

EVENT MARKETING

Case RESTO 2015

Lapland University of Applied Sciences

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Bachelor's thesis
School of Tourism and Hospitality Management
Degree Programme in Tourism
Bachelor of Hospitality Management

2015

Degree Programme in Tourism

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Subject of Thesis	Event Marketing. Case RESTO 2015 Event		
Number of pages and appendices	36 + 3		

This thesis concentrates on event marketing as a form of case study of the RESTO 2015 event. The research examines event marketing management, planning, actions and execution of the event. The author operated in the event as a marketing intern.

The chosen research method combines qualitative and quantitative methods in order to examine the planning, actions and the execution of the RESTO 2015 Event from the perspectives of organisers and event guests. The commissioner of this thesis is the Multidimensional Tourism Institute that was the organiser institute in the RESTO 2015 Event.

The researched data indicates that the successful execution of event marketing requires careful strategical planning, actions and monitoring where the theoretical background needs to be examined. Moreover, the event is influenced by internal and external factors such as the size and the type of an event, the experience of the guests and visitors where the well planned and implemented marketing comes into effect. In events as RESTO, where the type of an event is small sale and non-profit event, rely on voluntarism can cause the lack of expertise in the event marketing. However, from the overall perspective, RESTO 2015 event marketing executed well. From the future development event management of RESTO events in the future should have higher emphasis on the implementation of planning and marketing control.

Keywords

Event, Marketing, Marketing Management, RESTO, Sponsorship, Image, Branding

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Ohjaaja(t)	Ulla Kangasniemi		
Toimeksiantaja	Petra Paloniemi		
Työn nimi	Tapahtumamarkkinointi. Case RESTO 2015		
Sivu- ja liitemäärä	<36+ 3>		

Opinnäytetyön tarkoituksena oli tutkia tapahtumamarkkinointia RESTO 2015-tietotaitokilpailussa. Opinnäytetyössä tutkittiin tapahtumamarkkinoinnin johtamista, suunnittelua, toimintaa ja toteutusta RESTO 2015 -tietotaitokilpailussa. Opinnäytetyön kirjoittaja työskenteli tapahtumassa markkinointiharjoittelijana.

Tutkimuksessa käytettiin kvalitatiivista ja kvantitatiivista eli laadullista ja määrällistä tutkimusmetodia, jotta tapahtuman suunnittelua, toimintaa ja toteutusta pystyttiin tarkastelemaan järjestäjien sekä vieraiden näkökulmista. Opinnäytetyön toimeksiantajana toimi Matkailualan tutkimus- ja koulutusinstituutti (MTI), joka oli RESTO 2015 -tietotaitokilpailun järjestäjä.

Tutkittu data osoittaa, että menestynyt tapahtumamarkkinointi vaatii strategista suunnittelua, toteutusta ja valvontaa, joiden taustalla toimii tapahtumamarkkinoinnin teoria. Tapahtuman tyyppi ja koko sekä ulkoiset ja sisäiset tekijät vaikuttavat tapahtumamarkkinointiin, jossa hyvin organisoidun markkinointijohtamisen tärkeys tulee esille. RESTO -tietotaitokilpailun kaltaisissa tapahtumissa, jotka ovat pieniä ja voittoa tavoittelemattomia tapahtumia, markkinoinnissa turvaudutaan vapaaehtoistyöhön, joka voi aiheuttaa ammattimaisuuden puutteen tapahtumamarkkinoinnissa. Kokonaisvaltaisesti markkinointi toteutettiin RESTO 2015 tapahtumassa hyvin. Opinnäytetyön kehitysideana tulevaisuuden RESTO -tietotaitokilpailun tapahtumajohtamisessa tulisi ottaa markkinoinnin suunnittelu sekä toteutuksen valvonta paremmin huomioon.

Avainsana(t) tapahtuma, markkinointi, markkinointijohtaminen, RESTO, sponsorointi, imago, brändäys

Matkailun koulutusohjelma

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1 INTRODUCTION

The aim of this thesis is to determine event marketing from the basis of case study, RESTO 2015 Event. The primary research angle is to re-examine the marketing management in the event, its marketing actions and activities and how the event was executed from the marketing point of view. The Commission of the thesis is Multidimensional Tourism Institute (MTI). The demand of the thesis that considers RESTO 2015 from the event marketing perspective arose when thesis from event organising was completed where RESTO 2015 Event was also the case study. The idea for this thesis is to conclude the managerial processes and marketing actions and to answer to the research question, how well the event marketing was planned and executed in RESTO 2015 Event.

For Lapland University of Applied Sciences the aim was to make a label for Lapland University of Applied Sciences and for the Multidimensional Tourism Institute in RESTO 2015 Event. The event was seen as a great opportunity for these institutes and the local tourism operators to market the tourism education in Rovaniemi, Rovaniemi as a tourism destination and the professionalism of a tourism field in Lapland. The effort was put into the event marketing as the event was seen as a big opportunity to make a label to Lapland UAS, MTI and tourism in Finnish Lapland. In this thesis the Lapland-Above Ordinary brand is also examined from the factor Arctic Magic point of view, as the brand was part of RESTO 2015 event marketing.

Lapland -Above Ordinary is a brand created and developed by Regional Council of Lapland during the years 2011-2013. The development project was based on the idea of produce holistic competitive advantage to the area and involved 2500 people. The vision for the strong brand for the idea was to advance tourism goals, strengthen the identity and the self-esteem of the province, to improve the attraction towards investments and companies and to support export industry. (Regional Council of Lapland 2015.)

Event marketing is defined as a process to achieve the objectives through identifying and meeting the needs of the customers who attend an event. The

process includes overall marketing and marketing objectives that involve planning, organising, developing and integrating. (Raj & Rashid 2013, 210.) The aim of this thesis was to re-examine the marketing activities, planning and the marketing management in RESTO 2015 Event and the execution of the event from the marketing perspective.

The used research method in this thesis combines both qualitative and quantitative research methods. In order to re-examine the event marketing planning, actions and the execution of the event, the qualitative interview with the personnel of the RESTO 2015 marketing team was crucial. To conclude the execution of these processes and actions, the customers' point of view is examined by using the feedback questionnaire which was sent to all of RESTO 2015 guests after the event.

2 RESEARCH BACKGROUND

2.1 Commissioner

The Commissioner for the thesis is The Multidimensional Tourism Institute (MTI) that is institute part of the Lapland University of Applied Sciences organisation, the University of Lapland and Lapland Tourism College. The Multidimensional Tourism Institute co-operates with the educational organisations and authorities, the international scientific community and the business community of Lapland. The institute offers wide range of educational offerings in tourism and developes research and education in tourism. (MTI 2010.) As MTI was the host organisation for RESTO 2015 Event, the decision to have the institute as a commissioner for the thesis was natural choice. Moreover, the thesis about event organising where RESTO 2015 Event also functioned as a case for the study, the demand for the event marketing perspective arose. The reason why RESTO 2015 has been re-examined is the MTI students who where working as interns in RESTO 2015 Event organising and were part of the core management team of the event.

2.2 Research Method

As the RESTO 2015 event had the own project management group, the most practical and efficient way to do the research of event marketing and its activities in the particular event was to do qualitative research based on the interviews by the management group of RESTO 2015. The four factors meaningful in qualitative research are “meaning of research participants, investigation of a specific context, understanding the processes where the meanings and the context meet and to understand the subjectivity of the researcher in the research (Maxwell & Reybold 2015).

The conception of the context where the individuals and activities are situated is crucial for the research. In this case individual stands for RESTO 2015 marketing team and the activitites stand for marketing activities. To elucidate the activities, they need to be identified in the research that will lead to certain outcome. The most convenient way to research these factors and processes

are through qualitative research. Using qualitative research by interviewing the people who were involved in the marketing process in RESTO 2015, the event marketing can be examined.

The semi-structured interview is the common type of interview in qualitative research. It gives the researcher the possibility to seek clarification by asking additional questions or vary order of the questions. The semi-structured interview involves pre-determined questions but semi-structured interview helps new concepts to emerge. (Doody & Noonan 2013.) By using semi-structured interview, the marketing activities and factors related in RESTO 2015 event marketing are easier to identify and explain. When the researcher is able to seek the clarification by asking additional questions, it also helps the interviewee to explain certain activities and planning processes more carefully.

As the aim of this thesis apart of the marketing planning and marketing actions was also to examine the execution of the event, the opinion of the event guests along with the marketing management is also important. To consider the execution from guests' point of view, the research was conducted through the feedback questionnaire that was sent to every guest after the RESTO 2015 Event. The use of quantitative research method helps to identify how the event marketing was executed from the customers' point of view and how they saw the event marketing throughout the event. The challenge faced in this part was 18 responds out of 80 people, the event competitors and colleagues, to whom the questionnaire was sent. The questionnaire was consisted of 12 questions that concerned different parts of the event such as accommodation, competition assignments, programmes etc. Three questions were directly concerning the marketing processes and the image of the event. These last three questions that were concerning event marketing are used in the analysis of how the event marketing was executed in RESTO 2015 event.

3 EVENT MARKETING MANAGEMENT

3.1 What is Event Marketing?

The word event has been used already for centuries and it was originally used to describe big happenings. Nowadays, events can be related to meetings, sports, shows, performances and social gatherings. (Damm 2011.) As the events are getting more and more popular in every business sector, the number of researches for event management has increased due to the rise of demand. Publications about event management for different scales of events are somewhat effortless to find. According to Damm (2011), when the industry of events is rapidly grown in recent decades, it has been rather challenging to complete and overview of event management when the managerial processes differ from each other quite considerably. As Raj and Rashid (2013) state, marketing is one of the management concepts that is difficult to define.

The definition of event marketing differs partially from common definition of marketing. Marketing is usually described as managerial process which is responsible for identifying, anticipating and satisfying customer requirements profitably (Chartered Institute of Marketing 2015.) when the event marketing is defined more interactive one when the event management interacts with the event participants and visitors. (Raj & Rashid 2009.)

One of the critical points in event marketing is to understand that it never stands alone. Event marketing is always in context of the higher marketing strategy, for example and organisational or company strategy. The event marketing always includes public relations, telemarketing, online communications, research and personal selling. The strategy is not dependent on the size of an event but the emphasis can be directed to certain parts of strategy and activities. (Saget 2006.)

Moreover, as this research concentrates more precisely on small scale events, what the RESTO event represents, it is important to notice that the expertise and resources in small scale event marketing are often depending on voluntarism and small budgets. This can lead to cases where the expertise in

marketing can be lacking and event marketing in such cases can rely on word of mouth and general awareness. However, this does not disqualify the need for careful marketing analysis, planning and control as well as internal and external communication. (Shone & Parr 2004.)

3.2 Analysis

Marketing management is often seen as managerial process of marketing to obtain organisational goals and objectives. Marketing management consists of planning, implementation and control of marketing programmes and actions. (Sherlekar & Salvadore 2010.) Even though common marketing and event marketing somewhat differ the analysis for both can be conducted by following the same principles.

The four event marketing research areas are: market analysis, consumer research, promotion studies and performance evaluation (Yeoman & Beattie 2004). As the Figure 1 shows, marketing analysis and research precedes marketing planning which is always followed by control of the programmes and actions. Marketing analysis and research assist marketing management to create the suitable and profitable marketing strategy and how to differentiate from other similar services. The research helps to identify for example the current market place, customer needs, target group, possible competitors and marketing trends. Common marketing analysis process usually starts with the situational analysis of the current market place. The analysis can be executed from different research data, such as market size. (Marketing Donut 2015.) In case of event marketing the marketing analysis can be based on the research of similar events or the same event that has been previously organised.

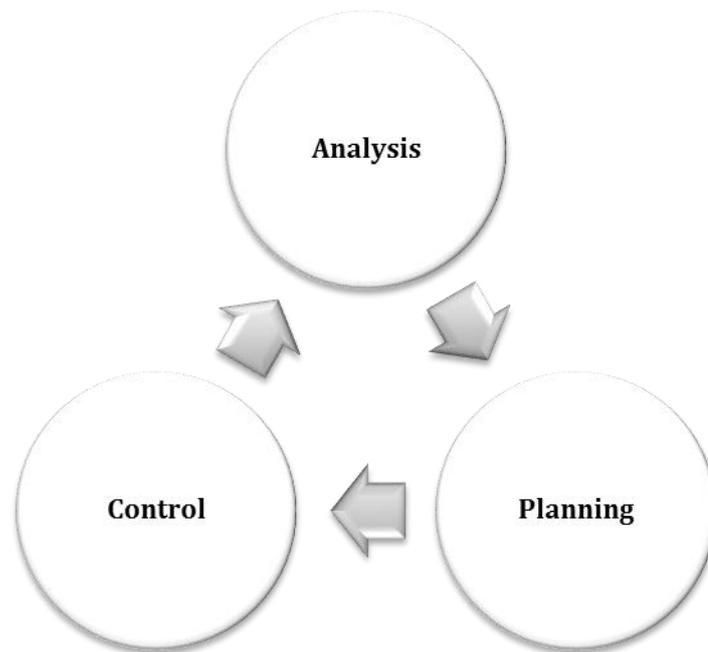


Figure 1. The Process of Designing and Implementation of Marketing Management of Events Strategy (Raj & Rashid 2013)

3.3 Planning

Planning process secures the organisation for three different questions: “Where are we now?”, “Where do we want to go?” and “How do we get there?”. Each of the planning process phases, analysis, planning and control answer and follow to each of these questions. (Sherlekar & Salvador 2010.)

To produce a successful event, these marketing activities should be taken into account: target market analysis, possible competitors, estimation of attendees and price what they are willing to pay, quantity and type of possible promotional activities and the degree of success for marketing events. Marketing strategy is part of the planning phase where the market analysis, marketing activities and the implementation of these activities is documented. Marketing strategy is considered to be a crucial part of the event marketing, even if the event is small scale or non-profit one, to ensure the event’s success. (McLeish 2010.) The strategy is helpful for organisations as it allows them to focus on limited resources on the best chances in order to increase the sales. (Easy Marketing

Strategies 2015). The strategy facilitates the marketing management to plan and to control the marketing before, during and after the event.

Marketing Plan is the detailed plan for marketing set on a specific time frame. It specifies the actions and activities to achieve the marketing objectives. (BusinessDictionary 2015.) The development of a marketing plan is considered to be one of the practical steps involved in preparing to approach the marketplace. As there is no definitive standard for marketing plan, a marketing plan usually concludes an introduction, overview of a current market, SWOT or other analysis related to destinations weaknesses and strengths, marketing strategies that will be implemented, comprehensive marketing calendar and a marketing budget. As the marketing plan is considered to be essential activity of event marketing principles, the critical comprehension towards the fact that it is never sufficient is important. The evaluation, measuring the effectiveness and performance of the plan needs to be followed constantly. (Rogers 2008).

Market Segmentation is a part of the marketing planning process and it stands for identification of appropriate market segments. Segmentation can be divided into segments such as corporate meetings/events, national conventions and congresses or it can be done by source or location of potential clients. In events that are special for a specific group, the segmentation can be done by source. In case where the event is special for certain group and organised in national level, the segmentation can be concluded using both source and location when identifying the market segments. (Rogers 2008.)

Marketing mix is a marketing planning tool that is used for to understand what the product or service can offer and how to plan successful offering (Entrepreneurial Insights 2014). Common tool to create a marketing mix is 4P's that stand for product, price, place and promotion. These four elements are all dependent on the internal and external factors in the overall environment. (Investopedia 2015a.)

When 4Ps are considered from the buyers' point of view, product stands for customer value, price for cost to the customer, place for convenience and promotion for communication. In event marketing, the marketing mix is a part of marketing planning where the mix should be seen from the buyer's or customer's point of view. These factors help the management to identify crucial points in marketing in order to make it profitable. (Marcovitz 2003)

The other, more advanced from the buyer's point of view which in this research is mainly scrutinised from the event sponsorship and customers' point of view, is the marketing mix known as the 5Vs. The 5Vs is sometimes called as Buyers Disposition. The Buyers Disposition is applied from the traditional marketing mix, the 4Ps but it is more concentrated on the characteristics of a buyer. It consists of five dimensions factors, value, viability, volume, variety and virtue. As the value is generally understood as obvious values such as quality, purpose and reliability, in this case it focuses more on what buyers might seek from marketing, uniqueness, irreplaceability, brand status and technical capabilities. The event sponsors are seeking for the factors that make the specific event stand out and what is the value for the buyer to participate in the event marketing. Viability in buyers disposition is concentrated on the accessibility, selection, choice, affordability and sometimes, time. The viability for buyers especially in events is closely related to the distance. In small events, the viability can actually be one of the factors that effect highly on decision making whether the buyer wants to participate. Volume is part of marketing that is usually accommodated by the buyer. Quantity, parts, reproducibility and divisibility are the elements of visibility where the buyer has to be a possibility to grip. In event marketing, the sponsorship contracts are, for this reason, often tailor made where the buyer can influence on the scale and the price of the sponsorship and how to participate in marketing. Variety in Buyer's Disposition is connected to the element of volume. In this case it means the customer empowerment, the freedom of choice. In idea in effective marketing is that the marketing enables the buyer the freedom to make the choice. This can be achieved by offering

product and price range offering, selection of payment methods and delivery and selection of services. (Bennet 1997.)

The last 'V' stands for virtue. Commonly, the buyer (customer or sponsor) are eager to co-operate and develop the marketing relationship "--when this virtue is a genuine reflection of the meaning of the exchange". (Bennet 1997,154.) In event marketing, if the companies that will see the benefits towards their own business are usually willing to develop the marketing before, during and after the event. (Bennet 1997.)

3.4 Control

Control is defined as the third area in marketing management. Control in marketing, and especially in event marketing stands for clear standards and goals and monitoring them. In event management this means the importance for managers to identify the need for specialists in different areas such as finance, personnel and marketing. (Raj & Rashid 2013.)

The aim of marketing control is to verify that certain marketing efforts are producing results in the planned pace. The marketing control process helps the marketing management to make the control practical by determine the baseline and wanted results. Marketing control should include monthly or quarterly checklists in order to control the process in practice. (SmallBusiness Chron 2015.) In event marketing management the control checklists would be better to have in monthly basis by setting meetings for marketing management and supervising the number of participating customers and companies for sponsorships.

Measurement, evaluation and monitoring are all involved with the marketing control process and it involves setting standards. As Figure 2 states, the marketing control process starts with determining the marketing objectives that are also referred to marketing standards. The performance is the implementation of the existing marketing strategy and plan. The standards that need to be controlled are composed in the planning phase and are documented

in the plan. Monitoring the marketing standards by comparing the standards with the results the corrective actions can be performed. The corrective actions also require investigation in order to clarify when and why the difference in implementation compared to the marketing strategy occurred. (MarketingTeacher 2015a.)



Figure 2.The Marketing Control Process (MarketingTeacher 2015)

4 EVENT MARKETING ACTIVITIES

4.1 Marketing Communication

Marketing communication (MarCom) is a complex part of marketing efforts. Advertising, direct marketing, branding, packaging, online presence, printed materials, PR activities, sales presentations, sponsorships, trade are all included in the marketing communication and are all deployed to communicate with the market. (MARS 2015).

Marketing communication in events such as RESTO 2015 could be identified as marketing communication in special events. In case of special events, about 70 percent of people rely on the previous experience on decision making when considering attending to the event. Communication strategies are highly dependent on the size and scale of an event. Small scale events tend to have different marketing communication strategies than big scale events. Problem that seems to arise in marketing communication in small scale special event is the lack of expertise concerning the development and implementation of the marketing communication due to voluntarism when the marketing professionals may not be available. (Hede –Kellet 2009.)

In small scale events, the communication strategy is extremely important to define, as the marketing is often relied on partly voluntarism. Saget (2006) states that key points in marketing strategy are: objective, target audience, key benefit, support and tone and manner where the objective stands for the purpose, the target audience for the audience profile, key benefit of why the target audience should be by the the profile, support stands for the reason to believe in key benefit and tone and manner states for the statement of product's personality.

4.2 Image and Branding

Event image is formed by external and internal factors. This means that factors, meaning direct experience or indirect information with an event type, experiences during the event, number or type of other participants, event characteristics and individual factors can influence on an event image. Event image and branding can be rather difficult as some of the factors influencing on the image and brand are external and individual factors. When the influencing factors are individual, the event organizer cannot influence in the image when it is depending on the individual experience. In event image creation, there is always a risk if the participant experiences the event in negative way. This means that different individuals may have different perception about the same event which may affect the empirical assumption of the image of an event. (Gwinner 1997.)

Keller (1993) has identified branding in terms of "the marketing effects uniquely attributable to the brand" (Keller 2003,1) meaning, when the certain outcomes result because of the brand name that otherwise would not occur.

Brand mission and the branding itself should not be classified as complicated and sophisticated action. Many successful companies have proved branding to be most effective when they are simple and allowed for resilient business scoping. Brand missions require exercise of different strategies and rethinking of these strategies. (Kotler 2010.) When it comes to event branding, Keller (1993) states that when the brand becomes associated with an event, some associations such as relaxing, enjoyable, sophisticated, disappointing, can be linked to the memory with the brand.

4.3 Personal Selling

The widely known theory of selling, AIDAS, is beneficial tool in selling where the theory gets the name for the first letters of five words related to selling (Marketing 91):

A-attention, **I**-interest, **D**-desire, **A**-action, **S**-satisfaction

According to the theory, the **Attention** towards the product or service is the first step of increasing the brand awareness. When creating a brand for a specific service or products, it can also be marketed through branding. Asking questions such as 'How do we get the customers' attention?' and 'What is our brand awareness campaign?' will help the management to figure how it could be executed. **Interest** stands for the gaining interest among buyers. By creating a content strategy, the marketing managers help to understand the content in the service and to define what makes the service interesting. The **Desire** answers to the question what makes the service or product desirable for buyers. The branding also helps to define the desire as buyers sometimes more interested in the brand than maybe the product itself. **Actions** stand for the specific actions and activities that need to be done in the personal selling process. The planning through marketing strategy and marketing plan will clarify the actions in marketing for the management. The last part, **Satisfaction**, is measuring the customer satisfaction. (SmartInsights 2015.) The idea of an efficient event marketing is to keep customers happy and of course to make the profit. Through effective event marketing, the customers have the perception about the service and marketing can effect enormously on buying decision.

Personal Selling is often seen as more effective than advertising in complex selling situation as through personal interaction the sales representative can understand the customers' needs and wants better. Sales representatives are commonly professional in sales and marketing, tend to create and maintain long-term customer relationships. (Karunakaran 2008.)

The role of the sales representative can vary depending on the event. Usually the sales representative is the link between the company and the customer or the company and the company in case the marketing involves co-operational sponsorship or business-to-business sponsorship.

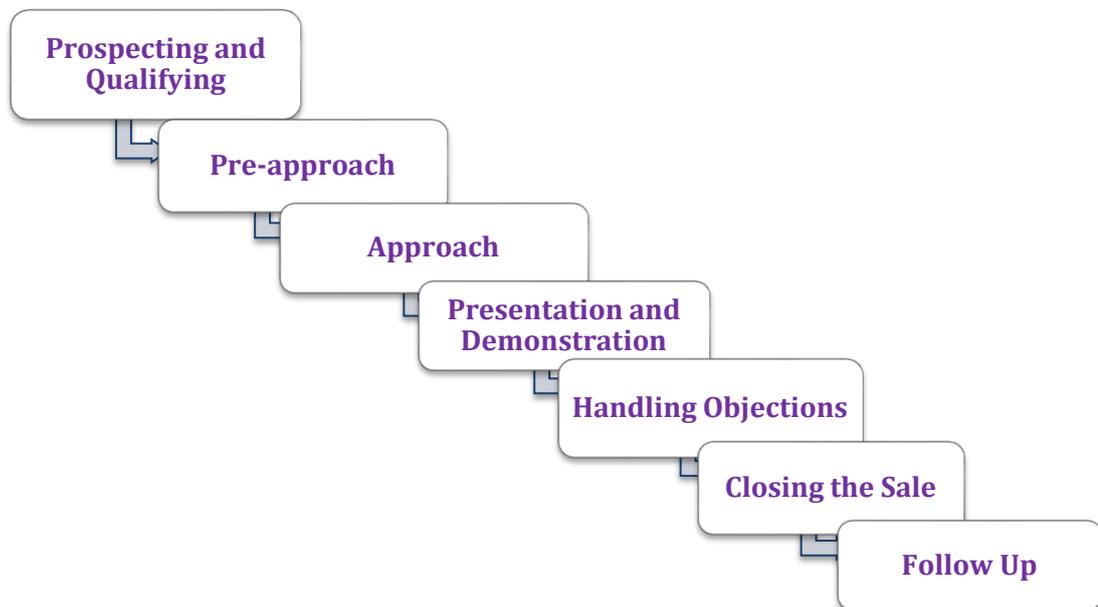


Figure 3. Steps in Personal Selling Process. (Karunakaran 2008)

According to Karunakaran (2008), crucial part of successful personal selling is to identify potential buyers from non-potential ones. Prospecting stands for this kind of action where qualifying means more close investigation of the buyer such as financial background volume of business and the location. Pre-Approach follow the prospecting phase where the sales representative determines all the valuable information and the background of the potential buyer before the next phase, Approach. Depending on the relationship of the event organiser and the potential buyer, the sales representative should approach the buyer and act according to company policy. Listening and understanding, as in every phase of personal selling process, is crucial. Presentation and Demonstration is necessary phase of selling process as in this phase, the buyer makes the preliminary buying decision. The story behind the product or service helps the sales representative to present to product/service. The story behind the product/service explains its attributes, customer benefits and how it could solve customer problems. Objections will commonly arise in the presentation and often leave unspoken. Successful sales representative will handle obstacles in these occasions where objections may occur. Closing the Sale is the phase where the buyer and the event organiser have handled the objections and the

terms are agreed. Closing the sale stands for the fact that the buyer has made the buying decision. Successful sales representative notices the signals for approval and the buying decision and is eager to help the buyer regarding the questions concerning the purchase of the product or the service. Follow up is the last phase of personal selling which is the most important part regarding customer satisfaction. The sales representative must follow up the actions occurring during the processes before the event and after. If any problems reveal the representative is ready and eager to solve them. (Karunakaran 2008.)

4.4 Sales Promoting

According to MarketingTeacher (2015b) the sales promoting stands for “any initiative undertaken by an organisation to promote an increase in sales, usage or trial of a product or service.” It is a one level of marketing aimed at the distribution channel or a consumer. The aim of sales promotion is to introduce new products or services and to lift sales and is more associated with marketing products than services. (Inc 2015).

The two basic types of sales promotion are trade and consumer sales promotion. Typically used schemes in consumer sales promotion are for example discounts, joint promotions, commissions and incentives. In trade sales promotion due to the originality and uniqueness in the schemes, the listing of all possible techniques is impossible. Examples of these schemes could be customer relationship management (CRM) due to bonus points, new media channels that provide sales promotion and merchandising such as product demonstrations. (MarketingTeacher 2015b.)

In event marketing the event can be seen as a product that contains services. To be precise, in special events the marketing is about selling experiences than services that can be also marketed differently. In event marketing, the sale promotion could be updating the event through distribution channel to promote the experience that the potential customers might have. From the sponsorship point of view, the idea in sales promoting could be based on the visibility of the company image and offer possible tailor-made sponsorship packages.

5 RESTO 2015 EVENT

5.1 RESTO as an event

RESTO is a two-day event including competition for tourism students of Finnish Universities of Applied Sciences and networking for colleagues in Finland. The first event was held in Turku, year 2002, and nowadays it is organised by different University of Applied Sciences every year. The aim is to make the Finnish bachelor degree in Tourism Management and Hospitality Management programs more familiar in national level. Moreover the meaning of the event is to hold the competition where the students of Universities of Applied Sciences in Finland represent their universities and are being tested of their already existing knowledge and skills about tourism and hospitality management field and for colleagues from different institutes to network. (RESTO 2015.)The event includes the competition, student and colleague date and the gala dinner. The student and colleague date are for students and teachers where the aim is to relax and network. The gala dinner is the closing event for RESTO where all the event quests, competition participators, organisers and co-operational partners are invited to.

In the early planning stage it was agreed that the RESTO 2015 event would mainly be organised by the tourism and hospitality management students of Lapland University of Applied Sciences and teachers of Multidimensional Tourism Institute (MTI). In order to educate tourism students of MTI in event organising field, the RESTO 2015 event was integrated on the studies of the third year tourism students from the Finnish degree programme and the second year tourism students from English Degree Programme. Approximately 100 students among the project team participate on the event arrangements. The Finnish speaking tourism students were responsible of the visual arrangements, different event venues and the catering. The students from English degree programme were enquired to be experience guides for the participating students and colleagues of different universities. These assignments were integrated on the studies of the tourism students which gave the opportunity to

gain work experience during the study year and also assist the RESTO 2015 project team to organise the event.

The marketing was directed to two markets, the guests and the sponsors. The aim of marketing for possible attendees was to get as many participants as possible and for the sponsors to get co-operational sponsorships to fund the event among with funding from Lapland University of Applied Sciences. The products and services selected for this marketing were depending on the selected market. For the participants, the services and products marketed were the experiences in the event as the awards in the competition to attract students to participate. For the possible sponsors, the service marketed was the visibility throughout the event to advertise their own services and products and the promotion of Finnish Lapland as a tourism destination.

5.2 Image and Branding in RESTO 2015 Event

When the event planning started in the spring 2014, the image of the event was selected to be Lapland-Above Ordinary Arctic Magic. The Lapland Brand is created by Lappish companies, professionals of different business fields, Regional Council of Lapland and locals of Finnish Lapland and involved 2500 people. The development project was planned and created during the year 2011-2013 where the idea was based on the production of holistic competitive advantage to the area where the vision was to branding that would advance tourism goals, strengthen the identity and the self-esteem of the province, to improve the attraction towards investments and companies and to support export industry. The brand concludes five different attractions: Rich in Nature, Pure Madness, Arctic Magic, Open and Arctic and Consider it Done!. Each of these attractions represents Lapland from different angles and shows the authenticity, originality and the extraordinary ways of Lapland from different point of views. (Regional Council of Lapland 2015.)

Lapland Brand material was used in marketing in order to create the content for the theme, unify RESTO 2015 with the Lapland Above Ordinary brand and to determine how the theme is represented throughout the event. The logo used in RESTO 2015 marketing was the Arctic Magic logo which is created by the

authors of Lapland Above Ordinary Brand. In the planning phase the meaning of presenting the theme and the image in marketing and also in internal communication in event organisation was emphasized by the RESTO 2015 management. Moreover, as RESTO is a national event in Finland that has been organised from the year 2002, the official logo of the event itself was also represented in event marketing as well as the content of the event.

To define the whole image of RESTO 2015 Event among the theme Arctic Magic, the core management team of the event created the identity for it. The identity consisted of four different factors, the culture of the event, physical qualities, customer's point of view and personality. Each of these factors determined the event from different angles and point of views, which gave the perception of the image to the whole organisation in planning.

The pre-marketing of the event started in spring 2014 when the event was held in Kuopio. Before closing the event the next host is always presented in the event. In order to show the Lappish hospitality, the RESTO 2015 event planners gave Arctic Magic stickers and traditional Lappish candy to event guests. To market the next hosting institute, the official poem of Lapland University of Applied Sciences was read by Laura Sierila, the project coordinator of RESTO 2015 Event.



Figure 4. Lapland-Above Ordinary, Arctic Magic logo (Lapland-Above Ordinary Brand Material)

The angle for marketing the destination, event and the sponsors was to show the originality and that Lapland is Above Ordinary. To support the brand, the material used in marketing was from the Lapland Brand material bank. The brand material was used in creation of presentations that were represented to the whole event planning organisation. To strengthen the idea of the theme Arctic Magic at the presentations the phrases of Lapland Brand (Figure 2) were used. These phrases include different definitions of what the arctic magic means and what it stands for. For the students it was also recommended that they would look their planning through the 'Arctic Magic glasses' which meant that planning needed to be considered from the angle of the Lapland Above Ordinary brand and the event image.

The theme

The main theme: Above Ordinary - Arctic Magic

" In Lapland there is a strange kind of magic that cannot be described in words alone. It can only be experienced.

The northern conditions have made Lapland a mystical place. The unique connection with nature offers unforgettable experiences.

Lapland sensitizes, refreshes and soothes you. The atmosphere is genuine, and relaxed- it feels good to live and be here.

The region is a fabulous attraction that inspires both residents and visitors alike. The experience of Lapland is immediate and its impact is unforgettable!" (Lapland brand presentation 2007-2013)



Figure 5. RESTO 2015 Presentation, theme Arctic Magic. (RESTO 2015 Event).

5.3 RESTO 2015 Marketing Organisation

The marketing organisation of RESTO 2015 consisted of the marketing intern Sanni Järvenpää, directive teacher Petra Paloniemi and the person responsible of social media Outi Kähkönen. The project manager Teemu Seppi and project

coordinator Laura Sierilä were also involved with the event marketing process but did not have responsibilities related to marketing planning and activities itself. The marketing intern Sanni Järvenpää was responsible for making the marketing plan, implementation plan for social media marketing, the execution of the social media marketing, management of the marketing folders and added information, contacting the sponsors concerning their marketing and preparing other marketing related material such as presentations for students that were usually held with Teemu Seppi and Laura Sierilä. The event sponsors were included in the marketing activities as many of them were also participating on the event and the companies had a possibility to create the content for marketing, for example in social media marketing.

The directive teacher of event marketing, Petra Paloniemi, guided the marketing intern along with the person responsible of social media and she was also responsible for other arrangements in RESTO 2015 organisation, for example, negotiation of the co-operational sponsorships with other event involved teachers. Outi Kähkönen was also guiding the marketing intern with social media posts, concentrating more on the blog. She was also responsible for Twitter during the event and to spread the word about live-streaming in Lapland UAS websites.

In the planning phase, the marketing organisation had meetings with the whole RESTO 2015 organisation team and the separate marketing meetings were mainly organised with Petra Paloniemi and Sanni Järvenpää. After the marketing plan was created, Outi participated in the marketing meetings as they were also concluding the discussion about the implementation of social media marketing. Moreover, the core organiser team of the event, Teemu Seppi, Laura Sierilä, Sanni Järvenpää, Petra Paloniemi and Heidi Kaihua organised separate meetings where the idea was to update information from every organising sector.

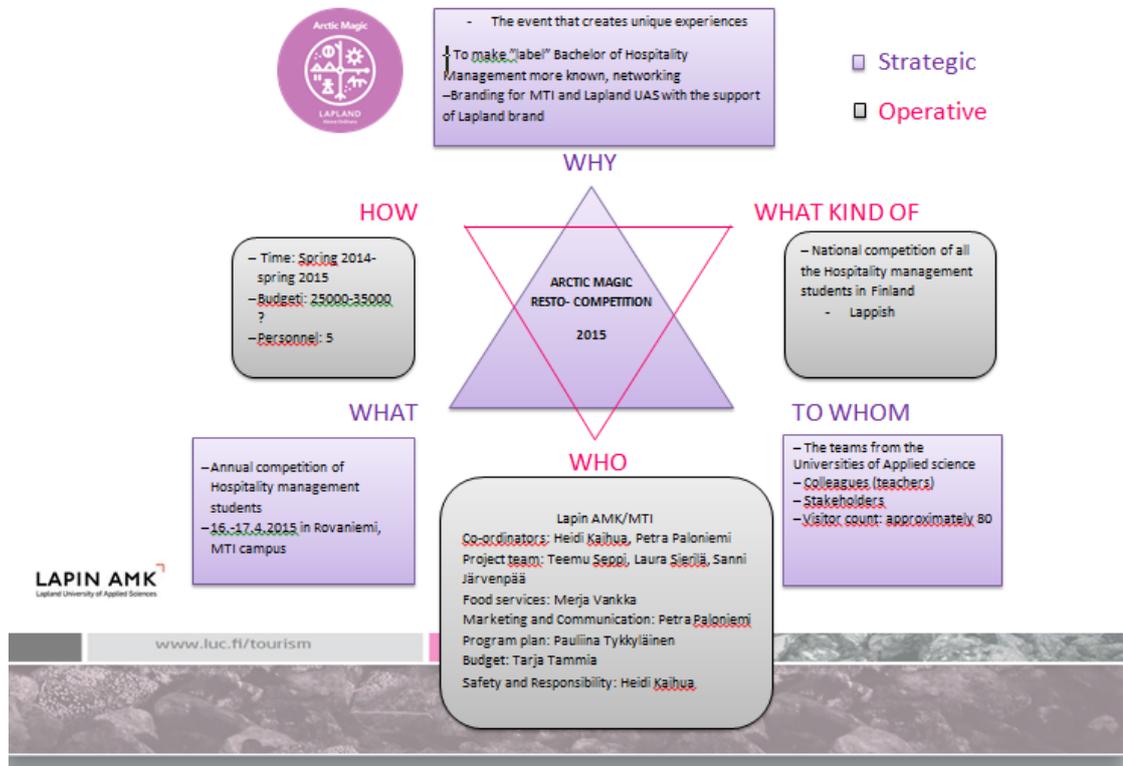


Figure 6. RESTO 2015 Event Triangle. (RESTO 2015 Event.)

The Figure 6 show how the strategic and operative points are set in the official event triangle that was used in RESTO 2015 event planning. The Figure 7 shows the whole project working group of the event where the separate teams are presented.

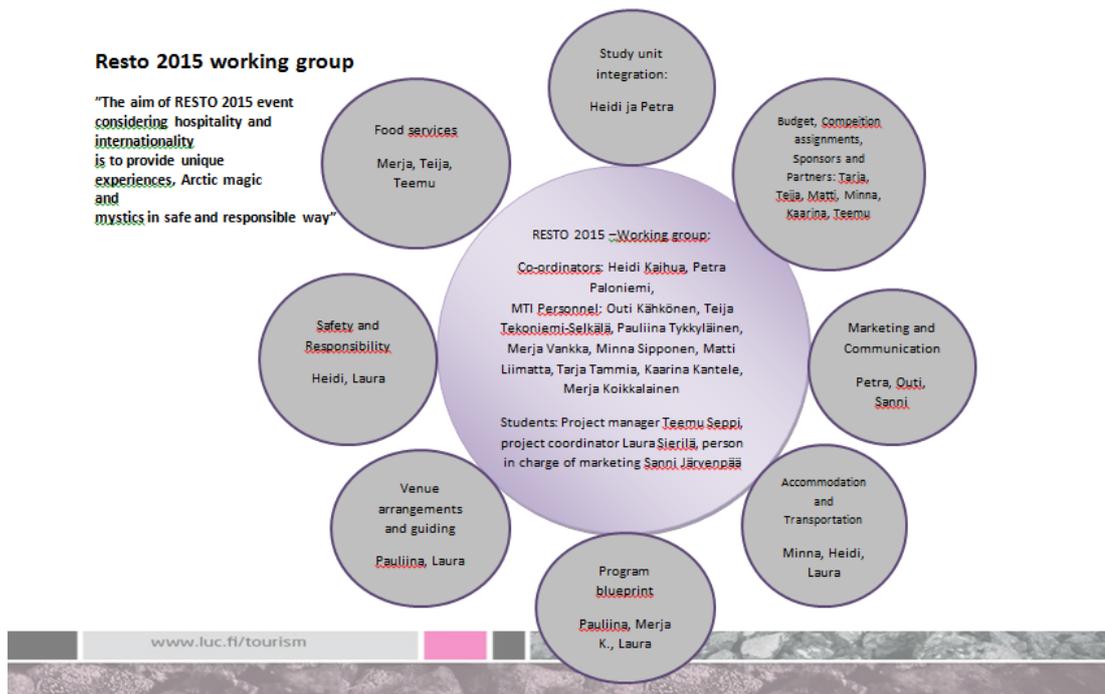


Figure 7. RESTO 2015 Working Group. (RESTO 2015 Event.)

5.4 Co-operational Sponsorship

Sponsorships are often identified as an assistance or/and financial aid by a commercial organisation in exchange of achieving commercial objectives. Already in 1990's the firms have viewed event sponsorships as "an obligation to a community". Especially, in case of non-profit or small scale event, the firms in the specific destination where the event is held, the willingness towards sponsorships in this type of an event has increased. (Gwinner. 1997.)

Most common type of sponsorship in small scale or non-profit events is co-operational sponsorship. The definition of a co-operational sponsorship is a marketing form where a company pays some or all of the marketing costs of a project or program in exchange of visibility. Most common way of visibility or recognition is the display of the company brand or logos in project or programme marketing. (Investopedia 2015b.) When marketing an event, it is crucial to notice that through sponsorship, an event's image will become associated with the sponsoring brand's image (Gwinner 1997).

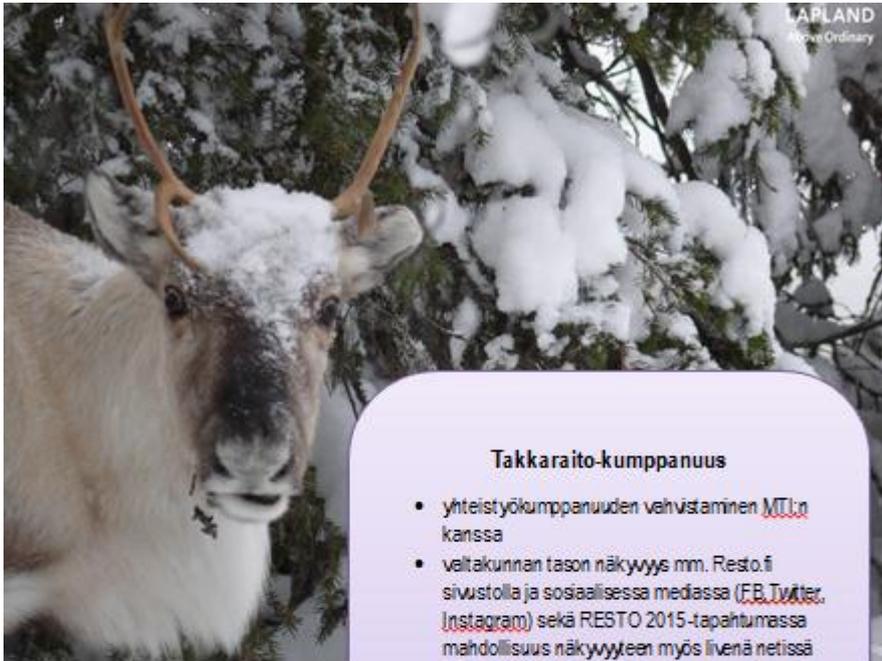
As the RESTO Event is a non-profit event that is also a small scale event due to its direction to a specific group, tourism and hospitality management students in Finland, chosen form of sponsorship was co-operational one. In RESTO 2015 Event the co-operational sponsorship contracts were divided in four levels. The amount of recognition was dependent on the money that was invested in the project. In exchange of investment, the companies were marketed in social media channels, Facebook, Instagram, Twitter and the RESTO 2015 blog and also in the official website of the event, www.resto.fi. If the companies invested significantly more than the others, they were able to participate on the creation of competition assignments and had a chance to be judges in the competition. The contracts were offered to companies that operated in local or national level. Most of the sponsors were local companies that were operating in tourism sector or national organisations that are connected tourism and hospitality in Finland.

Contacting companies were executed through personal selling because the members as the members of the sponsorship team had been in contact with specific companies before, directed their contacts there. As Lapland University of Applied Sciences in general and Multidimensional Tourism Institute (MTI) specially co-operates with local tourism companies, contacting potential sponsors was personal and efficient way of selling. As many of the local companies that operate in the tourism field are familiar with operation of MTI, the companies were eager to find out more about the RESTO 2015 Event and participate as a role of sponsors.

In the planning phase, the management decided that there will be different sponsorship packages where the content is dependent on how much money was invested. To make the selling process more personal, the packages were named according to reindeer-herding themes and everything in the sponsorship brochure was written in Rovaniemi dialect. The sponsorship brochures contained the information about the event and how it is related to tourism industry and why the companies should invest. As the Figure 4 shows, the brochures had a specific section where the package was represented with the wanted amount. However, in the phase of negotiation about the sponsorship,

the packages were often modified according to companies' wants and needs which made these packages more tailor-made towards the end.

Even though the event management used already existing contacts and the companies were already familiar with MTI, the struggles with the negotiation were faced. The deadline that was set for the event sponsors to be listed was at the end of December, the season is on its' highest in Rovaniemi area which created difficulties with contacting the company as the representatives were occupied with the arrangements for upcoming winter season. Nevertheless the RESTO 2015 Event gained several sponsors and enough funding in order to execute the plans of the event management.



Takkaraito-kumppanuus

- yhteistyökumppanuuden vahvistaminen [MTI:n](#) kanssa
- valtakunnan tason näkyvyys mm. Resto.fi sivustolla ja sosiaalisessa mediassa ([FB](#), [Twitter](#), [Instagram](#)) sekä RESTO 2015-tapahtumassa mahdollisuus näkyvyyteen myös liveinä netissä
- RESTO 2015 -tietotaitokilpailun tuomariston jäsen
- innovatiivisia ideoita ja/tai ratkaisuja kilpailutehtävän kautta
- kilpailujoukkueiden käyttämiin tiloihin oman yrityksen nimikkotila kilpailujen ajaksi
- mahdollisuus osallistua yritysesittelyyn tms. Arctic Magic -[tornilla](#) [MTI:n](#) aulassa omalla [ständillä](#)
- sivun kokoinen mainos RESTO 2015 -käsiohjelmassa
- mahdollisuus osallistua [kollegatreffeihin](#) ja Gaalailtaan (max. 2 hlö)

3000 euroa

Figure 8. Takkaraito Partnership. Sponsorship Brochure. (RESTO 2015 Event)

The main co-operational partners in the event were Santa Park, Lapland Safaris, Pilke Science Centre, Pyhä-Luosto and Hotel Pohjanhovi (Rantasipi). As event image becomes associated with the brand, the marketing was directed on the company activities that has Above Ordinary-Arctic Magic characters. These companies are linked into tourism and represent the arctic magic in forms of storytelling, magic and nature. Marketing companies was active mainly in social media; companies were presented in Facebook and official event websites, and main partners were also presented in RESTO 2015 Event blog. The main sponsors participated on the competition assignments were the assignment concerned about the company activities, future scenarios, selling and accounting from tourism perspective. Through the participation, the company gained publicity in the standards set by the qualification and requirements of the RESTO competition assignment. Throughout the event days, the co-operational partners were shown on the Powerpoint presentation where all the companies were listed (Figure 9).



Figure 9. Sponsors of the RESTO 2015 Event. (RESTO 2015 Event)

5.5 Marketing Tools in RESTO 2015

Emarketing was considered to be the main marketing channel in RESTO 2015 Event as it was the most efficient way to reach potential customers when organising the event in national level when the target group is situated in every

University of Applied Sciences that offer tourism education in Finland. Moreover, the personal selling, when considering co-operational sponsorships and to reach the colleagues in different universities, was necessary as the organiser institute, MTI, had connections to companies operate in Lapland area. When organising a special event that is targeted for certain students and colleagues in Finland area, the efficient tool is to contact the institutes personally. The personal selling was executed through emails, meetings and by sending personal invitations that included the information about the event and small welcoming gifts that were related to the Lapland-Above Ordinary Arctic Magic and Lapland UAS brand and image to MARA network that is national network for hospitality and tourism industry.

The standards and goals were defined and identified in RESTO 2015 strategy and also in the marketing plan before starting any concrete actions in emarketing. In order to control the marketing, the project team created a special marketing team to set standards and goals for marketing and also to monitor them. Monthly meetings with the whole organisation in RESTO 2015 team were organised so the whole team could present their own ideas or have questions considering the marketing activities.

Emarketing was executed through social media marketing and determined channels were: Facebook, Instagram, Twitter and RESTO 2015 event blog. The official website of RESTO event, www.resto.fi, contained information about the upcoming event, co-operational partners and instructions for pre-assignment of the competition. These channels were chosen as the Facebook and website were already existing channels and had been used in RESTO Event marketing in previous years and Twitter and Instagram were the channels that were used during the event in order to keep the awareness nationally and to let the participating guests post their experiences and questions throughout the event as Instagram was part of the pre-assignment as well. These social media tools were used before in some forms but in RESTO 2015 the aim of using Twitter during the event was to raise the awareness of live streaming of the competition and let the participating colleagues to share their comments and thoughts about the event. The RESTO 2015 blog was originally created as the marketing

companies were part of the sponsorships and the idea was to present the companies and share their operations in Lapland area. The aim was also to share information about the upcoming contest and organising process.

When marketing managers were executing the process the crucial things was to raise the Lapland Brand awareness through using official brand pictures from material bank of Lapland Brand and to set a label to Lapland University of Applied Sciences and its special institute, MTI. Moreover, the image Arctic Magic was represented in different ways in marketing and the event logo, logos of MTI and Lapland UAS and official RESTO even logo were always present in these marketing activities. Through raising the brand and image knowledge, the participating customers had the perception of the theme of the event.

The last marketing activity was after the competition itself, when the institute gave gifts for the event guests and gave special thanks to participants after the RESTO 2015 gala. The feedback questionnaire was sent after the event as well as the event pictures were published in the official event website.

6 DISCUSSION AND THE RESULTS

The aim of this thesis was first to define and understand event marketing in event marketing management and then to analyse the implementation of the marketing activities, planning and the execution of RESTO 2015 Event. Interviews of the RESTO 2015 marketing team and the feedback questionnaire that was sent to event guests and the studied material were the basis for the research results.

The emphasis of the event marketing of RESTO 2015 event was more focused on the image and branding than for example, sales promoting as the event is directed only for certain group and cannot gain more customers from other degree programmes. Planning, marketing activities and the execution of actions were examined based on the interviews. As the members of the RESTO 2015 marketing team who were interviewed in this research are specialised in marketing, their opinions about different phases of event marketing are valuable.

The event marketing actions that were examined in this thesis were clearly discussed during the interviews. As Petra Paloniemi was responsible of the planning and the execution of the RESTO 2015 marketing and Outi Kähkönen was mainly responsible for social media marketing with marketing intern Sanni Järvenpää, the angles of how the research questions were approached, differed to some extent as Outi Kähkönen was not involved with all the processes.

As the content of the questions in the qualitative interviews and the feedback questionnaire were similar in order to disentangle the marketing activities in RESTO 2015 event, the results are examined from the organisers' and guests' point of views. Feedback questionnaire is examined from the perspective of event marketing execution as guests' point of view is based on the event experience.

The marketing strategy in RESTO 2015 event was based in the event triangle, where the strategic and operative points of the event were defined. The strategical points were the basis for marketing plan. Marketing control was

based on the strategical and operative points that were set in the marketing plan. Marketing analysis conducted from the previous experiences about RESTO Event and the reports from Kuopio were studied. The planning process was based on the analysis which was followed by the control due to possible threats and changes that were faced during the event planning and marketing.

Image and branding in RESTO 2015 marketing was extremely important as the event needed enough participants in order to function and meet the goals of the event planning as the budget was also dependent on the competition fees. Due to the distance of the participating Universities of Applied Sciences and the event organiser, Lapland University of Applied Sciences (Lapland UAS), branding the event was crucial in order to attract the visitors. The challenge in branding in RESTO event, where the perception already exists, is problematic as event marketing need to conclude the content of the event concept and the brand can only describe the upcoming year. The core message of the marketing was to promote the tourism education and the unique instate of MTI and Lapland UAS and to spread the Lapland-Above Ordinary brand.. Image and branding were defined as one of the necessities in strategic and operative points in RESTO 2015 event triangle and all of the actions were the event was discussed about, the image and branding were always present.

The theme, image and branding were main marketing objectives in RESTO 2015 marketing and every single marketing activity was first considered from that point of view. As the interviews with both Petra Paloniemi and Outi Kähkönen state, the RESTO 2015 image and Lapland Brand was represented first in the brochures that were sent to MARA network, sponsorship brochures, presentation, official websites and social media and during the event.

According to the interviews, the planning process could have started earlier in marketing. The later inception compared to other planning processes in RESTO 2015 was due to the absence of the marketing intern, Sanni Järvenpää as she was able to attend to the management team in August 2014. As part of the image and branding, the managers in RESTO 2015 Event marketing considered it to be commendable. When comparing the interviews of Outi

Kähkönen and Petra Paloniemi, both interviewees agreed that the planning was executed better than the implementation of the plan. Due to a hectic schedule of event organising, the lack of marketing control in the process was clearly seen.

When comparing marketing actions to the event implementation, the emphasis in certain actions was higher. This can be due to a fact that some activities were considered to be more important in terms of event marketing and to meet the goals of the event. However, as the emphasis was not divided evenly, the analysis did not meet the criteria in theory of marketing when it requires research from different marketing areas. Marketing planning was more carefully executed than marketing analysis, but the plan did not include all the factors of the marketing plan, such as budget. Marketing control was lacking from the process, as the event management is partly relying on voluntarism and the event management did not have enough resources to do the marketing control by following the standards.

The feedback questionnaire that was sent to event guests inquired how the theme was represented throughout the event. The guests stated that the event met their perceptions and the theme Arctic Magic was observable in the event but was emphasized in the RESTO 2015 gala. The feedback proved that some of the guests experienced that the event contained excessively social media marketing and some of the participants did not find rational that social media was connected to more than one competition assignment.

Based on the interview questions and the received feedback, the overall opinion considered the event marketing in RESTO 2015 to be successful. As the marketing is related to holistic experience of the event, to gain positive feedback, the other factors of the event need also to meet participants' criteria and perceptions. From the managerial point of view the planning phase could have been executed better so the implementation would have reached the ideas in the planning phase. Even though in small scale and non-profit events can lack of expertise in marketing, the meaning of clear marketing planning and control is crucial to meet the goals in marketing. The already existing brand

helped the marketing management to create a clear, noticeable image for the event that guests also considered successful.

7 CONCLUSION

In order to execute the successful event marketing, the management need to conclude pre-marketing-during-and after marketing into one strategy and plan. Every marketing activity is significant to entire process and needs to be carried out carefully. Without the good event management, the execution cannot meet the wanted standards. In case of small scale or non-profit events where the management needs to rely on voluntarism, it is important that management understands the lack of expertise in some phases and understand the marketing control in order to monitor the implementation of the plan.

In overall picture the RESTO 2015 Event marketing reached its goals. The aim was to gain as much competitors and colleagues from different universities and RESTO 2015 had 11 participating competition teams. However, considering the different phases in event marketing, the event marketing was lacking more careful planning and monitoring of the implementation plan. Planning phases could have been done more carefully due to the fact that special marketing strategy was not created but the strategic and operative points of the whole event were the basis for the marketing plan of the event. However, certain factors such as timetable, expertise, voluntarism and integration need to be considered when evaluating event marketing, as the event is influenced by internal and external factors. .

When considering the image and branding of the event, it was planned and executed more carefully than other marketing activities as the image of the event was considered to be the most important factor to gain visitors. Moreover the marketing for potential partners was also more carefully executed due to the fact that RESTO 2015 event management had already existing contacts for potential sponsors, so the other marketing activity emphasis was on personal selling.

As a conclusion, when marketing small scale and non-profit events such as RESTO, the planning phase, the dedication of volunteers (determination of interns and other organisers) and careful marketing control will influence on the result. As a development idea, in these kind of events where the data for

marketing analysis is available through reports of previous years, organising institute is aware of their turn in advance and the reliance on voluntarism can be guaranteed, the marketing management should commence immediately after previous event. This way the implementation of the marketing planning would be more efficient and the control in marketing would stay plane as monitoring the actions would be more effortless.

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APPENDICES

- Appendix 1. RESTO 2015, RESTO 2015 Event Identity
- Appendix 2. Järvenpää, S. RESTO 2015 Marketing Plan
- Appendix 3. Qualitative Research: Interview Questions &
Quantitative Research: Marketing Questions of the
Feedback Questionnaire



LAPIN AMK
Lapland University of Applied Sciences



The Culture of The Event
The words that describe RESTO are: hospitality, service responsibility, authenticity, genuineness.
RESTO has lot of attitude, cordiality, kindness.

The Customer's point of View
The quest sees RESTO event as arctic, united, authentic and according to theme. The relationship with RESTO and the customer will become warm, positive and new companionship. RESTO will promise unique and authentic experiences and connection to Lappish way of living as being part of the nature. RESTO makes the customers to feel themselves welcome, surprised and relaxed.

Physical Qualities
RESTO is made from reindeer bone, snow, ice, lichen, forest and fire.
RESTO takes shape from spherical and asymmetric elements.
The colour of RESTO is effervescent but harmonic. Purple and grey create harmony, pink gives the attitude while black and white are primer colours.

The Identity of RESTO 2015
The aim of RESTO is to create unique experiences and to show Arctic Magic and mystics considering hospitality and internationality in safe and responsible way.

Personality
RESTO's character is Lappish, authentic, hospitable, mystical, arctic, relaxed, memorable, part of the nature and fresh.
As a personality RESTO is above ordinary, surprising, hospitable and natural.

LAPIN AMK⁷
Lapland University of Applied Sciences

RESTO
Tietotaito-
kilpailu



MARKKINOINTISUUNNITELMA

RESTO 2015-tietotaitokilpailu

Sanni Järvenpää
markkinointivastaava

SISÄLLYSLUETTELO

1	MARKKINOINTISUUNNITELMA	1
1.1	Perustiedot tapahtumasta	1
1.2	Toimintaympäristö	2
2	LÄHTÖKOHTA-ANALYYSI	4
2.1	Taustaa	4
2.2	Toiminta-ajatus	4
3	MARKKINOINTISTRATEGIA	6
3.1	Markkinoinnin tavoitteet	6
3.2	Markkinointitoimenpiteet	6
3.3	Organisaatio ja henkilöstö	6
3.4	Yhteistyökumppanuus	7
4	VIESTINTÄ	11
4.1	Tavoite	11
4.2	Toimintasuunnitelma	11
4.3	Markkinoinnin organisaatio ja henkilöstö	15

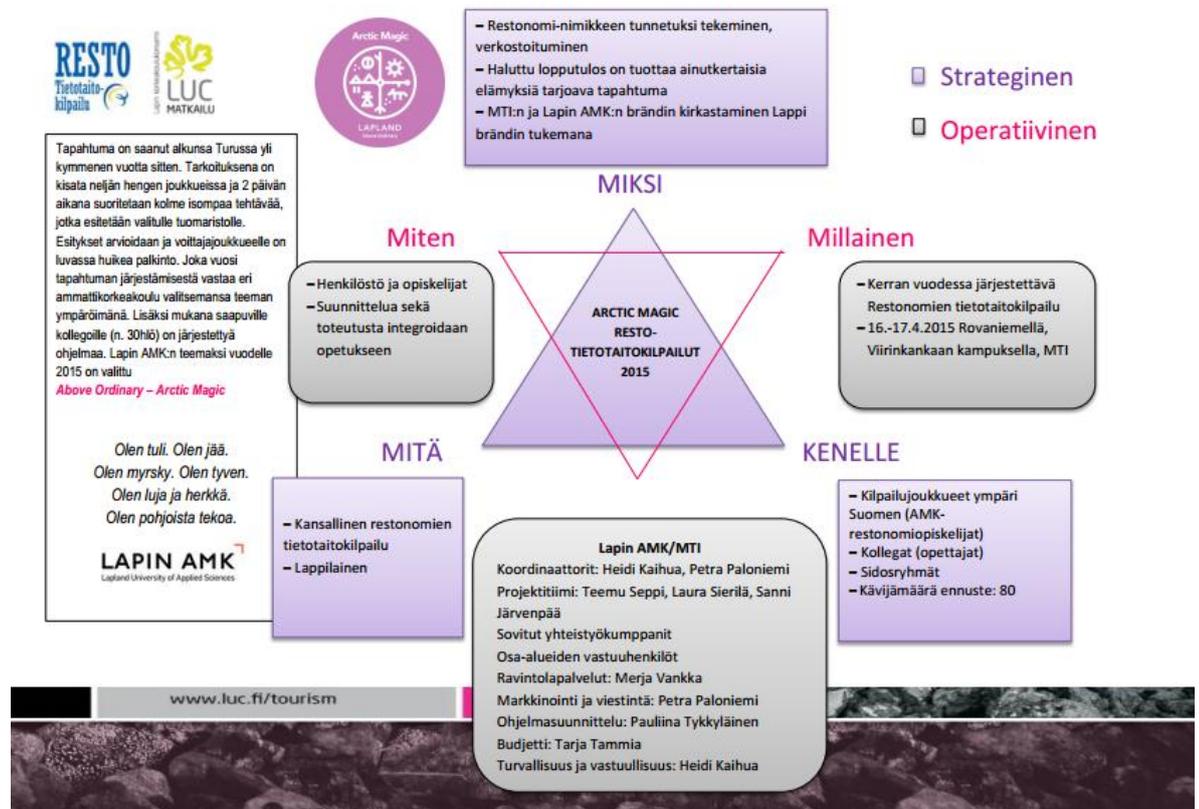
MARKKINOINTISUUNNITELMA

Perustiedot tapahtumasta

RESTO- tietotaitokilpailun järjestämisestä vuonna 2015 vastaa Lapin ammattikorkeakoulu sekä Matkailualan tutkimus- ja koulutusinstituutti. Tapahtuman teema on Lappi brändin mukaisesti Arctic Magic. Tavoitteena on järjestää ainutkertainen, elämyksellinen ja vieraanvarainen tapahtuma osallistujille ja vieraille, ja esitellä Lapin AMK:ia ja MTI:tä Lappi-brändin tukemana.

RESTO- tietotaitokilpailu on jokavuotinen kansallinen kilpailu, joka on suunnattu restonomeille ja heidän verkostoilleen. Kisoissa tarkoitus on testata opiskelijoiden jo kertynyttä ammattitaitoa sekä lisätä restonomimikkeen tunnettuutta. RESTO –tietotaitokilpailussa tulevat restonomit edustavat omaa ammattikorkeakouluun ja kilpailevat neljän hengen joukkueissa muiden ammattikorkeakoulujen edustajia vastaan. Kilpailussa mitataan opiskelijoiden tietoja ja taitoja sekä liiketaloudellisella, että matkailu-, ravitsemis- ja talousalan osaamisalueilla. Kilpailutehtäviä suoritetaan ainakin suomen ja englannin kielillä. (Resto 2014). Mukana oleville kollegoille ja yhteistyökumppaneille on omaa verkostoitumiseen tähtäävää ohjelmaa.

RESTO -tietotaitokilpailu on peräisin Turun ammattikorkeakoulun palvelujen tuottamisen ja johtamisen koulutusohjelman opettajien ideasta. Kilpailu on ehditty järjestää jo 13 kertaa ennen Rovaniemellä järjestettävää RESTO 2015-tietotaitokilpailua.



Kuva 1. RESTO 2015 tapahtumakolmio

Toimintaympäristö

Lapin ammattikorkeakoulu toimii pääympäristönä kilpailun osalta. Itse kisat järjestetään MTI:n kampuksella kun taas eri tapahtumat (opiskelijatreffit, kollegatreffit ja iltagaala) järjestetään kukin eri ympäristössä. Opiskelijatreffit, joka on tapahtuma vain kilpailuun osallistuneille opiskelijoille, järjestetään Alaruokasen talolla. Kollegatreffit, jotka järjestetään tapahtumaan osallistuneille opettajille ja yhteistyökumppaneille, järjestetään Pilkkeessä. Iltagaala kaikille RESTO- tietotaitokilpailuun osallistuville järjestetään Santa Parkissa.

Eri toimintaympäristöt kisojen aikana toimivat hyvin markkinoinnin näkökulmasta, sillä osa tapahtumista järjestetään yhteistyökumppanien

tiloissa. Koska osalla mahdollisista sponsoreista on omat tilat MTI:n kampuksella, aiotaan näitä tiloja käyttää hyödyksi kilpailun aikana, jolloin yritykset saavat näkyvyyttä myös tätä kautta. Iltagaala järjestetään Santa Parkissa, josta yritys saa mahdollisimman paljon positiivista näkyvyyttä.

Kaikissa toimintaympäristöissä halutaan myös korostaa Lappi-brändiä ja siksi toimintaympäristöt on valittu edustamaan juuri ainutlaatuisia kohteita tai yrityksiä Lapissa. Lappi-brändin näkyvyys on hyvin tärkeää tapahtuman aikana, ja brändin näkyvyys kilpailussa ja sen jälkeisissä tapahtumissa on oleellinen.

LÄHTÖKOHTA-ANALYYSI

Taustaa

RESTO- tietotaitokilpailua on järjestetty jo vuodesta 2002 ja vuonna 2003 kilpailu muuttui kaksipäiväiseksi. Keskustelua on herättänyt kilpailun kansainvälistyminen, sillä koko kilpailu on tähän mennessä pääosin järjestetty suomeksi. Lapin ammattikorkeakoulukin edistää kansainvälistymisistä järjestämällä yhden kilpailutehtävistä englanniksi. Myös koko kilpailun teema ”Arctic Magic” ja sen logo esitellään joka tilanteessa englannin kielellä. Kansainvälisyyttä lisää myös samaan aikaan järjestettävä KV-tapahtuma, joka tuo Lapin ammattikorkeakoulun kansainvälisiä yhteistyökumppaneita ja muita vieraita vierailemaan Rovaniemellä samaan aikaan, kun RESTO- tietotaitokilpailu järjestetään.

Koska RESTO -tietotaitokilpailu on kansallinen kilpailutapahtuma, markkinointi tapahtuu kotimaan sisällä. Valtakunnalliset sponsorit ovat tietenkin tapahtumassa läsnä, mutta RESTO 2015 tietotaitokilpailun tavoitteena on, että alueelliset toimijat ottaisivat enemmän roolia yhteistyökumppaneina kuin aikaisemmin. Rovaniemi ja Lappi alueena halutaan välittää RESTO-tietotaitokilpailun osallistujille ja vieraille yhteisönä, minkä takia halutaan, että mahdollisimman monta alueellista toimijaa ja yrittäjää osallistuu kyseiseen yhteistyökumppanuuteen. Tavoitteena on, että isommilla yhteistyökumppaneilla olisi myös rooli kilpailutehtävissä, sekä kollegoille järjestetyissä luennoissa sekä paneelikeskusteluissa.

Toiminta-ajatus

Toiminta-ajatuksena RESTO 2015-tietotaitokilpailulle on tehdä restonomi-ammattinimikettä ja heidän toimintaansa tutuksi Suomessa. Tavoitteena on myös Lapin AMK:in ja MTI:n brändin kirkastaminen Lappi-brändin avulla, jossa brändiä tuodaan esille siihen kuuluvan ”Arctic Magic” – teeman avulla. Itse tietotaitokilpailun tavoite on testata restonomiopiskelijoiden jo opittuja

tietoja ja taitoja. Tapahtumassa myös paikalliset ja kansalliset matkailuyritykset tulevat nähdä ja kuulla mikä korostaa matkailualan tärkeyttä elinkeinona Suomessa. Itse tapahtuman toiminta-ajatuksena on kilpailun lisäksi saada näkyvyyttä paikallisille toimijoille ja markkinoida järjestäjäkaupunkia ja Lappia Lappi brändin mukaisesti.

RESTO 2015-tietotaitokilpailun liikeideana on jo edellä mainitusti tehdä restonomi-ammattia tutuksi ja lisätä matkailun näkyvyyttä elinkeinona. Rahoitus pääasiassa kilpailulle tulee osallistuneiden ammattikorkeakoulujen osallistumismaksuista, yhteistyökumppanuuksista ja järjestävältä ammattikorkeakoululta. Tapahtuman ideana ei ole taloudellisen voiton kerääminen, vaan näkyvyys matkailualan opiskelijoille ja toimijoille alueellisesti ja myös valtakunnallisesti. Tarkoitus on järjestää mahdollisimman toimiva, teeman mukainen ja näyttävä tapahtuma, mistä jäisi positiivinen kuva yrittäjille ja muille matkailualan toimijoille sekä tietysti restonomiksi opiskeleville ja tapahtumaan osallistuneille.

MARKKINOINTISTRATEGIA

Markkinoinnin tavoitteet

Markkinoinnin ja viestinnän tavoitteena on markkinoida Lapin ammattikorkeakoulun järjestämää RESTO 2015-tapahtumaa teeman ”Arctic Magic” mukaisesti. Teeman mukaisella markkinoinnilla vahvistetaan Lappi-brändiä ja tuodaan tietoisuuteen Lappi ainutlaatuisena alueena sekä kirkastaa Lapin ammattikorkeakoulun ja MTI:n brändiä. Yksi tärkeimmistä tavoitteista kuitenkin on tuottaa ainutkertainen elämys Lapista jo ennen kuin osallistujat ja muut vieraat ovat edes saapuneet kohteeseen ja myös markkinoida RESTO- tietotaitokilpailun aikana tapahtumaa elämyksenä. RESTO-tietotaitokilpailun markkinoinnin ja viestinnän tavoitteena on mahdollisimman toimiva yhteistyö eri sidosryhmien kanssa ennen tapahtumaa, tapahtuman aikana ja tapahtuman jälkeen. Markkinointi kasvattaa myös Lapin AMK:in ja MTI:n mainetta ja tavoitteena onkin korostaa näiden koulutuslaitosten tärkeyttä ja ainutlaatuisuutta.

Markkinointitoimenpiteet

Markkinoinnin ja viestinnän tavoitteena on markkinoida Lapin ammattikorkeakoulun järjestämää RESTO 2015-tapahtumaa teeman ”Arctic Magic” mukaisesti.

Tavoitteena markkinoinnilla on saada mahdollisimman paljon yhteistyökumppanuussopimuksia sekä kasvattaa kiinnostusta tapahtumalle. Osallistuvia asiakkaita on tarkoitus hankkia mm. sosiaalisen markkinoinnin avulla, jotta mahdollisimman moni korkeakoulu haluaisi osallistua restonomien väliseen tapahtumaan. Markkinoinnin tarkoituksena on saada myös jo ilmoittautuneille korkeakouluille mahdollisimman hyvä kuva organisaatiosta, tässä tapauksessa Lapin ammattikorkeakoulusta.

Organisaatio ja henkilöstö

Tavoitteena organisaatiolle, eli tässä tapauksessa henkilöstölle, joka on vastuussa markkinoinnista ja yhteistyökumppanuuksista RESTO-

tietotaitokilpailussa, on saada informaatio tavoittamaan osallistujakorkeakoulut sekä mahdolliset vieraat ja hankkia tarvittava määrä yhteistyökumppaneita kisoihin. Markkinointitiimiin kuuluvat henkilöt ovat Petra Paloniemi, Heidi Kaihua, Outi Kähkönen sekä Sanni Järvenpää.

Kaikilla näistä henkilöistä on jo entisestään osaamista ja ammattitaitoa markkinointiin liittyen ja lisäksi heitä auttaa MTI:n opiskelija Sanni Järvenpää, joka toimii RESTO-tietotaitokilpailun markkinointivastaavana.

Yhteistyökumppanuus

RESTO 2015-tietotaitokilpailun yhteistyökumppanuussopimukset on suunniteltu ja räätälöity valitun teeman mukaisiksi ja erikokoisille yrityksille sopiviksi. On tärkeää, että yritys kokee saamansa yhteistyökumppanuudesta arvoa.

Taulukko 1. RESTO 2015-tietotaitokilpailun yhteistyökumppanuussopimukset

Roikka-kumppanuus	<ul style="list-style-type: none"> •yhteistyökumppanuuden vahvistaminen MTI:n kanssa •valtakunnan tason näkyvyys mm. Resto.fi sivuston kautta •mahdollisuus osallistua palveluntuottajana RESTO 2015 - tietotaitokilpailun toteuttamiseen •mahdollisuus osallistua yritysesittelyyn tms. Arctic Magic – torilla MTI:n aulassa omalla ständillä
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	<ul style="list-style-type: none"> •¼ sivun kokoinen mainos RESTO 2015 käsiohjelmassa •mahdollisuus osallistua kollegatreffeihin (max. 1 hlö) <p>750 euroa</p>
Tokka-kumppanuus	<ul style="list-style-type: none"> -yhteistyö MTI:n kanssa -valtakunnallista näkyvyyttä RESTO 2015 tapahtumassa mm. live-video- striimauksen avulla, mainos RESTO 2015 käsiohjelmassa <p>100 euroa</p>
Takkaraito-kumppanuus	<ul style="list-style-type: none"> •yhteistyökumppanuuden vahvistaminen MTI:n kanssa •valtakunnan tason näkyvyys mm. Resto.fi sivustolla ja sosiaalisessa mediassa (FB, Twitter, Instagram) sekä RESTO 2015 -tapahtumassa mahdollisuus näkyvyyteen myös livenä netissä •RESTO 2015 -tietotaitokilpailun tuomariston jäsen •innovatiivisia ideoita ja/tai

	<p>ratkaisuja kilpailutehtävän kautta</p> <ul style="list-style-type: none"> •kilpailujoukkueiden käyttämiin tiloihin oman yrityksen nimikkotila kilpailujen ajaksi •mahdollisuus osallistua yritysesittelyyn tms. Arctic Magic –torilla MTI:n aulassa omalla ständillä •sivun kokoinen mainos RESTO 2015 -käsiohjelmassa •mahdollisuus osallistua kollegatreffeihin ja Gaala-iltaan (max. 2 hlö) <p>3000 euroa</p>
Raito-kumppanuus	<ul style="list-style-type: none"> •yhteistyökumppanuuden vahvistaminen MTI:n kanssa •valtakunnan tason näkyvyys mm. Resto.fi sivuston ja sosiaalisessa mediassa (FB, Twitter, Instagram) sekä RESTO 2015 -tapahtumassa mahdollisuus näkyvyyteen myös livenä netissä mahdollisuus osallistua yritysesittelyyn tms. Arctic Magic –torilla MTI:n aulassa omalla ständillä •½ sivun kokoinen mainos RESTO

	<p>2015 -käsiohjelmassa</p> <p>•mahdollisuus osallistua kollegatreffeihin ja Gaala-iltaan (max. 2 hlö)</p> <p>2000 euroa</p>
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Yhteistyökumppanuussopimusten tekeminen tapahtuu pääasiallisesti yhteistyökumppanuus-tiimin kautta, joka lähestyy mahdollisia yhteistyöyrityksiä henkilökohtaisesti. Myös markkinointikurssin, johon RESTO 2015-tietotaitokilpailu on integroitu, opiskelijat osallistuvat pienimpien yhteistyökumppanuussopimuksien tekemiseen. Myös osa yhteistyökumppanuuksista on jo niin sanotusti olemassa olevia kumppanuuksia Lapin ammattikorkeakoulun kumppanuusklubin kautta.

VIESTINTÄ

Tavoite

Markkinoinnin ja viestinnän tavoitteena on markkinoida Lapin ammattikorkeakoulun järjestämää RESTO 2015-tapahtumaa teeman ”Arctic Magic” mukaisesti ja samalla Lapin ammattikorkeakoulun brändin arvoja levittäen.

Viestintäkanavina käytetään sosiaalista mediaa (web, facebook, instgram, twitter, blogi) ja mahdollisesti myös paikallista sanomalehteä. Mahdollisen sponsorisopimuksen myötä paikallisen sanomalehden kanssa tullaan tekemään RESTO-liite, jossa tarkoituksena on tuoda kilpailu kaiken kansan tietoisuuteen.

Toimintasuunnitelma

Toimintasuunnitelmat tehdään sekä markkinoinnille ja viestinnälle sekä sosiaalisen median markkinointi - ja viestintätyökaluille. Tärkeissä viestintätilaisuuksissa, esimerkiksi esittelytilaisuuksissa, käytetään aina Arctic Magic-t-paitoja ja MTI:n huppareita, jotta tapahtuman teema tulisi selkeästi esille. Sosiaalisen median toimintasuunnitelma noudattaa säännöllistä viikkoaikataulua. RESTO 2015-blogia ja Facebook-sivuja päivitetään kerran viikossa ja RESTO 2015-omat www-sivut päivitetään kokonaan viikolla 2 (vuonna 2015) ja sen jälkeen tarpeen vaatiessa. Instagram ja Twitter-tilit ovat käytössä erityisesti kisan aikana, mutta Instagram tiliä päivitetään säännöllisesti, joista osa linkitetään Facebook-päivityksiin.

Blogissa pyritään esittelemään tapahtuman järjestäjät, sekä teema itsessään. Blogiin tehdään myös postaukset yhteistyökumppaneista yritysesityksinä sekä postaus Lapin ammattikorkeakoulusta ja MTI:stä organisaatioina. Kisojen lähestyessä siirrytään ”epävirallisempiin” postauksiin esimerkiksi järjestelyjen etenemisestä, sekä säästä Rovaniemellä.

Taulukko 2. Viestinnän toimintasuunnitelma

MITÄ?	KUKA?	MILLOIN?
Lappi-brändi teeman valinta Tapaaminen Inkeri Starryn kanssa / Lapin liitto Keskustelut Niina Syrjälän kanssa Lapin amkin brändin viestinnästä	Petra Paloniemi, Heidi Kaihua	Maaliskuu 2014
Markkinointi Kuopion RESTO 2014- tietotaitokilpailussa	Petra Paloniemi, Heidi Kaihua, Teemu Seppi, Laura Sierilä	Huhtikuu 2014
Esittely RESTO:sta Lapin ammattikorkeakoulun opettajille	Petra Paloniemi, Heidi Kaihua	Kesäkuu 2014
RESTO 2015- yhteistyösitoumuspohja	Koko markkinointitiimi	vko 36-37 (2014)
RESTO 2015-esite	Petra Paloniemi, Heidi Kaihua, Sanni Järvenpää	vko 40 (2014)
Esittely RESTO 2015- tietotaitokilpailusta integroidulle markkinointikurssille/	Sanni Järvenpää, Ari Kurtti, Teemu Seppi, Laura Sierilä	vko 36 ja 41 (2014)

integroidulle menu-suunnittelukurssille		
RESTO 2015-infopaketit Mara-verkostolle	Petra Paloniemi, Heidi Kaihua, Sanni Järvenpää, Laura Sieriä, Teemu Seppi	vko 45 (2014)
Kumppanuussopimukset valmiina	Koko markkinointitiimi+integroidun kurssin oppilaat	vko 51 (2014)
Markkinointisuunnitelma ja toimintasuunnitelmat eri viestintäkanaville	Sanni Järvenpää	
RESTO 2015-blogin julkaisu	Sanni Järvenpää	vko 2 (2015)
RESTO 2015 Facebook-sivut	Sanni Järvenpää	vko 2 (2015)
RESTO 2015 Twitter/Instagram tili	Sanni Järvenpää	vko 4 (2015)
RESTO:n omat web-sivut	Sanni Järvenpää	vko 2 (2015)
Viestintä ja markkinointi RESTO 2015 kisojen aikana (tervetulotoivotus, asiakaspalvelu, elämykset, lahjat)	Kaikki RESTO 2015-tiimit	vko 16 (2015)
Jälkimarkkinointi ja		

kiitokset		
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Facebook päivitetään blogin tapaan myös kerran viikossa, jossa postaukset tulevat mukailemaan blogijulkaisua. Instagram ja Facebook ovat kuitenkin viestintätavaltaan rennompia ja epävirallisempia, joissa esitellään enemmän järjestäjiä sekä kisajärjestelyjen etenemistä. Instagram tiliä käytetään myös teeman markkinointiin eli Rovaniemen ja Lapin esittelyyn. Instagramia päivitetään useammin kuin kerran viikossa, joista osa päivityksistä linkitetään tapahtuman Facebook-sivuille. Facebook-päivityksiä tulee arvioidusti yhtä paljon, kuin blogipäivityksiä, mutta tähän ei ole laskettu Instagramista Facebookiin linkitettyjä kuvia. Facebook-sivuilta on suorat linkit sekä RESTO www-sivuille sekä tapahtuman blogiin.

Instagram-tilin lisäksi luodaan RESTO 2015 hashtag, jota käytetään ennakkotehtävässä, jossa on tarkoituksena esitellä oma kilpailujoukkue Instagramissa, sekä kisojen aikana livenä. Ennakkotehtävässä otetaan huomioon hashtagilla varustetun kuvan ”tykkäykset”, joka tätä kautta markkinoi tapahtumaa ja kasvattaa viestintää sosiaalisessa mediassa.

Taulukko 3

Facebook-tilin ja RESTO-blogin julkaisu/ RESTO www-sivujen päivitys	Sanni Järvenpää	vko 2 (2015)
1. Blogipostaus:	Sanni Järvenpää	vko 3

Arctic Magic-miten Lappi koetaan		
2. Blogipostaus: RESTO 2015-järjestäjien esittely	Sanni Järvenpää	riippuen järjestäjien määrästä, jotka haluavat esittelyn vko 4-9
3. Blogipostaus: Johanin blogikirjoitus	Johan Edelheim	vko 11
4. Blogipostaus Yritysesittelyt	Sanni Järvenpää/yhteistyökumppanit	vko 12-13
5. Blogipostaus Lapin AMK/MTI esittely	Sanni Järvenpää/ viestintävastaavat	vko 14
6. Blogipostaus -järjestelyjen eteneminen/sää yms.	Sanni Järvenpää	vko 15

Markkinoinnin organisaatio ja henkilöstö

Markkinointiorganisaatio RESTO 2015-tietotaitokilpailulle on joka vuosi eri, joka aiheuttaa vaikeuksia organisaation kehittymiselle. Seuraavalla järjestäjäkorkeakoululla on mahdollisuus tutkia edellisen vuoden raportteja, mutta koska organisaatio, tavoitteet ja menetelmät muuttuvat joka kerta, markkinointiorganisaatiota on vaikea kehittää.

Henkilöstömäärä markkinointiorganisaatiossa riippuu korkeakoulun resursseista sekä vapaaehtoisista osallistujista. Tässä tapauksessa markkinointiorganisaatioon kuuluu 7 henkilöä, ja lisäksi markkinointikurssin opiskelijat. Markkinointihenkilöstöä tämänkokoiseen tapahtumaan on siis riittävästi.

INTERVIEW QUESTIONS

1. What was your personal role in RESTO 2015 marketing?
2. How was the marketing management (analysis,planning,control) executed in the event?
3. What marketing activities were specially taken into account in RESTO 2015 marketing?
4. Why social media tools (Facebook, Instagram and Blog) chose to be the main marketing &communication channels in the event?
5. Why the online marketing was the best way to reach potential customers?
6. How the promotional activities(personal selling, sales promoting) affected to the result?
7. How the image and branding was taken into account in marketing?

FEEDBACK QUESTIONNAIRE

Marketing related questions (Translated by Järvenpää 1 November 2015)

1. Did the event meet your perceptions about the event?
2. How was the event marketing executed from your opinion?
3. Was the theme presented throughout the event?

