Event Planning and Marketing
Case: "Kontula Kokkaa" (Kontula Cooks)

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Abstract

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The aim of this thesis is to study the organization of the "Kontula Kokkaa" event organized by the Kontula youth centre in order to broaden my knowledge on event planning and most especially the marketing requirements involved with a view to finding ways to improve it. The objectives include familiarizing myself with the Youth centre and come up with marketing tips that will yield more audience for the event as well as the Youth centre, and also plan and implement an activity as part of the event.

The "Kontula Kokkaa" event, organised by the Kontula youth centre on 29th September 2017, was a food themed event that gave young people the opportunity to explore many varieties of cuisines from different cultures to promote diversity. The event was organised as part of the Lähiöfest 2017 week which included activities such as food art, girls' corner and market stall.

The project was divided into several tasks including the theoretical framework, a list of social media marketing tips that I prepared for the event organisers. I was also tasked with organizing the girls' corner as part of the event and the event itself. The goals of the event were to organize a memorable event in a set timeframe by acquiring at least 250 people for the event with the help of the social media marketing tips I developed and most importantly, for me to acquire skills and experience on how to organize similar events in the future. The goals of the event are discussed in the thesis using the SMART goals framework.

When planning an event, the most important factor is the audience being targeted as they are vital to the marketing of the event. The audience targeted for the "Kontula Kokkaa" event was young people. Thus, digital marketing especially social media was used as the main marketing channel for the event. Social media usage in Finland continues to grow amongst all age groups and it was easy to reach the targeted group. The goal was to have 250 people participate in the event, and this goal was reached with 734 people including more than 200 young people.

Keywords

Event marketing, event planning, digital marketing, social media marketing

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1 Introduction

Event planning is important to our cultures. It creates leisure time and discretionary spending have led to an increase in public events. Organizations use events as an important factor in their marketing strategies and brand promotion. Governments promote events as part of nation building, economic development and destination marketing. The interest and passion of groups and individuals as even rise to all sorts of event themes and subjects. (Allen, et al., 2011).

This thesis case is "Kontula Kokkaa" event, a campaign by Kontula Youth centre which started in January 2017 as an in-house event. However, this time around, the event was associated with the suburban week program called Lähiöfest 2017 which took place from the 25 September 2017 – the 1st of October 2017. Lähiöfest 2017 was a festival of neighbourhoods around Helsinki, a platform for discussion of the future of cities. The activities at the "Kontula Kokkaa" event included free food provided by the youth centre, the Girls' corner organized by me, dance performance and market stall by different organizations.

The event was a success with 734 people showing up to the event nearly tripling the 250 target number.

1.1 Aims, objectives and structure of the thesis

The aim of this thesis is to study the organization of the "Kontula Kokkaa" event organized by the Kontula youth centre in order to broaden my knowledge on event planning and most especially the marketing requirements involved with a view to finding ways to improve it. The objectives of this thesis are as follows:

- Broaden my knowledge on event planning and management, especially for young people.
- Familiarize myself with the Youth centre and come up with marketing tips that will yield more audience for the event as well as the Youth centre.
- Plan and implement an activity as part of the event.

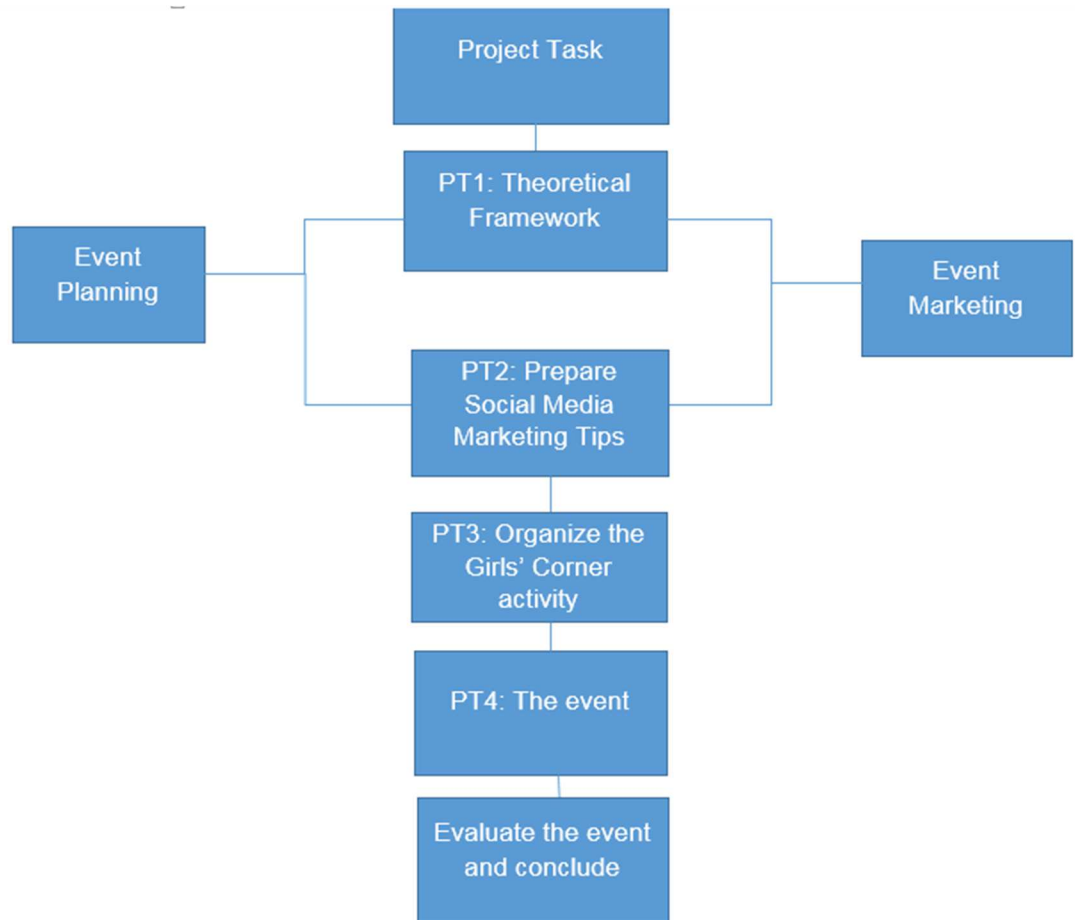This is a product-oriented thesis which is divided into different tasks:

Figure 1 Project Plan

Figure 1 illustrates the project plan containing tasks that will be carried out for the success of this product-oriented thesis. In project task 1, I will broaden my knowledge on theories related to the topic. PT1 will guide me on how to organize and manage events as well as event marketing.

The knowledge gained in task 1 will be used to construct PT2 which is preparing social media marketing tips for the organizers. The marketing tips will be given to the event organizers as a tool to promote the "Kontula Kokkaa" event and the youth centre's future events. PT3 is the organizing of the Girls' Corner activity in the event. The Girls' corner is labelled as a task because it is activity organized and added to the event by me. PT4 will be the event itself. It is a whole day event that requires time, energy and most importantly, customer satisfaction. Adding an activity to the event will give me more responsibility. The last task will be to evaluate and conclude all the other tasks. It will be the step where I will determine the success of the project.

The Gantt chart (appendix 1) shows the timeline of when all the tasks were carried out.

1.2   Scope and limitations of the thesis

Event planning is not an easy task. Many things have to be put into consideration when organizing an event. Which includes budgeting, choosing location, preparing a proposal, among other things. However, as a sales and marketing student, I focused more on the marketing aspect of the event. As a result, some important aspects of event planning such as budgeting are excluded in my work.

I used test books and eBooks from the Haaga-Helia UAS library that were accessible to me during the course of the project. All the books I used clearly and comprehensively present event planning and marketing.

Other limitations are as a result of the organization's lack of marketing team. It was hard for me to share my marketing plans with them. However, I was able to do my own marketing after organizing my part of the event (the girls' corner). Lastly, I gave the event organisers suggestions at the end of the event.

1.3   Case organisation

Kontula youth centre is one of the many youth centres situated in Helsinki. It gives young people the opportunity to spend their free time together with lots of activities and opportunities. Young people meet friends or make new ones to take part in various activities. The Kontula youth centre provides many interesting activities such as video games, cooking classes, dancing, camping and excursions, etc. In addition various types of events are organised for the youth for example the "Kontula Kokkaa".

The Kontula Youth Centre has the largest indoor skate hall in Finland. With a couple of thousand square meters, skaters can go all the way to practice, play and have fun. Skate board and BMX biking are some of the activities allowed at the Skate Hall. The skate hall is quiet popular among the youths and skate lovers. The centre also has a wood and stone workshop which gives young people the opportunity to work in woodwork and stone work under the supervision and guidance of mentors.

In addition, the Kontula Youth Centre has a hip-hop studio for young people. The studio offers young hip hop & r'n'b music authors the ability to work with their own music with professional equipment. Guidance for the use of equipment and a professional man will come to the house. It is also possible to record in the studio with the right instruments. (munstadi.fi, 2017)

The youth center also welcomes different organizations to host their events there. Concerts, lectures and small gatherings are some of the events organized by organizations. The youth center is very beneficial to many as it also provides internship opportunities for students and other professionals interested in youth activities.

2　Event planning

Events are temporal planned gatherings of people with a purpose of making a special memory. Events are not natural phenomena like earthquakes and storms, events bring people together. The gatherings might include family and friends, work colleagues or a room full of strangers such as concerts and sports competitions. The purpose of events vary, sometimes people gather to be educated and other times to me entertained. The most important point is that, the event is well planned, with a purpose and memorable. (Dowson & Bassett, 2015)
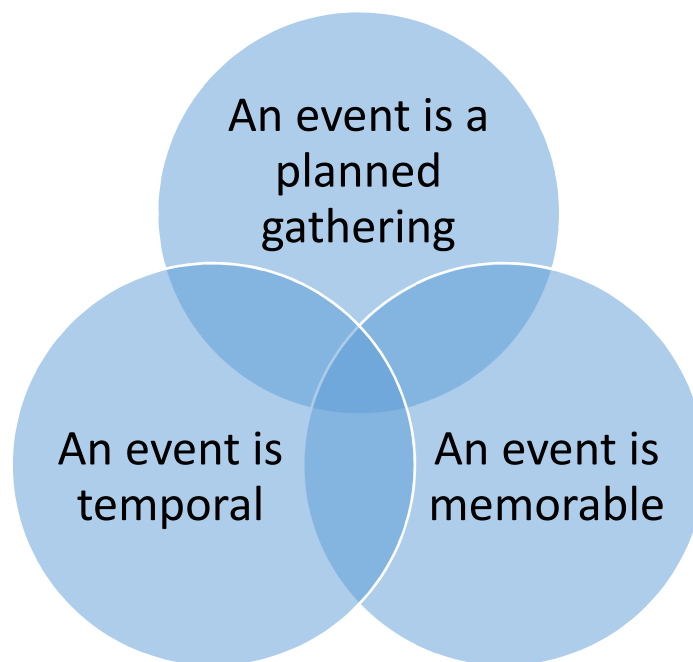
Figure 2. Defining an event (Dowson & Bassett, 2015).

Below is a series of event definitions and descriptions by leading event management authors as mentioned in Dowson and Bassett (2015) Event planning and management book:

- − 'An occurrence at a given place and time; a special set of circumstances; a noteworthy occurrence.' Getz (2007)

- − 'Those non routine occasions set apart from the normal activity of daily life of a group of people.' (Shone & Parry, 2013)

- − 'An occasion, a gathering of people at a certain place at a certain time for a specific reason.' (Kilkenny, 2011)

- − 'A gathering of human beings, generally lasting from a few hours to a few days, designed to celebrate, honour, discuss, sell, teach about, encourage, observe, or influence human endeavours.' (Matthews, 2008)

- 'Every event experience is unique arising from interactions of setting, programme and people.' (Getz, 2007)

2.1 Event planning process

This section of the thesis covers a wide range of event planning, that is, the importance of using a systematic approach, the event planning process with distinct phases and the task and activities to be carried out at each phase. It is said that, no two events are the same because the planning process is never quite the same due to the unique nature of the event, but there are certain essential tasks that are required to be carried out for any event (Dowson & Bassett, 2015). These essential tasks includes:

- Developing the concept
- Determining the budget
- Establishing the objectives
- Prioritizing (mapping) the stakeholders
- Preparing a proposal
- Carrying out a feasibility study
- Selecting the location and venue
- Planning the programme and content
- Planning the site layout
- Logistics planning
- Recruiting the event team
- Sourcing suppliers and contractors
- Promotion and publicity
- Financial and procurement planning
- Event debrief and evaluation

The above tasks are then divided into phases depending on the size and type of event. According to many event planning experts, the event planning process is divided into three distinct phases:
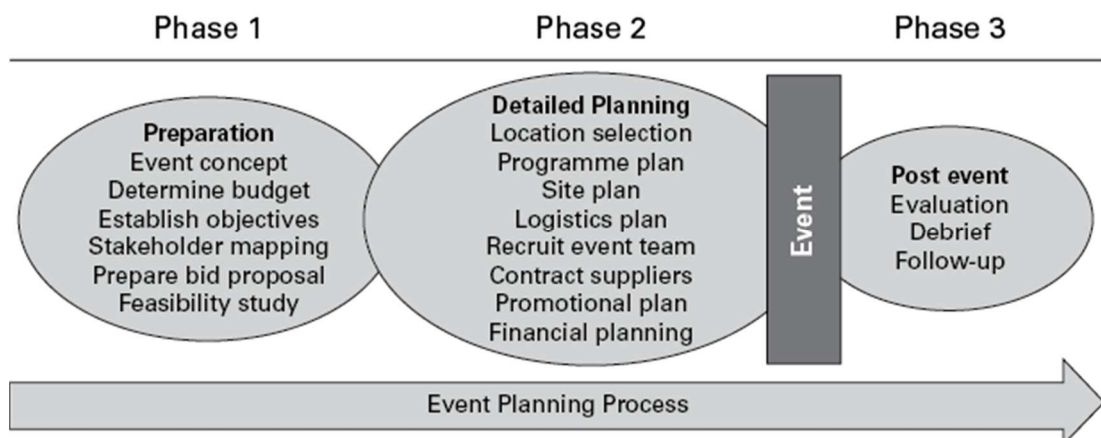

Figure 3. Event planning model (Dowson & Bassett, 2015)

The event organizers prioritize different planning tasks and allocate different amount of time to each task, as every phase requires a minimum required time for it to be successful. Event planning from the preparation to post event takes at least a couple of months.

The event planning sequence should be followed as it guides the event organizer to prioritize. (Vallo & Häyrinen, 2012) .For instance, it is difficult to choose a venue or do anything involving money without a clear idea of your budget. (Dowson & Bassett, 2015)

Helena Vallo and Eija Häyrinen (2012) allocated a specific amount of time under each phase of the event planning process:
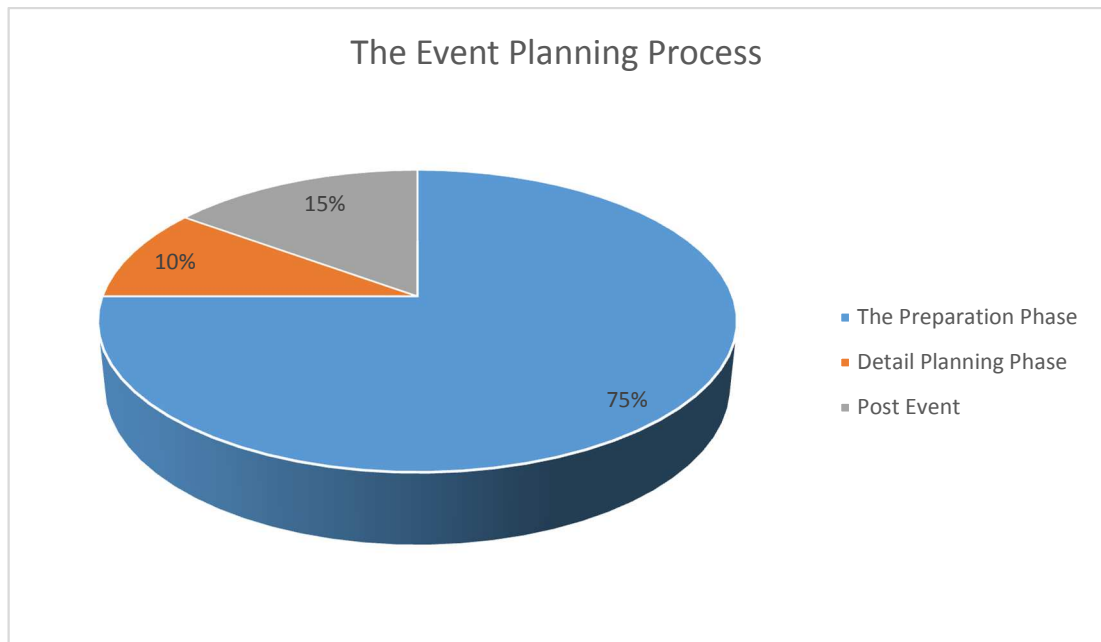

Figure 4. The process of Event Planning (Vallo & Häyrinen, 2012, 157).

The 75% of the time is at least six weeks, 10% is at least 0, 8 weeks and 15% is at least 1, 2 weeks.

2.1.1 Preparation phase

"A job well planned is a job half done" can also be said for events. Planning an event should start long in advance. It is wise to implement all the necessary tasks and activities needed for the event planning at an early stage. This broadens your perspective and gives you great ideas which help you commit to the event objectives. Thus increasing the success of the event. The preparation phase is the longest and the most time consuming. It can take months or years depending on the size of the event. Therefore, it is a good idea to tackle the most complex and demanding activities and tasks at this stage. (Vallo & Häyrinen, 2012, 158). This phase helps the organizer to prepare for what lies ahead. It is advisable to spend vital time on this phase as it is hard to turn back once the detailed planning phase begins. For instance, an experienced event planner spend more time on this phase to work closely with the clients in order to develop the event concept and reach an agreement. (Dowson & Bassett, 2015)

In event planning, the organizers should always keep in mind the idea and theme of the event. According to Helena Vallo and Eija Häyrinen (2012), the planning phase is divided into two parts, the strategic planning which focuses on the idea and the operational design which focuses on the theme of the event. These two elements determine the success of an event. Each of the parts consist of three questions in a form of a triangle. No triangle should be stronger than the other. For it causes an imbalance in the event planning process. When the two triangles (strategic and operational) are overlapped, they form a star, which is a sign of a successful event. (Vallo & Häyrinen, 2012)
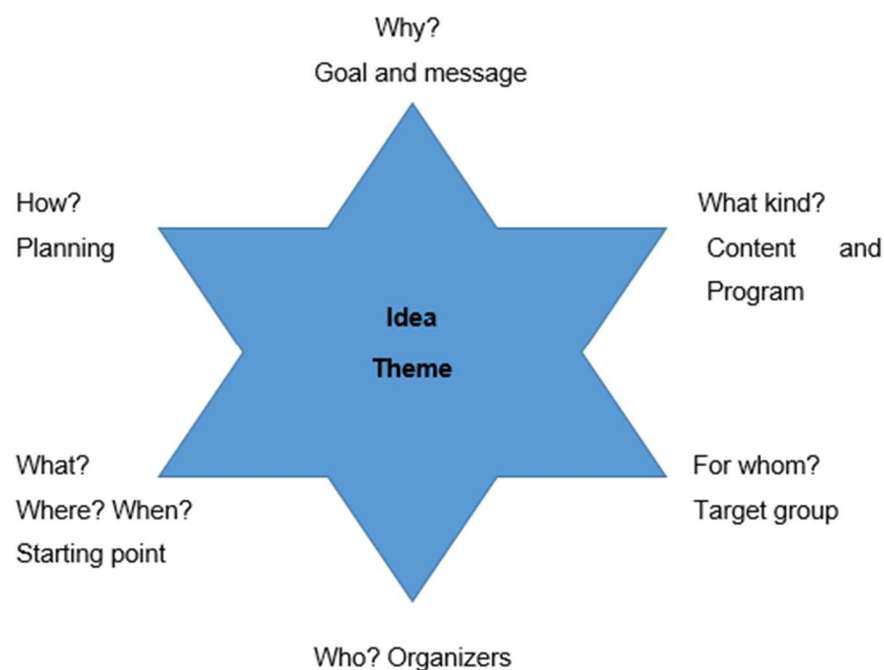
Figure 5. Successful Event Concept (Vallo & Häyrinen, 2012, 106).

The strategic planning questions consists of why is the event being organized, who are your target group and what is happening, which includes the 'where?' and 'when?' questions. The organizers have to carefully think about the goal of the event and the message to be communicated. The goal of the event must be clear in mind at all times. (Vallo & Häyrinen, 2012, 101-102). Heikkinen and Muhonen (2003, 117) points out that, the goals of an event are nine:

- To increase sales
- To engage and strengthen your relationship with the target group
- To find new potential customers
- To strengthen the brand image of a company or products to the target audience
- Change the brand image
- Support other marketing communications
- Collect silent information by tracking customers
- Gain publicity in the media
- Collect new sales tips

(Mattila, 2010)

Another important question of event planning preparations is 'who are you planning the event for?' It is very important to know who your target customers are, what their interests and hobbies are. And how to reach out to them. The 'what?' question should be considered as well. What type of event are your organizing for your target group? And is it the right event to reach your goal? There are many options and your goals can guide you. Moreover, the venue, date and time of the event also falls under the strategic planning. The venue and timing should be considered and selected at preparation stage. The strategic planning questions must be answered by the event organizer. The three questions give us an idea of what the event is about. (Vallo & Häyrinen, 2012, 102-103)

The operational design questions are how the event will be organized, the content of the event, how to reach the desired goals and how the message will be distributed. The idea and theme of the event is displayed throughout the event. The content and program of the event depends on the purpose of the event and the target group and the desired message. The most frustrating thing to the organizer is selecting the wrong content for the target group. The event organizer has a special responsibility, the target group must be studied thoroughly in order to create the perfect content for them. The role of the host is decisive for the success of the event. It is their personal influence and the marketing that make the event successful. In addition, if anything goes wrong, the host can save the event too. The operational design triangle is the implementation of the event (Figure 4). The three questions on the triangle answer the Theme of the event. (Vallo & Häyrinen, 2012, 104-105)

2.1.2 Detailed planning phase

The second phase of the event planning process according to Dowson and Bassett (2015) is the detailed planning phase. This phase involves a lot of different activities and tasks that should be completed by the event organizer, the team members and some with support from outside. The detailed planning phase contains essential tasks (Figure 2) that will require different amount of time and effort depending on scale of the event. However, the tasks do not have to be tackled sequentially.

Selecting a venue for the event takes place at the phase. The most important factor to consider when choosing a venue is your target audience. The event organizer needs to think about accessibility that is how far people are willing to travel to the location and how accessible it is by car or public transportation. Others factors to consider are the availabil-

ity of the venue, the capacity and the price as well as car parking and so on. It is also important to choose a venue that fits the style of the event and expectations of the target group. In addition, it is wise to do some research on the venue/location to know the reputation of the venue. And a good event organizer need to be confident that many people will travel to attend their event. A proper designed site layout must be prepared, with the aim to provide the right environment for the attendees. The event site may be indoors or outdoors depending on the type of the event. It is crucial to ensure the safety of the audience. Ensure the attendees can easily enter and exit the site and to provide facilities toilets. (Dowson & Bassett, 2015)

After getting a clear understanding of your target group, it is time to create activities that will meet their taste. An event program can have a combination of both formal and informal activities. The type of event and its main purpose will influence the nature of the program or schedule. The event organizer needs to make sure that all the activities are put together and clearly shown in an event program which is accessible to everyone. The chosen location an also influence the program for instance if it has an attraction that can be added to the activities. However, it's tempting to come up with lots of activities for the attendees, but they also need time to relax especially when it's a long event. (Dowson & Bassett, 2015)

Setting up an event is not an easy task. Organizers need a helping hand in order to get things done. Recruiting an event team will be a smart decision for the organizer in order to get things done. However, it is important to make sure that all the roles and responsibilities are agreed on at an early stage for an effective and successful event. The key is to situate the right role for each team member (Dowson & Bassett, 2015). When you believe in the diversity of your team and trust the process of your event designs, the outcome will be better than expected. (Frissen, et al., 2016, 162)

What is an event without promotion and publicity? Well, unless you do not want anyone to show up. Knowing your target audience is very essential in promotion because that determines which method to use. Creating a promotion is not easy but the organizer should determine the best way to communicate information about the event to the target audience. There are a variety of promotional tools like posters, advert on newspaper and so on. However, some of the promotional methods can be very expensive, chose wisely. And be sure to spend enough time on promotional matters. (Dowson & Bassett, 2015)

2.1.3   Event evaluation

Post event marketing or evaluation is critical to event planning process. This final step of the event planning process gives the organizers a chance to benchmark the objectives set for the event in order to determine the success of the event. The evaluation includes collecting feedback from the attendees as well as profiling for future planning purpose. (Allen, et al., 2011, 494) For instance, after the event, organizers send thank you cards or gifts to the attendees in exchange of getting feedback or showing their appreciation. It is important to know how the attendees felt about the event and if their goals were met. What could be done differently, which part of the event the attendees thought was the best and so on. The feedbacks can be analyse and compared to the event goals and objectives but most importantly, learn from mistakes and try to avoid them in the future. And collect feedback which the event is still fresh in the attendees' minds. (Vallo & Häyrinen, 2012)

Dowson and Bassett (2015) divided this phase into three parts: evaluation, debrief and follow-up. A proper evaluation extends to the event organizing team, as well as performers, partners and so on. Evaluations gives the event planner the opportunity to find out if the event aims and objectives has been achieved. Evaluation can be used to show partners how successful the event was and how the attendees and participants responded to their experience. Evaluations can be time consuming and some people might see it as irrelevant. Therefore, make it brief and appealing. Allen, et. al. (2011) added that evaluation should include creating a demographic profile of the event audience. It is important to know their gender, how they heard about the event, level of education, etc. This will enable organizers to come up with suitable marketing strategies for future event.

Evaluation leads us on the important planning of a proper event debrief. An event debrief is the meeting of key individuals from the event planning team as well as partners. Debrief is important because it evaluates the event from the 'experts' perspective. It is typical of people to disperse after an event, so it is advisable to carry out a sort of debrief known as the 'hot debrief' immediately after the event. However, a 'cold debrief' meeting can also be organized not too long after the event. This gives the 'experts' enough time to reflect and evaluate the data collected from the attendees. It is important to learn lessons from the 'experts' to improve your future events. (Dowson & Bassett, 2015)

3 Event marketing

What is marketing?

According to Kotler and Keller (2016), Peter Drucker a famed management theorist, put it this way:

> There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.

Peter argued that, there is more to marketing than selling products a services. Selling is only the tip of the iceberg and marketers should do their homework carefully about consumers, competition and all the external factors that affect the cost and demand. (Kotler & Keller, 2016, 27)

Furthermore, one of the main types of entities marketed by marketers is events. There is a wide range of definitions for event marketing, but in general, event marketing is considered to be long-term strategic planning activity. Where businesses and organizations communicate with their selected target group in experience events. They also have the opportunity to meet their stakeholders in a predetermined situation and environment (Vallo & Häyrinen, 2012, 19). Event marketing gives event organizers and marketers the opportunity to gain a deeper understanding of their target audience, their characteristics and needs. The information gathered on the target group is then used to produce, price, promote and deliver a great event experience that meets both the needs of the target audience and the event objectives (Allen, et al., 2011, 259). And according to Vallo and Häyrinen (2012), when we talk about event marketing, the following criteria must be fulfilled:

- The event must be planned in advance
- The goal and target group are defined.
- The event experience and interactivity must be realized

When talking about events and experience, experimental marketing plays a very important role. Experiential marketing adds value and entertainment to something that might have been boring. It gives consumers the opportunity to feel like the product or service is theirs and motivates them to become loyal and product advocates. (Fahy & Jobber, 2015, 187)

Marketing tools are divided into four categories:

- Advertising
- Personal selling
- Sales promotions
- Public relations, PR, and publicity

Traditionally, event marketing is considered to fall under public relations, PR and publicity. Events are still perceive by some organizations as public relations therefore, there are no clear objectives set for them. But nowadays, event marketing approaches are more complex. Events are very good at touching people's deepest emotions, and for that reason, event marketing are increasingly becoming part of personal selling, but also promotions as well as public relations. (Vallo & Häyrinen, 2012, 27)

Personal selling allows direct interaction between buyer and seller. It involves face to face contact with the customer. It gives sellers the opportunity to identify the customers' problems and needs. Unlike personal selling, sales promotions are incentives to consumers. It can also be designed to stimulate purchase. For instance, business give discounts, free gifts and so on to increase purchase. On the other hand, public relations and publicity take into account the needs of the various stakeholders. That is employees, the local community, shareholders, the media, etc. Public relations activities include events and publications that help companies sell and attract new customers and good employees. (Fahy & Jobber, 2015)

3.1   Digital marketing

Digital technologies have seen a tremendous growth in the last decades. A significant number of people in the world have access to the internet especially in the developed countries with high-speed access to multiple devices. The digital environment gives businesses several options to communicate with customers. It can also assist B2C, B2B, C2B and C2C communications (Fahy & Jobber, 2015, 304). In the modern day commotion of social networks, mobile apps, search engine marketing, digital outdoor, etc. the essence of digital versus non-digital is inconsiderable. Therefore, it is important to evaluate the advantages of digital technologies and the innovative ideas that comes with it. For instance, digital technologies facilitate:

− Learning and understanding the recipient's regards for marketing delivery and possibly their regard for and use of the product or service by monitoring their behaviour, actions and public commentary.
− The ability to instantly satisfy incoming requests for information through automated communications.
− Archiving communications for analysis, measurement and evaluation.
− High fidelity distributions at low cost by eliminating physical media.
− Real-time, low-cost (or zero cost), two-way conveyance of information and possibly obtaining prompt responses at zero cost to the responder.

Quite a number of digital marketing innovations have unexpectedly appeared from each of these characteristics. (Kourdi, 2011)

Digital Marketing demonstrates in a practical and comprehensive way, how to utilize the power of digital technology and use it to achieve great success in business, now and in the future. It also provides businesses and individuals with tools to utilize the power of the internet to take their company wherever they want it to go (Morris, 2009). Digital marketing is (or should be) part of almost every key business decision from product development and pricing through to the public relations (PR) and even recruitment. (Kingsnorth, 2016)

Marketers distinguished paid and owned media from earned (free) media. Paid media includes advertisements produced by the company, publicity, and other promotional efforts. Earned media is all the news stories, blogs, and social media conversations a company benefits in the form of PR and word of mouth without having directly paid for it. Social media is a large part of earned media while online marketing communications. (Kotler & Keller, 2016, 637)

Digital marketing covers wide range of topics, however, the main themes significant to this thesis will be discussed here:

3.1.1 Online marketing

Online marketing has many categories including websites, email and search ads that companies can use to compose information or messages that engage the consumers by reflecting their behaviour and interests. Online marketing communications gives marketers the opportunity to trace how many people visit their site, click on their ads, how much time they spent on the site, what they do there and where they move to afterwards. Marketers can also buy ads and place them on sites based on the consumers search engines. Marketers must go where the consumers are and that is clearly online. (Kotler & Keller, 2016, 638)

Finnish residents are spending more time online more than ever. 88% of Finnish residents used the Internet in 2016. Almost everybody aged 55 or under used the internet. The popularity of social network services continued to grow in 2016 in all age groups. 56% of the population aged 16 to 89 had followed social network services and 72% were online several times a day. The Internet was most commonly used for everyday errands, information search and to socialize. (Statistics Finland, 2016) Below is a summary of internet usage in Finland in 2016:

Table 1. Prevalence of Internet usage and certain purposes of use in 2016 (Statistics Finland, 2016).

	Used the Internet [1)	Uses the Internet usually several times a day [1)	Used the Internet with a mobile phone outside home and workplace [1)	Used the Internet with a tablet outside home and workplace [1)	Reserved a doctor's appointment online [1)	Followed a social media service [1)	Rented private accommodation online for own use [2)
	percentage of population						
16-24	100	97	93	23	22	89	8
25-34	99	96	93	27	38	88	18
35-44	100	94	92	38	46	79	23
45-54	99	83	75	34	40	59	16
55-64	92	64	53	24	36	39	10
65-74	74	38	27	14	23	21	2
75-89	31	16	6	3	8	5	0
Men	89	73	68	26	28	54	11
Women	87	71	62	23	36	58	12
Total	88	72	65	24	32	56	12

Furthermore, another important online marketing tool is a website. Websites represent an incredible and unprecedented marketing opportunity. Unlike other communication methods like sales brochure, websites can be updated frequently to provide content that is multimedia and interactive. Websites connect visitors to independent endorsers, and enable customers (and other stakeholders) to discuss your products, your support and the marketplace as a whole, both with you and with each other. (Kourdi, 2011)

Designing a website needs to be directed by two key elements: business objectives derived from current situation analysis; and target audience requirements (customers, suppliers, staff and other stakeholders). A website built based on creative skills of designers or marketers is ineffective. Building a website is repetitive process and is hardly done right at the first time. To achieve user-cantered design and effective ways to communicate with the audience, online research of their needs, as well as reviews and testing, should be

factored into the management of the website. A target audience of the designed website influences the structural and interactive elements. There are different web design methods for different age groups. The needs and behaviour of adults are quite different from that of teenagers and young children. Therefore, factors such as topic, discussion and content style need to be designed specifically for the target audience of the website. (Fahy & Jobber, 2015, 308)

Companies should also design websites that reflect their goals, history, products, visions and many other things to attract first viewing and encourage repeat visits. To encourage repeat visits, companies should pay attention to context and content factors. Visitors judge a website's performance on ease of use that is, how easy the site downloads, how easy the first page is to understand and how easy it is to navigate to other content pages. The physical attractiveness focus on the graphics which is the font sizes and readability, the choice of colour and sound. (Kotler & Keller, 2016, 639)

Another important factor to be considered for the website design process is the intended access device. Websites designed for mobile devices, such as mobile phones and tablets, are distinguished from the websites intended for desktop computers. The need comes mainly from how difficult it is to load a page on such devices as well as the size of the screen. Nowadays, web designers use responsive web design (RWD) to make sites mobile device friendly. (Fahy & Jobber, 2015, 309)

In addition, email is one of the most productive tools for selling. Email allows marketers to communicate with customers at a lower cost compared to direct mail or campaigns. The rate at which emails triggers purchase is said to be at least three times higher than that of social media ads, and the average order value is said to be around 17 percent or higher. (Kotler & Keller, 2016, 641). Emails are the perfect way to connect one-on-one with your customers. When you connect with your customers on a personal level, you'll tend to get higher response rates to your offer. One of the advantages of sending emails is the complete control you have over the content, which includes when it's sent, who receives it and their action towards your message. According to a report from the Radicati Group, Inc., a market technology research company, email is on the rise. In 2014, there were 4.1 billion email accounts and experts have estimated that there will be 5.2 billion email accounts by 2018. (Yapp, 2015)

There are three important things to consider before sending emails to your customers: Think about their lifestyle and how your email fits into their day; analyse your past email

results to see their responsiveness to previous messages and do not appear in your customer's inbox more than once a week, be mindful about the frequency of your email. Besides, wouldn't you like to connect with customers who will be delighted to hear from you? (Yapp, 2015).

However, emails suffer some problems such as junk mail and spam. These issues affect the effectiveness of email marketing which gave birth to permission marketing. Permission marketing means some companies are asking their customers whether and when they will like to receive emails. In this case, the email is personalized, timely, targeted and more effective. (Fahy & Jobber, 2015, 289)

3.1.2 Social media marketing

> Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement. (Fahy & Jobber, 2015, 319)

Social media is an important component of digital marketing. Social media gives consumers the opportunity to share text, images, audio, and video information with each other and with companies and vice versa. Through social media, marketers can establish a public voice and presence online. They can support other communication activities at a productive cost because of their day-to-day immediacy. Social media can also encourage companies to stay relevant and innovative. Marketers can build or tap into online communities, inviting participation from consumers and creating a long-term marketing asset into the process. (Kotler & Keller, 2016, 642)

The development of the web 2.0 technologies and social media changed the way communities, organizations, individuals share and discover content online. Social media changed communication from 'one-on-one' (monologue) to 'many-to-many' (dialogue). The main principles of social media are:

- Reach: social media enables a global audience reach, without significant resource investment.
- Accessibility: social media is available free to anyone with access to computer, laptop, mobile phone, tablet or any device connected to the internet.
- Usability: social media doesn't require any specialist skills or training for its users. The use of social media is intuitive, but it also gives the opportunity for highly skilled individuals to showcase their skills.
- Immediacy: social media offers a 'real time' dialogue between users. There's no time delay as with traditional media (design, print time).

- Performance: social media is more flexible to changes than traditional media as it offers options to edit or remove published content. However, even with the flexibility all published content should be prepared carefully as anything published will be seen by many users before the change can be made.

Choosing the right social media platform is crucial for success. And the choice shouldn't be dictated by organizational preference but by the target market. (Fahy & Jobber, 2015)

Facebook is one of the biggest social media platforms with more than one billion users including companies. Like any other social media channel Facebook increases brand visibility. Moreover, it connects customers with organisations, increase traffic for websites and help build relationships as well as customer loyalty. Facebook offers a variety of ways for companies to utilize this platform, such as fan pages, groups, applications, targeted advertising etc. In addition, Facebook has measuring tools such as Facebook insights which analysis fan pages. (Fahy & Jobber, 2015, 320) As companies see the growth and the possibilities of Facebook more and more brands are setting up business pages and seeing some real results from communicating with their customers. Interacting with customers on Facebook provides companies with real-time feedback, both good and bad. Marketers can now really interact and engage with their customers from their business Facebook pages, and for free too. (Coles, 2014)

Business pages are the most practical option for businesses on Facebook and you do not need to be a member of Facebook to see it because it can be accessed through Google. Small businesses can use it as their first website and it can give you the opportunity to reach hundreds of thousands of people worldwide (Coles, 2014). Another page option for organizations is group pages. Group pages are small, personalized spaces for people with shared interests and can be created by anyone. Members of a particular group can add other members and users to a group. But the group administrators have control over privacy settings on posts. Members are also able to post documents, create and share events, and participate in chats. One of the major disadvantages of a Facebook group page is that administrators are not able to send messages to members once the group reaches five thousand members. (Thomsett-Scott, 2014)

Another useful Facebook feature that can be utilize by organizations is the Facebook event page. Facebook's event page is a great way to promote an upcoming event online. With an online event page, you will be able to create buzz with content including photos, videos, or an article; build a relationship with attendees; save money within your budget; target your key audience; and plan for the future with marketing analytics. (Ticketbooth, 2017)

Twitter is slightly different from Facebook. Although it's still used for generating conversations and building relationships. Twitter serves as a tool to connect, not only with customers, but also with experts in the industry and partners, and helps to build our position within the industry. Due to the tweet size limitation, direct product or service promotion is not often used on Twitter. Businesses use the platform mainly to shout about their products and services, customer service, reputation management, and participation in customer conversations. (Fahy & Jobber, 2015)

Another popular application on Twitter is the use of #hashtags. Hashtags are the subject headings of Twitter. It is used during events or TV shows to connect with people with similar interest for discussion. Anything can be a hashtag as long as you preceded a word or phrase with the '#' symbol. Just make sure that there is no space included when you use phrases. Hashtags allows real-time conversations and engagements for instance, shows allow their cast members to participate in dialogue with viewers. (Fahy & Jobber, 2015; Thomsett-Scott, 2014)

3.2   Outdoor marketing

Outdoor advertising is one of the simplest media of advertising. It utilizes posters, handout, display boards, neon sign boards, etc. to publicize the information. Tuition agencies, restaurants, play schools etc. use this form of advertising for their services. Outdoor advertising is a reasonable source of advertisement and has mass-scale appeal and geographical selectivity. Outdoor advertising have many advantages:

−   It is flexible and changes can be made by the advertisers when they want.
−   It is a low cost medium of advertising that can be used by individual and organizations repeatedly.
−   There is low message competition.
−   There is high degree of geographical selectivity. For instance, posters can be put up where sellers anticipate a market.
−   Advertisements are noticeable while people are moving in cars, sitting in parks or standing at bus stops.
−   The use of light, colours and illustrations attracts people's attention which results to better customer appeal.

However, outdoor advertising has many limitations ranging from weather, criticism for environmental pollution and some can go unnoticed. (Rajput & Vasishht, 2008)

4   Case: "Kontula Kokkaa"

"Kontula kokkaa" event is a campaign by Kontula Youth centre which started in January 2017 as an in-house event. The event theme is food and how it can attract more young people to the youth centre. The "Kontula kokkaa" event gives young people the opportunity to explore many varieties of cuisines from different parts of the world. In addition, it teaches them about different cultures to promote diversity. It also gives Kontula youth centre the opportunity to cooperate with its partners.

This time around the event was associated with the suburban week program called Lähiöfest 2017 which took place from the 25 September 2017 – the 1st of October 2017. It was a festival of neighbourhood around Helsinki, a platform for discussion of the future of cities. Lähiöfest 2017 was celebrated by the city of Helsinki, private companies, universities, cultural institutions, NGOs, think tanks, entrepreneurs, researchers and citizens. (Lähiöfest, 2017)

The activities at the "Kontula Kokkaa" event included free food offered by the youth centre, products and service display by different organizations at the front yard, the Girls' Corner activity where young girls had the opportunity to chat and apply some beauty products and a magical performance by the Aurinko dance group.

The Girls' corner activity which was added to the event by me was basically dedicated to young girls. The activity included simple nail polishing, simple and cute hair braiding for the girls and henna tattoo. All the activities were coordinated by me and a friend of mine Ndey Bojang who helped me put smile on the girls' faces.

All the products used during the Girls' corner session were provided by the Kontula youth centre.

4.1   Defining goals

The S.M.A.R.T goals framework was used in the development and implementation of project goals that are vital to the success of the event. It also helped to measure the performance and evaluate the goals. An S.M.A.R.T goal is defined as one that is: Specific, Measurable, Achievable, Results-focused, and Time bound.

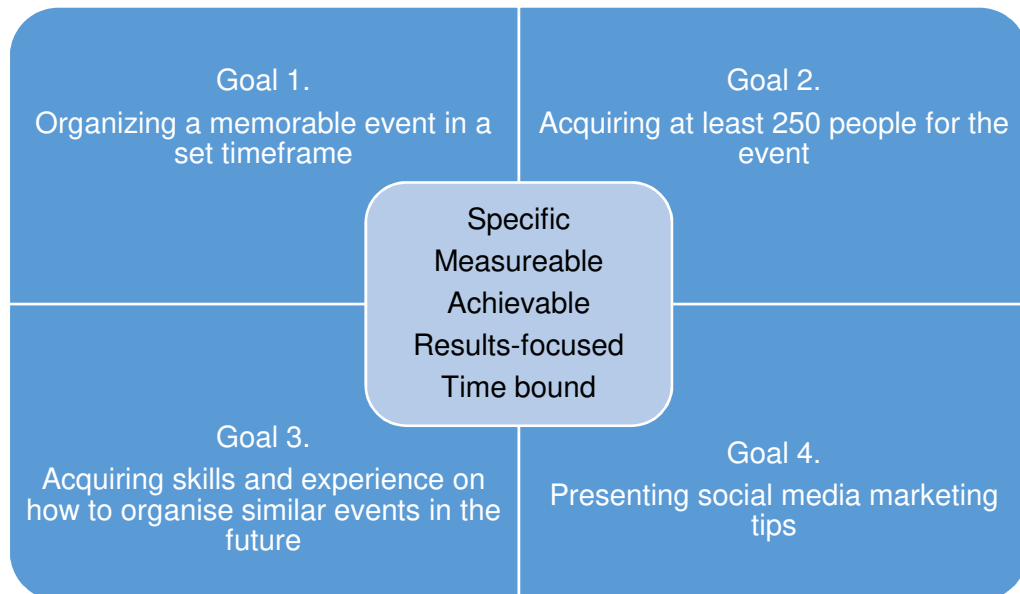The S.M.A.R.T goals for the "Kontula Kokkaa" event are as follows:

Figure 6. Main goals for the event

Specific: Organizing a memorable event in a set timeframe and presenting some social media marketing tips for the "Kontula Kokkaa" event which can be used by the Kontula youth centre in their upcoming or future events. The marketing tips will help acquire new members for the youth centre and at least 250 people for the "Kontula Kokkaa event". In addition, I will acquire skills that will guide me to organize events in the future.

Measurable: The success of the goals will be measured based on whether or not the target number of 250 people came to the event, whether or not new members signed up for the youth centre. Furthermore, the effectiveness of the social media marketing tips and my contribution to the project management will be used as metrics.

Achievable: All the above goals can be achieved by learning about the Youth centre's current marketing strategies and using what I have learned in class to come up with a clearly defined good social media marketing tips. The marketing tips will be used as a weapon to attract people to the event and to the youth centre as well. Moreover, joining the project team will give me the opportunity to learn about teamwork and project management. The post event evaluation will help the result goals as well.

Results-focused: The results of the goals are relevant to the success of the "Kontula Kokkaa" event and some of the youth centre's upcoming events. The results will determine whether the target number for the event is met which will also determine the success of the marketing as well as the social media marketing tips. I can also use the results to evaluate her performance.

Time-bound: The day of the event 29.09.2017 provides a time-bound for the event and when the goals should be achieved. For the timeframe, see Gantt chart (appendix 1)

4.2 "Kontula Kokkaa" event planning

The "Kontula Kokkaa" event implemented most of these essential tasks required for event planning with ease since they already have experience in organizing such events. The event organizers established their objectives and prepared a proposal which was used as a tool to involve their partners and stakeholders in the event. Recruiting the event planning team was an easy task as all the youth centre staff were involved. The event team prepared the event program and content as well as the event budget. The only major difference between this event and the previous one is that the youth centre is used to organizing in-house events but this was a bigger one involving their partners and sponsors.

However, the "Kontula Kokkaa" event did not require the implementation of all the essential tasks listed under event planning process. For instance, the event did not require developing a concept since it was not the first time the event was been organized and the youth centre already have a conceptual plan for the event. In addition, there was no need for site selection or logistics planning since the youth centre was the only venue option and all the necessary equipment were in place.

The next two subchapters described and analysed the different phases of the "Kontula Kokkaa" event planning process:

4.2.1 "Kontula Kokkaa" preparations phase

The starting point (what? where? when?): The preparations of the "Kontula Kokkaa" event started in June 2017. It was put on hold during the summer break but proceeded in August. This was not the first time the "Kontula Kokkaa" event is been organized by the Kontula youth centre but it was a special one as it was associated with the Lähiöfest 2017 week that took place during the last week of September 2017. The event took place at the Kontula youth centre in Helsinki on the 29th September 2017.

Why was the "Kontula Kokkaa" event organized? The event was a way to promote diversity through food and give the Kontula youth centre service users and partners the opportunity to interact and get entertained. However, the event had the means to attract new members to the youth centre and possibly more partnerships. It was also a way of being part of a great initiative like the lähiöfest week.

Who were the target group? The event's association with the lähiöfest week made it more diverse and open. The target group for the youth centre was mainly young people aged 7-18 years old living around the Helsinki Kontula area. However, people from different walks of life were invited to the event since some of the partners have customers older than 18 years old. The target audience were reached through the social media and outdoor advertising because these were the two main marketing channels for the event.

How was the "Kontula Kokkaa" event organized? A total of three meetings were held after the summer break which I was part of. The idea of the first meeting was to assign tasks and make sure all the team members know their responsibilities. The event timetable and content were also reviewed at the meeting which gave everyone the opportunity to share their opinions which led to a few changes. The second meeting was with the partners. The "Kontula Kokkaa" event had many partners including Aurinko ry, Hyli, Kontulan kirjasto, Kontulan kotihoito, Kontulan Lähiöasema, Kontulan D asema, Kontulan kuntokellari, Partio ja Mellunkylän lapset, Kumpulan koulukasvitarha, Safe Stadi, Yökoris, FunAction (K-pop). Not all the partners made it to the meeting but those who came discussed their roles in the event. The third meeting was between the project team and myself to discuss my part of the event which is the Girls' corner.

Some of the members of the youth centre were given the opportunity to be part of the organization of the event and a separate meeting was organized for them. Potential sponsors were also contacted and we ended of having at least three sponsors including HOK-ELANTO, K-Supermarket Kontumarket and Kolmen Kaverin Jäätelö.

The "Kontula Kokkaa" event was an entertainment event. All the activities held at the event were used to entertain the target audience and give them a memorable good time. The event was divided into several parts: the food, singing and dancing, the girls' corner, art and the different organizations that displayed their products and service at the front yard. A map was drawn for the different organizations in order for them to know their positions and have a smooth way of setting up their stalls. The organizations were free to display whatever they want on their stalls with no limitations. They were also told to setup their stalls anytime they want, no time frame was given to them. However, the event was from 13-20pm.

Almost all the products and ingredients used for the activities inside the youth centre were provided by the youth centre and their sponsors: The free food prepared for the audience, the food art and the materials used at the Girls' corner. All these activities were organized

to give the young people great experience at the youth centre. There was no guest speakers at the event because it was not necessary for an entertainment event like "Kontula Kokkaa". But we were entertained by dancers after a good meal.

Program and content of the event: It is important to know the content of the event, whether it is a case event or an entertainment event or a combination of both. The content of an entertainment event should be in line with the message being conveyed to the target audience. The performance choices should be in line with the values and culture of the organization. (Vallo & Häyrinen, 2012, 193, 210). The content and program of the "Kontula Kokkaa" event (appendix 2) was design with the target audience and event theme in mind. All the programs were suitable for the youth people, the youth centre and their partners.

The organizers: The "Kontula kokkaa" event was organized by the Kontula youth centre. The event planning team included Kontula youth centre's staff who were responsible for the event design and implementation. The project coordinator Samiuela Elone was responsible for the project plan, assigning tasks, communications, hosting the event, etc. with the help of several staff and members of the youth centre. I was responsible for organizing the Girls' Corner activity at the event and helping with the marketing of the event.

Vallo & Häyrinen (2012) mentioned that the preparations phase should take at least 75% of the event planning process (figure 3) as it is necessary for event organizers to implement all the necessary tasks and activities at an early stage. They went on to divide the preparation phase into two parts which is strategic planning and operational planning with three questions attached to each part in a form of a triangle (figure 4). According to the authors, the two triangles should be balanced to form a star as a sign of a successful event.

Vallo & Häyrinen (2012) successful event concept (figure 4) guided me to determine whether or not the "Kontula Kokkaa" event was successfully planned. The event organizers were not following the successful event concept but they have tackled all the six questions on the two triangles. Which are, "what, where and when (the starting point), why the event is been organized and who are your target group?" for the strategic part of the preparation phase and "how will the event be organized, what kind of program or content is there and who are the organizer?" for the operational planning.

4.2.2 "Kontula Kokkaa" detailed planning phase

Since about 75% of the event planning process was covered in the preparations phase and the marketing is covered in chapter 5, I used the "Kontula Kokkaa" detailed planning phase to focus on the event itself and the clean-up. The next paragraph discusses the day of the event in details.

The "Kontula Kokkaa" event was held in Helsinki, Finland, on September 29, 2017, at 13-20. It was held at the Kontula youth centre which was already known to most of our target audience. The setting up started as early as 9am in the morning when the school children came to prepare the snacks. At around 10am some of the NGO and partners have already setup their stalls. Everything was virtually set before most of the guests arrived. The grilling and cooking of the free food provided by the youth centre started around 13pm but the food was not served until around 17pm.

There was free food at the event provided by the youth centre (grilled sausage, vegetable soup, salad and ice cream) for their audience. Some of the ingredients used in preparing the food were provided by their sponsors K-Market and Kolme kaveri jääleto (Three friends ice cream). The food was prepared by the youth centre staff and their scout partners. In addition, food was sold at the venue by different organizations including a Gambian NGO and the snacks prepared by the school children were also sold as well as coffee.

Activities such as the food art took place in one of the rooms at the youth centre. The audience were taught and given the opportunity to create very beautiful food art using different fruits and vegetables. The Girls' corner session had many fun activities for the girls including nail painting, henna tattoo, and hair braiding as well as conversations and making new friends.

It was a whole day event full of activities and entertainment. All the people present at the event had the opportunity to be involved in at least one of the programs. However, the most awaited part of the event was the eating time. Many people were looking forward to the free food that was mentioned on the promotions. Food was served around 17pm and the project coordinator took the opportunity to welcome the audience and thank the sponsors and partners while the audience assembled to collect their food.

After eating, all the activities except for one were closed and we all moved to the stage to witness the last activity of the event. The Aurinko dance group displayed different performances including ballet dance, nursery rhymes, singing, etc. It was very colourful and entertaining and a great way to close the event.

The last part of the event, the main clean-up started at around 19.30. Although, some of the participants had already tidy up before moving to the closing part of the event. The organisations on the front yard also made sure they did their clean up as agreed.

5 "Kontula Kokkaa" event marketing

The event aimed for experiential marketing because experiential marketing played an important role in creating customer value for the audience as it leads customers through a memorable experience in the form of food and entertainment.

This "Kontula Kokkaa" event was organised couple of times but its association to the lähiöfest 2017 week added extra attention to the event and made it different and special. The event brought youth people together through food and promote diversity and the youth centre as well.

The free food provided at the event was the main focus of marketing as it attracted most of the target audience to show up. As everyone loves food, this part of the event created a positive memory for the audience. And it also shows the young people the endless opportunities the youth centre provides to its members. In addition, since most people pay for henna tattoo, this activity of the Girls' corner was also used as a marketing tool to draw more girls to the event.

There are several marketing channels available for event marketing but the "Kontula kokkaa" event relied on free media and posters due to the event context, budget and target audience. Below is a list of channels used in promoting the event:

- Kontula youth centre Luppi website
- Kontula youth centre Facebook page
- "Kontula Kokkaa" Facebook page
- "Kontula kokkaa" event page on Facebook
- Kontula youth centre Instagram page
- Posters
- Kontula library Facebook page
- Kontula library info screen
- Muntadi.fi website

5.1 Websites

Fahy and Jobber (2015) mentioned that websites should be specially designed to suit the target audience. However, the "Kontula kokkaa" event doesn't have its own website. The Kontula youth centre created a webpage (appendix 3) for the event on their website since they are the main organisers.

The webpage was created with the target audience in mind and it was used as a marketing channel for the event with a message communicating important information about the event and how to participate. The marketing message included the importance of the event and

how it is associated with the Lähiöfest week. The date, time, location and event content were all indicated on the webpage. The event partners and sponsors were also listed on the webpage with links to their various websites. The youth centre's website was a very good marketing tool for the event because the website receives a lot of traffic from people especially those who are interested in the youth centre and the largest indoor skate hall in Finland.

Munstadi.fi the main website for all youth centres in the city of Helsinki also shared the event on their website. Munstadi.fi website contains activities created for the young people as well as information about youth centres in Helsinki. It is a great site to promote events that target young people. However, it was not easy to see the "Kontula Kokkaa" promotional message on the Munstadi.fi site because it was out of sight and people had to search for it and it took a while before seeing it.

5.2   Social media

Facebook and Instagram were the most important marketing channels for the event as majority of the target group were reached through these two channels.

The "Kontula Kokkaa" event already had a Facebook page and it was used to create an event page for the event. The event page was used to invited people at the event and it was shared by some of the followers. The event page was also shared on the Kontula youth centre Luppi's Facebook page were they had more followers compared to the "Kontula Kokkaa" Facebook page. The Kontula library shared the event on their Facebook page as well to reach their customers. And some of the organisers shared the event on their personal social media accounts to reach their friends who will be interested in attending the event.

Since the youth centre's Instagram page has many followers, the event was share there as well. And hashtags played an important role in promoting the event on Instagram as it was used to connect with people who are interested in the events. Hashtags such as #lähiöfest were used as it was a week many people were celebrating and looking forward to.

However, more people could have been reached on social media if the organisers paid for a social media advertisement. Social media advertisement is cost effective and reaches people who will be interested in the event. It would have given the event more exposure as well which could land them more partnerships and sponsors. In addition, the event

page was not updated frequently which made people forget about the event. As frequent updates would have left the event fresh in the minds of the target group.

According to Kotler and Keller (2016), social media is an important aspect of digital marketing and it gives organisations and consumers the opportunity to share information with each other. Fahy and Jobber (2015) mention that choosing the right social media platform is crucial for success and should be dictated by the target group. With this in mind, two social media channels were used for the promotion of the event, Facebook and Instagram.

5.3 Outdoor marketing

A poster (appendix 4) was designed by the organisers as a marketing tool. The posters were displayed all over the youth centre and any accessible place. Some of them were displayed at the library as well. The digital copy of the posters were shared online, Instagram and Facebook as well as the websites. It was also distributed through email to the organisers and partners thus they can have a copy in case they wanted to share.

However, digital copies of the posters sent to the partners were not enough. Giving them hard copies could have given them the opportunity to display them at their various organisations for more exposure. The posters could have been displayed at various locations in and around Kontula by giving the task to the members of the youth centre. The Kontula library was an exception as they displayed the poster on their info screen to reach its customers and the passers-by who could have a glance of it since one of them was situated at the entrance.

6   Conclusion

This part of the thesis includes the overall evaluation of the project and the tasks involved as well as suggestions by the thesis writer for further development. In addition, I evaluated her learning experience at the end as a way of assessing my work.

6.1   "Kontula Kokkaa" event evaluation

This product-oriented thesis was evaluated using the project tasks and how they were implemented. All four product-oriented tasks were completed:

1.   Product task 1 (PT1): Theoretical framework

The theoretical framework for event planning and event marketing is wide. Therefore, the theoretical part of this thesis focused on topics that are relevant to the thesis case. The theories on this thesis explored event planning, the process and the cycle involved. It also closely reviewed event marketing in perspective particularly digital marketing which is said to be the newest and fastest growing channel. In addition, millions of Finns especially young people use digital communications and tools every day.

The theoretical framework was the foundation of this thesis as it guided me all thorough the thesis writing process. Thus making it project task number one.

2.   Product task 2 (PT2): Prepare social media marketing tips

These social media marketing tips were delivered to the event organisers in the form of a presentation before the event. These tips were used to improve the "Kontula Kokkaa" event promotion on social media. Below is all the information included in the presentation:

"Kontula Kokkaa" social media marketing tips

From my experience with social media and the knowledge gained from event marketing theories, the following social media marketing tips can be used to reach out to the target audience. Below is a list of social media marketing tips that can be used to promote the "Kontula Kokkaa" event and the youth centre's upcoming events:

Table 2 Social media marketing tips

Facebook	Thousands of young Finns use Facebook but the engagement on the "Kontula Kokkaa" event page is quite low. Therefore, creating an interactive Facebook page with lots of pictures and videos from previous "Kontula Kokkaa" event will attract more young people. The page can have

	discussions like "what they will like to see at the upcoming "Kontula Kokkaa" event?" to keep the young people engaged. In addition, the event organizers can be encouraged to share the event on their personal social media pages.
Instagram	Almost every young Finn has an Instagram page and the youth centre has its highest number of social media followers on Instagram. Therefore, it should be the number one social media platform for promoting events. Sharing photos from previous events and promotions for the upcoming event.
Twitter	Twitter is popular among young people and neither the event nor the youth centre have a twitter account. Twitter accounts can be made for the event and the youth centre to reach more youth people, experts and potential partners and sponsors.
Partners	The partners should be encouraged to share the event on their various social media platforms to promote the event. The youth centre can take advantage of its partnerships to reach out to more people outside their circle.
Lähiöfest 2017	Since the event is associated with Lähiöfest 2017, the youth centre can spread their wings and contact the Lähiöfest team for a possible feature on their Facebook and Twitter pages.
#Hashtags	Another method of reaching more people on social media is the use of #hashtags. The event page and poster contain one #hashtag which is #kontulakokkaa. However, more #hashtags can be added for more visibility. The #hashtags that could be used on Facebook, Twitter and Instagram are: #lähiöfest #ruokatapahtuma #kuntolantoimintakeskus #luppi #Kontula #Helsinki etc.

3. Product task 3 (PT3): Organise the Girls' corner activity

I prepared an emoji rating scale for the Girls' corner session in order to know the impact she had on the event. Since this was my first time taking part in such events, it was necessary that I know the effects my ideas had on the event and the people that took part. The emoji rating scale (Appendix 5) was scaled excellent, good, needs to improve and bad. About 65 people came to the Girls' corner. However, only 59 people were able to sign the rating scale and some couldn't take part because of the time limit.

GIRLS' CORNER EMOJI RATING SCALE

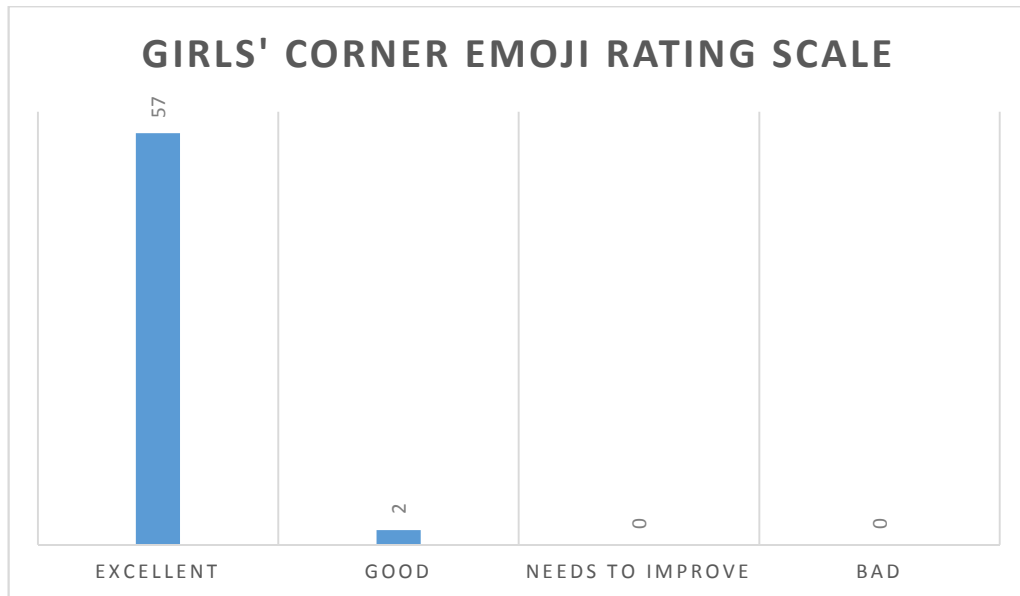|	EXCELLENT	GOOD	NEEDS TO IMPROVE	BAD
	57	2	0	0

Figure 7 Girls' corner emoji rating scale

Out of the 59 people who signed the rating scale, only two signed under good and the rest were all happy to sign under excellent. With this results and the review I got from the organisers, I can proudly say that the Girls' corner was a success.

4. Product task 4 (PT4): The event

The "Kontula kokkaa" event took place on the 29.09.2017 13-20 as mentioned earlier in this document. Considering the event goals, it can be said that the event was a success as the target number of audience was reached and new members signed up. 250 people was the target number for the event and 734 people showed up which included more than 200 young people. The audience were asked to sign in when they arrive which made it easy to keep record.

The marketing tips and the involvement of partners instead of making it an in-house event played an important role in attracting more people to the event.

After the event, the organisers sent Thank you emails to the project team, partners and all the people who worked towards the success of the event. The sponsors however had special printed Thank you letters sent to them by the organisers. No follow up meetings were conducted but I had a meeting with the event coordinator to get feedback on my contribution.

6.2   Suggestions for further development

Considering the results of the event, it can be said that the "Kontula Kokkaa" event was successful. All the people involved in organising the event made this possible. Ranging from the organisers, the partners, sponsors, staff and members of the youth centre, me and the audience. Event planning is not an easy task but with a dedicated and understanding team, everything went smooth as planned.

However, considering the youth centre's target group, the food should have been served early. 17pm. was a bit late especially for the children who came straight from school without going back home.

The youth centre's lack of a marketing team made it very hard for me to keep up with their previous marketing channels. I suggest that they welcome marketing interns that will be responsible for executing the marketing part of the youth centre. With that, the youth centre will acquire the promotion it needs for free. However, another way of working on their marketing sector is by encouraging their current interns who are mostly social student to take care of their social media pages and update frequently.

Moreover, the youth centre is mostly for children under 18 who need permission from their parents, it will be wise for the youth centre to involve parents during events. Text messages or emails could be sent to all parents to inform them about what is going on and assure them of their children safety during events. This will give rise to more children visiting the youth centre during occasions without any worries from their parents.

The youth centre should also encourage its partners to promote the events they are part of since different organisations have different target groups. Partners doing their individual promotions will not benefit the youth centre alone but their different agendas as well. Having one partner promoting the "Kontula Kokkaa" event out of a long list was not a good sign because I think they can do better.

All the above recommendations are based on my observations. Therefore, the commissioning organisation can choose the most suitable recommendation since all the suggestions are cost effective.

6.3 Evaluation of own learning

Throughout the thesis process, I learned to manifest what I have learned in class into practice and work independently by executing tasks as planned. I have improved my analytical and writing skills during the process and learnt a great knowledge of how to write an academic papers. In addition, my thesis supervisors and the event organisers guided me throughout the process by providing me with all necessary tools I needed to make this thesis a success.

Writing my thesis on this topic gave me a better understanding of how to cooperate with organisations as an independent individual and get my voice heard and be appreciated as well. Organising the Girls' Corner activity for the event made me realise that I can work with big organisations and execute whatever I want if I believe in myself. In addition, I got a positive feedback from the project team for the Girls' corner activity. Moreover, the thesis product also gave me the opportunity to use my marketing skill in real life. Being part of the marketing of the event and creating marketing tips for the organisers was something I have always wanted to do.

However, I faced a couple of challenges along the way. One being my lack of experience in event planning and management and another was the time limit. As there was a lot to be done prior to the event. But having a commissioners for this project challenged me to do my best and work towards fulfilling the commissioners wishes and deliver a great product as well. Moreover, I was able to work professionally as I was doing a real life related thesis which has a sense of purpose. And since I was not good at time management, I managed my time wisely by sticking to the plan and using the event date as a deadline for completing most part of the thesis.

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Appendices

Appendix 1. Gantt chart

ID	Task Name	Start	Finish	Duration	heinä 2017				elo 2017				syys 2017				loka 2017			
					9.7 16.7 23.7 30.7	6.8 13.8 20.8 27.8	3.9 10.9 17.9 24.9	1.10 8.10 15.10 22.10
1	Thesis Topic	12.7.2017	12.7.2017	1d				
2	Introduction	21.8.2017	25.8.2017	5d				
3	Theoretical Framework	20.7.2017	5.9.2017	34d				
4	Meeting with organisers	21.8.2017	21.8.2017	1d				
5	Prepare social media marketing tips	21.8.2017	22.8.2017	2d				
6	Meeting with organisers and partners	29.8.2017	29.8.2017	1d				
7	Organising Girls' corner	31.8.2017	14.9.2017	11d				
8	Meeting with project team	12.9.2017	12.9.2017	1d				
9	Day of the event	29.9.2017	29.9.2017	1d				
10	Analysing the event	2.10.2017	20.10.2017	15d				
11	Meeting the organisers	19.10.2017	19.10.2017	1d				
12	Conclusions	23.10.2017	10.11.2017	15d				

Appendix 2. Program and content of the event

Kontulan nuorisotyöyksikkö

(LähiöFest vk 29: ma 25.9. – su 1.10.2017)

Kontula-kokkaa tapahtuma pe 29.9. klo 13–20

Ohjelmat

Skeittihallin ohjelma

Nuta:

Klo 10:00–12:00	Hylin 7 lk pulla ja salaatti (Sam)
Klo 12:00- 12:15	Info kokous
klo 12:15–13:00	Työpiste valmistautuminen
Klo 13:00 – 20:00	Talo auki
Klo 13:00 – 16:00	Ruoan valmistus

(16–17: syömään)

Ruoka piste:

Takapiha

- Grilli
- Partion toiminta
- Sisällä
- Kioski/kahvilla
- Salaatti ja pulla piste
- Linssi keitto

    Muut ohjelmat:
- Henna, meikki jne. (Isatou)
- Askartelu piste (Outi)

Etupiha

- Meidän Info piste
- NGO - myydään ruokaa
- Kontulan Kirjasto
- Kumpulan koulukasvitarha & Lähiöpuutarha -hanke
- Kontulan kuntosali
- Kontulan Lähiöasema
- Yökoris
- jne.

Klo 18:00–19:00	Tanssi esitys - Aurinko ry
Klo 20:00	Talo kiinni

Appendix 3. Webpage ad

Kontula kokkaa -tapahtuma

Pe 29.9.2017 klo 13-20

Kontula kokkaa on Kontulan Nuorisotyöyksikön kampanja, joka aloitettiin Kontulan toimintakeskus Luupissa tammikuussa 2017. Ideana on tehdä ruokaa alueen nuorten kanssa Kontulan nuorisotalolla tutustuen samalla eri maiden ja maanosien ruokakulttuureihin.

Kontula kokkaa -tapahtuma pe 29.9.2017 klo 13-20 on osa LähiöFest -viikon ohjelmaa. Päivän teema on ruoka, mutta luvassa on myös paljon muuta *ohjelmaa* Kontulan nuorten toimintakeskus Luuppissa; Ostostie 4.

Kontulan toimintakeskuksessa herkutellaan ilmaisella linssikeitolla ja takapihan grilliruoalla yhdessä partiolaisten kanssa! Etupihalla toimivat yhteistyökumppaneiden ja järjestöjen infopisteet minkä lisäksi ruokaa on myös myynnissä. Sisätiloissa toimii kahvila ja myös piste, jossa tehdään Henna-tatuointeja sekä askarellaan. Päivän kruunaa Aurinko ry:n tanssiesitys klo 18-19.

Etupihalla mm. Kontulan kirjasto, Kontulan Lähiöasema, Lähiöpuutarha, Yökorista ja alueen järjestöjä.

Appendix 5. Girls' corner emoji rating scale

Appendix 6. Event gallery