of revealing specifics of each and other company are introduced on fair. The client is able to compare products or services and make the choice for the

company, which could meet the set of values of that exact customer. The level and similarity of functions and liberties are coming to the equal line on the market so customer stops bringing the value to the trademark, but focuses on the own wishes of price, privileges, delivery, quality, raw material, packaging and the message of the fundamental of the idea. That situation works in the favor of private labels; those are able to produce products and services on the same basis, with the help of same factory and relying on the similar suppliers (Pennon 2020-01-09).

The effect of commoditization phenomenon happened because of commonness and lack of positioning of the product or service on the market. When the consumer comes to the choice of similar products, he or she could have the possibility of selecting the trusting brand, when this brand has a strong positioning on the market. It means being on an eye with different types of advertisings, communicate with consumers, being able to realize, what is in the demand for the target group of this product or service. Speaking about quality to the audience means to scatter among competitors. Every single company tells the client that product is made of high quality material. However, the characteristic of quality is very different for several target groups. That is why recognizing the parameters of the quality, the parameters of choice of the target audience and significant consumer characteristics come to the stage of positioning and differentiation of the product or service on the market. With the experience of positioning that or other feature or parameter of the product, the company is able to investigate the order of importance of every detected advantage of the product (Stasovskiy Branding 2021). Communication with the customers is a difficult process for the company in the way of fear to know the truth of why the exact product or service has been chosen. Nevertheless, this is a possibility to know the privileges and reinforce them in favor of trust and loyalty of the client base. Therefore, finding out the reason of choice helps the company investigate the real reason of the purchase of the customer. Moreover, knowing the real opinion of the company's product or service prepares the new direction of discovering possible features of simplification the process of use of the product or service for the consumers (Howard 2011). There is no need to try to copy the positioning on the market from the niched leaders. Every technique is individually working for correct situation. Therefore directly asking the customer for a review for a product or service could help to highlight the positive moments and disadvantages for better development. The position of honestly and pride for investigated product or service conducts on the way of defining the price. Analyzing the reviews of consumers should bring to the result of corresponding the market average or own placed price by adding the variety of conveniences for the client, but not dropping the price to the lowest. Positioning the brand as low costed product forever would type the self-esteem of the company in customer's minds. It is better to spend more time for testing and improvement of the prototype rather than presenting the raw product by the branding name. Especially speaking about fast-moving consumer goods marketing strategy, the positioning of the brand does not provide full safety to the company, but the absence of chained strategy plan brings to the crash at the real beginning, once the distribution system actively rules the market. From that point of view comes another way of possibility to escape common mistakes and skip adding the company's product to the line of commoditization, thinking about commercial policy of the company (Trafilov 2012-05-10).

5.3 Commercial policy

Placing commercial policy is a surplus for the basis of an effective sales system and company's systematization. The commercial policy consist of set of rules that defines the activities of the company in distribution of the product or service from manufacturer to end-user. Finding the answers to following questions could form the document, which is individually composed to the single plan of sales with regularity and predictability of staged operations. The first question is about how long the chain of interaction between producer and the client takes place. For example, it could be producer – company itself, place of action, sponsors wishes in the program, transportation of equipment and contacts with VIP quests and finally reaching the participants. Every business has its unique chain of production, but the purpose of commercial policy is to optimize the work inside this chain, fix the operating process and get rid of the extra links in the chain. The second question is about the segmentation of client base in the company. This part of commercial policy could be done with the analysis of certain selling period of time. If the company is on the establishing period, there is a possibility to place the scope of possible segmentation based on statistics data. The available section are: regional segmentation, according to the potential numbers of deals during the year, according to the actual numbers of deals in different commodity groups in the period of year and according to the amount of retail outlets of the distributors services (Krivonosov et al. 2010, 352-354). The third question is related to the pricing of retail price to the products or services. The previous two questions help to analyze the pricing segment: understanding the production price and knowing the chain of interaction of the company it is possible to suggest the possible percent from the product's price that goes to every participant in the production line. Moreover, the second question would help to fixate the final the final price making the analysis of what kind of customer of the product or service is and how much is he or she ready to pay for this proposal. Once the help of investigated information from the first two questions has been used, there comes another factor in pricing segment – analyzing market situation. The offer of the company should correspond the market price and setting prices according to identical level of profitability of similar products or services including the regional specifications allows being competitive in the niched profile of the product category. The next question: which distributor activity indicators are the checking points in the production chain? There are quantitative and qualitative indicators. The exact lists of indicators is the individual document for each company, while the function of monitoring them is equal to every business. Anyway, the basic list could be shortly implemented as the assumption of possible action of the brand new company on the market.

Quantitative indicators:

- total sales volume for the reporting period of time;
- sales volume by various product category in physical terms;
- the number of active outlets where the products or services are taking place;
- the stock volume of the distributor in the warehouse;
- the quantitative control method - data from the accounting system of manufacturer and distributor.

Qualitative indicators:

- the service quality, the mystery client as method of control of the service level;

- the completeness of the manufactures product or service portfolio in the distributor's assortment matrix.

The fifth point in the questions category is the set of adjustments regarding discount system establishing in the distributor's centers. The possibility of setting sales plan targets could be a motivating point in setting bonus system for those cooperators of production chain, who could base the record value in the rank. The bonus or discount system works both inside the company's team as well as while cooperating with business partners or clients. Moreover, the last question in the commercial police that should be considered is applying the advantages list for distributors or managers those are able to differentiate the business cooperating possibilities in the comparison to the suggestions of competitive businesses actively operable on the market in the chosen professional area of occupation (Executive academy, 2018-01-16).

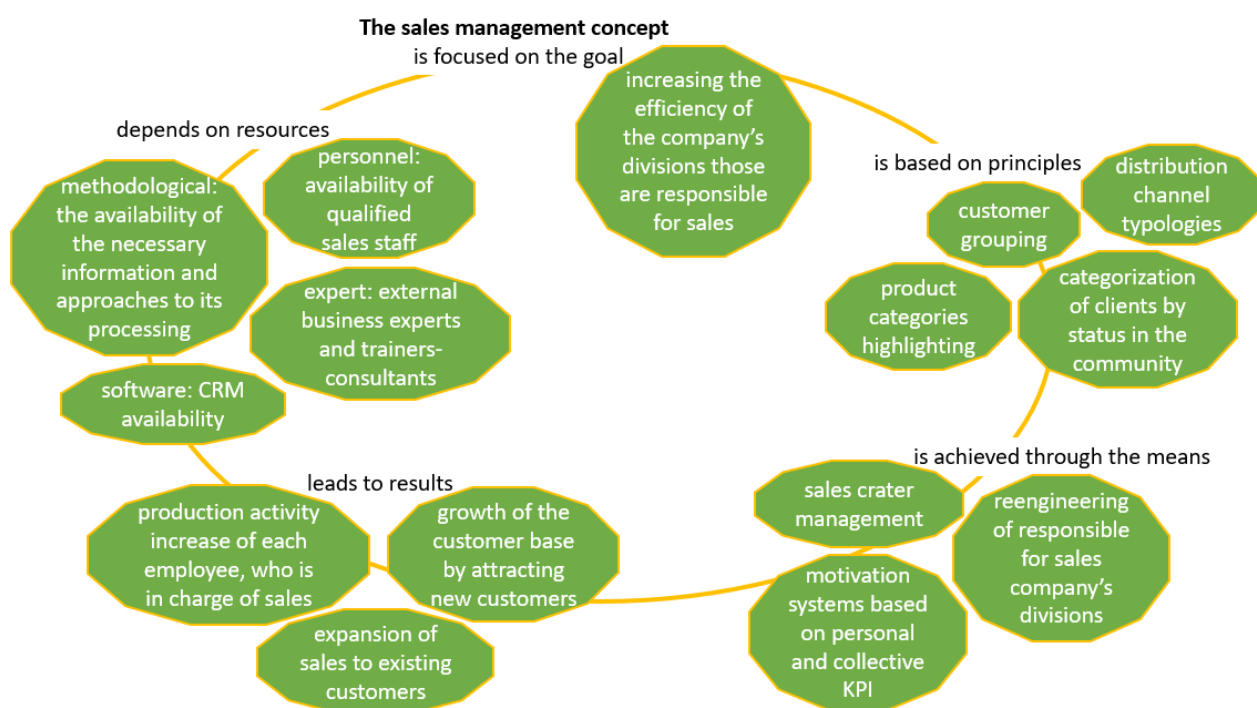


FIGURE 9. Sales management concept (Executive academy, 2017-12-19)

Relying on the described method of answering the fundamental questions of the commercial policy principle and applying to the scheme of sales management concept the fundamental part of all B2B actions on the market could be obtained in the partners or sponsorship cooperations. All chains of production and distribution are clearly structured in the process and help the companies operate effectively. The commercial policy is suitable both for position of creating a niche product or service and for strategy of entering the market through the leaders of sphere. Therefore, founding to the theme of the thesis, the Scandinavian market tendency in event-branding sphere has been detected.

6 CONCLUSIONS AND DISCUSSION

As the purpose of this thesis project is culminating experience results of the graduate study, the modernity and topicality dictated to focus on construction of working scheme of event branding business managing based on practical cases and theoretical aspects that are relevant at a given time. The compiled research data lays in the foundation of the thesis project. Large amount of material that is available through the Internet resources shows that in the constantly changing trends in the business sphere, this topic attracts the attention of most modern companies, and therefore allows to successfully highlight and structure concise theses of the key aspects of all the functions that the event can bring to the market for different types of companies.

Summarizing the research part of this thesis project, the basic objects in forming event brand company on Finnish market in North Savo region has been learned with the help of statistics, theory and practical cases of professionals in organizational sphere of different kinds of events. The classification of possible event directions has been studied aimed to deep into marketing section in forming the advertisement material for future sales strategies. The marketing section is presented in theoretical fundament and practical schemes adopted by nowadays difficulties and changes in sales directions. Moreover, the various possibilities to enter the market has been investigated with the documental tools, which are need to be prepared on the way to business cooperations in the chosen professional field. The statistics regarding North Savo region has helped in focusing on possible client base and understanding the available opportunities in creating the brand attributes and marketing specifications. The analysis of competitors and variable events suggested to the locals in the region should make the conception of introduction the new event clear in the planning stage of establishing business in the event sphere.

Overall, the learned theme of this thesis project reflects the importance of building a strong brand structure in the event sphere of business life. The thematic has been investigated by strong personal interest in event branding specifications and due to the high demand in formatting safety cushion for the beginners on the market of events. The business life is overflowed with brands and this topic is just takes shape and both now and in the future is an integral part of building a successful business. The marketing tools are changing dramatically and people are not willing to buy the products in raw, they are interested to get the complex of features with it. All the latest novelties could be found in the frame of any region's performance aimed to serve popularity in it. Eventology is coming up to date with modern trends and discoveries. The business communication is not even more just partners and sponsors conferences; it is supplemented with active participation of consumer in the phase of production line. That is why being close with your target audience and thoroughly learn their wishes and needs is the basic structure of nowadays branding foundation.

All in all, the thesis project together forms a capsule of knowledge, safety and modernity of deepening into the performing a brand new event in the chosen area of business and location peculiarities. The relevance of the work remain for many years, and therefore is able to be beneficial for any specialist or average person, who is interested in promoting the idea of an event to a higher level, having all tools and experienced conclusions mentioned and disclosed in this thesis work.

There is always a possibility to improve the studying project, but at this point of time my personal opinion in successfulness of completeness of thesis part in my professional study degree is rather refers to satisfaction with the work done and the results achieved. Anyway, there are still thought about ability of realization the chosen thematically field further and the parts of thesis; those could be done differently under other circumstances. Leaning to the thesis assessment criteria of Savonia most of thesis goals has been achieved varying on the peculiarities of the key point in reaching the highest grade. Here is my personal point of view on those thesis peculiar properties; those could be investigated even more in the frame of the project goals set.

While the thesis is practically oriented it is still based on theoretical material and the practical cases presented in lection format. Coming back to the history of my wish in completing the thesis part of professional study, there has always been the thought of looking for a company or project, which is in need of research material for further development and those subject responds to my personal interest in the sphere of international business. The years of searching of the perfect combination came up into the results of no other choice but making the work based on secondary data with the allowance of deepening into the sphere of international business, that is in charge of personal interest of future development in the working sphere. My experience includes both participation and organizations of various events mostly leaned to performances and study leisure activities as well as conferences and presentations of educational institution. I have always felt the interest in being part of this activity, but the lack of professional knowledge admitted the number of mistakes, which could not be prevented without having the basic knowledge, that I was able to convey through the thesis project. Those experiences in participation and organization of different kinds of events has been run in the first studying years, when the thesis project has still been mystical part of professional degree, not even allowing to understand that my interest could grow into the wish of professional growth in it.

In the past year of focusing on thesis project there could be a study object in the event branding field, but the Worlds pandemic situation cut down any possibilities not only in potential practical trainee, but also in any opportunity of holding an event offline. Basing on this situation and the individual study goals and schedule, the theme of thesis project has been formed and the researched based on secondary data has been fixed. In the process of collecting the material, I have been pleasantly surprised with the layer of knowledge available in the Internet resources from great professionals in the event branding sphere. The pandemic associates mostly with negative interpretation, but it should not be forgotten, that it has touched all people on the planet. Rephrasing the previous sentence, most representatives of creative and pedagogical professions felt the need to continue realizing themselves through their favorite work. Thus, great professionals in their field have dived into the work even more and shared useful information through the Internet resources. Moreover, here the state of affairs in the World worked in my favor, since I was able to get valuable information without leaving home, which is usually told at closed conferences for professionals in the field of organizing events. Thereby, from useful and high-quality sources, my research section in this thesis project has been formed, which meets the latest trends in branding the events, both offline and the increasingly popular format of online events. Accordingly, the research part in thesis project does not based on practical case of the existing company, but it is uniquely reach to the fundamentals laid by experience of field's pros.

Beside the utility of my thesis projects for any beginner in the sphere of branding the event, it is also a tool for my future working plans. According to the material studied, my candidacy for the potential working place in establishing brand new event is forced with the project work in my hands. The knowledge achieved allows me to feel confident in establishing the branding substrate from the ideas into the reality and fills me with working tools that are able to prevent the mistakes and could lead to success in organizing various kind of events. Therefore, in other words, the implementation of my thesis project is handy instruction for those, who are full of ideas and are ready to enter the market willing to work around things. Once reader investigates the thesis material, there comes the stage to act with the help of guidance. Since my thesis is niched to the North Savo region of Finland, according to the analysis and statistics found, the most popular place in placing the performance is still the capital of the region Kuopio city. Moreover, wishing to put my hat in, I am placing the tutorial material, investigated from the Kuopio city webpage that is created for event organizers. The full guidance could be discovered from the references part of thesis as *Opas tapahtumajärjestäjälle*, which is written in Finnish language, while the key components, that has been mentioned in my thesis project in organizational points are added in full to the last paragraph of thesis project – appendixes.

The last thought to conclude my thesis project done is concerning the possibility of hereafter development in the study field. In my personal opinion, the professional study degree is structured in the way to make the student familiar with the various business fields with an effort to internationalization and pursuing the goal to help the future professional find interesting thematic, which would be wished to investigated firstly on the level of beginner and later on as the advanced specialist. According to the structure of universities of applied sciences, after graduating from bachelor's degree there should be an experience of couple of years of working in the professional sphere chosen and only after the working clause comes the possibility to apply to the master's degree. That kind of structure is approached to me and my understanding of professional growth. So deepening into how my thesis project theme could be rooted to the start of professional career, my vision refers to the need of development in the branding area of event department in practically and accumulating the experience from existing working projects, there is a sense to return to the studies to the next step – master's degree student and make the analyzis of thesis project done in the bachelor's degree through the practical cases already in the niched theme of master's diploma of university of applied sciences.

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APPENDIX 1: INFORMATION FOR EVENT ORGANIZER, THESIS DENOMINATED PAGES ONLY

GUIDANCE FOR EVENT ORGANIZER (OPAS TAPAHTUMAJÄRJESTÄJÄLLE, KUOPIO 2021)

Yhteystietoja

Kuopion kaupunki tukee Kuopiossa järjestettävien tapahtumien toteuttamista neuvonnalla ja yhteistyöllä, osallistumalla tapahtumien hakuprosesseihin, vuokraamalla kaupungin omistamia tiloja ja alueita, myöntämällä tarvittavia lupia kaupungin omistamien tilojen ja alueiden käyttöön sekä tukemalla tapahtumien järjestämistä olosuhdejärjestelyjen ja tapahtumatukien avulla.

Kun suunnittelet tapahtumaa Kuopioon

[mva\(at\)kuopio.fi](mailto:mva(at)kuopio.fi), yhteistyökoordinaattori Markku Lind, puh. 044 718 2070

- asiakaspalvelu, neuvonta, yhteistyö tapahtumajärjestäjien, tapahtumapaikkojen sekä viranomaisten kanssa, markkinointi- ja tapahtumatuki

Tilavaraukset, maanomistajan luvat

Älä jätä ilmoituksia ja lupia viime tinkaakaan, huomaa loma- ja muut ruuhka-ajat, jotka voivat hidastaa käsittelyä. Kaikki lähtee tilavarauksesta!

Liikuntapaikat, koulu- ja nuorisotilat: www.kuopio.fi/tilavaraukset

Muut ulkoalueet, puistot, katualueet: www.kuopio.fi/fi/tapahtuma-ja-mainostamisluvat

Kauppa- ja satamatori: www.kuopiontori.fi/kategoria/tapahtumat

Elintarvike-, myynti-, ympäristöluvat: www.kuopio.fi/elintarvikevalvonta-ja-ymparistoterveys

Ilmoitus yleisötapahtumasta: www.poliisi.fi/luvut/ilmoitus_yleisotilaisuudesta

Pelastus- ja turvallisuussuunnitelmat: www.pspelastuslaitos.fi, www.poliisi.fi/ita-suomi

Tapahtumajärjestäjän yleisimmät luvat ja ilmoitukset

Yksityiskohtaisempi ohjeistus löytyy seuraavilta sivuilta.

LUPA, ILMOITUS TMS	TAHO, JOLTA HAETAAN	MÄÄRÄAJAT
Maanomistajan lupa	Maanomistaja, Kuopion kaupunki	Heti kun aloitat suunnittelun, viimeistään 1 kk ennen tapahtuman alkua
Yleisötilaisuuden pelastussuunnitelma	Pohjois-Savon pelastuslaitos	Viimeistään 14 vrk ennen tilaisuuden alkua
Ilmoitus yleisötilaisuudesta, turvallisuussuunnitelma	Pohjois-Savon poliisilaitos	Viimeistään 5 vrk ennen tilaisuuden alkua
Ilmoitus elintarvikkeiden tilapäisestä myynnistä, valmistuksesta tai tarjoilusta	Kuopion kaupunki, kaupunkiympäristön palvelualue; Ympäristöterveydenhuolto	Viimeisetään 4 arkipäivää ennen tilaisuuden alkua
<p><i>Muistathan, että käsittelyajat venyvät etenkin ruuhka-aikaan kesällä. Käytännössä lupahakemukset ja ilmoitukset kannattaa jättää vähintään kuukausi ennen tilaisuuden alkua.</i></p>		

[Tapahtumajärjestäjän muistilista](#)

2. Tapahtumatilat ja -alueet sekä maanomistajan luvat

Kaikkiin ulkoilmatapahtumiin, myyntitilaisuuksiin jne. tarvitaan aina maan- tai tilanomistajan lupa. Omistaja voi olla kaupunki, valtio, yksityinen henkilö, yhteisö jne.

Kuopiossa on alueita ja tiloja monenlaisille tapahtumille. Tietoja tiloista sekä niiden varaamisesta ja tarvittavista luvista saat:

Kauppatori ja satamatori

<http://www.kuopiontori.fi/>

Tapahtumat ja tilaisuudet: tilla.martikainen@kuopionkeskus.fi, puh. 050 360 8973

Torimyyntipaikat: torivalvoja@kuopio.fi, puh. 044 718 5146

Liikuntapaikat, koulu- ja nuorisotilat

<https://www.kuopio.fi/tilavaraukset>

Tiedustelut: liikuntapaikkavaraukset@kuopio.fi, puh. 017 182 550,

koulutilavaraukset@kuopio.fi, puh. 017 184 123

Avoimna arkisin klo 8.00–15.30

Kokous- ja kongressitilat

Sopivien tilojen haussa ja kokousten ja kongressien järjestämisasiassa palvelee Kuopio Convention Bureau Oy:

<http://www.kuopiotahko.fi/kokoukset-ja-kongressit/kuopio-convention-bureau-oy>

kirsi.vartiainen@kuopiotahko.fi, puh. 050 330 3496

Muut ulkoalueet, puistot ja katualueet

<https://www.kuopio.fi/fi/tapahtuma-ja-mainostamisluvat>

Aluevarauksista ja maanomistajan luvista tiedustelut ja hakemukset osoitteeseen:

kunnossapito@kuopio.fi.

Maanomistajan lupaa haetaan vähintään kuukausi ennen tapahtumaa.

Kuopion kaupungin karttapalvelussa <http://karttapalvelu.kuopio.fi/> hakija voi tehdä tapahtuma-alueen rajauksen tulostuksen, mikä vaaditaan maanomistajanluvan käsittelyä varten.

Kuopion kaupungilla on myös ns. tapahtumapuistoja.

1) [tapahtumapuistot: kuvat \(pdf\)](#)

2) [tapahtumapuisto: hinnasto \(pdf\)](#)

Pienelle ei-kaupalliselle tapahtumalle, jossa aluetta ei suljeta yleiseltä käytöltä, eikä vaadita mitään erityisiä toimenpiteitä voi hakea, eli ilmoittaa ja saada, luvan Kuopion kaupungilta maksutta kunnossapito@kuopio.fi.

Maaomistaja – kaupunki tai yksityinen – voi asettaa ehtoja tai kokonaan kieltää tapahtuman järjestämisen, jos tapahtuma ei sovellu suunnitellulle paikalle tai sen järjestämiseen on olemassa muita esteitä.



5. Tarvitaanko tilapäisiä liikennejärjestelyjä?

Tapahtuma voi tarvita tilapäisiä liikennejärjestelyjä, kuten katujen sulkemisia, liikennevalojen laittamista vilkulle, tilapäisiä pysäköintialueita, tai muita toimia liikennealueella.

Yleisötilaisuuksien edellyttämistä teiden sulkemisista on tiedotettava ja opastettava riittävästi. Tilapäiset opastusmerkit ovat kevytrakenteisia, valkopohjaisia tauluja, joissa käytetään kohteen nimeä tai tilaisuuden tunnusta sekä tarvittaessa kohteen suuntaa ja etäisyyttä.

Kun tienpitäjänä on Kuopion kaupunki, näihin toimenpiteisiin haetaan lupaa kaupunkiympäristön palvelualueen kunnossapitopalveluista.

Asiakaspalvelu: puh. 0800 918 511

Asiointiposti: kunnossapito@kuopio.fi.

Yleisille maanteille luvat tapahtuman vaatimille erityistoimenpiteille haetaan ELY-keskukselta (pois lukien tien sulkeminen). Lupaa tilapäiselle opasteelle haetaan vapaamuotoisella hakemuksella paikallisesta ELY-keskuksesta otsikolla: "Hakemus tilapäiselle opastukselle / tapahtumailmoitukselle". Lupakäsittelyä edesauttaa, jos hakemuksen liitteenä on karttaesitys opastuksen laajuudesta. Hakemuksen voi toimittaa myös sähköpostilla osoitteeseen kirjaamo.pohjois-savo@ely-keskus.fi.

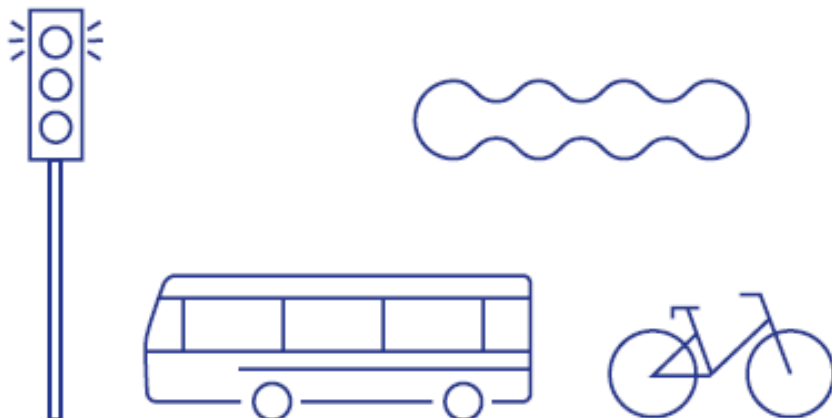
Yleisten teiden sulkemista vaativien tapahtumien lupaviranomainen on poliisi.

Tienpitöviranomaisen (ELY-keskus) antaa poliisille tarvittaessa lausunnon yleisten teiden käytöstä. Jos tapahtuma ei vaadi tien sulkemista, on lupaviranomainen yleisen tien erikoiskäytöstä paikallinen ELY-keskus. Samoin tilapäiset nopeusrajoitukset haetaan paikallisesta ELY-keskuksesta.

Pääsääntöisesti poikkeavat liikennejärjestelyt sovitaan hyvissä ajoin tapahtumajärjestäjän ja tienpitäjän, ts. kaupungin kaupunkiympäristön palvelualueen kunnossapitopalvelujen tai ELY-keskuksen kanssa. Poliisi voi antaa asiantuntevia neuvoja jo tapahtuman suunnittelussa. Tapahtuman aikana poliisi voi vielä tehdä tarvittavia muutoksia, esim. sulkemalla katuja.

Ilman yleisötilaisuuspäätöstä ei tapahtumaan voida hyväksyä tilapäisiä järjestyksenvälvojiä. Poliisi voi päätöksellään nimetä liikenteenohjaajia myös muihin tapahtumiin kuin yleisötilaisuuksiin. Poliisin päätöksellä tapahtumajärjestäjän nimeämät liikenteenohjaajat saavat toimivaltuudet ohjata liikennettä yleisellä tiellä.

Tapahtuman järjestäjän tulee huolehtia siitä, että ympäröivän alueen ja rakennusten pelastustiet ovat käytettävissä koko yleisötilaisuuden ajan.



6. Aiotko esittää tilaisuudessa musiikkia?

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Musiikin julkiseen esittämiseen tarvitaan lupa tekijänoikeusjärjestöiltä, esim. Teostolta.

Katusoittoon torilla pyydetään lupa torivalvojalta, puh. 044 718 5146.

Katualueilla, puistoissa ym. yleisillä alueilla luvan myöntää kaupunkiympäristön palvelualueen kunnossapitopalvelut puh. 0800 918 511.

Asiointiposti: [kunnossapito\(at\)kuopio.fi](mailto:kunnossapito(at)kuopio.fi).

Katusoitattajat eivät saa käyttää tori- tai muilla alueilla äänentoistoa. Soitto ei saa häiritä toritoimintaa, asukkaita tai muita käyttäjiä.



11. Tarvitaanko tilaisuudessa järjestyksenvalvoja tai vartiointia?

Oppaan kohdassa **1** on luokiteltu yleisötilaisuudet lupaprosessien näkökulmasta. Yleisötilaisuudessa tulee pääsääntöisesti olla nimettynä järjestyksenvalvoja. Järjestyksenvalvojen avulla järjestäjä takaa tapahtuman häiriöttömän ja turvallisen läpiviemisen. Järjestyksenvalvoja tarvitaan vähintään kaksi, mies ja nainen.

Järjestyksenvalvojen määrä perustuu tapahtuman luonteeseen ja alueen laajuuteen tai hallittavuuteen yleensä. Järjestäjän tulee esittää turvallisuussuunnitteluun pohjautuen järjestyksenvalvojen määrää tapahtumaan. Poliisi harkitsee tapahtumajärjestäjän esittämien järjestyksenvalvojen edellytykset toimia kyseisessä tapahtumassa. Yleisenä arviointiperusteena on, että suuren riskin tapahtumat vaativat 1 järjestyksenvalvoja per 100 tapahtumakävijää. Pienen riskin tapahtumissa riittää 1 järjestyksenvalvoja per 500 asiakasta. Järjestyksenvalvoja on kuitenkin aina oltava vähintään sen verran, että järjestyksenvalvojat voivat selviytyä tehtävistään, esimerkiksi avaamaan poistumisreitit ja ohjaamaan ja avustamaan ihmiset kokoontumisalueille. Järjestyksenvalvojen on pystyttävä viipymättä puuttumaan ja ennalta estämään mm. järjestyshäiriöitä.

Tapahtuman välittömään aukioloon liittyvän ajan ulkopuolinen huvialueen valvonta on vartiointia ja siten vartioimisliikkeiden toimialaan liittyvää toimintaa. Järjestyksenvalvojat eivät saa suorittaa yövartiointia. Mikäli vartijaa ei ole, tapahtumajärjestäjä itse ei käytännössä voi puuttua huvialueella tapahtuvaan liikkumiseen juuri mitenkään.

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