



EVENT PLANNING FOR A SOUTH KOREAN POP MUSIC EVENT IN FINLAND

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ABSTRACT

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The purpose of this thesis was to research and evaluate the potential for organizing a South Korean pop music event in Finland. The aim of the thesis was given to the author by the commissioning organization for this thesis, a Finnish organization JrockSuomi, dedicated to promoting Japanese and South Korean music in Finland.

In order to achieve the aim of this thesis the author researched theories and practices of event planning, management and marketing. With the conduction of a questionnaire aimed at a potential target market as well as interviews with the president of the association, the author was able to find out in depth details that helped to form conclusions and a preliminary event and marketing plan for the potential event. The event plan consists of details on event elements as well as the event's vision and objectives. The marketing plan includes details on the target market as well as a preliminary advertising plan.

The data collected was analyzed using both quantitative and qualitative analysis methods, but as quantitative data acted as the primary data of this thesis, it was more concentrated on. Event planning, management and marketing theories were used in order to analyze the data and results so that the preliminary event plan could be designed.

The main results of this thesis as well as the event plan are not published due to privacy reasons and they can be found in the appendices of this thesis. The results and the event plan will be used by the commissioning association JrockSuomi for the future South Korean pop music events.

Key words: event planning, event management, event marketing, marketing plan

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1 INTRODUCTION

The aim of this bachelor's thesis was to investigate and examine the possible demand for a South Korean popular music event in Finland as well as the requirements and possibilities for organizing such an event. The author of this thesis was given this aim directly from the organisation interested in holding such an event, Asian culture production association JrockSuomi Ry. The association has organized such events for Japanese music in the past but the target market as well as the attributes and qualities for a South Korean music event differ considerably from that of a Japanese music event. This is why research on a potential target market and demand for the event as well as designing a preliminary event plan is important in order to organise the event in question.

The objective was to study the demand and possible target market for a South Korean popular music event as well as display a preliminary event plan that showcases requirements and possibilities for organizing this kind of an event as well as what qualities it should possess to please the potential audiences it is directed at.

The theoretical framework studied for this thesis included event production and event planning theories as well as marketing research practices and theories. The author also used her personal knowledge and experience gathered from years of organising Asian music events.

2 THEORETICAL FRAMEWORK

2.1 Research topic

The author chose the topic of this thesis because it closely linked with her current work and potential future career in event management. The author has gained knowledge and experience working in the event management field for years and has done most of her work for the commissioning association JrockSuomi. The topic of this thesis was chosen after discussions between the association and the author based on topic suggestions of the author.

The association mainly concentrates on promoting Japanese and South Korean music through event organizing. The association originally concentrated in the promotion of Japanese music but has since then included South Korean music to its promotional activities as well. The aim to promote South Korean music and to begin organizing South Korean music events came into practice in 2009. Since then the association has held music events and seminars for promoting South Korean music but has not yet expanded its operations to include live concerts and conventions like it has for Japanese music. This is why the author suggested that the possibilities and demand for a South Korean pop music event should be studied.

2.2 Structure of the thesis

After the introduction of the topic in chapter one, chapter two of this thesis presents the theoretical framework used for this thesis. In chapter three the organization and its objectives for the topic of this thesis are described. Chapter four describes the findings of the questionnaire survey. Chapter five contains suggestions and a preliminary event plan. These two chapters, chapter four and chapter five are the main end product of this thesis for the organization. They can be found in the appendices and will not be published due to privacy reasons. Chapter six is the last chapter of this thesis and it includes the conclusion as well as essential comments by the author.

2.3 Concepts and theoretical framework

The main purpose of the theories presented in this thesis is to define and describe the processes of event planning and the elements for managing a successful event. These will be explained through event management and planning and event marketing theories.

2.4 Definition of events and event categorization

Events are occasions where people gather in a specific place at a specific time for a specific reason. Events are gatherings that are planned, organized and detailed where people can experience something. Events can often have a combination of different aspects and goals ranging from social, business or educational but most events fall under a certain event category. (Kilkenny 2006, 29-30.)

According to Kilkenny, each event can be categorized to one certain group. These smaller groups of events belong to one of these four larger categories: social events, special events, business events and educational events. An event can be placed under multiple categories according to the size and purpose (Kilkenny 2006, 30) or the size, form and content (Allen, Harris, McDonnell, O'Toole 2008, 12).

SOCIAL OR SPECIAL EVENTS		
Anniversaries	Expositions	Political rallies
Art Exhibits	Fairs	Reunions
Auctions	Fashion shows	Road shows
Award banquets	Festivals	School functions
Book signings	Fundraising events	Showers
Ceremonies	Historical reenactments	Sporting events
Cocktail receptions	Galas	Trade shows
Community programs	Golf tournaments	Tributes
Concerts	Parades	Weddings

Special events is the largest and broadest category of events and can be either opened to a large public free of charge or specified to a target audience. They can range from smaller scale anniversaries to large scale festivals. (Kilkenny 2006, 30.)

The term special event has been linked to describe specific events such as rituals, performances or celebrations that are particularly planned and created to mark special occasions or achieve specific goals and objectives such as social, cultural, corporate or educational. Special events can include events such as national days and celebrations, unique cultural performances, corporate functions and project launches. The category of special events is so vast that it is impossible to make a specific definition that applies to all events that fall in this category. (Allen, Harris, McDonnell, O'Toole 2008, 11-12.)

Getz (2005, 16) suggests that special events should be defined by their context and offers two definitions, one from the point of view of the event organizer and the other from the point of view of a guest:

1. A special event is a one-time, or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body.
2. To the customer or guest, a special event is an opportunity for an experience outside the normal range of choices or beyond everyday experience.

A sub event category of special events is festivals. Festivals have throughout the years contributed to social and cultural lives of people and have become linked with tourism and with generating business and income for their host communities such as specific communities, even cities. (Allen, Harris, McDonnell, O'Toole, 2008, 15.)

The most common type of festivals is an arts festival that can either include multiple art forms and event venues or a single more specific art form. The most popular form of festivals is a music festival which can feature specific or multiple musical genres and the festivals themselves scaling from small scale events to large worldwide known festivals. (Allen, Harris, McDonnell, O'Toole 2008, 15-16.)

Arts festivals share same characteristics but they too can be categorized into specific categories. South East Arts have developed seven different categories for festivals within their region based on the purpose and size of the festival. These categories can be applied to categorise other festivals as well.

1. *High-profile general celebrations of the arts:*

These events are large scale and have multiple aims. They aim to reach high standards, achieve vast media attention, a broad audience and generate high levels of income.

2. *Festivals that celebrate a particular location:*

Located from small villages to large towns, these festivals aim to bring people to celebrate the local area. These festivals can be subdivided to those organized by the local authorities and to those organized by local voluntary groups.

3. *Art-form festivals:*

These festivals focus on a specific art form and can offer audiences the chance to see particular kinds of work or address the development of the specific art form.

4. *Celebration of work by a community of interest:*

These types of festivals celebrate or display work by a specific group of people e.g. disabled people or women.

5. *Calendar:*

Religious and cultural festivals fall under this category.

6. *Amateur arts festivals:*

Often being of a competitive nature, these festivals are low-profile sector but involve thousands of people and can be large in size.

7. *Commercial music festivals:*

These events are a popular phenomenon, common and most known type of festivals.

Two other large scale event categories are business and educational events. Events that fall under this category are typically corporate, industry or educational related and are aimed at a certain audience group, who are like-minded and work-oriented. These types of events are organized for a specific reason such as for training or for a particular business which means they are not open for the general public, but for customers, peers or trades people. These types of events are often organized within the corporation, organi-

zation or association that has specified the purpose and aim of the event. (Kilkenny 2006, 31.)

BUSINESS OR EDUCATIONAL EVENTS		
Board meetings	Intensives	Sessions
Classes	Lectures	Shareholder meetings
Clinics	Meetings	Symposiums
Conferences	Retreats	Trainings
Conventions	Sales meetings	Workshops
Forums	Seminars	

The business events are also referred to as the MICE industry, MICE meaning meetings, incentives, conventions and exhibitions/events. In 2005 the Joint Meetings Industry Council recommended using the term The Meetings Industry as a unifying term to distinguish these activities and events from tourism and other industries. This category of events focuses on business and trade although there is a strong public and tourism aspect to these events and activities. (Allen, Harris, McDonnell, O'Toole 2008, 20.)

2.5 Event planning processes

The planning process of an event can be initiated once the objectives of the event have been set. As there are no second chances in event organizing, thorough and well done design and planning are essential to holding a successful event. (Allen 2009, 4, 7-8.)

2.5.1 Event vision

The initial stage is to define the event vision. The event vision should aim at the broad perspective on how the objectives of the event are met and thus what the initial design of the event is like. At this stage such preliminary planning points as defining the budget and the elements of the event are made. The event vision can be established in many ways, e.g. the following '5 E's' event design principles according to Allen (2009, 7-17):

1. The elements

The elements of an event are all the parts that make up the event. Details such as the overall budget as well as the date and venue of the event should be visualized. Establishing the elements of the event as well as their costs will give an overview of how the event itself and the time before and after it should unfold as well as what the initial budget of the event will be like.

2. *The essentials*

The essentials of an event refer to the ‘must haves’ of an event. They include the details that are deemed as non-negotiable at the time of initial planning of the event. The importance of determining the event essentials is to find out what is an event *need* and not an event *want*. This means that the essentials of an event should be details and elements that are firstly must haves to meet event objectives and the event vision and secondly considered as hard costs in the event budget. Hard costs are costs that can be negotiated upon, but are regardless of any situation costs that exist in order to hold the event. These costs can include hotel costs, venue rents, staffing, insurance and permits.

The essentials of the event will form a core of the event design and the elements of an event will unfold around them.

3. *The environment*

The environment of the event determines when and where the event will take place and what the style and image of the event are.

Before any venues are booked, event organizers should first determine what their event should be like and what it includes (event elements and essentials). Then the right venue for the event can be chosen. The style of the event will influence many event elements such as the decor, invitations and entertainment of the event. Establishing the style and image of the event, what the event atmosphere and overall effect are aimed at and should in-

clude, will also help to determine what the venue of the event should be like as it will set the initial atmosphere for the event.

When choosing the actual venue for an event many key points are to be considered in order to make a suitable venue choice. These are location (where the event should be held from the point of view of the company and customers), timing (season, actual date and time of day of the event) and budget considerations (what the event organizers can afford, what each venue offers as fixed costs and extra costs).

4. *The energy*

The energy of the event is the mood of the event. Not only does it include the atmosphere of the event, but also what the event attendees as well as the staff are feeling. The event energy is the result of event design, a poorly designed event can have bad energy if it is lacking in some elements while exceeding in others.

5. *The emotion*

The emotion of the event includes all the feelings raised by the event. It is the combined result of the event's style, atmosphere and energy and will determine the emotional success of an event. It should be determined by what the organizers of the event want the people connected to their event to feel like at the event and how they will feel about the event after it has taken place.

The vision of the event will act as the basis for the event's goals and objectives and thus for planning of the event.

2.5.2 Event objectives

Defining an event's objectives is the first step in successful event planning and should be established before even the designing of the event takes place. The event objectives, both primary and secondary objectives determine what results and achievements you

want to gain with holding the event and what you want your attendees to experience and gain from the event. The objectives should be determined in order to design an event which includes elements that will deliver results and give return on the investments of the time, effort and money spent on making the event. (Allen 2009, 4-7.)

An event objective should offer value to either the company holding the event, those taking part in the event or another company connected to the event e.g. a sponsor or a partner. Event objectives can include both professional and personal benefits, e.g. from cultural awareness goals to monetary results, whatever the event is set to achieve.

Understanding why the event is being held, from both the perspective of the company as well as the customer will help to determine the event objectives and figure out whether they are primary or secondary as well as whether they aim at tangible or intangible returns.

Tangible objectives can be explained as ‘day of’ objectives, the objectives the event should aim at when the actual event takes place. Intangible objectives are the long term objectives of the company or customer. All event objectives, whether they are primary or secondary, tangible or intangible can be met throughout the whole process of event planning and managing, pre-event, during the event and post-event. The objectives will also act as a bridge for future event objectives. (Allen 2009, 24-40.)

Event objectives should be clear to all those working on the event. Each event can have multiple internal and external company objectives to be met, what is most important is to realize all of these objectives and to understand their significance so they can be prioritized. Defining clear objectives and understanding their importance does not only give a preliminary design of what elements the event should possess and what style it should be but also provide a measurement of event success, how well the objectives were met. This type of post analysing of the objectives and actual results of the event will give a company insight on the mistakes and successes done during the event planning and management as well as act as a foundation for possible future events and their planning process.

It is not only important to understand why the event is being held but also whom the event is being held for. Understanding the clients attending your events and what they

would like to experience is crucial to establishing event objectives that will then lead to initial event planning. It is essential to understand who will be attending the event so that the event inclusions and style are planned to meet their wants, needs and overall event expectations. (Allen, Bowdin, Harris, McDonnell, O'Toole 2006, 127-129.)

In order to understand who will be attending the event, guest profiles should be researched and analysed to find out what kind of attendees the event organizers should expect to attend their event.

Useful criteria can be applied to establish event objectives, such as the *SMART* criteria. They determine that event objectives should be:

- ***S***pecific: *focused on achieving an event goal (or, if no goals have been developed, its purpose)*
- ***M***easurable: *expressed in a way that is quantifiable (when at all possible)*
- ***A***greeable: *agreed on by those responsible for achieving them*
- ***R***ealistic: *in terms of the event organisation having the human, financial and physical resources to achieve them*
- ***T***ime specific: *to be achieved by a particular time*

Knowing the target audience as well as the event objectives will act as the initial setup for designing and planning an event which can be successful and provide results and meet set goals. (Allen, Harris, McDonnell, O'Toole 2008, 108-109.)

2.6 Event marketing

Marketing planning can act as a filter phase during the initiation stage of event planning. Various ideas can be put through the eyes of marketing and appropriate and useful ideas can then be identified and selected. The marketing planning process with idea filtering should act as a firm basis for event organizers to work on and it can act as a starting point to evaluate further processes such as research. Research can be especially re-

quired on the target market in order for the marketing planning process to proceed and for the event organizers to determine their potential competitors as well as their objectives concerning their customers. Once the marketing research including target market research and marketing planning have been completed and objectives have been set, the work can be continued by determining the marketing budget and schedule. (Parry & Shone 2004, 152.)

One of the key functions of a marketing budget plan is to be able to obtain the most effective marketing impact for a limited amount of money. It is important to evaluate all costs involved in marketing as well as to determine cost effectiveness of different platforms for marketing. Not all marketing is expensive and surprisingly some low cost or even free platforms can be the most effective ones. It is thus important to evaluate which platforms and which practices will best suit the event in question and reach its target audiences and attract them to the event.

There are more considerations needed for new or ‘one-off’ events as more research and preparation must be done in order to determine the event’s target market, question the event’s potential success and evaluate the whole concept of the event beforehand. This can be done either through new applied research or by comparing the marketing of past events that match the new event. (Parry & Shone 2004, 152.)

2.6.1 Target market

In case of events, an event’s target market refers to the people or groups of people who will most likely be attracted to the event and attend it. In order for the event to be marketed to the right audience it is crucial to know the event’s target market, to know what kind of people will attend the event, where these people live and how they can be influenced to attend the event. It is important to have lots of information on the event’s target market, since then the event can be modified to suit the interests and the pricing of the event can be fixed accordingly. Also knowing the target market enables effective marketing, e.g. choosing the right techniques that would make the target market aware and attracted to the event. In case of events, there will be a limited amount of money, staff and especially time for event marketing and thus it needs to be planned out carefully and implemented effectively. (Parry & Shone 2004, 151.)

Event organizers should gather knowledge on the event's target market if the knowledge has not already been obtained and then determine whether that knowledge can be used to marketing advantage. Not only must event organizers investigate and define their target market but also find out if they only have one target market, or in most cases, two. In case of two target markets, these two groups can be divided into two target market sub groups; the main target market and the secondary target market.

Asking the right questions when researching an event's target market will help to establish what is already known of the target market and what needs to be researched (figure 1). It will also give answers to how the knowledge can be used to choose the appropriate marketing approaches, techniques and platforms. (Parry & Shone 2004, 152-153.)

WHO IS YOUR POTENTIAL MARKET?
Is your event targeted at the general public, or at a specific group?
What sort of age or lifestyle segment will your event attract?
Will your event appeal to special interest groups?
Can you identify different segments to attract?
Are the different segments likely to be responsive to different prices?

FIGURE 1. Key questions to ask about the target market

Part of the process of identifying a target market of an event is to know where potential attendees live and how long they have to travel to attend the event. The evaluation of where the potential attendees/customers come from is called the event's catchment area. This is an easy task in case of student parties or weddings, but a much harder one for an event directed at the general public. As a ground rule, it has been determined that the more important an event is, the larger its catchment area is. (Parry & Shone 2004, 153.)

There are several reasons why knowledge on the target market is important when planning and marketing an event. Knowledge enables event organizers to plan how to promote the event to that particular group of people and what kind of publicity material they will respond to. Knowing e.g. if the targeted people can be attracted through TV ads or somewhere in the internet makes the marketing much more effective. Event organizers can also use the knowledge on the target market to find out what kind of activi-

ties the potential attendees enjoy and shape elements of their event to suit those interests. (Parry & Shone 2004, 156.)

Marketing is not just about making people to attend an event; it can also ensure that attendees get the satisfaction and experiences they have been expecting. Attendees form certain expectations beforehand through the event information available, in most cases marketing, and thus it is important to keep the event marketing truthful and accurate. Attendees with unmet expectations or an unsatisfied experience will not only be dissatisfied customers but the event will also be considered a failure in the eyes of the customers and this could result in bad publicity for the organizers and possibly their future events. (Parry & Shone 2004, 158.)

Attracting audience through marketing can be divided into four phases (Parry & Shone 2004, 159-160):

The Attention phase – Gather the attention of potential attendees through ads or information. Raise initial consideration on attending.

The Interest phase – Stimulating the interest of potential attendees.

The Desire phase – Potential attendees evaluate primary and secondary motives as well as reasons for not going.

The Action phase – Ticket bought/Attendance confirmed.

2.6.2 Marketing plan

There is a tight link between an event's marketing and the event's overall plan. An event plan must be compatible with the event's marketing plan and vice versa. All plans related to the event are set to achieve event objectives by focusing on the needs of the event's target markets. (Allen, Harris, McDonnell, O'Toole 2008, 281.)

Event managers must understand the important steps involved in designing an effective marketing plan for an event. According to Allen, Harris, McDonnell and O'Toole these steps include:

1. *Segmenting the market*
2. *Targeting and positioning*
3. *Setting measurable marketing objectives*
4. *Choosing generic marketing strategies*
5. *Designing an effective marketing mix*

The segmenting the market step focuses on targeting the event market. It is essential to identify what the event's target market is and what the characteristics are. A target market segment chosen should be measurable in the means of gender, age, and other demographics. It should also be substantial enough in size to be worth targeting to as well as be accessible through marketing. (Allen, Harris, McDonnell, O'Toole 2008, 299-300.)

There are different methods of segmentation, such as geographic, demographic, age and lifestyle segmentation (Allen, Harris, McDonnell, O'Toole 2008, 300). In the case of cultural events, methods such as lifestyle segmentation or psychographic segmentation, dividing a market according to the lifestyle and values, could be considered useful methods of segmentation.

Positioning the event to attract target market's interest and furthermore, the willingness to participate is the next step in marketing planning. The positioning describes the event's status and offer of experiences in relation to other competing events. Event positioning can be achieved in different ways by e.g. focusing on the importance of the price, quality, programme or performers of the event. (Allen, Harris, McDonnell, O'Toole 2008, 302-303.)

What is important is that the positioning is done in the manner most suitable for the event itself and its target market. At this stage it is important to evaluate the attractiveness of an event through the eyes of a customer. Event positioning is the strategy determining the aspects of needs and interests that your event can fulfil. It is important to note the differences in other events related to the one being positioned as well as what makes the event to seem more attractive to the target market. (Hoyle 2002, 18-19; Allen, Bowdin, Harris, McDonnell, O'Toole 2006, 205-206.)

Decisions on event segmentation as well as targeting and positioning set up a basis for further marketing planning, such as event marketing objectives, strategies and tactics (Allen, Harris, McDonnell, O'Toole 2008, 302-303).

During the development of an event's marketing plan it is important to evaluate the marketing objectives. The objectives can focus on different things depending on the theme, scope and size of the event. Objectives can be profit-oriented, market oriented or e.g. focus on customer satisfaction rating. Setting marketing objectives has the same processes as setting event objectives and they are commonly not limited to only one. Once the event objectives have been set, suitable marketing strategies and tactics can be chosen. (Allen, Bowdin, Harris, McDonnell, O'Toole 2006, 127-128.)

Before event marketers can concentrate on detailed marketing elements such as the program, price and other variables, decisions on overall marketing strategies should be made. There is a range of suitable strategies and their applicability to suit the event's needs depends on the events resources, competition and objectives. Different strategies should be chosen if the event is e.g. planning on expanding the event or its market or if the plan is to consolidate the existing program and further attract the existing target market.

Event marketers can choose between a number of strategies of differentiation, focus, leadership, growth, integration or diversification. An event with a well-developed program but insufficient amount of audience could concentrate on a market penetration strategy whereas events that focus on attracting new target markets with existing programs can use a market development strategy. There is a large variety of strategy options and event marketers face the challenge of picking the appropriate strategies to suit their event and its target market. (Allen, Harris, McDonnell, O'Toole 2008, 303-306.)

Variations of the marketing mix and its original four Ps theory have been made and such variations exist for event marketing as well. An adaptation of Getz's marketing mix by Allen, Harris, McDonnell and O'Toole suggests ten components of event marketing. These are, divided into 5 groups (Allen, Harris, McDonnell, O'Toole 2008, 306-307):

- The event *product experience* (the core service), its *programming* (different event components, their quality and style) and its *packaging* (opportunities within the event or marketing with external attractions, accommodation, transportation)
- The *place* (physical location where the event is held), *physical setting* (the venue's layout in relation to consumer needs) and on site *processes* (such as queuing) of the event.
- *People* (staff, audience and guests) and *partnerships* (stakeholders such as sponsors and media)
- *Price*
- *Integrated marketing communications* (media and messages employed to build relationships with the event markets and audiences)

Marketing in event management is a structured way of thinking about the different processes related to the event's planning and management to achieve objectives related to the target market, stakeholders, event attendance, satisfaction and profits. Knowledge gained through marketing planning will enhance the developing of strategies and tactics that span the event product. (Allen, Harris, McDonnell, O'Toole 2008, 316-317.)

2.7 Research questions

The research questions for this thesis were defined from the objectives of the association JrockSuomi to promote South Korean music more as well as the wishes of the association to produce a larger scale event for South Korean music. The author evaluated the wishes and objectives of the association through her discussions with the representatives of the association and defined the following research questions:

1. *What requirements and possibilities exist for a South Korean popular music event in Finland?*
This is the general research question of this thesis, giving the primary aim for this research and thesis.
2. *What is the target market for such an event and what qualities should the event possess to appeal to this target market?*

This question is slightly like a more in-depth adaptation of the first question, displaying the details the association was most interested in finding out.

2.8 Data and methods

Research and data can be divided into two categories, primary and secondary. Primary data is gathered for a specific purpose or a specific company/agent whereas secondary data is gathered from research that has already been carried out for another or similar purpose by another researcher. (Proctor 2005, 16-17.)

Both quantitative data as well as qualitative data were collected for this thesis by the author. Quantitative data has its advantages against qualitative data since it allows little room for interpretation because the data is numerical or analytical. Collecting quantitative data is also faster and easier to execute and analyse. Qualitative data on the other hand is more time consuming to collect and analyse, but is a more in-depth approach to gathering specific information and it leaves more room for interpretation. (Hoyle 2002, 22-23.)

A research source commonly used to gather primary data is a questionnaire survey which can give quantitative data that can be eloquently analysed to find out e.g. specific answers and demographics. Questionnaires are commonly used to collect factual information that classifies characteristics, behaviour, attitudes and opinions of people and circumstances of a certain group of people. Questionnaires can also act out as a way to collect baseline information which is essential for setting up a special event for the first time. (Kirklees council). After researching different methods of gathering primary data the author of this thesis decided that a questionnaire would bring the best results for this particular research.

For this thesis the author has almost exclusively used primary data that was gathered through conducting a survey by using a questionnaire to a potential audience for the event in question. Secondary data used includes the information received from the president of the association and the association's previous research and knowledge gathered on the attendee behaviour and demographics.

3 COMMISSIONING ASSOCIATION

3.1 General information and history

JrockSuomi is a 10 year old non-profit association dedicated to promoting Japanese and South Korean music in Finland and all around Europe. The association started out as a Japanese rock concert promoter with the organization of the first Japanese rock concerts in Finland. This was due to the amount of Japanese music fans growing in Finland and Europe but Japanese bands' European concerts only being held in larger countries like France and Germany. After taking over the role of local promoter for Japanese rock concerts the association also started doing other activities such as organizing other fan events and sharing expertise on Japanese music and its fans to members of media, youth centers and event production related organizations.

In a few years JrockSuomi begun bringing bands directly from Japan to Finland and organizing larger scale events, such as a convention dedicated entirely to Japanese music and fashion. The convention, called Tsukicon, was first held in 2008 in Helsinki gathering a total of over 1000 attendees. The convention included day time programmes such as workshops, lectures, panels, signing sessions and fashion shows and live concerts which were organized in the evening. The convention was again held in 2009 and 2010 with an estimated visitor amount totalling at over 2000 on both years.

Today the association organizes from four to ten events each year that range from small to medium scale concerts, seminars, fan meetings and interactive events. The attendee amount for each event differs, with an average of 100-400 for small to middle scale concerts, 1200-1500 for big scale concerts and 1000-2500 for interactive larger scale weekend events like conventions, held less frequently. The association originally started operating with only the aim to promote Japanese music but has since then included South Korean music as their focus as well. (JrockSuomi)

3.2 Focus on Japanese music

As JrockSuomi started out as an association dedicated to promoting Japanese music in Finland and Europe, it has been its primary goal. All live concerts organized by the as-

sociation are Japanese concerts, mainly rock music concerts, and they are mainly organized in Helsinki. The association has also organized seminars, afternoon clubs as well as big conventions that focus on Japanese music. Over the years the association has gained different partners from around Finland and Europe and each year JrockSuomi participates in different events that aim to build up industry relationships as well as advance the success of Japanese music and culture in Finland and around the world. The association also acts as a specialist and consultant for Japanese music and its fans and appears at Japanese anime and manga conventions yearly and shares information to members of the media or other industry related parties. (JrockSuomi)

3.3 Focus on South Korean music

JrockSuomi started focusing on South Korean music promotion after Japanese music fans had expressed their interest in it directly to the association. The association had also marked that the number of South Korean music fans had slowly been growing over the years and thus it started organizing South Korean music events as well.

The first South Korean music event called Annyeong!Party, a party type event dedicated to South Korean music, was held in Helsinki in December 2009. Since then the association has organized the same type of event fourteen times, 2-3 times per year, with an average attendance of 400-500 people.

JrockSuomi has also organized a seminar for South Korean pop music and is working in close co-operation with the Embassy of South Korea to bring more events related to South Korean music to Finland. Their second collaboration will be South Korean pop dancing and singing competitions which will be held in June 2014. (JrockSuomi)

3.4 Future goals for South Korean music promotion

Even though the association's main focus is on Japanese music there has been an added interest on behalf of fans of the music, partners of the association and the association itself to increase the promotion of South Korean music. Furthermore the association has been planning on including other aspects of culture or fashion with the promotion of South Korean music.

The association is also interested in organizing live concerts for South Korean bands and artists and has already been in contact about it with European partners. For these reasons, the association has been interested in organizing a larger scale event for South Korean music that could include aspects from conventions like panels and workshops, as well as live concerts and elements from fashion or culture. A larger scale event could combine these different elements the association is interested in and could possibly become a continuing event if not even an annual one.

The association has not researched the demand for this type of an event nor has it made any preliminary plans and this is why the topic of this thesis was suggested by the author.

The author of this thesis has had discussions with the association about her ideas and research throughout the writing process of this thesis and has gained valuable information from the association to make a preliminary event plan. Details and general wishes, limitations in financial and logistical aspects as well as partner and sponsorship matters have been discussed between the association and the author as the association will act as the main organizer and producer of the event. (JrockSuomi President)

4 ATTENDEES OF RELATED EVENTS

The results of the survey among the attendees can be found in appendix 2.

5 PRELIMINARY EVENT PLAN

Preliminary event plan can be found in appendix 3.

6 CONCLUSION

The author researched the practices and suggestions for successful event management and marketing as well as the potential target market for this event and came to numerous suggestions. The most important findings of this thesis present that firstly event planners need to understand and determine clear objectives for their event and their organization that handles the event in order to achieve a successful preliminary design for an event plan. Planning in detail and with enough time will most likely result in a well-managed and thought-out event that will please the audience as well as the stakeholders involved. Research and evaluation on the event elements and aspects must be finished before the event management should even take place. A fully planned out event will act as guidelines to all those involved in organizing and managing the event, there is little room for error when all aspects of the event have been planned and assessed.

In order to market an event successfully event organizers should perform or conduct research on their potential target markets and evaluate their marketing plans and strategies carefully. A thorough marketing plan will also give details and ideas to other aspects of the event as it may give essential information about the potential attendees of the event. In case of a special event with a special focus the emphasis on the target market's opinions and desires is much larger and should thus impact the planning of the event such as details on programmes and the choice of venue. After the research on the potential target market, demographics of the potential audience was found as well as details on their preferences and behaviour were found and these could be used to offer plans for the commissioning association. Facebook rose up as the primary platform for marketing and its effectiveness will prove to be most useful in the opinion of the author.

The potential South Korean pop music event to be held should focus on being a unique and social festival with a special focus and special things to offer for attendees. Keeping in mind the wishes of the audience and planning the event thoroughly with evaluation of the attendees, the environment, the event itself and potential competitors will surely produce a successful event that may continue on as a yearly event to spread the knowledge of South Korean pop music and give a place for attendees to experience and celebrate it.

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APPENDICES

Appendix 1. Questionnaire

Appendix 2. Attendees of related events

Appendix 3. Preliminary event plan