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PLANNING AND ORGANIZING THE INTERNATIONAL WEEK
FOR INTERNATIONAL STUDENTS

Degree Programme in Tourism
2013

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Degree Programme in Tourism
September 2013
Supervisor: Ruoho, Jaana
Number of pages: 37
Appendices: 7

Keywords: international event, event management, project, project planning

The subject of this thesis was to plan and organize an international event for students in Deggendorf Institute of Technology. The event was made for the International Office and it was implemented together with the staff of the International Office and voluntary international students. The International Week is implemented by the International Office twice a year, in winter and summer semesters. Each year the event is assumed to be a bit different and offer variable and interesting cultural program for the students.

The goal was to plan and implement a successful international event, which would offer students information about different cultures and study possibilities abroad and also give students opportunities to get new friends from different countries. Its purpose was also to get exchange students together with German students. The event was implemented at the campus of Deggendorf Institute of Technology, partly as an outdoor event, to be able to reach as many students as possible. This year the event was organized on 13-16 May 2013.

This study was implemented as a practice-based thesis, which means that it includes a theoretical part of event planning and project working put together with reporting how the event was implemented. The study is based on the literature concerning event management and project working and it was combined with the practical implementation of the event.

As a project manager of the event I was responsible for the whole event process; planning, implementing and closing the project. My duties included planning and scheduling the program, recruiting facilitators, implementing the event, collecting feedback and reporting the process.

According to the given feedback the event was implemented successfully and the guests were satisfied with the event. Unfortunately the weather was not very good for outdoor activities, which affected the amount of visitors in outdoor events. Based on the feedback the International Week is seen as an important event because of the chance to share the students' own culture with the other students and get to know other cultures. It was seen to increase social cohesion and make people more tolerant.

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1 INTRODUCTION

The topic of this thesis was to plan and organize the International Week for the international students of Deggendorf Institute of Technology. This event was implemented in Germany in a German university as a part of my work in the International Office. Because working in the International Office, it was logical to write the thesis in English. I also wanted this thesis to be as a help for new interns and employees, who will organize the same event in the future. In this project I worked as a project manager in an international team, which consisted of international students. Previous semester I studied as an exchange student in Deggendorf Institute of Technology. This experience from last semester helped me planning this event.

I found this topic interesting, because events have become an important marketing tool for companies in recent years. There are more and more event offices, which are specialized in organizing events. On the other hand, event marketing has changed a lot in the previous decades. Nowadays people are busier and they don't have much time to take part in events. Event organizers have to think how they can stand out of the large amount of different kinds of events which are offered. Therefore, events should give something for the guests, for example new ideas or new experiences. Events have to be well-planned, strategic and goal-targeted. (Vallo & Häyriinen 2012, 23-24.) Even if there have been events as long as there have been humans, event management has only recently become to be seen as a profession. Two main reasons for this are that the importance of the events has increased and as a result, the number of events has grown. At the same time the concept of event has become wider. (O'Toole 2011, XIV.)

I am very interested in working in international environment and planning events, which is why I found this topic suitable for my final thesis. Language skills and being international are important especially in the tourism industry and it is important to know about different cultures. In the future I would like to work with international issues or event planning, which is why I see this thesis important for my future career. In this project I combined my working in the International Office, practical implementation of the event and reporting the whole process in my final thesis.

In this thesis I will describe the whole process of the event management; planning process, implementation and post-marketing phase. I will keep theory close to practical implementation. In addition, I will explain why organizing an event is good to implement as a project. The questions for this thesis are: How to implement a successful event? How to make the event interesting? How to make people interested in it and take part in it? I will use Vallo and Häyrinen's successful event star as a guideline for the event planning. According to Vallo and Häyrinen (2012), a successful event is created by answering strategic and operative questions. By answering the strategic questions *what, to who* and *why* of the first triangle, we will generate the idea for the event. By answering the operative questions *what kind of, how,* and *who* of the second triangle, we will have the theme for the event. These two triangles will form a star, which has to be in balance to be functional. I saw this theory a good way to start planning the International Week. After the event I made a feedback inquiry with questionnaires or by interviewing the people, so the event can be developed in the future.

In the next chapter I will define the goals and what I want to accomplish with this thesis. Then I will present the client of my final thesis, the International Office and the place where it operates, Deggendorf Institute of Technology. After that, I will explain in detail what the International Week is and what it includes. In chapter four I will continue to describing a practice-based thesis and the research methods I am using. Then in chapter five I will discuss events as projects. In the following chapters I will present the event process, which includes the planning of the project, implementation of the event and closing the project. In the implementation phase I will explain the program of the International Week in detail. Finally, I will analyze the given feedback in order to be able to develop this event in the future. Based on this feedback and my own conclusions I will evaluate if the event was successful and the expectations were fulfilled.

2 THE GOAL OF THE THESIS AND RESEARCH ASSIGNMENT

2.1 The purpose and goal of the thesis

The main goal for this thesis was to organize a successful event for students of Deggendorf Institute of Technology. Its purpose was to get exchange students together with German students and learn about each other's cultures. The idea was that the exchange students have the possibility to present their country and culture, have fun and integrate with other students. Also German students would get a lot of information about other countries, get the opportunity to speak English and maybe even get an interest to go abroad. At the end of this thesis I will find out, based on a feedback survey, if these expectations were fulfilled.

My personal goal was to learn to plan and implement international events. I already had some experience in event planning, but I had always been working as a part of a team, but never worked as a project leader. My aim was to learn which factors affect creating a successful event and to understand the whole event planning process. I also wanted to learn in practice how to plan, organize and market a successful event. In addition, I wanted to learn how to work as a project leader in an international team and in an international environment. This was a good way to gain experience for my future career.

2.2 Research assignment

The assignment of this research was to plan and organize the International Week as a project in the International Office. This thesis describes the whole process of event management starting from planning, continuing to marketing and implementing the event, and eventually evaluating how it succeeded. I explain the different stages of planning a project and give explanations how I ended up to some solutions. An important part of this project is to do a feedback survey to be able to evaluate the results and have a chance to develop the event in the future.

3 DEGGENDORF INSTITUTE OF TECHNOLOGY AND THE INTERNATIONAL OFFICE

3.1 Deggendorf Institute of Technology

Deggendorf Institute of Technology is a university with five different faculties, which offers 26 different study programs. The original name of the university in German is Technische Hochschule Deggendorf. The university is located in the town of Deggendorf in the south-eastern part of Germany in the State of Bavaria. In 2010 there were 4052 students in the university and the amount of students is rising every year. (Website of the Deggendorf Institute of Technology 2013.)

Deggendorf Institute of Technology is a very international university with 122 partner universities in 50 different countries. It offers financially supported ERASMUS exchange and internship programs in European countries, but also many study possibilities outside Europe. The university has one degree program entirely in English called International Management, which has students from different countries all over the world. (Website of the Deggendorf Institute of Technology 2013.)

3.2 International Office and International Student Affairs

The International Week event was ordered by Lisa Hirtreiter, the director of the International Office. The International Office operates in Deggendorf Institute of Technology and it has a big role by helping and supporting exchange students in their studies abroad. First of all, the office is in contact with partner universities and makes student selections to the Deggendorf Institute of Technology. After accepting students from different countries, it provides information about study courses, arranges accommodation and pick-up service for the students. The International Office also helps the exchange students with practical issues and answers all questions concerning their time in Germany. When arriving to Germany, the office takes care of all the documents that need to be sent to students' home universities.

The International Office organizes different kinds of events for students together with students' organization called AKI Club International. The most important events of the year are the Orientation Week for the new students at the beginning of the semester and the International Week to give information about different countries, study and internship possibilities abroad. The International Office offers also counseling and information about scholarships for German students who are planning to go abroad. The office takes care of international marketing and cooperates with different sections of the university, for example with the Language center and the Career service. (Website of the Deggendorf Institute of Technology 2013.)

3.3 International Week in Deggendorf Institute of Technology

The International Office organizes the International Week event twice a year, in summer and in winter semester in Deggendorf Institute of Technology. In winter semester the event is smaller and in parts. In summer semester the duration of the event is four days. The International Week of summer semester is always arranged in the middle of May. In May there is usually a nice weather with sunshine and it is in the middle of semester, so it won't disturb the exam period. The event belongs to the highlights of the event calendar in Deggendorf Institute of Technology. (Hirtreiter, personal communication on 19.2.2013.)

According to the director of the International Office Lisa Hirtreiter the International Week has been organized with different kinds of themes and each year it should contain something new. For example, in 2010 the International Week the main theme was China and the program included Chinese dance, food and traditions. The International Week is a cultural event and its purpose is to arouse interest towards other countries. Each day has different kind of a program, which will offer students variable cultural events. (Hirtreiter, personal communication on 19.2.2013.) Cultural program can include culinary trip to different countries by cooking traditional food or dancing evening and music shows, which give everyone a chance be part of the program. (Deutsches Studentenwerk 2012, 38.) In previous years the program of the week included country presentations, information about partner universities and possibilities to go abroad, sports day with an international football match, dance and mu-

sic shows, and Taste the World, where students have possibilities to taste food from different countries. There are some fixed elements which are part of the International Week each year. The internship day, organized by the Career service, has to be part of the week. This day includes information about study possibilities abroad and is usually presented by students who have been abroad. Another fixed program is the Taste the World event. It gathers different nationalities together and the students cook traditional food from their countries. Food culture is an easy way to get to know different countries and this event usually brings together the largest amount of visitors. But it is also important that on this week there is always something new and interesting for the students. That is why I got the possibility to develop the event and add new elements. (Hirtreiter, personal communication on 19.2.2013.)

4 PRACTICE-BASED FINAL THESIS AND RESEARCH METHODS

4.1 Practice-based thesis

A practice-based thesis is one form of a final thesis, which will instruct an action, do guidance, organize or rationalize an action. A practice-based thesis can be a guide or an instruction, for example an introduction guide for a new worker or safety guidance. It can also describe organizing an event. It combines practical implementation and reporting it based on literature. Typical for practice-based thesis is that the product, event or guidance is always made for someone to use, to a specific target group. This is because the goal is to get people involved in an action, an event or to rationalize an action with guide or guidance. (Vilkka & Airaksinen 2003, 9, 38.)

In a practice-based thesis it is important to discuss different choices and why something was left out, only implementing the event is not enough. When reporting the event organizing process, the program should also be presented. The report should also contain information about event promotion, possible registration or participation costs, invitations, accommodation and contracts. Theoretical information should be combined with the practical implementation. Practical decisions should be reflected to the theory of the topic. In a practice-base thesis questions what, why and how

should be replied. It describes the work process, results and conclusions, and includes evaluating your working and learning process. Defining some main concepts can also be a good theoretical perspective in a practice-based thesis. (Vilkka & Airaksinen 2003, 41 – 43, 55, 65.)

I chose to write a practice-based thesis because I wanted my work to be close to work environment. I wanted to learn more about event planning and understand the process as a whole. I have been organizing many kinds of events in the past, but I haven't got deep into the theory of it or been entirely in charge of it as a project leader. In order to become professional in event management, I have to know how an event can be planned successfully and understand how a project leader should act. By becoming familiar with the literature about event management and combining it to practical implementation, I think I learn a lot about organizing successful events, working as a part of an international team and decision making as a project leader.

4.2 Research methods

In this thesis I use qualitative research method when conducting the feedback survey about the International Week. Qualitative research method is useful for understanding the phenomenon as a whole. It is a good research method, when the aim is to define what kind of beliefs, wishes and impressions affect peoples' actions. The questions of the inquiry should start with words what, how and why, because its goal is to make the answerer to describe and explain his/her thoughts and visions. A good way to collect information qualitatively is to do a questionnaire or a themed interview. Questionnaires are structured, which means that the same questions are asked in the same order and they are open questions. The themed interview is a half structured and better way when the aim is to get information about a certain theme. (Vilkka & Airaksinen 2003, 63-64.)

The style of the interview should be chosen according to what kind of and how accurate information is needed. In a practice-based thesis it is enough to have illustrative information and that is why transcribing is not necessary. The quality of a survey is more important than the amount of surveys. It is not necessary to analyze the results,

and you can use it as a source. Versatility of the survey affects the quality. It is also important how well the survey corresponds to the needs of the target group. (Vilkkä & Airaksinen 2003, 63-64.)

In this research I have used above mentioned themed interview. At the planning phase I interviewed my colleagues in the International Office in order to get information and guidelines about the previous International Weeks and about the wishes for the upcoming event. The director of the International Office, Lisa Hirtreiter, has been one of the organizers in recent years and has a lot of experience in implementing the International Week in different ways. I also got valued information from my other colleagues, who hadn't been planning the week, but visiting the events. This was very valuable information because it gave me the guest's point of view to the event.

At the end of the project I conducted a feedback survey for the participants of the week. The questionnaire can be seen in attachment 6. With this survey I wanted to find out how the guests experienced the event, what could have been done differently or even better. This survey was implemented as a qualitative and structured survey by asking open questions in the same order. In chapter 8 I will explain more about the survey and the results of the feedback.

5 ORGANIZING AN EVENT AS A PROJECT

5.1 Event

An event can be described as a temporary and purposive gathering of people. Event management can be defined as “the organization and coordination of the activities required to achieve the objectives of events”. Typical characteristics of events are that events are temporary, they gather people together, they usually introduce a ritual, and they are unique. (Bladen, Kennell, Abson & Wilde 2012, 3.)

An event has a limited duration, a beginning and an end. This makes it important to have a planned schedule to be able to implement it successfully. Events might also occur spontaneously without planning. Organizing the International Week can be seen as a planned event, because it needs to function well. Events are always unique, even if the same event is held each year as the International Week. (Bladen et al. 2012, 4-5, 8.)

5.2 Events as projects

Events have many similarities with projects. Events, as well as projects, have fixed budgets, specific time frames and limited resources, which consist of employees, suppliers, venues and volunteers. Organizing an event in the framework of project management helps in planning, organizing and controlling events. (Bladen et al. 2012, 23.) With the help of principles of a project work, events can be implemented systematically. A project aims at a specific goal and is carried out in a specific time frame by a certain project team. Project is changing a lot during its life cycle and it includes different phases. There are no similar projects and a project is always a learning process for the team members. Risks and uncertainty belong to a project and it requires careful planning and risk management. These features of project management should be considered in planning and organizing an event. (Kauhanen, Juurakko & Kauhanen 2002, 23-25.) I chose to plan and organize the event with the help of project management tools to be able to do it successfully and systematically.

Projects should be put into phases to ensure proper planning and implementing. Kauhanen (2002) divides a project into eight sections; preliminary selection of the project, decision to start the project, background research, making a project plan, estimating the implementation and risks, implementation, closing the project and evaluation. (Kauhanen et al. 2002, 26-30.) Kettunen (2009) presents a simpler process model with recognizing the need of the event, defining, planning, implementing and closing the project. I decided to follow Kettunen's model because it was close with the theory of Vallo & Häyrynen's (2003) event process. When I received this project, the International Week recognized the need of the event and defined the main concept of the event is. I started my planning process by researching information about

previous International Weeks in Deggendorf Institute of Technology and found out if there are any similar events in other parts of Germany. After research I started to work with the project plan with my project team, which is closely presented in chapter 6. According to Kettunen project plan includes normally the description of goals, project organization, implementation phases, schedule, task script, risk management, budget control, promoting, closing and evaluation. Planning phase was followed by the implementation phase, which is presented in chapter 7 and finally closing the project presented in chapter 8. (Kettunen 2009, 45-46.)

5.3 Event types

Events can be information events, entertainment events or a combination of both. The content of the event is created keeping in mind the goal of the event and the target group, not forgetting the theme. Events can also be classified according to the implementation methods. Self built up events are planned by the organization. They require a lot of work and a professional project leader in the organization. This is a cost-efficient method, but might not be good when there is not enough experience in the organization. Bought events are planned by event offices. This doesn't require so much work from the organization but is an expensive way and is not easily controlled. Concatenated events consist of small parts of programs and the organization will link them together. This is an easy method and the costs are visible. The challenges of this method are that the event might not be seen as a whole and the programs might feel disconnected. Umbrella events are bought as a whole, for example a trip to a concert. This is an easy way and the theme is ready, but it requires an own built up event with hosting from the own organization. (Vallo & Häyrynen 2012, 61-68.)

The International Week was a combination of information and entertainment event. It was also a self built up event, because everything was organized inside the organization. As a project leader I had the responsibility of the entire event, which needed a lot of work and commitment. I was not yet a professional event organizer and this project was given to me as a learning experience. As a student of Deggendorf Institute of Technology, I had already many connections with the students, but also with

the office workers. In my opinion, these connections are essential and the event would not have been so popular if it had been organized by a person outside the organization.

5.4 Organizing a successful event

Nowadays people are busier and have not so much time to participate events. Therefore, it is important that the guest will feel that the event offers new ideas, thoughts or information. A successful event will include surprises and will even exceed the expectations. (Vallo & Häyriinen 2012, 193.)

An event is always a process which contains a planning phase, an implementing phase and a post marketing phase. The planning phase should cover the biggest part of the process, 75 %, implementing phase 10 % and post marketing phase 15 %. All phases together should take at least two months. Otherwise the quality and implementation of the event will suffer. (Vallo & Häyriinen 2012, 157-158.)

A successful event can be described as a star, which shines warm light and joy for the guests. As you can see from the figure 1, star consists of two triangles, strategic and operative. Before starting to plan the event, you should be able to answer these questions. Strategic questions are: *why* are we organizing an event, *to who* are we organizing and *what* are we organizing? It is important to define the goals of the event and think what the main message of the event is. To reach the goals, the target group and their interests have to be well-known. Here also the basis of the event should be in mind and what is the event type; informative or entertainment event, a seminar or a trip. Answers to these strategic questions will build the idea of the event. Operative questions are *what kind of* an event is organized, *who* will host the event, and *how* the event is organized? Here you plan the content and program for the event, keeping in mind the target group, think the event process based on the theme and idea and plan who will host this event. Answers to these operative questions will build up a theme of the event. These triangles should be in balance so the event will be functional. (Vallo & Häyriinen 2012, 101-106.) This event was planned and implemented with the help of these strategic and operative questions. In this the-

sis I look more closely to the event process, which includes planning process, implementation phase and post marketing phase.

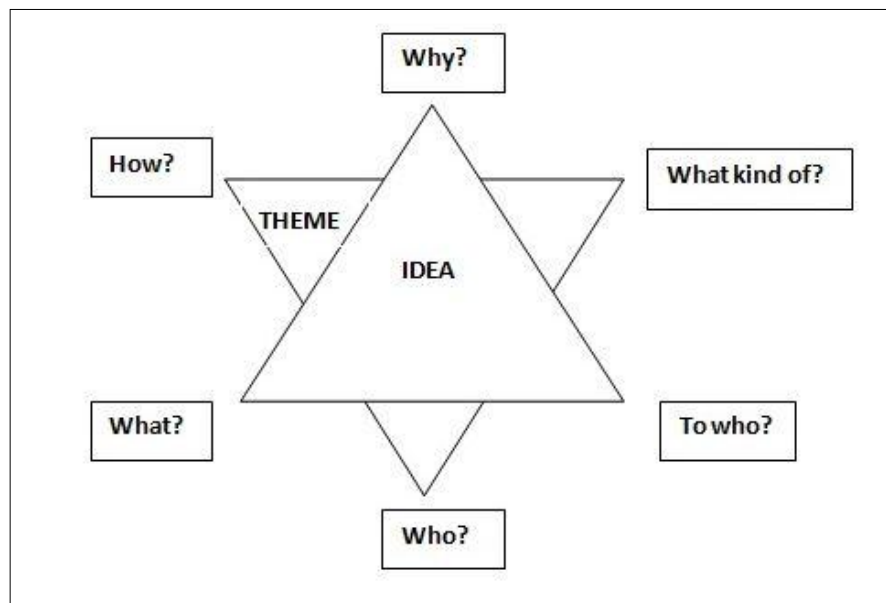


Figure 1. A successful event

6 PLANNING AND ORGANIZING THE INTERNATIONAL WEEK

As pointed out in the previous chapter, planning should cover the biggest part of the project. In this chapter I will open up my planning process with the help of project management tools. I will also use Vallo and Häyrynen's strategic and operative questions as help. By answering these questions I make the idea and theme clearer for myself. In the planning process it is also good to make an event script, which explains what is happening, where and when. (Vallo & Häyrynen 2012, 161.) I found the event script very useful when managing the timings and to evaluate how many people I need for each task. The final event script, which changed many times during the planning process, can be seen in attachment 5.

I started the planning phase gradually in February while working with other events. The planning process lasted until the middle of May. First I clarified the idea of the

event and defined the target group. Then I searched for suitable members for the project team, scheduled the project, thought with what kind of resources the event is carried out, how the event is promoted and evaluated the risks. The preliminary program was ready in March, and it changed a lot during the whole planning process. When one idea did not work, I had to come up with new ones and I made changes to the document.

6.1 The idea of the International Week

Every event should have a goal and it should answer to the question why the event is organized? Defining the goal of the event is important and should take some time. Events are too often organized because it is a habit or because others organize them too. If the event has become a tradition, you should think if it is still up-to-date or has the goal changed during the years or become unnecessary. The goal has to be well defined so it can be compared to the feedback of the event and as a result you know if the goal was reached. (Vallo & Häyrynen 2012, 111-112.) The event was organized for the students to give information about different countries and cultures in an entertaining way. It was a combination of information and entertainment event. Its purpose was to inspire the students to study or do an internship abroad.

The International Week is a combination of entertainment and information events, which consist of different kinds of cultural programs. The International Week was planned to be a 4-day-event with different activities for each day. These activities would make it easier for German students to get to know international students and in that way to get interested going abroad. One day would involve giving information about internship and studying possibilities abroad, the other days would be only entertainment activities for the students. In a very early stage of planning, I decided what the program on each day would include. Monday would be Game day, on which the students would present traditional games from their counties and learn them from each other. Tuesday would be Dancing day, when students would show us dances from different countries and we would learn them together. Wednesday was already decided to be an informative Internship day. Thursday would be Taste the World day, which is part of the program each year and on which students cook tradi-

tional food from different countries. For each day we had to search for volunteers, international students who would like to present their countries. For Game day, we needed people who would teach a traditional game from their country, for Dancing day we searched people, who would present some traditional dance and for Taste the World we required people to cook traditional food. For each event we gave a possibility to sign in as a facilitator by e-mail or on Facebook. This year, 2013, the event was implemented from 13th of May until 16th of May.

6.2 Target group

The target group has to be well defined before organizing the event. The event organizer has to keep in mind that the event is planned for a certain target group, not for itself. (Vallo & Häyrynen 2012, 121-122.) The target group of the International Week was large, all the students of Deggendorf Institute of Technology. Students are active young adults, both men and women, about 18-25 years old. Most of them were Germans, but there are also about 90 students from different countries around the world. Some of the international students were studying regularly at the university and some of them were exchange students, who stayed only one or two semesters.

It was easy to discover what kind of program the target group wants, because I belonged to the target group. I had studied as an exchange student in Deggendorf Institute of Technology and had participated similar kind of events as a guest. Of course there were students, who had different interests, which had to be taken into account. Most of the students were really active and sporty which is why I decided to add sport activities to the program. I also thought that people like to take part in action rather than watch, which is why I chose activities which they can try themselves.

Some exchange students were working as facilitators and as a part of the organization team during these days. Besides working as facilitators, the exchange students could also take part in games and other activities offered during the week. The event was also open for employees and professors of the university.

6.3 Organizers

The initiator of this event was Lisa Hirtreiter, the director of International Office. She made the decisions about the compulsory program, the date for the event and the budget. My role was to operate as a project leader, generate new ideas and have the main responsibility for implementing the event. The project leader has the main role in the project. She/he has to be able to delegate, lead, report and make decisions. The project leader is responsible for leading and planning the project, budgeting, implementation and monitoring. (Vallo & Häyrynen 2012, 224.) I found out that delegating was one of the most important actions of a project leader, because I could not do everything by myself.

All the information about meetings and plans should be all the time available for all the team members. In my project I kept my project workers always informed on Facebook, where we had our own group just for the main organizers. There I asked their opinions and we decided about the upcoming meetings. Very important in managing a project is also to make sure that everything will be carried out as agreed and that everyone knows their task and schedule. My job was to get the exchange students participate and to motivate them to help with the project. Exchange students were in a big role in this event, without them this week would not be possible.

At the beginning it was already clear that I needed some student workers, helpers and volunteers to help me with the organization of the week. Soon I realized that I also need help with the planning process. I am used to working in a group and I think it is the best way to do a project. In a team you can discuss different ideas and other people might come up with great ideas that you yourself wouldn't even think of. This I realized in the very first group meeting, in which I had three people besides me. I wanted people who were motivated to help, not people who were forced to do it. My team consisted of friends and people I knew and asked to join the team.

The project team built up little by little. First I got a helper, who would design the posters for the week. Then I got a person, who was going to help me with marketing. I also needed a German speaking person, who could help me by contacting different

companies. All the decisions I had to make myself, but it was great that I could ask opinions from my team members.

Working in an international group can be sometimes challenging. Our group consisted of Finnish, German and Russian team members and in spite of different cultures and languages, we had a great balance between the members. Finland, Germany and Russia don't have many cultural differences, which makes it easier to understand each other. For example perception of time and ways of working in these three countries are quite similar. Common language, English, also makes international team work possible over country borders.

6.4 Schedule

I got the assignment for this project in December, before Christmas. I started to familiarize myself with the topic and the planning process started in February. The preliminary program was planned to be ready in March, so we would have time to prepare advertisements and invitations, and make other practical arrangements early enough before the event. I needed to know all the facilitators by the beginning of April, which is why I had to inform the new exchange students before they even had arrived in Deggendorf. Most of these new exchange students would be part of the organizational team. The guests would have to register by the end of April in the International Office to be able to prepare the events for a right amount of people. The actual event was going to take place on the 13th-16th of May in 2013. The date of the event had already been decided by the director of the International Office. After the event would follow the post-marketing phase and evaluation. Within two weeks after the event, I would collect feedback qualitatively with questionnaires and by interviewing the participants.

6.5 Resources

Resources mean people, facilities, equipment, finance and materials needed in the event. (Bladen et al. 2012, 37.) As I have already presented the organizers and the

human resources I needed in the event, I will concentrate on the facilities, equipment, finance and materials in this chapter.

The venue of the event was the campus of Deggendorf Institute of Technology. Some of the events for example Game day and Taste the World were planned to implement outside in the yard if the weather was good. The yard in the middle of the campus was big enough for example for sports activities and in that place the event would be easy to notice. Like in every outdoor event, the weather had to be taken into consideration. For the event we could also have used some class rooms but for Dancing day the best choice was to use Mensa, because there was enough space for 40-50 people.

For the International Week we also needed a lot of equipment, and it was not easy to get everything. For example music equipment was expensive and we also needed a person, who knew how to use them. For Game day we needed the games, Finnish M \ddot{o} lkky, a rope for rope pulling game and the equipment for the dj and for Human table football. Finnish M \ddot{o} lkky was ordered before the event, a rope was borrowed from a school and the equipment for the dj and Human table football was ordered from a colleague of mine. For Dancing day we needed drinks and music equipment. We needed tables for Taste the World day, plates and cutlery for food, and sound systems for music. For these two days we borrowed music equipment from the university and they taught us how to use them. We also bought drinks, plates and some other small things before the week. A lot of small things had to be taken into consideration, for example printed signs to inform people. For each day we also had prizes, because we wanted to reward people, who had participated well. For prizes we had vouchers for a Bavarian restaurant and Mensa, t-shirts, cups, memory sticks, rain covers for bikes, pins and a book of Deggendorf.

I wanted decorations to be colorful according to the international theme. The International Office had national flags from different countries, which we used. In Taste the World event the students decorated their own country tables themselves with colorful tablecloths, balloons and pictures from their countries. Some people used traditional clothes or clothes with the colors of the country as a decoration.

The budget of the International Week was not a fixed budget. I was told that it is a limited budget and that I should keep the costs as low as possible. I made some suggestions of which the director of the International Office made the decisions. Human table football with music equipment was the most expensive one with 400 Euros, which is why we were not sure if we can take it. Luckily we got a student club to be our sponsor and we decided to take that as a part of our program. For Taste the World the International Office supported each team with 20 Euros. We also collected some money of the events. Game day was for free, the fee for Dancing day was 2 Euros per student and Taste the World 2 euros per student and 3 euros other participants.

6.6 Risk management

Each event includes risks which can cause poor results for the event. By clarifying the risks beforehand, we can protect ourselves against them. (Kettunen 2009, 75.) Predicting problems and preparing plans to solve them is an important part of event planning. Problems might occur in resources, in timing and other changes in the macro environment. “The macro environment of a business includes all the political, economic, socio-cultural, technological and environmental forces that impact on its customers and operations.” (Bowie & Buttle 2011, 18.) Therefore, good questions for event managers are: “How might these problems present themselves?”, “What will be the set symptoms or signs that such problems are occurring?”, “What are the likely consequences of doing nothing?” or “If something needs to be done, what should it be?” (Bladen et al. 2012, 40-41.)

A good way to manage risks is ABC thinking; A: recognize and categorize the risks, B: evaluate the probability of them and C: make plans to eliminate them. Risks can be classified in many different ways. One way is to classify them by timing; risks which occur before the event, during the event and after the event. Risks can also be sorted into categories; schedule risks, personnel and organizational risks, technical risks etc. (Kauhanen 2002, 54-55.) I decided to divide them into categories. First I made a risk analysis and then I considered how these problems can be prevented.

Like in every outdoor event the main risk is the weather. Game day and Taste the World were implemented at the Campus in the middle of the yard. Usually the weather is good at this time of the year, but it might also rain. Game day was impossible to move inside. First we thought that we could cancel the tournament and put some small games inside. It would not be a good solution, because Human table football was the main game for this day. Therefore, we decided to implement it even if it would rain. We bought some rain coats for the players and a big rain shelter for the dj. We also decided to move Taste the World –event inside, if it was a rainy day.

Other risks I identified were lack of planning, schedule problems, personnel risks, customer risks, budget risks, technical risks and accidents. Planning and schedule risks can be avoided by verifying and controlling the process all the time and keep the schedule realistic. Personnel risks might occur if I could not find enough people to present their countries in these events or some of the organizers got sick. In the planning process I prepared for this risk by searching for enough helpers and volunteers. One risk was that there would not be enough visitors in the event. I would have to promote the event effectively to be able to get many visitors. The budget risk was quite small, because we did not need any certain amount of money. The plan was to keep the costs as low as possible and get as many people as possible to take part in the event. Technical risks might occur if the music equipment or microphones did not work or if we didn't have professional people for that. I minimized the risk by searching a person who knew how the equipment worked. Accidents or injuries might occur in Game day or Dancing day. For Game day I chose games, which would be as safe as possible. I evaluated that the risk in Dancing day was very small.

6.7 Promoting

Each event should have a marketing plan. The plan depends a lot on the target group. The marketing plan includes normally internal marketing of the organization, press marketing, media marketing and direct advertising. (Vallo & Häyrynen 2012, 55.) Because the target group was young students, I thought social media was the best marketing channel to reach this group. I created an event page on Facebook, which had all the basic information about the International Week. As you can see in the at-

achment 4, the Facebook page was made to look similar with posters and program. In the Facebook page everyone could invite their friends to the event and it would spread well among the students. I also promoted the event by e-mail, by personal selling at the campus of university and with colorful posters, which can be seen in attachment 2. First I had to promote the event for the people I wanted to be as facilitators and present their countries. The first e-mail I sent before the exchange students had even arrived to make sure they would take necessary equipment with them. This e-mail, which can be seen in attachment 1, was sent in English and German. When the new exchange students arrived we had a meeting in which I presented the event with a Power Point presentation. I wanted them to have a good image about the event, and I put a lot of nice photos about the previous International Weeks. Later I sent more informative e-mails concerning the week. Students don't usually read their school e-mail, which is why I think meeting them personally is a more effective way to get people involved. In the meeting they also had a chance to ask questions concerning the event. For the facilitators we also created a Facebook group to be able to give information about changes and to answer their questions. One month before the event we put the flyers around the university and later to student dormitories. One week before the event we did personal selling in front of Mensa, where we gave program flyers to people and asked if they already heard about the International Week. We encouraged people to join and to sign up in the International Office.

7 IMPLEMENTING THE INTERNATIONAL WEEK

“Project implementation concerns the delivery of the event from its live opening to its close. The main articulation of this phase of an event will be incorporated into the event's program, which will include a statement beforehand of all the activities that are to be carried out, with the clear assignment of responsibilities for each.” (Bladen et al. 2012, 43.) The most important factors that create a successful event are fluency and success of the program, small surprises, decorations, colors and music, and the actions of the hosts. (Vallo & Häyriinen 2012, 242.)

In this chapter I will describe how the International Week was implemented, its content and the program. I will answer to Vallo and Häyrinen's operative questions *how* the event is organized and *what kind of* event is organized. I will describe how the event is implemented so that the goal is reached and how the idea and theme can be seen during the week. The implementation of the week was in the middle of May. The content of the week was planned by paying attention to the target group and the goals, and keeping in mind the theme and the idea. The detailed program can be found in attachment 3.

7.1 Monday – Game day

Game day was implemented at the campus, in the centre of the university. The original plan was to have traditional games from different countries. This turned out to be difficult, because according to many people there were no traditional games in their country or it was difficult to implement here without proper equipment. I had ordered Finnish game called M \ddot{o} lkky, but we also had some other games. We planned to have Petanque, fishing, pulling the rope, Russian game and a game truck from a German game company Kreisjugendring. In previous year's International Week they had a football tournament, which is why we came up with the idea of Human table football.

“Human table football works like table football but with real players. The two teams of six players stand in the field in rows fixed by keeping the rod or with hip belts. All players must keep their hands on the bar, even the goalkeeper. Theoretically, it is also possible to play the ball with the elbow, as long as the hands are still on the rod. Players can just move along to the left or right, no one can move individually except a goalkeeper. This interdependence often makes for the amusement of the players and spectators.” (Website of Wikipedia 2013)

The idea about implementing Human table football tournament was long time unconfirmed because of the high costs. Thanks to my colleague we got a good offer and had permission to implement this tournament. In the last weeks I also found out that the game company Kreisjugendring could not participate this day with their game

truck, which was a disappointment. At the end we left out fishing, because of lack of equipment, Russian game, because it was not easy to implement, Petanque, because we didn't have the equipment. Finally we had four games altogether, Finnish M \ddot{o} lkky, Pulling the rope, Cricket and Human table football -tournament. This was enough, because the main game was Human table football. I had also planned that some student clubs could sell drinks and do barbeque for the guests. In spite of numerous of attempts to contact them, they were not interested to participate this day. Luckily one club offered to be our sponsor and also participate the Human table football tournament.

We had built up the game area already in the previous week, so we only had to decorate it with international flags and plug in the sound systems. We bought a rain shelter for the music equipment, which turned out to be very useful because of the bad weather. Before the program started we took a team picture from each team and made sure that every team is complete. The commentator explained briefly the rules and the game started. During the game a good dj was playing entertaining music, which played a big part in creating the atmosphere. We had to have rain breaks, because sometimes the rain was heavy. The other games M \ddot{o} lkky, Pulling the rope and Cricket were not as popular, because all the people wanted to watch the tournament. Also rain disturbed the day by forcing people inside. Luckily all the teams played Human table football tournament until the end in spite of the bad weather. Students could also watch the game inside, because the game area was located in the middle of the yard, surrounded by the buildings. Three best teams were rewarded with vouchers for Mensa, university t-shirts and vouchers for a typical Bavarian restaurant Kn \ddot{o} delwerferin.

7.2 Tuesday – Dancing day

For Dancing day we needed a place with a lot of space and which people would find easily. I thought Mensa would be a perfect place to implement it. Other alternatives were a restaurant in the centre of Deggendorf, the city hall or a small classroom. I didn't like the idea that the event would be implemented in a restaurant that students didn't know beforehand. When people already know the place, they don't have to

make an effort to search for it. The city hall would not be a familiar place for the students and a classroom would be too small. Implementing this event in Mensa appeared to be a good decision, because we didn't have to pay for it, it was a light place in the centre of Campus with a lot of space.

For this event the guests needed to register and pay two euros fee beforehand. This is how we would know how many drinks we should prepare. We also gave the opportunity to pay the same day when coming to the event. Before the event there were 30 people registered. The place was decorated with flags from different countries and music welcomed people already at the door. Beside the dance floor there were some tables and chairs, where people could rest. This place was also good for the people, who did not want to dance and who only came to see the dances.

I started the event by welcoming everyone to the event and giving a short introduction for the guests what the evening would include. The first dance was Bavarian dance, for which we had a Bavarian teacher with a musician. The Bavarian dance consisted of couple dances mainly in a circle. This part took the longest time planned, approximately 30-45 minutes, as it was planned. We also had some drinking breaks. During this dance some people got bored, which is why it could have been shorter. I presented the second dance, which was Finnish Letkajenkka. This was a short and simple dance, which was a good wake up for the people. Next there was a Mexican cowboy dance, Slovakian bottle dance, Russian rock dance, Brazilian dance and at the end salsa. All the dances were different and created a great show.

For this event we had time restriction with two and a half hours, because we had to clean up and be out at nine in the evening. I followed the time during the program and the event took exactly two and a half hours. In a longer event, the guests would have been too tired to continue. At the end I said thank you for all the participants and as a surprise, I asked all the dancing teachers to the stage to hand in surprise gifts. For the Bavarian dancing teacher I gave a book about the city of Deggendorf. For other dancing teachers I gave vouchers for the Mensa. These vouchers included a full meal. It was good for the theme, because the event was implemented in the Mensa.

7.3 Wednesday – Internship day

The Internship day was planned by the Career service. My job for this day was to help if needed. The day included many interesting presentations about internship possibilities abroad. Australia, China, AIESEC International Student organization, Fidzi islands, Singapore and Hong Kong were presented. This day was mainly targeted to German or regular students, who wanted more information about study possibilities abroad.

7.4 Thursday – Taste the World

Taste the World event gave guests the opportunity to taste food from 13 different countries; Australia, Brazil, France, Hungary, India, Korea, Mexico, Portugal, Russia, Singapore, Slovakia, Spain and Turkey. The event was implemented outside, because the weather was good. We carried the tables out, covered them with white tablecloths, and decorated the area with national flags. At one end of all tables we made a cash desk, where we collected the money, gave a stamp, cutlery and voting form for the guests. Only people with a stamp could take the food from the tables. The students of different countries took care of the preparation of the food and decorations of their country table. We provided also heating plates to keep the food warm, pin boards for posters and photos and plastic cutlery for the dishes.

The event started on time when I welcomed the people to the event with the microphone. There was also a Brazilian band, which played entertaining music during this event. The band consisted of three exchange students, which suited perfectly for the international theme. The music created a relaxed atmosphere with improvised music performances. The music was familiar to people and people could sing along with it. The band had really thought about the target group.

The event was planned to last as long as there was food for guests, approximately for two hours. After an hour and a half most of the tables ran out of food. When there were only a few dishes left, we stopped selling tickets. People could still enjoy the atmosphere with the band and talk with the presenters of the countries. While the

guests were still enjoying the atmosphere, we counted the votes of the best food. When the results were clear, I thanked all the participants, declared the three best teams for the day and hand in the prizes for the best teams. As a prize we gave university products; coffee cups, memory sticks, and bike saddle covers. At the end we took photos of the three best teams.

8 CLOSING THE PROJECT AND EVALUATION

After the successful implementation of the event starts the post-marketing phase. In my project this phase started right after implementing the event and it continued until June. Post marketing phase includes sending thank you messages or giveaway presents to all the participants, performers and staff members. This is how the guests feel that the event manager appreciates their participation to the event. Collecting feedback from participants and from the workers is also an important part of this phase. This feedback is put together and analyzed. The event organizer will learn from the feedback and based on this knowledge the next event is always easier to organize. These actions should be carried out in two weeks after the event, when people can still remember the event well. (Vallo & Häyriinen 2012, 180, 190.) In this chapter I present which post marketing actions I made, evaluate the success of the International Week and analyze the collected feedback.

After the event it is good to sum up which things functioned well and what we could do better next time. It is advisable and professional that the event is evaluated together with the project team. In the final meeting project team goes the event through and discuss also about mistakes. (Vallo & Häyriinen 2012, 188.) After the International Week we didn't have an official final meeting, but I thanked all the helpers personally, on Facebook or by e-mail. In addition of this thesis, I wrote a summary about the International Week for the director of the International Office.

One post marketing action was to upload photos of each day to our Facebook event page and create a thank you message to the participants. After each day I uploaded

photos about these events to the Facebook page. At the end I thanked all the participants, helpers and organization team on our Facebook page.

8.1 Evaluation of the International Week

Evaluation is an essential part of the event. Evaluation includes usually estimating the functionality of the schedule, the quality of the event and the budget. It is also important to think what we have learned from the event. (Kauhanen et al. 2002, 125.) The goal was to plan and organize a successful International Week for students in Deggendorf Institute of Technology. All in all, I am satisfied with the implementation of the International Week. We had to change our plans many times in the planning process, but our project team always figured out a solution to different kinds of problems. The project proceeded step by step. I was surprised that small things took a long time to find out and had to be considered carefully.

On Game day the weather was cold and occasionally rainy, which forced us to change our plans. We had to buy a rain shelter above the music equipment and we had to keep rain breaks, when the rain was too heavy. However, I am happy that all the registered teams participated despite the bad weather and we could play all the games. The person who was planned to report the game got sick and could not help with the event. Luckily we had two more persons to do this job. We also had a person who was watching the game and reporting the scores, and people who were picking up the ball when it flew outside the game area. All the helpers were needed and there could have been even more. The starting of the game took a while, because we were not sure about the rules and in which places the players should play. This is what we should have checked beforehand. At some point there were a lot of people watching, but rain forced people inside. The other games, Finnish M \ddot{o} lkky, Pulling the rope and Cricket were not popular, because all the people wanted to watch the main game, Human table football. I think the other games would have been more popular, if the weather had been better. The weather is something we cannot change, but I think this sports day should be carried out in spite of the risk of rain. I see that as an important part of the International Week, as many people can participate and play in teams. So I think sports day should be part of International Week also in the

upcoming years. It was a good start for the International Week and got people interested in what was going on.

Personally I think that the Dancing day was the most fun and successful event during the week. The venue, Mensa, a building located in the centre of the campus, was perfect for this event. It was a bright place and there was enough room for many people. All in all there were 30 registered participants, a couple of colleagues of mine and 12 dancing teachers. There was a registration table at the door of the place, so people could still register on the same day. We had prepared drinks for all the participants. We had a dj who was responsible for playing the music. All the dancers brought their own music for their dances. Timing was good and I had planned enough time for each dance and for breaks. The event took two and a half hours altogether.

Internship day was organized by the Career service. In my opinion it was a bit unattached from the other program. I was told not to worry about that day, which is why I concentrated on planning the other days. I also got the program for this day really late, so I could not promote it enough. Nevertheless, this informative day collected together a lot of German students, who wanted to know more about internship possibilities abroad.

Taste the World day took place outside in the middle of the Campus. There was a risk of rain, which is why we were also prepared to do it inside. Luckily the weather turned out to be good. Even though all our preparations, decorations and tables etc. were ready, some of the country teams were late. We had to hurry them up and we could not get good photos of all of the teams. Also some of the teams started to taste each others' food before the event even started. This was not fair towards the guests who were waiting. However, I'm glad that we opened the event on time. There were a lot of people and the event went really fast. There was enough food for one and a half hour. I was especially satisfied with the Brazilian band which played relaxing Brazilian and international music and created a happy and international atmosphere.

In my opinion I should have started marketing the International Week earlier and target it more towards German students. After the event I heard that some of the students had not heard about the Game day's tournament. I think with these few re-

sources it was difficult and we would have needed more people in our team. With more people involved the event could be bigger and even better known among the students. I think that it might work even better if also some student clubs would be involved. I see that this would be a good development idea for the International Week. This would require a co-operation and willingness to implement the week together. One reason why this is not implemented together with them is that the student clubs are busy with many other events. According to the director of the International Office, they want to keep the International Week small, because the budget is wanted to keep low.

8.2 Feedback from the participants

Collecting the feedback is important so that we could understand how the event succeeded. Only the organizer's own good feeling about the event is not enough and does not tell the truth. The given feedback should be compared to the goals of this event. This is how we find out how the expectations were fulfilled. (Vallo & Häyrynen 2012, 184-186.)

Right after the International Week I discussed with some participants and asked their opinion orally about the event. They were very happy that we had this kind of event but they also gave me some good improvement suggestions. These people were my friends and might not want to give much negative feedback right in front of me. This is why I wanted to implement an anonymous feedback to find out what people liked about it. Some people also gave me some feedback on Facebook right after I had published thanks to all the participants and helpers.

The feedback survey was implemented two weeks after the event, because it was difficult to find suitable time earlier. In the exchange students' meeting, most of the people were gathered in the same room, so I found this opportunity to be the best time to collect the feedback. With this survey I wanted to find out which day of the week was the most successful, what was good, and what we could have done better. I also asked if the participants found the International Week important, if they got enough information about it, what kind of new ideas they might have and what was

the school grade 1-5 for the whole week. This feedback survey can be seen in the attachment 6.

Altogether 29 students answered to the survey. 21 of the respondents took part in the International Week as a facilitator and 8 of the respondents took part as a guest. Facilitators were taking part in organizing the week, for example cooking for the Taste the World. Facilitators were also treated as guests and they didn't have as much responsibility as the project team. All of the respondents found the International Week important, because they could get to know new people and German students, had the opportunity to learn about other cultures and present their own cultures. The respondents also mentioned that the International Week was something fun and exceptional from everyday life, it increased social cohesion and made people more tolerant. Positive things about the event was also sharing traditions, having a good time and making new friends.

Taste the World was the most popular day among the respondents. It is a good day to organize, because eating suits for everybody. Sports and dances are not for everyone, but they give nice alternatives to people and an opportunity to try new things. Based on the results, I had informed people well about the events, because only one person said he/she didn't get enough information. I asked the respondents to evaluate how successful the International Week was with a school grade 1-5, as in Germany 1 means the best and 5 means the worst. The average school grade was 2,1, which means that the respondents were very satisfied with the event. I also asked about new ideas or development suggestions. People wished more games to the Game day, more time to dance on Dancing day, more promoting and more budget for Taste the World. For the next year people wished international sports game, considering the schedule because some classes were at the same time, more interaction with the German students, for Taste the World more control of the people and more space. Other comments I got, was that the International Week was very well organized and that the only bad thing was the weather but no one can change it.

When we compare the results to the goals we set in the beginning, we can say that our goals were fulfilled quite well. People who participated learned a lot about other countries with nice activities. It was difficult to get German people involved, because

I didn't have many contacts with them. Exchange students and other international students are easy to get involved, because they have already made their choice to go abroad and they are interested in other countries. Many Germans participated only Internship day, because they wanted only the information they needed and continued their studies. We got very good comments from the participants when thinking about the next year's International Week. These comments and evaluations should be taken in to consideration and they give a good start for planning plan the International Week 2014.

9 RELIABILITY

The results of this thesis can be considered reliable, because of a good documentation during the whole process. I was following the theory of the event management and monitoring the process of the event. I wrote learning diary during this process which helped me a lot when writing the final thesis. I wanted to make the reader feel as a part of the event, which is why I added some concrete outcomes from the event, for example posters and photos as attachments. I searched for reliable and fresh sources for my theory part.

I wanted some evidence about the opinions of the guests, which is why I conducted the feedback survey. The feedback survey was targeted to those students, who took part in the event. I got 29 answers, which is not a lot. On the other hand, when making qualitative surveys, the amount is not the most important thing. Opinions and describable information is more important. Most of the people, who answered the survey, were exchange students. It was difficult to reach German participants. It would have been interesting to know for example, why those Germans did not take part in the entertainment program, but only Internship day, the informative event about internship opportunities.

10 CONCLUSION

After doing my internship in a company where I organized events, it was clear that I wanted to write my thesis about organizing an event. First I planned to implement a four-day marketing tour for a Finnish company after arriving to Finland, but the schedule was not possible. Then I got an opportunity to stay in Germany and write my thesis there. I was very excited when I heard that I could write my final thesis about organizing the International Week for the students of Deggendorf Institute of Technology. The topic felt enough challenging, because I could be creative, plan diverse program for the whole week and work as a project manager. It felt it natural to write the thesis in English, because my working and studying language was English.

I already had some experience organizing different kind of events, but they were always one-day events. In my internship place I had worked as an event manager, but I got a lot of help from my boss. With the International Week project I was really going to be responsible for the whole project and I had to make my decisions by myself. At some point I felt a bit terrified, because nobody told me what to do and I had to solve problems by myself. Things which made my topic even more interesting were the challenge of working in another country, with an international team and speaking English and German. I think using two languages, English and German, or working in an international team was not a problem and made this topic even more interesting.

Challenging was to get enough literature for my thesis. In the university library I found some good English books about event management, but there were no books available about practice-based thesis. I had to order many books from Finland. With the help of English and Finnish literature on event planning I got a good idea how to get started. First I answered the strategic questions based on the event planning book from Vallo & Häyrinen. These questions *what*, *to who* and *why* helped me to understand the idea of the International Week. I continued planning by answering to the operative questions *how*, *what kind of* and *who*. These questions took more time and I had to consider different alternatives with my team members. I was surprised that ensuring small things took so much time, because many people don't answer e-mails.

I also could not call people because I could not speak fluent German on the phone. Contacting people through other people made the project more complicated.

I had the whole responsibility of the implementation and I am very happy about the results. I can say that the event was implemented successfully despite a few problems. In this project I learned a lot about working as an independent event leader and about the decision-making process. I learned that delegating work is an important ability of a leader. I learned to trust myself and not to be afraid of problems. With good planning and with back-up plans the problems can be solved. The best lesson I learned during this project was not to be afraid of failures or unexpected things, guests might not even realize small things. I would like to end this thesis to Tommy Tabermann's poem, which encouraged me through this project. It is translated in English: "Dare to succeed. Dare to fail. A human needs both to develop. Both need courage. Dare." (Vallo & Häyriinen 2012, 251.)

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ATTACHMENT 1

Hello new exchange students!

My name is Milja, I'm from Finland and I will be working at the International Office for this summer semester. I will organize some nice events for you during this semester and help you in every kind of issues during your exchange period.

After you have arrived and settled here, I will send you more information about events on summer semester 2013. For now, I would like to ask you to take some equipment with you from your country for upcoming events, for example:

- your national flag
- traditional clothes
- funny indoor or outdoor games
- other things that you want to present from your country

Looking forward to seeing you all in Orientation Week!

Best wishes,
Milja Johansson

Hallo neue Austauschstudenten!

Mein Name ist Milja, ich komme aus Finnland und ich arbeite im International Office im Sommersemester. Ich organisiere Veranstaltungen für euch in diesem Semester und helfe euch mit alle Sachen während eures Austauschsemesters.

Wenn ihr angekommen seid, schicke ich euch Information über Veranstaltungen im Sommersemester 2013. Vorerst möchte ich vorschlagen, dass ihr etwas von eurer Heimat für zukünftige Veranstaltungen mitbringt, zum Beispiel:

- Nationalflagge
- traditionelle Kleidung
- tolle Spiele
- andere Sachen was sie von eurer Heimat präsentieren möchten

Ich freue mich euch alle in der Orientierungswoche zu sehen!

Liebe Grüße,
Milja Johansson

taste the world
16.mai

game day
13.mai

internship day
15.mai

dancing day
14.mai

INTERNATIONALE WOCHE
13.05. - 16.05.2013

Campus Hochschule Deggendorf

scan me!

präsentiert von erasmus HDU HOCHSCHULE DEGGENDORF University of Applied Sciences



Montag, 13.05.13	Dienstag, 14.05.13	Mittwoch, 15.05.13	Donnerstag, 16.05.13
<p>Game day</p> <p>11:00 – 14:00 International games Menschenkicker, Finnish Mälkky, Hula Hoop, Pulling the rope etc. Registration in B 210 until 10.5.</p> <p>13:15 Presentation: University of Kent by Phil Darrell-Smith B 101</p>	<p>Dancing day</p> <p>13:00 – 14:00 Presentation: Slovakia country & culture B 101</p> <p>18:00 – 21:00 International dancing evening Bavarian, Finnish, Mexican, Slovakian, Russian dances and Salsa! Registration in B 210 until 10.5. Participation costs: 2€</p>	<p>Internship day</p> <p>13:00 – 16:00 Information about internship possibilities abroad</p> <p>18:00 – 20:00 Erzählcafe in Handwerksmuseum (Kulturviertel) "My country and Germany" Registration in B 210 until 10.5. Participation costs: 3€</p>	<p>Taste the World</p> <p>12:00 – 14:00 Taste the World Participation costs: Students 2€, Others 3€</p>

More information about the week: milia.johansson@stud.hdu.deggendorf.de / International Office B 210

Join us on [Facebook](#): International week 13.-16.5.2013 - event!!!

ATTACHMENT 4

facebook Miija Johansson Sta

Campus Hochschule Deggendorf
INTERNATIONALE WOCH
13.05. - 16.05.2013

INTERNATIONAL WEEK 2013 ← Veranstaltungen ✎ Bearbeiten ⌵

Öffentlich · Von Miija Johansson und Polina Medvedeva

Zusagen (138)

- Miija Johansson (Veranstalter)
- Polina Medvedeva (Veranstalter)
- Eric Bernal Terán
- Belen Callejo Dosset

13. Mai um 11:00 bis 16. Mai um 14:00

- Hi!
- 嗨!
- O!
- Moi!
- 안녕
- Szia!
- Ahoj!
- iHola
- Pallo!

Gesponsert Werb

Jetzt: 750 Extra-Punkte
Das ers uns & 7

Schule - Beruf - Leben
berufundfachabi.de
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9.279 Personen gefällt VDI Verein Deutscher Ingeni

Event script for International Week 13.-16.5.2013

13.5. Monday – Game day 11:00-14:00

Yevgeniya, Sandra, Polina, Simona, Anton, Andre 9:00-14:30

- 9.00 Building Human table football area and sound systems, decorating the area, preparing the games
- 11.00 The event starts
- > Human table football **Polina, Andre**
 - > MÖlkky (Finnish) **Milja, Simona,**
 - > Pulling the rope (International) **Anton, Yevgeniya, Sandra**
(Pick up the rope from Grundschule Theodor Eckert 10:00 and return right after the games!)
 - > Cricket (Indians)
- 14.00 Announcing the prices for Human table football, the event ends, cleaning up

14.5. Tuesday – Dancing day 18:00-21:00

Marina, Yevgeniya, Sandra, Polina, Simona, Daniel, Jonathan 15:00-21:00

- 9.45 Sound check with **Jonathan, Gloria, Peter Meier**
- 15.00 Carrying the tables
- 16.00 Music equipment, decorations, preparing snacks and drinks
- 17.30 Everything ready, dancers come
- 18.00 The event starts
- > Bavarian dance 18.00
 - > Finnish dance 18.45
 - > Mexican dance 19.00
 - > Slovakian dance 19.15
 - > Russian dance 19.30
 - > Brazilian dance 19.45
 - > Salsa 20.00
- 20.15 Handing in the prices, the event ends, cleaning up & carrying the tables

16.5. Thursday – Taste the World 12:00-14:00

Stefan, Yevgeniya, Sandra, Polina, Andre, Daniel, Anton, Jonathan 9:30-15:00

Cashiers: Daniel & Anton

- 9.30 Preparation, carrying the tables, decorations, preparing table for cashiers (plates, forks, spoons, cash, napkins, stamp, paper for voting)
- 11.00 Sound check Brazilian band **Andre Sampaio & Bruno**
- 12.00 The event starts, Brazilian band plays (Andre & Bruno)
- 14.00 Announcing the prices, the event ends, cleaning up

FEEDBACK SURVEY ABOUT THE INTERNATIONAL WEEK 13.- 16.5.2013

1. I participated the International Week as:

a facilitator, helper, dancer, cooking for Taste the World
as a guest

2. What was the best day of the International Week?

Game day 13.5.

why?

Dancing day 14.5.

why?

Internship day 5.5.

why?

Taste the World 16.5.

why?

(cross one or more and explain why you liked it)

3. Did you get enough information about the International Week and the different events?

Yes

No

4. Do you think International Week is important event? Why/why not?

5. What we could have done better?

6. Other comments or new ideas for the International Week?

7. Give a school grade 1-5 for the week, how successful it was

(1 is the best, 5 is the worst)

Thank you for your answers and participation of the week!!! 😊

ATTACHMENT 7

Game day



Dancing day



Taste the World

