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“WELCOME TO THE CENTRIA OF THE UNIVERSE”
A Concert in Cooperation with Musikcafé After Eight.

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ABSTRACT

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<p>The subject of this thesis was to have a music-based event organized for the newcomers of the university as well as the people of Jakobstad. The main objectives of this thesis were to have a musical event organized in Musikcafé After Eight and an introduction of Raticanta (a band formed by tourism students of Centria University of Applied Sciences in Jakobstad unit) to Jakobstad.</p> <p>For the organization of the event, Musikcafé After Eight was chosen to co-operate with. Hence, the venue and other technical facilities were provided by Musikcafé After Eight. The event featured three different bands and a solo artist from Jakobstad, Nykarleby and Vasa. The expenses on the travelling of the performers were covered by Centria University of Applied Sciences.</p> <p>The research method used in this thesis was qualitative questionnaire survey. Two different surveys were made with two different sets of questionnaires for audiences and the performers. The survey was conducted on the very day when the event was organized i.e 14th of September 2012. Altogether two different types of questionnaires were used for the research. The aim of the research was to measure the satisfactory level of the audiences as well as the performers on the organization of the event. A number of questionnaires were given to the performers and the audiences respectively. The language used for the survey was English.</p> <p>The results of the survey revealed highly satisfied comments and figures from audiences as well as performers. The attendees seemed to like the variety in the performers that were offered as well as the venue. However, the figures also showed that the availability of the equipment did not turn out to be adequate for the performers.</p>		
Keywords Concert, Event Management, Musikcafé After Eight		

ABSTRACT

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1 INTRODUCTION

“If I were not a physicist, I would probably be a musician. I often think in music. I live my daydreams in music. I see my life in terms of music” Albert Einstein (goodreads 2007). The influences of music on human activities can be assumed as undeniable. Music has been a brief but vital reason for many travelers around the world to visit different places. Centuries ago it was to transfer the music as knowledge to others and offer entertainment to royal families of different countries. Now, it is to entertain audiences around the world. Different concerts, music festivals are organized around the world which leads a large number of people to travel to different places.

This thesis holds an aim of organizing a successful musical event in Jakobstad, Finland. Experimentation with knowledge about organization of events and an attempt to connect it with knowledge acquired through different experiences related to music performances could be said as the key motivation factor for the thesis. The objective of the thesis was to have a unique work done as the final assignment for the degree programme in tourism which would eventually offer a potential experience in related fields. Hence, a local concert was organized in Jakobstad with co-operation of Musikcafé After Eight which featured four performers from different places in Ostrobothnia. Two different types of questionnaires were distributed to the audience and the performers to receive feedback about the event

The thesis can be divided into two parts. They are; written part and the practical part. The written part starts with general words about tourism and introduction of the thesis. It is followed by information about Jakobstad and Musikcafé After Eight. The second half deals with topics such as, event management, event evaluation, etc. which are related to the organization of a musical event, whereas the practical part is the actual organization of the event. The event took place on September 14th 2012 at Musikcafé After Eight, Jakobstad.

As this thesis was prepared by the two of us, Amit Kunwor and Jim Gäddnäs, we divided the whole work into various parts and assigned them to each other based on our ability, will and possibility on having those assignments done.

The thesis consists of two main subjects i.e. Musikcafé After Eight and Event Management. Everything about Musikcafé After Eight was written by Amit Kunwor since he had a lot of experiences of working together with Musikcafé After Eight in many different school projects. Similarly, everything about Event Management was written by Jim Gäddnäs since he had acquired knowledge on that field through different experiences in his life and studies.

The practical part of the thesis is about marketing and making the concert happen. In this part, everything was done by having a discussion together. For instance, Amit Kunwor designed the poster for the marketing of the event in which Jim Gäddnäs had vital suggestions which were taken into consideration. The posters were distributed by Jim Gäddnäs and the creation of the Facebook event too. The writers were both involved in answering the attendees and updating information in the Facebook event as soon as any of them had gotten any related updates. The press conference was attended by both writers together with representatives of Musikcafé After Eight.

For the realization of the concert both writers took part in having some bands/performers confirmed. Bands like Oneproject and Corroded Manifesto were managed by Amit Kunwor, and Pickles 2000 by Jim Gäddnäs. Since the arrival of the performing artists, they were taken care of by both writers. Introduction of the event to the audiences was also done together.

The feedback research with the audiences was handled by Amit Kunwor whereas with the bands was handled by Jim Gäddnäs. The process of analyzing the research such as converting the information into diagram and there explanation was done jointly by the writers.

2 TRAVELLING FOR MUSIC EVENTS

In this modern era travelling to attend different festivals has been a widely practiced activity. A large number of traveller around the world visit different places for one common purpose i.e. Musical Events. Every year Tuska, a rock music festival experience attracts thousands of attendees from around the world. It is mentioned on the website of Tuska Open Air Metal Festival that it served 26,000 people as an audience in over three festival days. (Tuska Open Air Metal Festival 2012) Music events have become a very unique yet common way for any music event organizers to attract people from different places and countries. A newly created festival named Silence Festival which takes place annually in Nepal, attracts hundreds and thousands of people. Silence festival was founded in 2010 and has been organized every year since then. On its first attempt it was successful in receiving 1500 to 2000 audiences. The number of visitors has been gradually increasing on every next attempt. People from nearby countries like India, Bangladesh, Singapore and the tourists visiting Nepal are the part of the crowd that Silence Festival entertains. With the performances of Nepal's finest bands Silence Festival also offers International bands each year. In year 2012, four international bands had performed in the festival. Altogether around 40 band members visited Nepal (Kathmandu). This gave them an opportunity to experience some adventurous activities that the place had to offer. Being one of the biggest festivals in Nepal so far, Silence Festival aims to bring the local music scene closer to the international level in the nearest future. (Silence Entertainment (P) Ltd. MD Bikrant Shrestha, 2012-2013)

Tourism has a possibility of working as a marketing technique in itself. When certain places are visited by a group or an individual, naturally the feedback is given to the respective places in different ways. Revisiting or talking about it with other people is one of the best ways to do marketing of a destination. As an example, different kinds of events in After Eight are organized and often they are marketed by a word of mouth, which basically is advertisement done by people to each other. It is also said that Wacken, a municipality near the town of Itzehoe in

Germany is widely known for its annually organized one of the world's biggest open air music festival. Starting with some 800 participants in year 1990 it has now exceeded its popularity to 72,000 participants in year 2007. Events like these prove the potentiality of music festivals' influence on tourism. (Wacken Open Air 2012)

2.1 Jakobstad as a music festival destination

Jakobstad is a small city with 19 650 inhabitants (Väestökisterikeskus 2011). During the summer there are different events occasionally. The main event for Jakobstad is "Jakobs Dagar" which is usually held in the third week of July. At that time, many inhabitants in Jakobstad have their summer holidays and spend it attending different events that are held around the city. During Jakobs Dagar there are usually some artists playing around the city and the attendees are many. If one wants to organize a music festival in Jakobstad, it would therefore be ideal to host it during Jakobs Dagar to ensure that there will be attendees.

June, July and August are considered as the summer months in Finland and during those months most of the concerts are being organized. Deciding a venue during the summer months is not that difficult either, since an outside venue is the most preferable one. In Jakobstad there are not that many outside venues though, but if the organizer is out on time the venue can most probably be booked for the time period wanted.

2.2 Music associations in Jakobstad

There are different music associations in the city of Jakobstad as well. One of them, Pietarsaaren Musiikkiyhdistys/Jakobstads Musikförening (PIMU) tries very hard to improve the music scene in the city by organizing different events and

helping local bands with different matters. PIMU organizes for instance a music-festival called the Free Fall Festival, which has been arranged three times so far. Jazzoo is another music association in Jakobstad that focuses mainly on Jazz music and the arranging of the annual jazz-festival, usually held in the beginning of October. These associations have a non-profit agenda and are most likely willing to help organizing different events. The soccer and ice-hockey teams of Jakobstad are also good at co-operating. Such co-operation could in practice mean the providing of security-guards or the selling of alcohol (Jazzoo 2013).

Jakobstad is known for having skilled musicians and bands due to the fact that there is a music academy called Novia. At the academy one is able to graduate as a music teacher or a musician with focus on a specific genre. Throughout history, bands with roots in Jakobstad, have gained somewhat domestic success within quite many different genres. There are many local amateur bands that are willing to perform at a low cost or for free at different events in order to gain stage experience and reach out to the public. This is a huge advantage when there is a need for an opening act or equipment rental. (Novia 2013).

2.3 Tourism services in Jakobstad

Accommodation services in the city of Jakobstad can be found to please anyone's mind. A little bit outside the center, there is a camping site called Svanen with a calm environment that can provide low-budget accommodation. Closer to the city there is Jugend Home Hotel which also offers guest rooms to affordable prices. Hostel Lilja, located at After Eight is another alternative for the not so rigorous budget traveller; it also has a bike rental service with low prices. Stadshotellet is in the very heart of Jakobstad with a connection to the local nightlife. Hotel Epoque is a new high-standard hotel in the city with a top notch restaurant.

Jakobstad as a tourist destination also has a handful of museums, an unspoiled nature and plenty of summer activities. It is possible to organize an average-sized music festival or concert in the city without having to deal with serious

accommodation issues for the guests. The inhabitants of Jakobstad themselves are music-enjoying people, without too many prejudices.

3 MUSIKCAFÉ AFTER EIGHT

Musikcafé After Eight is located 100 meters south from the center of Jakobstad. It has a combination of different tourism services, for example accommodation, café/restaurant and entertainment services. In accommodation it has a hostel called Hostel Lilja, which offers different kinds of accommodation. Different kinds of events are organized every week on Wednesdays as a café event. Every second Tuesday and Thursday of the month there are also different kinds of happenings in After Eight. It has been organizing events as a part of the Innovative Methods and Models for Integration (IMMI) project the past 3 years. (aftereight 1987)

3.1 History of After Eight

Musikcafé After Eight was founded on the 17th of January, 1987. The preliminary motive of After Eight was to stand as an example by doing something unique for the society of Jakobstad. After Eight aimed at being a drug-free place for the youth of Jakobstad. For instance, sharing ideas, innovations, have meetings or simply a common place where they could find each other and do things together. Several activities were planned for their entertainment which mainly included musical performances during the evenings and nights. After Eight was filled with youths right from the beginning when it started. A café with musical activities especially for youths did seem like a nice place for young people. (Wiklund & Rosengård-Andersson 2001, 2-3.)

At the beginning, After Eight did have several problems to start up its business. Of course, the early 90's in Finland were not the best times to receive any financial support for new businesses. But, since Music cafe After Eight did not aim to reach any profit, it was not an expensive place to visit for the youth. Around 80–100

young people were ready to volunteer for After Eight, which made things easier. It was criticized as well, but it did not stop doing what it aimed to do. (Wiklund & Rosengård-Andersson 2001, 2-3.)

Arne Böhling is one of the prominent figures of the association during the early times of After Eight and he describes about major challenges they faced during the opening of After Eight. When Arne moved to Jakobstad as a pastor in 1986 he says that the organized youth work was stopped and they were looking for new kinds of jobs. With Arne's experiences from study and internship in countries like Sweden, the USA and England and Mecki Andersson (Director of Musikcafé After Eight) extensive contact with the youth in the town, they were inspired to put an idea of some kind of music café into practice. (Wiklund & Rosengård-Andersson 2001, 4.)

A Music Café was planned to be a part of the Mission Church. A meeting place for young people, a stage for musicians and a workplace for young people. They were having a lot of new ideas when they were planning, but convincing the Mission Church that parts of the premises would be a music café was the biggest challenge which made them realize that the generation gap in that case surely was an obstacle. (Wiklund & Rosengård-Andersson 2001, 4.)

There was one more challenge they had to overcome which was actually inspiring and easy. The music café was designed and the interiors were planned. All these things like financing and buying equipment were done through a joint effort. Hence, in January 1987 a new café was opened which was filled with youth. Mecki Andersson work with a few youth and inspiration fulfilled an obvious need of a music café for the youth in Jakobstad and close-by regions. (Wiklund & Rosengård-Andersson 2001, 4.)

3.2 Events

After Eight on its own has become the center of attention in Jakobstad. As described by Arne Böhling, After Eight has been able to add many elements and hence is an association of Music Café After Eight, a combination of several services. From the day of its formation till now it has organized several festivals. (Wiklund & Rosengård-Andersson 2001, 4-5.)

3.2.1 Hotter than July

The event “Hotter Than July”, took place in the summers of 1992 and 1994–1997. It was mainly about “rock n’ roll music”. Having a place to enjoy summer and have exciting artists perform was the main aim of the festival. Many different bands from Sweden entertained the people. (Wiklund & Rosengård-Andersson 2001, 4.)

3.2.2 Pluto

Hotter Than July was a success for half a decade but when they realized that it was time for something new After Eight came up with Pluto. Pluto was a broader concept. It was a replacement for Hotter than July that included a variety of contents. Theater, performances, fashion, fairs and films were the main attractions in the Pluto event. It took place in 1998 with bands like Scott Hamilton from the USA, Sonic Room, Komeda from Sweden, Snail, etc. Similarly, in 1999 with bands like Joupa, Lost Libidos, Ville Pusa and in 2000 with bands like Ayo, Blacknuss, Weeping Willows from Sweden and Mikael Svarvar band and Kemopetrol. But despite the varieties, After Eight was not successful to achieve impressive revenue for different reasons and bad weather conditions was one reason for this. (Wiklund & Rosengård-Andersson 2001, 66.)

3.3 Projects

Besides events like music festivals, After Eight has also taken part in some projects. After Eight has already been a part of two projects. The first project was Unite. It lasted for 2 to 3 years. Unite was not about events, but it actually discovered the need for another project called Innovative Methods and Models for Integration (IMMI) in 2009–2011. The mission of IMMI was to create prerequisites for a good integration process in the Jakobstad region. IMMI was funded by Jakobstad and its close-by regions together with European Union (EU). There were three parts in IMMI: the multicultural events, writing and promoting a new regional integration program for the Jakobstad region, and creating a network for professionals who work with immigrants. Hence, After Eight organizes different multicultural programs which ensure the visit of people from places outside of Jakobstad. (Wester 2011a)

3.4 Café Social

Café Social was founded during the Unite project in order to create a meeting place for immigrants and Finnish people in Jakobstad. Different programs are organized in After Eight which invite and encourage different people to gather in the same place and have a good time. The events organized in Café Social are usually planned by Muskcafé After Eight in co-operation with students of Centria University of Applied Sciences from the Jakobstad Unit. Different multicultural evenings presenting and representing different cultures and information about different countries are included in such evenings. To mention some, the author has personally attended a presentation of Spain which was done by a Spanish student and a presentation of Morocco by a native Moroccan. The author also had a chance to listen to some Finnish people sharing their experiences in countries like Greece and Japan. There were a lot of people who had come to attend such programs as. There were some programs which offered more than just

information. They were, Chinese Tea Ceremony and Nepalese evenings with performances and food served for free. People of different ages and backgrounds attended the Café Social evenings.

Another café event, Café Social Qvinnocafe, is also a part of After Eight. Different programs were organized that were only for females. Events like, for example, Zumba, Hairstyling, Cool down relaxing were organized. Only females were invited and allowed to attend. (Lama 2011a). After Eight is planning to work on a new project which could develop Café Social and Qvinnocafe further and explore new ways organizing intercultural programs. Seminars will be arranged according to need in the Jakobstad region. The preliminary motive of After Eight, a meeting place for the youth to share ideas and creativity, shall even reach an higher level. (Wester 2011a).

From the time of its foundation, After Eight has been able to offer the youth and different people, meeting places and a place for integration by organizing different programs that include multicultural elements and entertainment. This has always been the main aim of After Eight since the beginning, as mentioned in the book of After Eight called Caféliv. Yet, the growing demand of a platform for the growing immigration in the Jakobstad region creates a room for After Eight to develop the programs and put more effort into the marketing of the programs. In the future, After Eight could consider applying more professional selection methods when choosing students to cooperate with. In this way more students would be motivated to participate in different projects and hence it would lead to a better outcome.

4 EVENT MANAGEMENT

Event management is a branch that is increasing in popularity. Especially companies within the area are on the rise and these companies can organize anything from weddings to festivals. The popularity for event management has made it not only into a side-subject of the tourism studies, but into a whole Degree Programme in itself. As an event manager the way of working is usually freelance and project-based, this may have its disadvantages from a provider's point of view. Especially in the northern part of the globe, where there are clear thermo-logical seasons that directly affect the tourism seasoning.

The Meetings, Incentives, Conferencing, Exhibitions (MICE) industry is a frequent demander of event management and has grown to become a million dollar industry, especially in Europe and Northern America (Travel Daily News 2006). This thesis will however focus on the entertainment sector of event management rather than on the business sector.

The management of an event does not necessarily have to be made up only of one person but can consist of several people; it is good to have one person in charge though to carry the final responsibility. When organizing a small event, the hiring of an event management company or an event manager can be necessary if the budget is a bit larger or if the organizer has no previous experience or knowledge in the area whatsoever. In the case of a smaller event, no professional knowledge is necessarily required. However, thoughtful and accurate planning is significant in all cases.

4.1 Security

People who attend a music festival expect the security to be well organized. There are no direct ways of removing the risks of something bad occurring, but there are ways of minimizing them. The key for a successful event in terms of security is through careful planning in advance. There are lots of practical cases throughout history where the security during an event has failed with unfortunate outcomes. The most recent case of disaster was in 2010 during a techno festival in Germany where 21 people lost their lives and hundreds of people got injured. The reason behind the fatal outcome is still a bit unclear but the organizers, the police and the city of Duisburg have been accused on different points (Spiegel 2011.)

It may also be important to consider what the target group of the event is. In an event aimed at small children, security measurements can be minimized since the parents will most likely be supervising their own children.

The event manager carries the main responsibility also when it comes to security. There are a few questions the event manager has to ask him or herself in order to organize the security. What kind of event will it be, why the event is being held, who is going to attend the event, who are the stakeholders, when is the event going to be held, where is it going to be located and what kind of personnel is needed. After having taken these questions into consideration and perhaps even answered them, the planning of the event may continue together with cooperation of the risk manager. The risk manager has the responsibility to take care of bureaucratic issues such as licenses, permits, contracts, training of personnel and to acquire possible equipment. It is good to be prepared for everything and expecting total failure, if that is the starting point more issues will be taken into consideration. (Águila 2010.)

4.2 Safety

Safety during the event is in a way connected to security as well. Safety at an event means that actions have been taken by the organizers to ensure that the attendees stay safe during the time they spend at the event. Making sure that there is an emergency plan can be crucial so that everyone knows how to act in case of fire or illness to that extent that rescue authorities can reach the desired place quickly since in these cases, time can be a lifesaver. Another safety issue is to make sure that the food providers have their hygiene permits in order and that the people handling food all have a salmonella certificate, for instance. Noise pollution may be a safety issue at music festivals and therefore the organizer shall encourage the usage of ear plugs, if it is a small event maybe even considering giving them away for free.

Alcohol is another important issue in terms of safety. Usually the main reasons for disturbance at a music event are intoxicated people. The bringing of own alcohol to the event is in most cases in Finland against the law. The event manager shall really consider whether it is necessary to sell alcohol at the premises at all. The advantage with the selling of alcohol is that it brings a lot of profit for the organizers and the attendees usually can pay a little higher price for it. If the selling of alcohol is considered as necessary, it is important to get the licenses for alcohol serving well in advance because in Finland the application process takes about two months (Lääninhallitus 2013). The bartenders should have alcohol passes and the area where alcoholic beverages may be sold should be well marked, with fences for instance.

Security at an event is the part that shall be prioritized the most, because as discussed in previous chapters, the future of an event may all lie in the hands of security and safety arrangements. The larger the event, the better shall the security also be planned.

4.3 Financing

At first it is important to set the financial objective of the event, namely if it should be a profit or a non-profit event in terms of money. Some events may function as a leverage tool for the region for instance and serve as a marketing tool. A music festival or concert may depend entirely on the ticket-sales or sponsorship if it is organized by a private person or an association.

On the other hand, if the event is organized by the government, the majority of the financing might come from tax-payers. In Malmö, Sweden there is an annual street festival since 1985 called Malmöfestivalen which has no entrance fees whatsoever, the festival is spread around the whole city and lasts for one week. In 2010, the budget for the festival was 24.2 million SEK and of this total sum, 18.2 million SEK was financed by the tax-payers of Malmö. A small poll was carried out amongst the inhabitants of Malmö and 43 % of the answers said that the financing through tax-payers was too high. Even though an event like this does not bring any direct profit it functions as a great marketing tool for the city of Malmö. The local businesses of Malmö, however, profit vastly by the festival and the sales usually increase with fully booked hotels and a blooming nightlife. An event like this can even bring new inhabitants to the city in best case scenarios. (Skånskan 2011)

The budget of an event is like a blueprint of an event expressed in costs. Once all the costs have been estimated, a draft budget is prepared. When the draft budget is accepted by the controlling committee, it can be used for instance to grant submissions or sponsorships. An important thing to keep in mind is that small changes in the framework of the event may cause huge changes in the event's finances. Importance shall also be raised upon the fact that the budget is only an approximation of the real costs; it should also be updated regularly as the realization of the event approaches. (Allen, O'Toole, Harris & McDonnell 2011.)

There are two types of main costs when organizing an event and they are 'variable costs' and 'fixed costs'. The last mentioned sort of cost will remain the same, no matter how many people attend the event. Fixed costs consist of staff salary, venue rental, equipment rental, logistics etc. Variable costs are linked to how

many people will attend the event. If more people attend the event, more tickets need to be printed, more food and beverage ordered more staff hired etc. To estimate the variable costs is therefore a bit more complicated than to estimate the fixed costs. (Allen, O'Toole, Harris & McDonnell 2011.)

In order to reduce the costs, there are a few things that are good to keep in mind. A festival that has been organized annually for several years does not need to put that much effort on publicity because earlier attendees and the word-of-mouth will weigh heavily. Suppliers of equipment such as sound system rentals have also low-seasons when the prices can be lower than usual. Volunteers can be used as free work force and perhaps as an award for helping they can get a free ticket to the event. (Allen et al. 2011, 204-205.)

There are ways to directly try to increase the income of a project also. Ticket scaling might be used for instance; it means that discounts may be given to those who purchase the tickets early or that there is a limited amount of VIP-tickets that authorize backstage access. The selling of merchandise may also increase the income, especially at music concerts band t-shirts usually are sold as souvenirs. Podcasts or bootlegging of a concert can be used as a marketing tool for the next year's event if it is done well. Sponsorship itself functions as a leverage tool also since very few companies or organizations want to be the first one to sponsor an event, but when one sponsor has signed, another one can be gained more easily. Special features such as auctions and raffles can be held as well. (Allen et al 2011, 207-208.)

4.4 Marketing

Marketing is a crucial part of organizing an event. It becomes extra vital especially if the event is organized for the first time without any past events. A certain group of people is usually targeted in the marketing plan, depending on the type of event being organized. When organizing a music festival it is important to think through who the possible customers are.

Geographic segmentation, in terms of marketing, means that the marketing is focused to a certain geographic location. For instance, if a one-day music-festival with only local bands would be organized in a small town, the marketing should be focused to the city where the festival will be held. It is quite unlikely that people from far away will be attending unless there is a very popular band performing. Demographic segmentation breaks down the potential customer into age, gender, income, education, cultural group and occupation. It is important to notice that there is a link between cultural interest and education, age and taste in music and so on. Psychographic segmentation means that some people with a certain lifestyle share the same values and interests. (Allen et al. 2011, 278-280.)

When marketing an event aimed at youth, which is often the case with a music festival, it is good to know the current trends. Bradley Maseko wrote an article in Bizcommunity where he presented a few trends seen in youth marketing. Social media will remain very important when it comes to reaching out to the youth, especially Facebook, which has more than 800 million active users. (Facebook 2012). As some schools and workplaces have banned the usage of social medias when in class or at duty, smartphones have entered the scene replacing computers to some extent. Marketing through television, radio and newspapers will become less effective since the internet is becoming the most important channel for reaching out to the youth. The internet has also the advantage of being the cheapest alternative in most cases. Wifi hot-spots have also become very important since the youth wants to stay connected at all times. (Maseko 2011.)

In order to successfully advertise a music festival aimed at youth, it is then preferable to use the internet as the marketing channel. Google, Facebook and YouTube were the most visited websites in 2011. (Alexa 2011) Bearing this knowledge in mind and being a little creative, one is able to reach out to the youth easily with quite low costs. Creating a Facebook page for an event is totally free and does not require that much time. In order to increase the spreading of the event there could be given free tickets away to those who confirm the event as “attending” on Facebook or something similar. When it comes to YouTube, a small marketing video could be made with music teasers from the different artists and a brief presentation of the festival for instance. YouTube is also a free service which means that the marketing made electronically can be achieved to no expenses. In

order to reach out to music-listeners but mostly also the youth, a television ad could be made for the music television channel, which is quite expensive though. Spotify is a music-service that is gaining more popularity among the youth as it can be synced to an iPod, smartphone or with a Facebook account. Advertising on Spotify or on television is probably not necessary for a small event since the advertising is then spread around the nation and the geographic segmentation is done poorly.

4.5 Marketing plan for Welcome to the Centria of the Universe

Our event is mainly targeted at the new students of Centria University of Applied Sciences, Jakobstad unit. It serves as a welcoming gesture but also as an example of what a practice-based thesis may consist of. Even though the main target is the new students, it is open for everyone. Most likely the majority of the attendees will consist of students from Centria Jakobstad unit but hopefully our marketing will also bring lots of local people from Jakobstad.

We will use a geographic segmentation in our marketing and limit it down to the inhabitants of Jakobstad since we find it unlikely that attendees would travel far distances for this event. Demographic and psychographic segmentation is not found to be necessary in our case. Marketing will be done by setting up posters around town and schools, approximately two weeks before the actual event. We consider this timespan to be enough since posters tend to be torn down or get overlapped by other posters if it would be done earlier.

A Facebook event-page will be created around the same time and channeled through the Facebook page of our school's unit. The majority of the students in our school is linked to this page and will therefore be notified. Our aim is that every freshman of Centria will be notified about the event.

The invitation for this event will also be sent via Facebook to our personal friends located in Jakobstad. It is important to keep the event page active so that it does

not fall into oblivion. One solution for keeping the page active is to post songs from the artists that will perform and perhaps post short interviews and introductions.

One of the most important drawcards of our event is the fact that we have no entrance fee. This will be marketed heavily as well since people usually expect concerts to cost. The word-of-mouth is extremely important when it comes to marketing and hopefully, the fact that Jakobstad is a small town will prove itself to be beneficial this time. A marketing plan has been developed as can be seen in the following table.

TABLE 1. A one-page marketing plan template (adapted from Ivana Taylor, 2009)

“Welcoming Event”	
Category	Strategy
Target Market	Primary the freshmen of Centria, Pietarsaari unit. Secondary the senior students and tertiary the local inhabitants of Pietarsaari.
Positioning Statement	The first “off-school” event aimed at the freshmen.
Offering to customers	A musical concert.
Price Strategy	Free for everyone.
Distribution	Posters and the Internet (Facebook to be specific).
Sales Strategy	Great way for students and local people to mingle.
Service Strategy	A free concert in the middle of the city.
Promotion Strategy	To make every freshman of Centria Jakobstad aware of our event.
Marketing Research	The use of geographic segmentation.
Any other component of your marketing plan	

5 PROJECT “WELCOME TO THE CENTRIA OF THE UNIVERSE”

Project “Welcome To The Centria Of The Universe” is mainly based on co-operation with different groups in order to organize a successful concert. We have had cooperation with different groups which include bands, co-organizer (After Eight) and our school.

Having studied almost 3 years together we, Amit Kunwor and Jim Gäddnäs have had worked together for many acts. Assignments, group works, different school projects, etc. are some of those acts that were done by us together. Hence, we had known a lot about each other among which “music” appeared to be the liveliest topic that was common between us. For our greatest assignment of the tourism study we decided to do something together again which turned out to be a local concert that would include our own performances.

After Eight has been co-operating with our university since the times when the international students arrived for the first time in our university in the Jakobstad unit. Several students have had their own experiences with After Eight in projects like IMMI, Café Social, Week Against Racism and Qvinnocafe. Therefore, we thought that it would be easier and effective to co-operate with After Eight Café for this project as well. Its popularity among the local people and the location would be a beneficial factor for the project and while marketing the event.

The main idea behind the concert was to organize a nice evening for the new comers of our university. In past years there have been certain types of events which have had new students as their target attendees. Yet, we wanted to have something unique through which we could express our interest. Certainly having a practice-based thesis done was the main purpose of the project. A band named “RATIKĀNTA” was formed by us, a group of tourism students. Its introduction to Jakobstad also falls under the purpose of the project.

Since the event was completely a non-profit act, no decent investment was required. However, the bands that were to be invited had to travel with their equipment from their home town to the venue. And a small meal was also

promised to be provided. Such were an obligation to consider. The Head of the unit Hannele Teir, after having a short meeting confirmed the school's support to cover the travel expenses and Musikcafé After Eight were there to provide a meal to the band members.

5.1 Project plan

A project plan consists of all the activities that are to happen during the lifetime of the project. For any project a project plan is fundamental to its success. In other words, a project plan is a guideline for the lifetime of the project. (Kerzner 2009, 459.)

A project plan provides different frameworks. It eliminates conflicts between functional managers and between functional management and program management. It provides a standard communication tool throughout the lifetime of the project. It also provides verification that the contractor understands the customer's objectives and requirements. Similarly it provides a means for identifying inconsistencies in the planning phase and a means for early identification of problem areas and risks so that no surprises occur downstream. (Kerzner 2009, 459.)

Depending on the size of the project its plan can be time consuming and costly. A project plan simply is an answer to What, How, Where, When and Why it will be accomplished? (Kerzner 2009, 459.)

5.2 SWOT analysis of Welcome To The Centria Of The Universe

A SWOT analysis is a tool for interpreting new ideas. It helps the planner to develop the idea into action.

TABLE 2. SWOT analysis of Welcome to the Centria of the Universe

<p>Strengths</p> <ul style="list-style-type: none"> • It is an event that offers music from different places around Ostrobothnia. • It is marketed in English to encourage both local and international visitors. • The entrance is free of cost. • It is aimed at the freshmen of Centria UAS and the inhabitants of Jakobstad. • The day of the event is a Friday which means that the majority of the people have a day off the next day. • The venue is known to everyone and it is located in the center of the city.
<p>Weaknesses</p> <ul style="list-style-type: none"> • As an organizer we might not have enough experience for such event. • It does not include internationally renowned bands. • The venue might turn out to be too small in size.
<p>Opportunities</p> <ul style="list-style-type: none"> • It might be an encouragement for us to organize such events in the future on a professional level. • After its success the university might get additional motivation to encourage/support other students with similar ideas. • It is a good starting platform for the bands that will be performing.
<p>Threats</p> <ul style="list-style-type: none"> • Our lack of experiences might not be able to stop uncalled problems, especially during the event. • In the “heat of the moment” we might do things our way instead of following the theoretical framework. • Equipment during the event might break. • Some of the acts might face obstacles and not be able to perform.

The SWOT-analysis indicates that the strengths are many and especially huge emphasize has been but on the entrance cost of the event which is free of charge. Since there are local bands performing, we are also expecting the performers' families and relatives to show up for moral support and therefore also increase the amount of attendees. In the beginning of a study semester the freshmen are excited and want to participate in most of the things that are being organized, which is beneficial to us.

The weaknesses are quite a few but still important to pay attention to. We have no real-life experience of organizing something identical to this, even though we have organized events before. The previous experience in organizing concerts that After Eight has, together with their knowledge gained so far, we can cover for that weakness pretty well. The fact that no international or famous acts will be performing does not affect us that much. Due to the size of the venue and the expected amount of attendees, local bands are sufficient.

The opportunities that might occur from this event are for instance that we, as organizers, start feeling that this is what we want to do in the future as well. We also hope that our type of thesis, which is very uncommon at the moment, will gain more popularity so that students of Centria University of Applied Sciences will start co-operating and doing practical based theses. Another outcome from this event might be that the bands that are performing will make new contacts and also reach out to a completely new kind of audience.

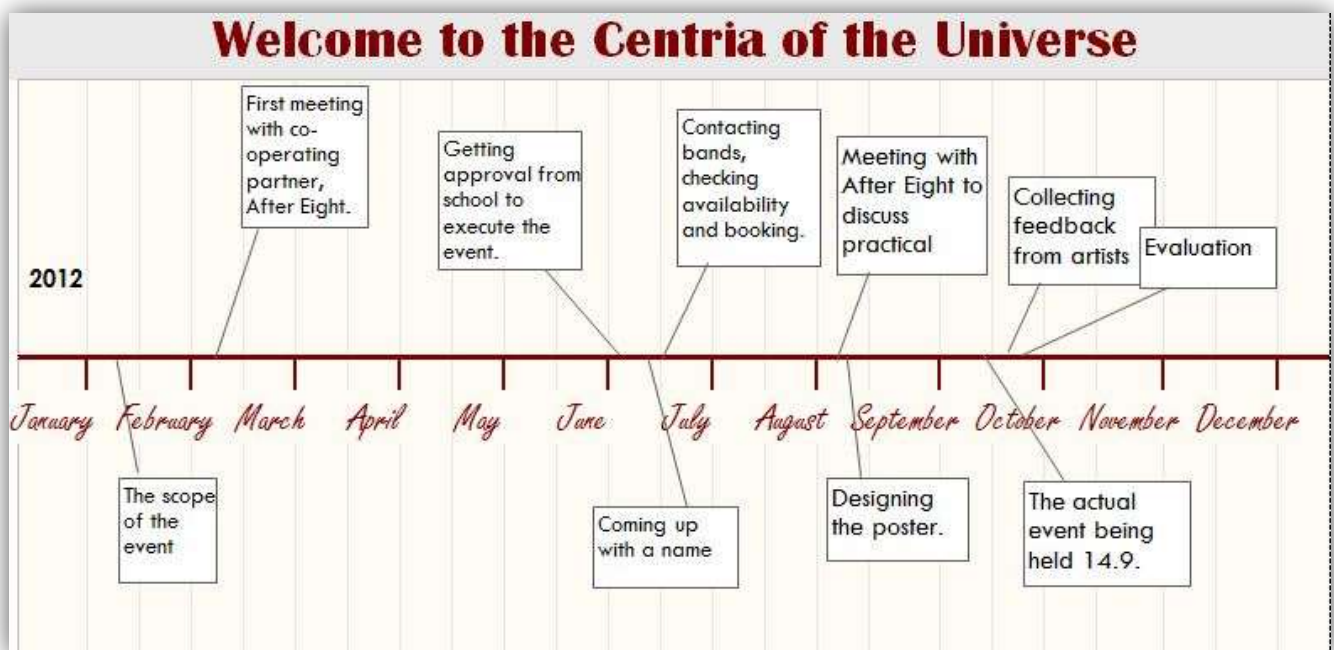
The threats we are facing are quite unlikely to occur but still deserve to be mentioned. Since we are very eager to organize this event, we might get carried away at some point and not do things according to the plans. Due to the fact that we are not making the decisions completely on our own, the possible change in plans cannot be made instantly for instance. The worst case scenario would be if an accident would happen during the event which we would not be able to repair.

All in all, the probability of organizing a successful event is pretty high after taking all the different perspectives into consideration.

5.3 Planning of the event

The event was planned to be done by first discussing the proposal with After Eight then to get the permission to organize the event. Discussing different factors and elements necessary was necessary to do after having the permission which would lead the planning to contact the bands and their confirmation as soon as possible. Eventually, arrangement of the equipment would be necessary to discuss as well. The performers should always be under certain conditions which should be set by the organizers. Therefore, it is necessary to set different conditions the bands would need to consider and it is also necessary to inform them beforehand. Contacting supporting groups for sponsors and marketing are one of the final tasks that could play vital role in the success of the event. It is always important to have a final meeting before the event day so there would be as less things as possible to worry.

The graph below is the “Project Plan Chart” that consists of the tasks that were planned to be done during the planning phase of the project.



GRAPH 1 Project Plan Chart

As already mentioned, the first step in the planning of our project was to meet with Musikcafé After Eight. In our first meeting we presented our idea and had an open dialogue. The original idea we presented was to bring a well-known musical act from Sweden or Finland to perform during the summer time with a few local bands as warm up acts and use a venue on the outside. We later agreed on narrowing down the event and hold it inside After Eight's café. The reason for downgrading the event was to remove financial risks involved with booking an expensive artist but also due to the fact that we, as organizers, were not experienced.

As a result of our first meeting with After Eight, a new scope for the event was eventually created. We decided to create the event to suit as a welcoming event for the new students. The next months consisted of communication through e-mail with After Eight with a few additional meetings and after a while we all agreed on the blue print of the event.

In June we met with our supervisor and presented our event. We got an approval and started brainstorming what bands could perform and started contacting them. The date for the event was not set at that point so we presented different alternatives in dates on order to make it fit for the acts.

After some negotiations we had four bands ready to perform on the 14th of September. Around August we met up with After Eight and started planning practical things. For instance the kind of sound equipment that would be needed for the event, the time for the artists to arrive, the actual performing time and the marketing plan, etc. just to name a few things.

On the actual day of the event, everything ran smoothly as a whole due to our careful planning. We also carried out a feedback survey among the artists and the audience which was very helpful. If this concept will be reused, the feedback is of huge value in order to develop it further.

6 ORGANIZING A CONCERT

In this chapter we will look into some of the practical things that must be thought of when organizing a concert on a professional level but also how it was done by us in our event. The organizing of a concert includes several different phases and next follows a few of those important elements.

6.1 Booking an act

The price of a musical act can vary vastly. Depending on the budget, the organizer has to find the most suitable act for the event. A rule of thumb is that if a band/artist recently has released an album or in other ways gained publicity, they will also charge more for their performance.

The booking of a band can be done through a booking agency. However, when booking through an agency, the price might be higher since the booking agency might charge for their service as a “middle-hand”. On the other hand, a booking agency can give advice for similar artists if the organizer is in need of consultation.

When dealing with amateur bands, a booking agency is rarely involved in the process and the booking can be made directly via members of the band, for instance. In the Finnish law, an oral agreement is pretty much as binding as a written one. (Mikael Salmi 2009.)

The booking process for our event was quite informal. All agreements were done orally and no contracts were made. Since there was no money involved, the risks were close to non-existing and therefore an oral agreement was enough.

6.1.1 Genre

When organizing a music event, the genre of the music should also be taken into consideration. It can also function as a concept for the event itself. Some music events only book artists within a specific genre and therefore perform genre segmentation. An example of genre segmentation when it comes to music festivals in Finland is Tuska Open Air Metal Festival which has focused on the booking of metal bands. In Jakobstad the use of genre segmentation can also be found. As already mentioned, Jazzoo organizes an annual jazz festival and naturally they aim at only booking artists within the jazz genre.

To only focus on one genre can be quite fatal, especially if it is a non-mainstream genre. The larger festivals in Finland therefore also try to book acts from most genres to maximize the number of attendees.

For “Welcome to the Centria of the Universe” we were not genre specific. On the contrary we wanted the evening to be as broad as possible from a genre point of view. We also wanted the event to be dynamic, starting with mellow music and then act by act speed up the tempo. The first act, Pickles2000 falls into the genre of singer/songwriter. Pickles2000 consists of one person with an acoustic guitar which felt as a very welcoming way of starting the event. The second act, called One Project consisted of a band with five members. Their style was rock/pop and they were rather easy to listen to. The third act, Ratikānta made a few covers on Nepalese rock songs and finished their set with an own song that could be put in the genre of post-rock/experimental rock. The final act was a progressive metal band called Corroded Manifesto, which ended the event in a quite fast tempo with heavy sounds.

6.1.2 Playing time

The playing time for each act will be around 30 minutes. In case one of the acts will cancel, the playing time can be prolonged for those acts that have prepared

more material. The arrangement that has to be done before an act can enter the stage is estimated to take around 10-15 minutes. When counting the arrangements to roughly take 15 minutes and the playing time to 30 minutes, one act will spend in total 45 minutes. In that case the preliminary timespan of 3 hours that was prepared for the event will be fulfilled. In the questionnaire carried out among the band members we can read that the performers were satisfied with the amount of time they were given to perform.

6.1.3 Sound check

The sound check for “Welcome to the Centria of the Universe” was executed at around three hours before the start of the event. The sound check is important so that the volume levels for the instruments are at a comfortable level for the audience. It is also of crucial that the artists hear each other’s instruments in the monitors that are on stage. The sound check was probably the most challenging for “One Project” since they were using the most instruments but then again, the mixer was extremely professional and did not seem to face any problems whatsoever.

As we can see in the questionnaire on page 50% stated that the time spent was completely enough and the other 50 % said that it was somewhat enough. When leaning onto this fact, the time spent for sound check was enough for everyone.

6.1.4 Rider

It is fairly common that artists have requests, called riders, to the event managers. There are basically two different types of riders; technical and hospitality riders. The first type is usually a list of technical requirements that the act needs in order to be able to perform at all. The technical rider consists of equipment or items that

the event management has to bring to the venue since it is not convenient for the act to bring it themselves.

In the technical rider, the sound system is usually requested since it is not common for acts to bring that to a venue. The backline is also a rather common request if the band is travelling from far and wants to reduce their transportation costs. The technical rider can also hold requests for extra personnel that might be needed.

There is also a hospitality rider that is not as vital for the act but can play a huge role for some well-known acts. In the hospitality rider the acts will request drinks, food, room temperature, welcoming arrangements, etc. Some acts are known for requesting odd things on their hospitality rider. As an example, the band Van Halen can be mentioned as they in 1982 requested M&M chocolate candies on their rider. It also said that all the brown M&M candies had to be picked away. (The Smoking Gun 2013.) This request seems quite arrogant to the naked eye but is a good indicator of whether the organizers paid attention to the details in the rider, which can be rather important for safety reasons.

It is on the acts' own responsibility to submit riders to the organizers, well in advance so that the wishes can be fulfilled. Since in our event, most of the acts are amateurs, everyone is obliged to submit riders but it is not a requirement. In our case, we only ask the bands to enlist the technical requirements.

7 THE CONCERT “AS IT HAPPENED”

The concert started at the time that it was planned to. The information about the times of the concert on the posters and Facebook page were revealed in a way that there would be more than enough audiences from the beginning of the concert. This idea turned into a success. People already started to gather around 18:00. For that reason the concert successfully started at sharp 19:00 like it was marketed. Hence, the idea of marketing two different types which were “Doors open” and “Performance begins” of times worked well.

Before the performances begun Lisen Sundqvist helped us (organizers) to open up the event by greeting the audiences and delivering surficial information about her project and the event. We then revealed some more information about the event which was not mentioned in the posters or on the Facebook pages. It was about the relation between the event and our thesis work. It was an amazing experience to speak about it in front of so many attendees. After some warm welcoming words we let the acts begin.

The first act as planned was PICKLES 2000. It was a solo performance by the front man of a band called Mango. His performance was well noticed by the audience. He performed some of his own songs from his own album. He also took the event as an opportunity to market his own album and put it for sale. His performance was funny and appreciated with a big round of applauds by the attendees at the end of his performance.

The second act was ONEPROJECT. It was a band performance by a group of young artists who are from Vaasa. They have been performing in different other concerts and practicing together since the last 3-5 years. They performed some of their original songs and cover songs. The audience really liked their performance and they were successful in spreading a good energy in the surrounding.

The third band to perform was Ratikānta. This band was formed by the organizers themselves which includes two Nepalese students and two Finnish. The band believes that they were able to increase the excitement and energy within the

audiences. One original song and some Nepali cover songs were performed by this group.

The fourth or last band to perform was Corroded Manifesto. They are an instrumental band originally from Nykarleby. They were able to end the acts of the event with their attractive sound quality.

After the acts were over, the questionnaires for feedback were distributed. Two different types of questionnaires were prepared for audiences and the bands. The questionnaires for audiences were handed in randomly for the interested participants and to all the bands respectively. The questionnaires were then collected back from the audience and the bands.

As per planned all the bands were given 30 minutes to perform which practically was managed. The order of the performances turned out to be a very good order considering the increasing excitement level within the audiences after each performance.

8 EVENT EVALUATION

We all learn from our mistakes, therefore event evaluation is extremely important in order to avoid doing the same mistake twice. Not only mistakes will be evaluated but also what can be improved and what shall be taken into consideration next time that perhaps got left out in the event.

There are different fields of an event that shall be evaluated depending on the kind of event. The economic impact and evaluation is usually the most interesting for the organizer and the stakeholders. A cost-benefit analysis together with a balance sheet can be a helpful tool in the evaluation process concerning the economy.

Social and cultural impacts of events can also lie in the field of interest for some people. A way of measuring the social impacts is to use different indicators, they could for instance be: the number of volunteers at the event, the percentage of locals who attended, crime connected to the event, crowd management, traffic count and media attention. Environmental impacts are important to evaluate as well and ways of doing it can for instance be to: count the energy consumed at the event, how much water that was consumed and how the waste got handled. (Allen et al. 2011, 493.)

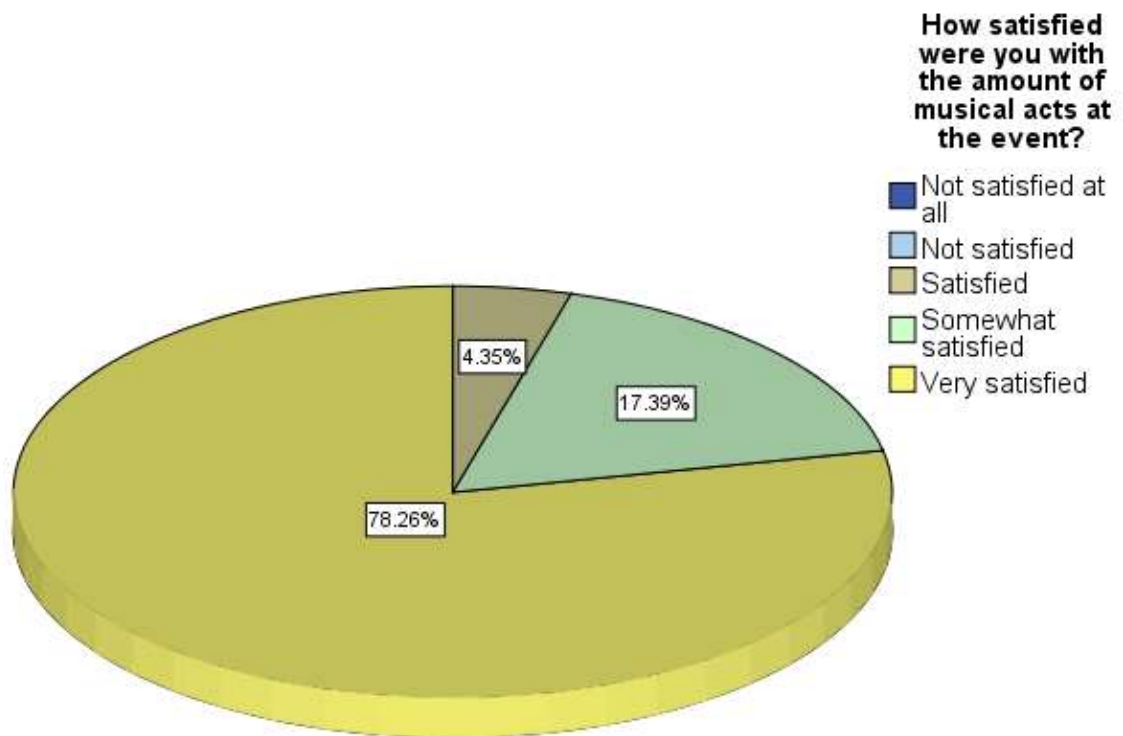
The event evaluation as a process has three different stages. First comes pre-event evaluation, which simply means, that when the event scope has been set, the evaluation begins on whether it is possible to execute the event within the timeframe and resources or not. After the evaluation has been carried out, a decision is made upon if the event will proceed or not. When the event is up and running there should be a monitoring and control process which functions as “live”-evaluation of the event. The last stage is the post-event evaluation which is the most important phase of the evaluation since improvement can be thought of at this stage.

The event evaluation has five major stages. Planning and identification of the required data is the first step and at this point there are different questions that can be taken up depending on the stakeholders' interest. Next is to collect the data in

order to build a bigger picture of the event and it is the most time-requiring stage. When the data has been collected it is time to do the analysis of it. The analysis can easily be done with the help of SPSS or Microsoft Excel. Reporting is the following stage whose length varies depending on how detailed it shall be and to whom it will be sent. Dissemination is the final stage and that is when the organizer has a face-to-face meeting with the stakeholders for instance and the content of the report is discussed. (Allen et al. 2011, 492-504.)

As mentioned previously, we carried out a questionnaire among the audience but also among the performers. Next follows the results from those questionnaires.

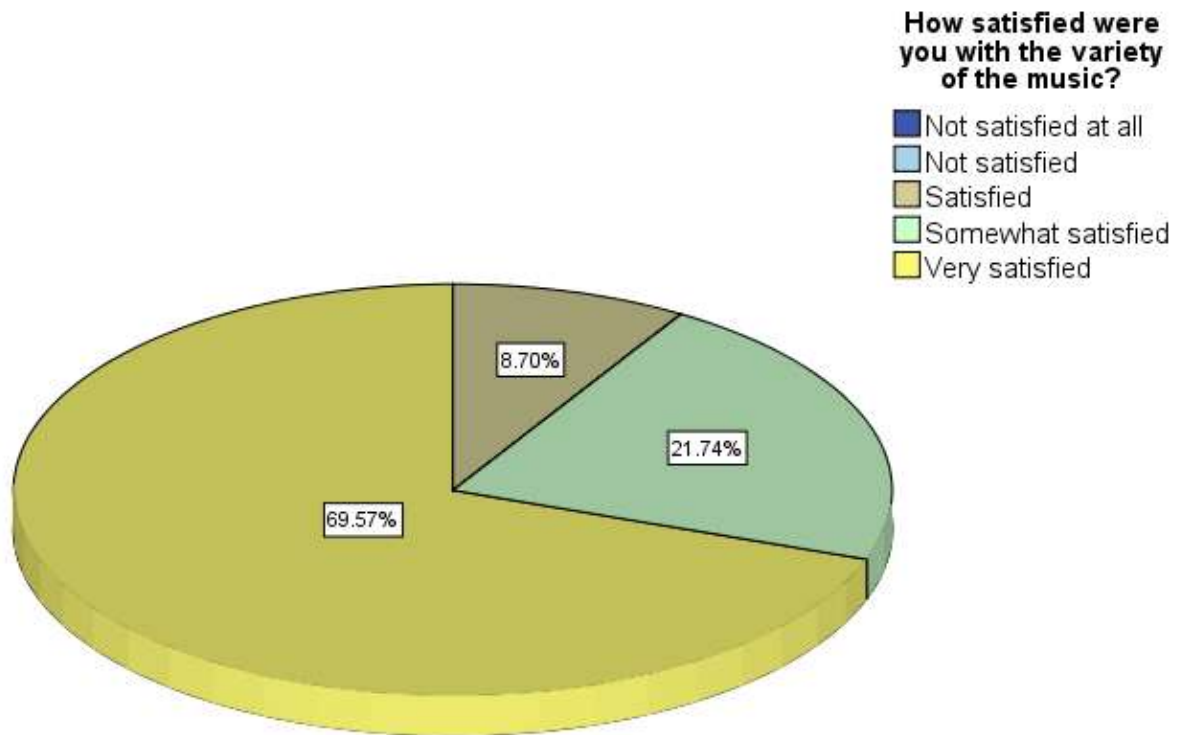
8.1 Questionnaire for the audience



GRAPH 2. The audience satisfactory level considering the amount of musical acts at the event.

As we can see in GRAPH 4, the level of satisfaction among the audience was very high indeed. In fact this question does not hold any negative feedback at all since lowest degree of satisfaction among the option is “Satisfied”.

We think that the reason behind such massive satisfaction is the fact that four different acts were offered in such a small concert all organized and arranged by just two students. The other reason could also be that three to four hours concert was perfect for the audience to enjoy that Friday evening.

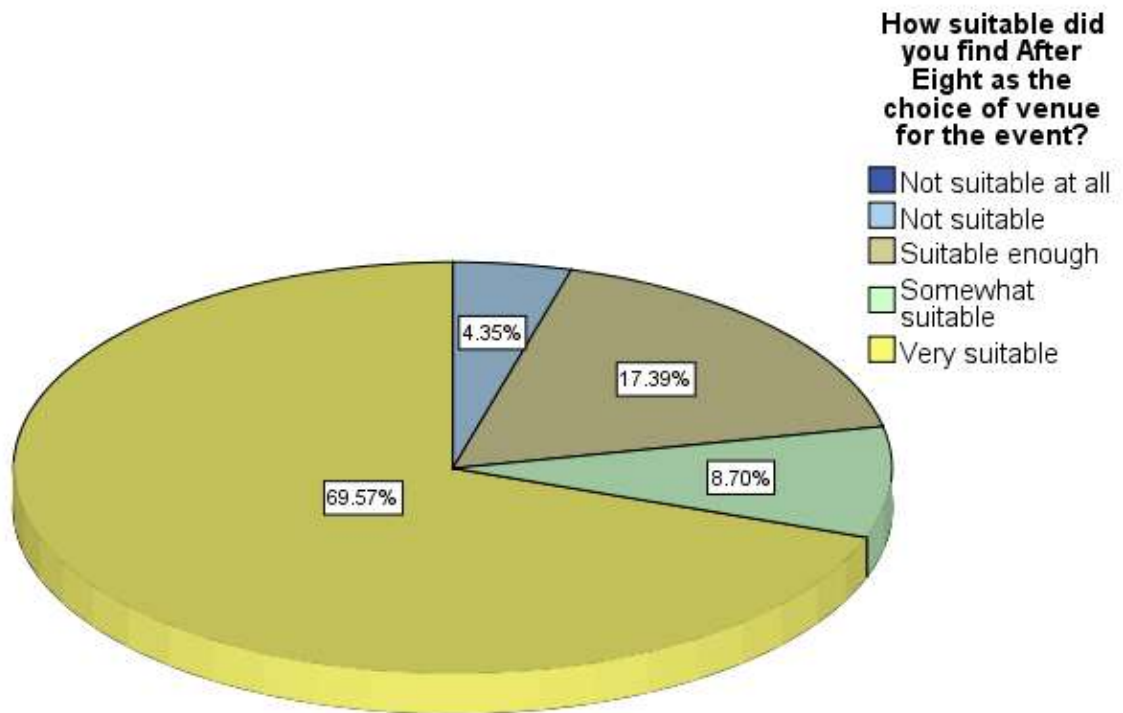


GRAPH 3. The audience satisfactory level considering variety of the music.

As we can see in GRAPH 5, more than half of the votes in the survey goes to “very satisfied”. It is also noticeable that no one has chosen “not satisfied at all” as their answer.

All the performers had their own type of music to perform. Even though the audience might have had different taste in music, the performances offered had a different variety of sounds. The first one was an acoustic performance which was followed by a pop/rock band. The second last performer had their own ambient progressive rock song composed with some cover songs and the last band were a progressive metal band.

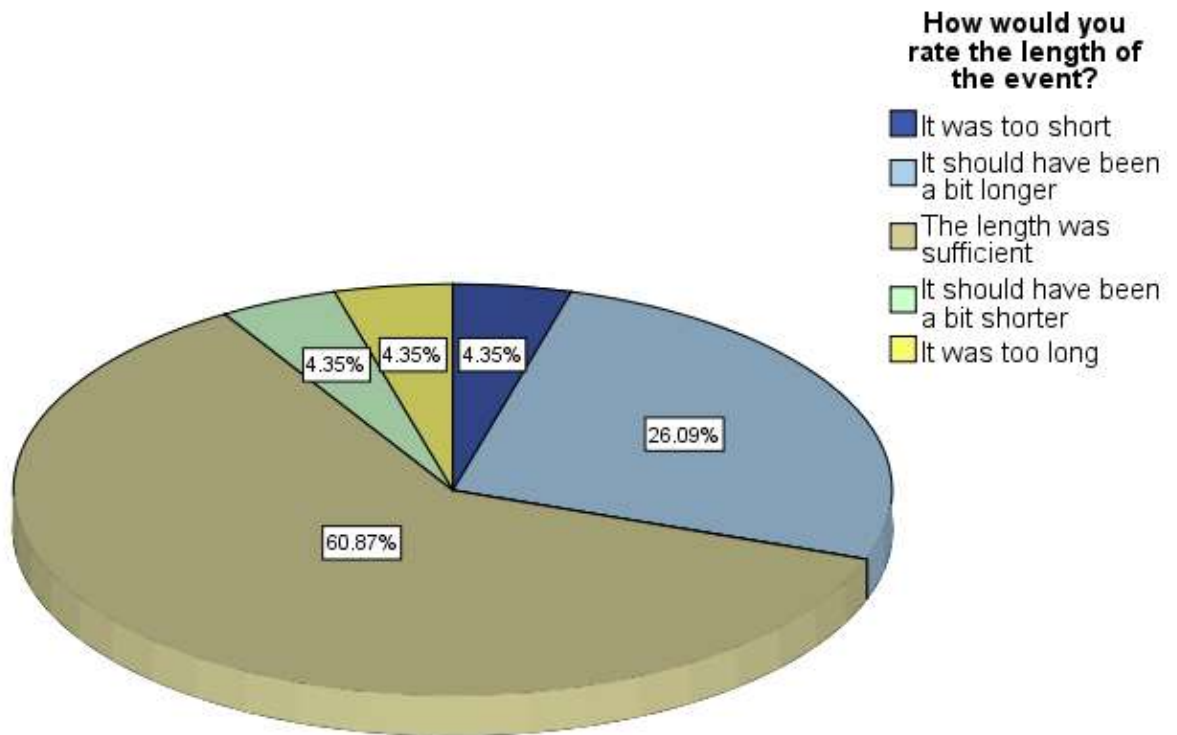
It could be that our aim of satisfying almost any type of audience which belong to rock genre was met. It was only possible with such variety.



GRAPH 4. Audience's vote on suitability of the venue.

As shown in GRAPH 6, almost 70 % of the audiences in the survey found After Eight as the choice of venue for the event very suitable. And no one found it unsuitable at all.

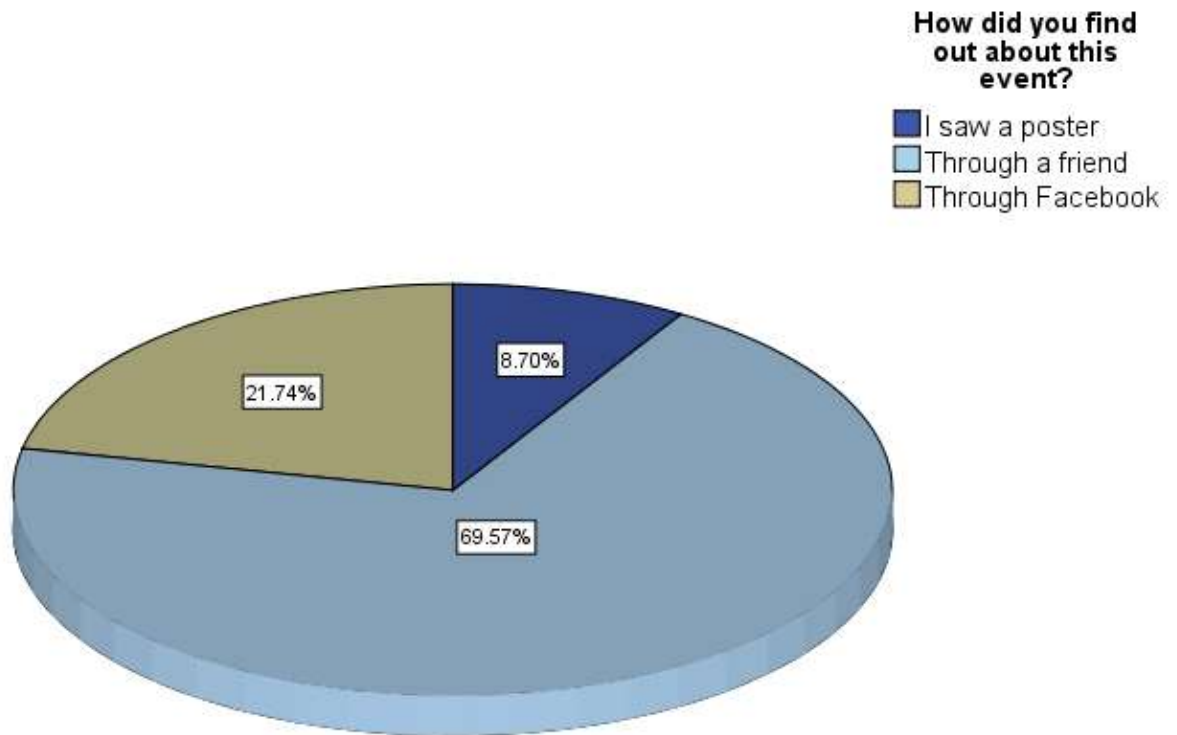
We were most certain that the venue would be perfect since it is one of the most popular places in Jakobstad city for youths to get together. Although it might have been new to some students of the university it must have been easy for them to like it because of the surroundings.



GRAPH 5. The audience's vote among given options on the length of the event.

According to the graph above it can be said that the length of the event planned was well received by the audience since more than half of the votes said that "the length was sufficient". Another point to be noted in this graph is that the second highest vote is held by "It should have been a bit longer". This also explains that the audiences really enjoyed the event.

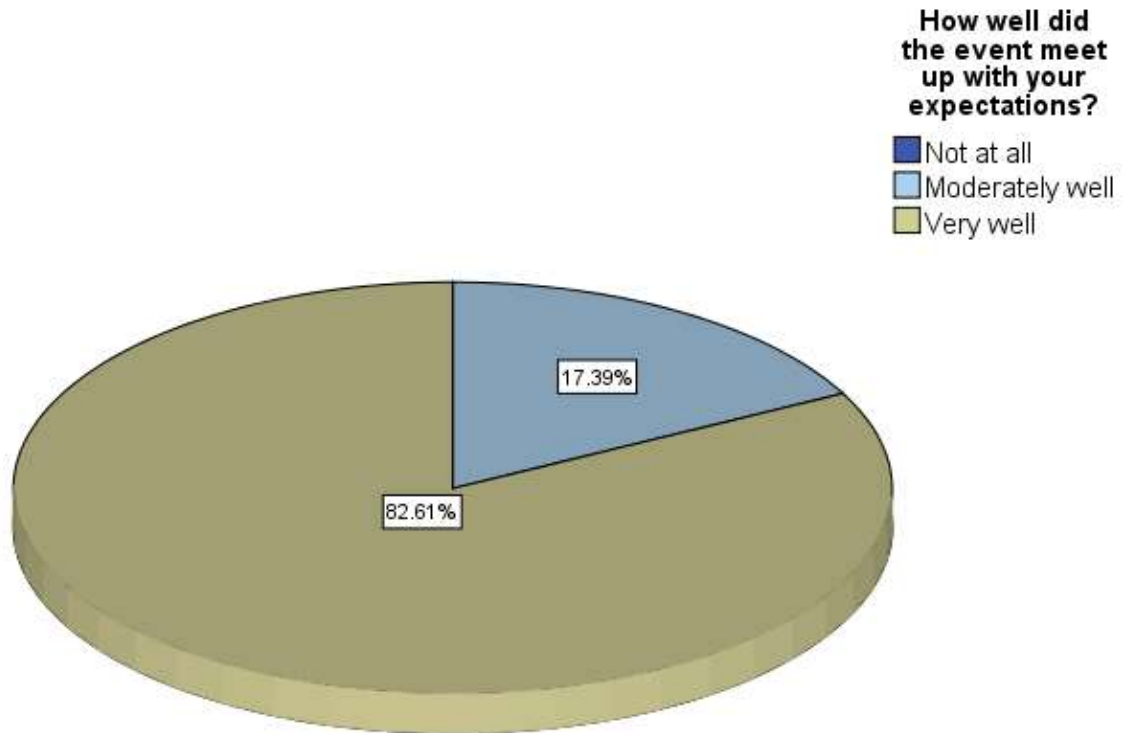
We did not want the attendees to get bored. Most of them would be students and not know each other very well. The concert was a nice time for them to get to know each other. However, being in an event that would take too long to finish or too short to enjoy would influence peoples' mind. Therefore, we had to choose an appropriate time which would be enough for the audiences to chit-chat and enjoy the music. The graph says that the majority felt that the length of the event was just sufficient.



GRAPH 6. Finding out which marketing technique worked the best for the event.

As shown in the graph it is clear that more than half of the attendees had known about the event through their friends. However, it is also to be noted that around 30 percentage of the audiences did follow the postures that were distributed and the Facebook event that was created 2 weeks before the event.

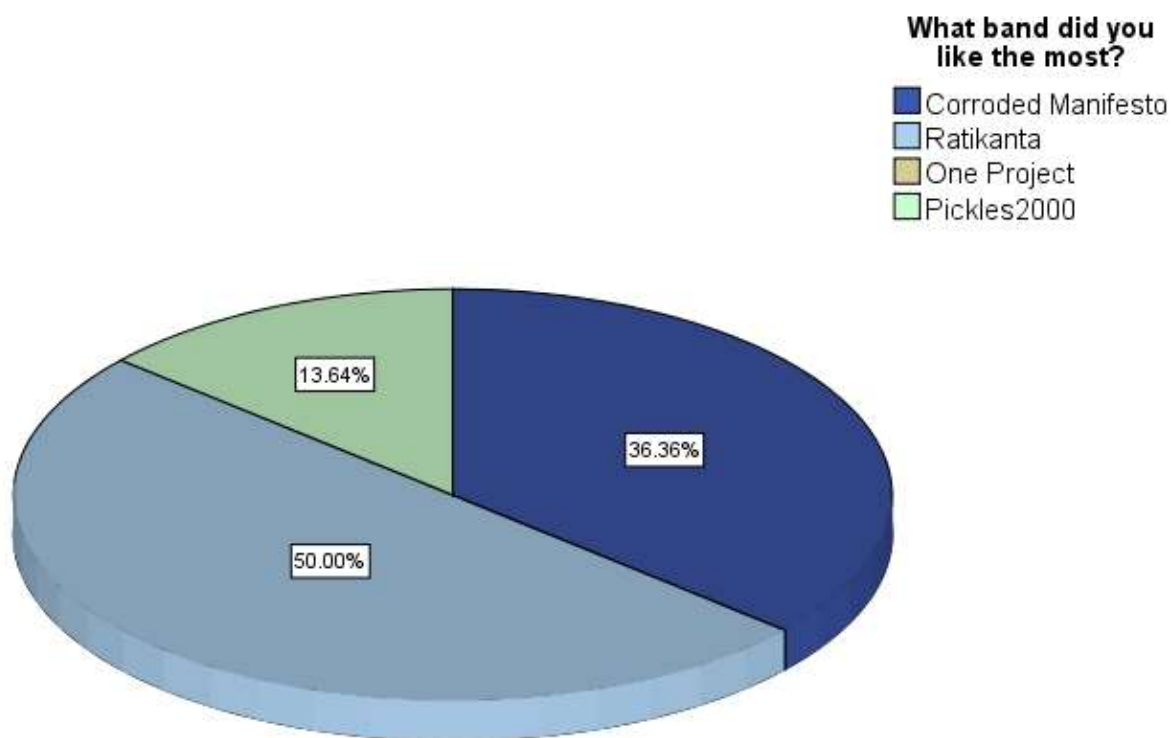
Our target audiences were the students of Centria UAS as well as students of Allegro campus and people around Jakobstad city. It was no surprise for us that most of the audience would know about the event through their friends since word-of-mouth communication is the one of the most effective marketing methods. Most of the students live close to each other in Jakobstad. That could also be the reason why most of the people knew about the event through their friends rather than facebook even though the trend is that facebook is the source of most information about events these days.



GRAPH 7. Measuring the audience's expectations.

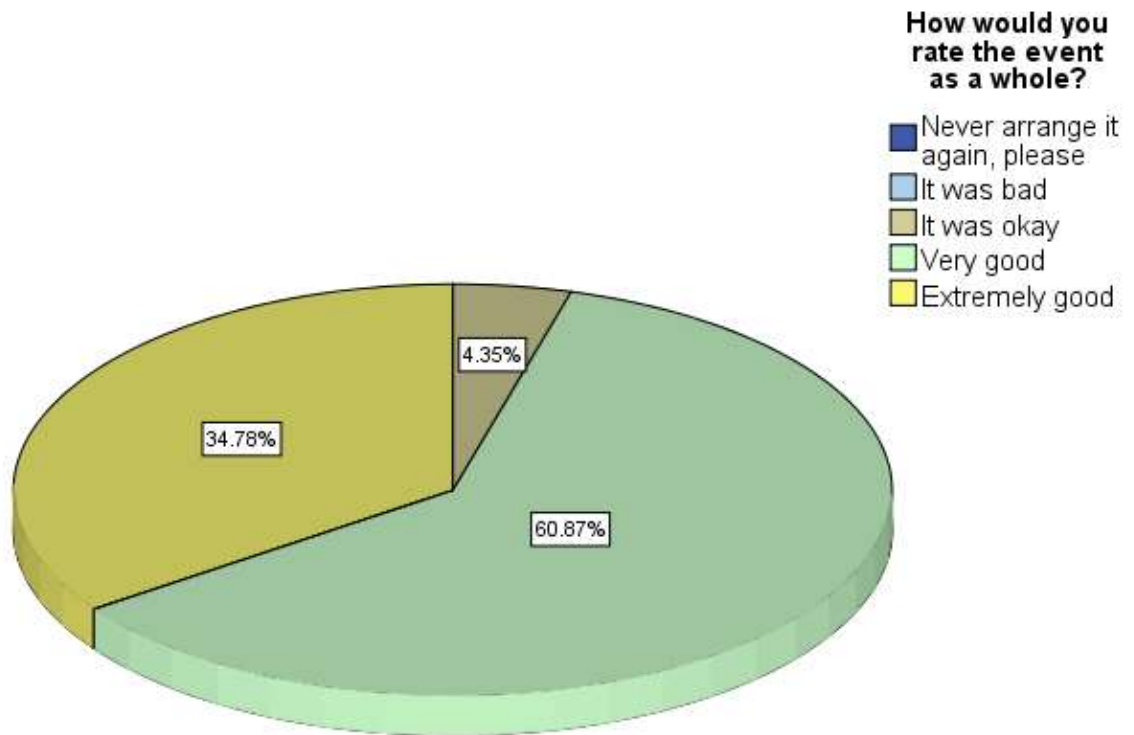
As shown in the graph it is undeniable that most of the attendees had their expectations well met. Only around 17 percentages of the votes say that they were moderately well. But on the other hand this question does not hold any negative vote at all.

We were not even sure if anyone would have any expectations since most of the attendees were new students who had just come to Jakobstad and obviously for the bands the audiences were new as well and vice versa. After having planned a variety of music performances and an appropriate length of time for the attendees to enjoy, we wanted to know if the event met their expectations if there was any. We are more than glad to know that this question bore a 100 % positive result.



GRAPH 8. The most liked band.

According to GRAPH 10 50 % of the audiences in the survey liked Ratikānta. Similarly around 37 % liked Corroded Manifesto the most.

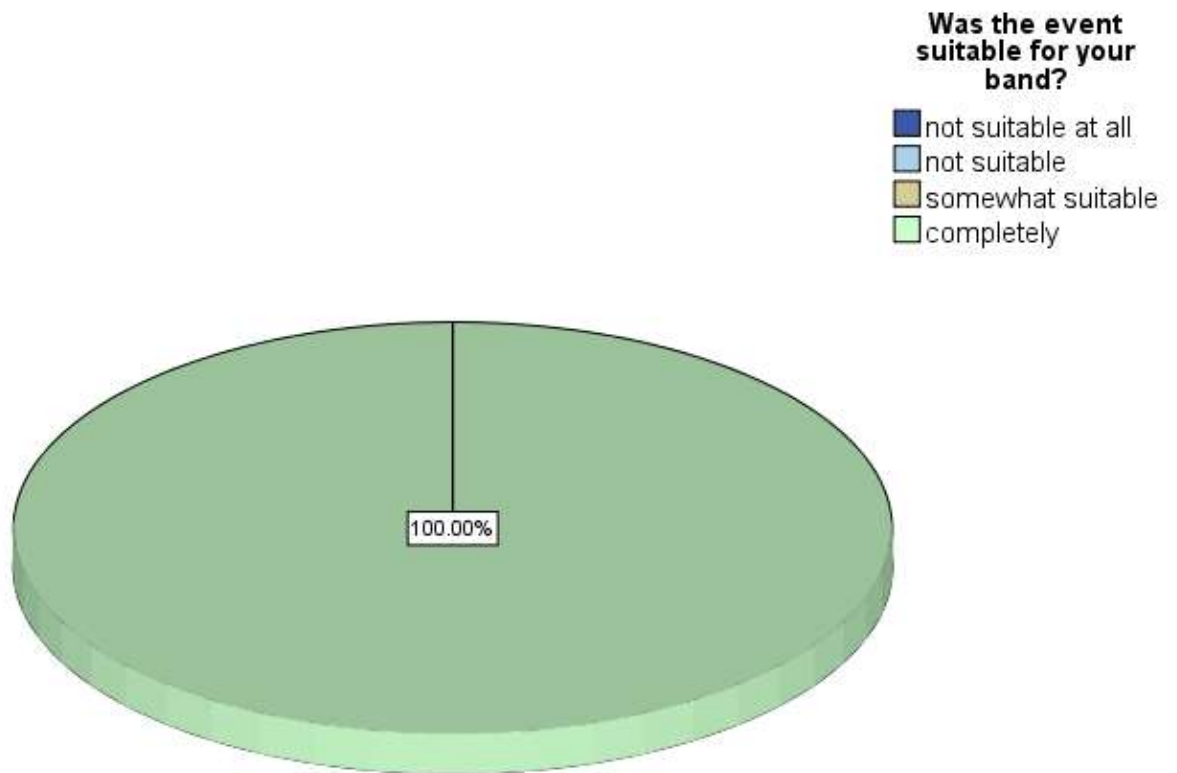


GRAPH 9. Audience's ratings on the event.

As GRAPH 11, shows it clearly that more than half of the audiences in the survey said that the even was very good whereas the second highest number of audiences though that the event was extremely good.

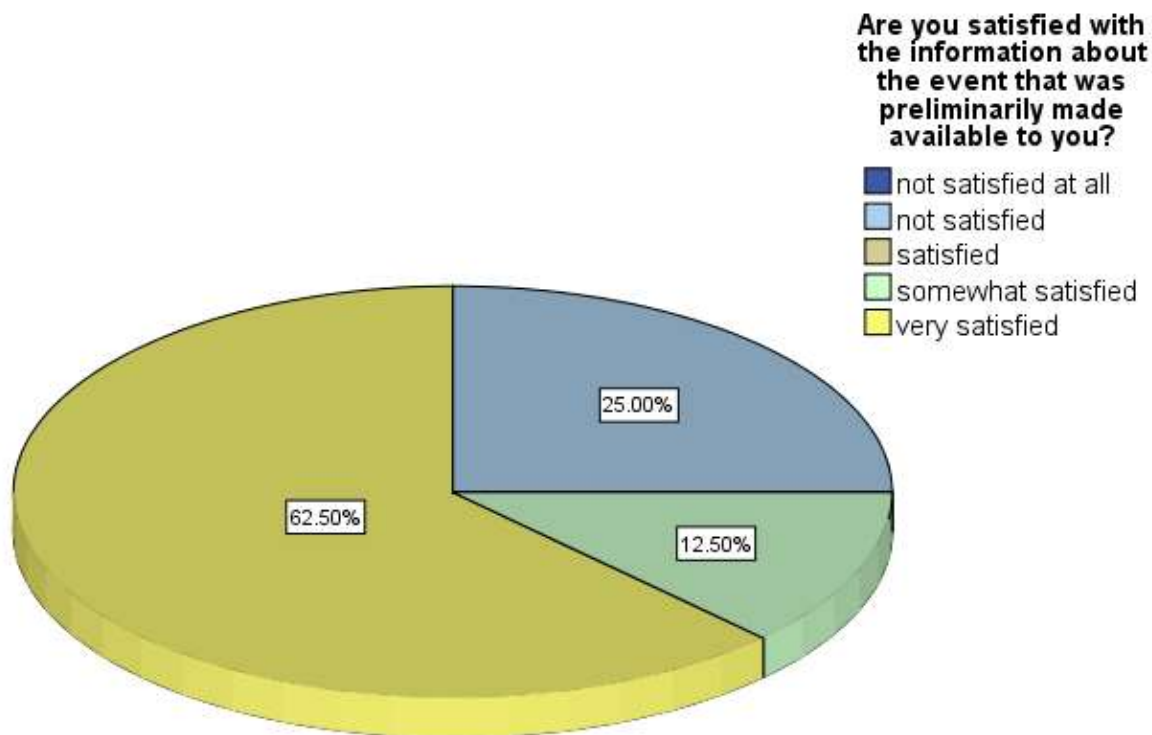
Rating the event was very important for us. Since of us both had our experiences individually in minor events in the past we wanted to know if our ides and work blended together well. We had expected that the audiences would be satisfied because we had ourselves attended such events organized by other students. Obviously there must have been a lot of things that could have been better. Perhaps, the audiences since themselves being a student realized that the event was not organized by professionals.

8.2. Questionnaire for the performers



GRAPH 10. Suitability of the event for the bands.

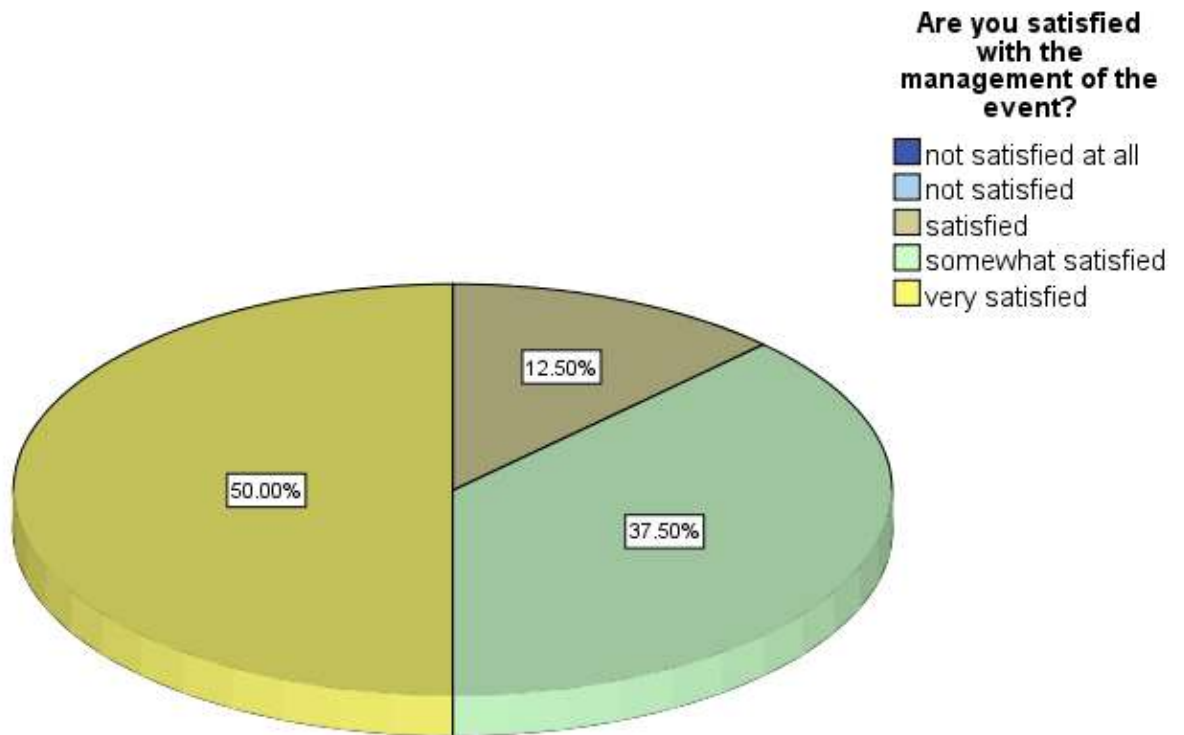
As shown in GRAPH 12, the event was completely suitable for all the bands that performed in the event. This is not even a surprise. Almost all the performers were seeking a platform to perform. The event was perfect for them as it was perfect for us to organize.



GRAPH 11. Bands' satisfaction on availability of information preliminarily.

As shown in GRAPH 13, more than half of the pie chart indicates that the bands were very satisfied, whereas a quarter of the figure also notifies dissatisfactions among some of the bands.

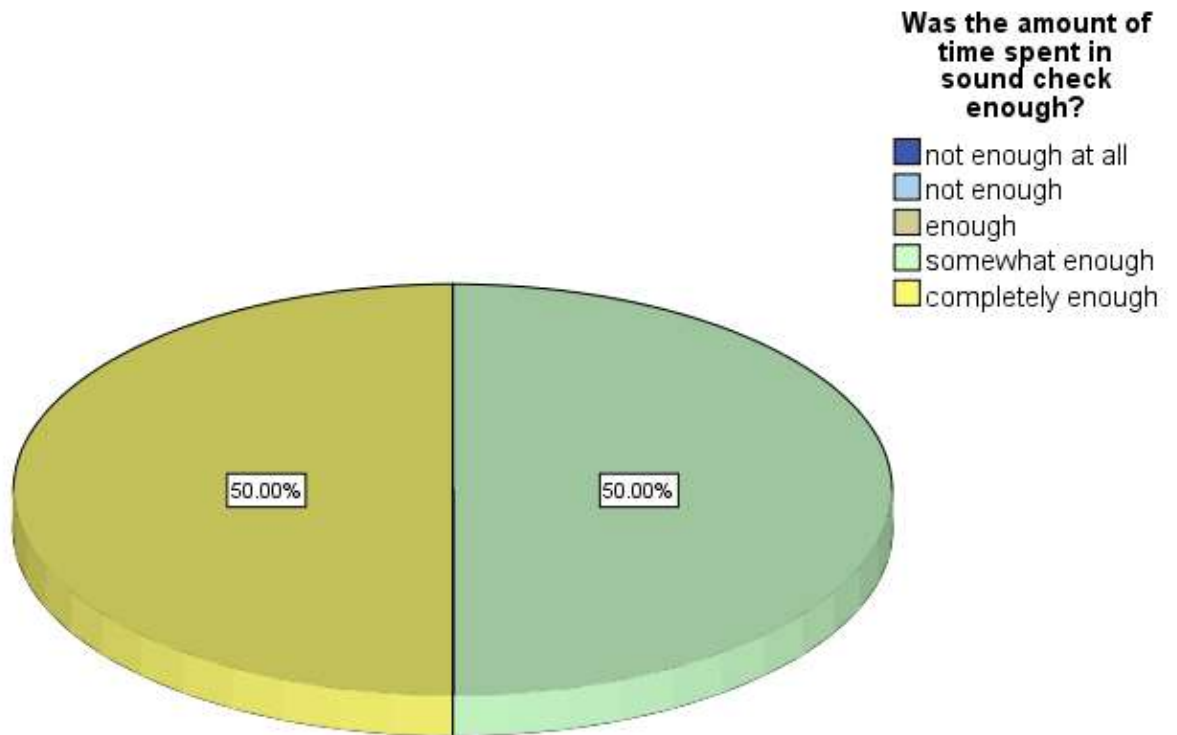
We tried our best to stay in touch with the performers more than a couple of months. Everything went quite well we have to say. However, we must mention that we had to face a slight problem in communicating with every one of them for single information since we had to contact them separately. There were situations regarding bands' equipment and their ability to have their own or how much we could make them available. Some other situations are information about transportation, payment, time, etc. Delivering and explaining such information in planned time went well but could have gone better which would not have encouraged rush during the concert.



GRAPH 12. Bands' satisfaction considering the management of the event.

As shown in GRAPH 14, more than half of the bands were above satisfactory level. Precisely 50 % of the figure indicates that the bands were very satisfied.

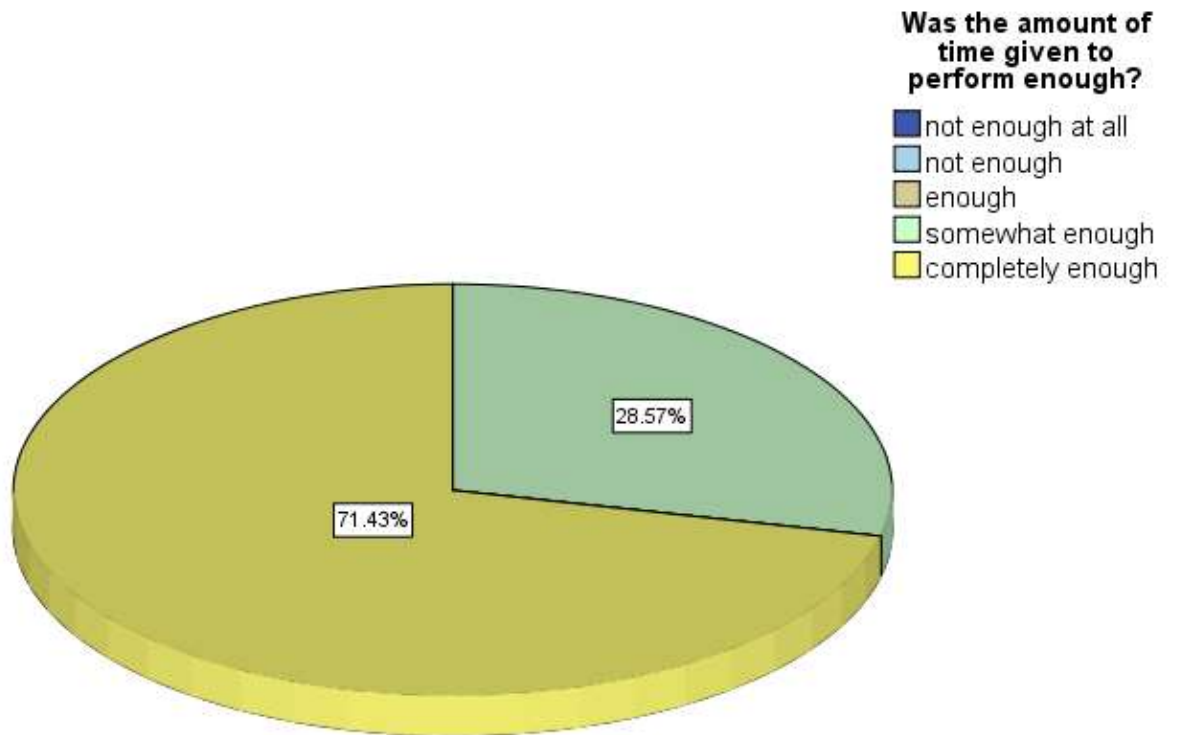
Regarding management it has been mentioned several times in this thesis that we as an organizer did not have any experiences in managing and organizing such events together. We have had our own minor experiences in the past which indeed helped us a lot in planning. There were a lot of things which we realize that we could have done a lot better. For instance, management of the equipment could have been done better. Eventually, there were a lot of things which while planning seemed to be out of our hands but were handed quite professionally. For example, the timing for the bands to perform and the payments were handled quite professionally, we believe.



GRAPH 13. Sufficiency of time given for sound check.

As it can be seen in GRAPH 15, the sound check time given for the bands was enough in amount since half of the pie chart indicates that they were completely enough, and the other half indicates that they were somewhat enough.

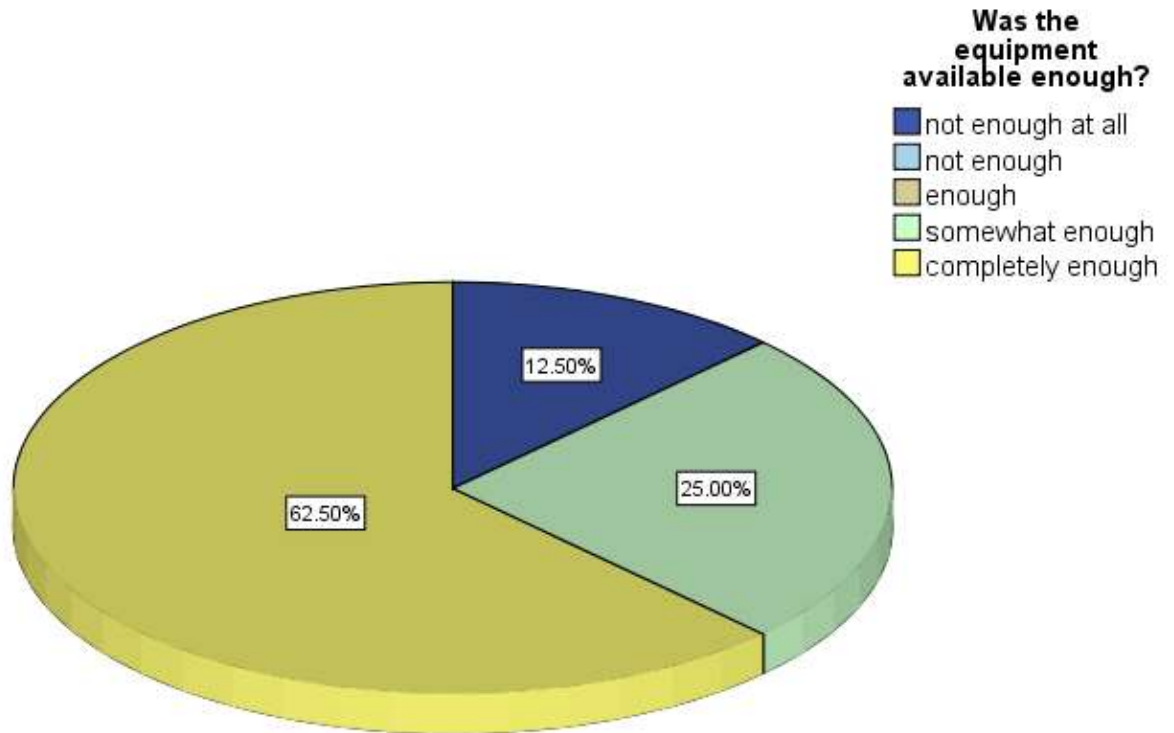
As we ourselves have been performing in several concerts in our bands it was clear to our knowledge that enough time for sound check is equally vital. Therefore, we had provided some half an hour time for each band to do the sound check. However, due to some emergencies and changes some of the performers could not utilize the given time to its fullest. This might be the reason why half of the graph says that the time give to sound check was “somewhat enough”.



GRAPH 14. Sufficiency of time given to perform.

As it is shown in GRAPH 16, it can be understood that the amount of time given to perform was enough. More than 70 % of the pie chart indicates that the time was completely enough and the rest indicates that it was somewhat enough.

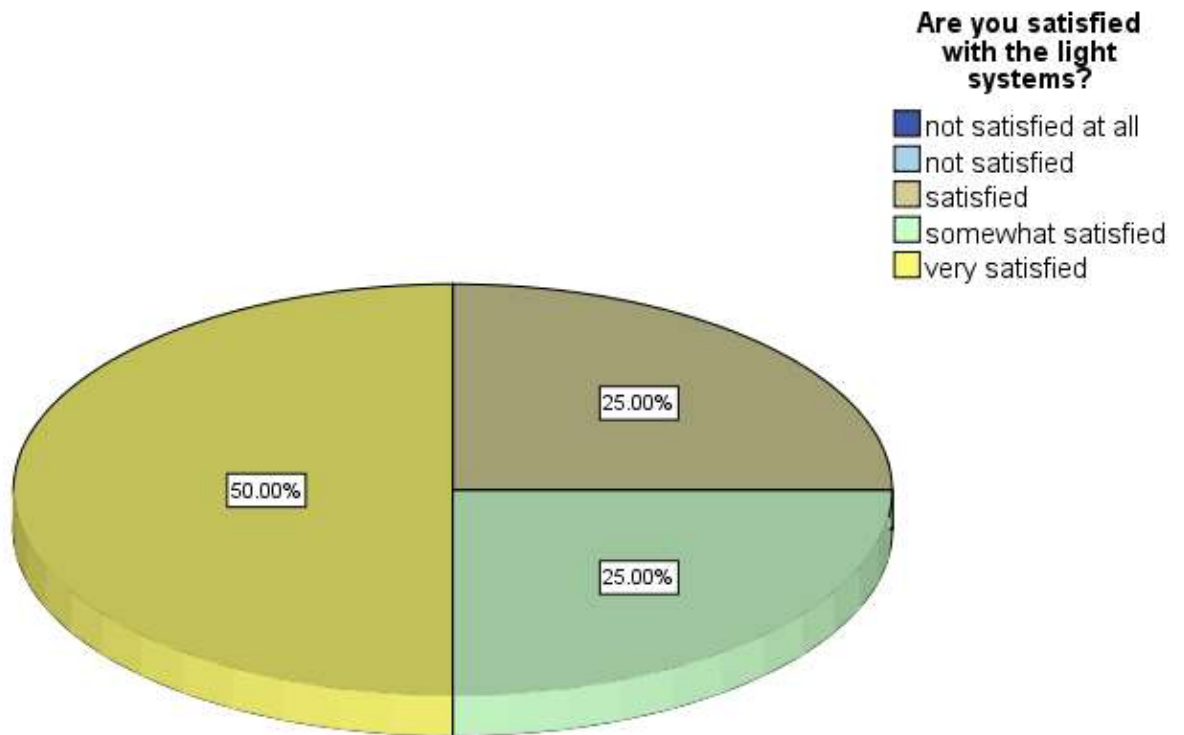
We were aware of the times that should be provided for 4 different acts to fill around two hours of time with music. We were to close the show at the latest by 22:00 and were to start at 19:00. Therefore, we thought that 30 minutes for each band would be perfect since it would take time for the bands to setup before starting the actual performance. It turned out to be a perfect time after all. The concert started around 19:00 and ended around 22:00.



GRAPH 15. Sufficiency of the equipment.

As it is indicated in GRAP 17, more than half of the bands felt that the equipment available was completely enough. A quarter in the figure indicates that they were somewhat enough. Around 12 % of the figure shows that some band members found the available equipment was not enough at all.

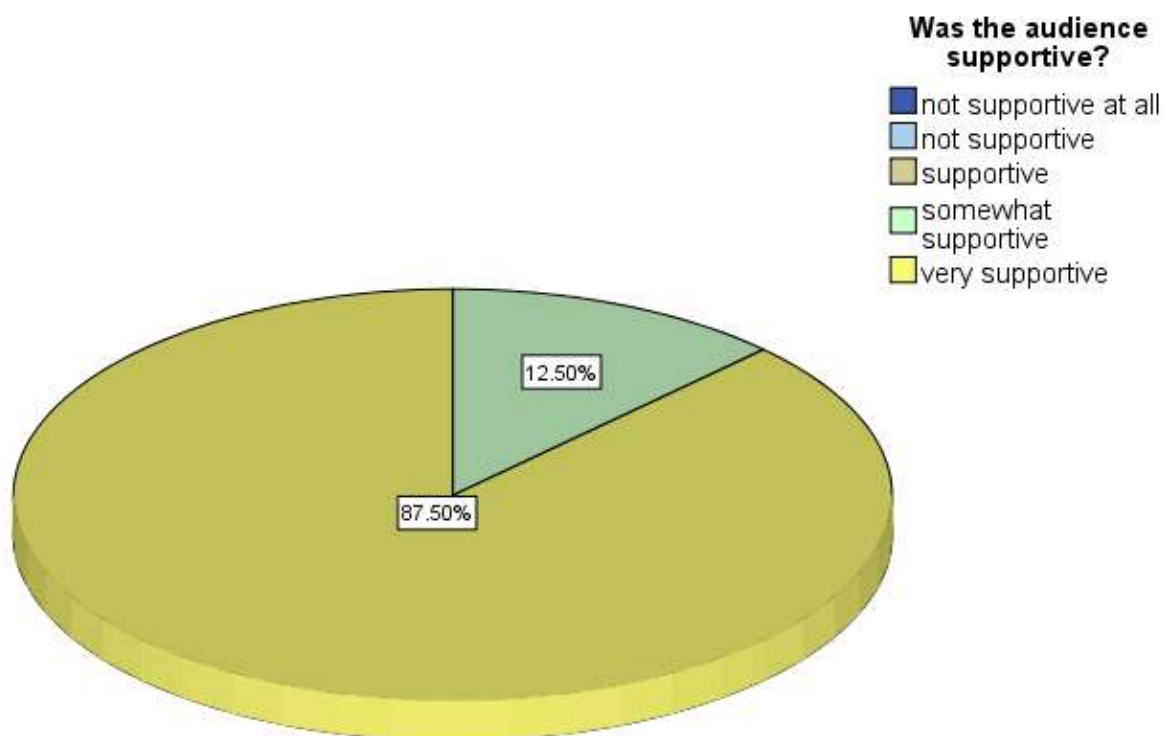
It is to be noticed that the event was not organized with a motive of gaining financial profit. It was not financially supported by any group or organization except for the transportation expenses of the bands which were paid by Centria UAS. Therefore, all the equipment that was available was either borrowed or personal which belonged to the band members. Despite of the fact that a lot of information had been traded between the bands and us (organizers) regarding the necessity of variety of equipment it seems that we failed to a certain level since the graph clearly shows that some 12.5 % of the performers did not find the provided equipment enough at all, even though 62.5 % said it was completely enough.



GRAPH 16. Bands' satisfaction regarding the light systems.

As shown in GRAPH 18, precisely half of the bands were very satisfied with the light systems. The figure then indicates that 25 % of the bands were satisfied and the other 25 % were somewhat satisfied.

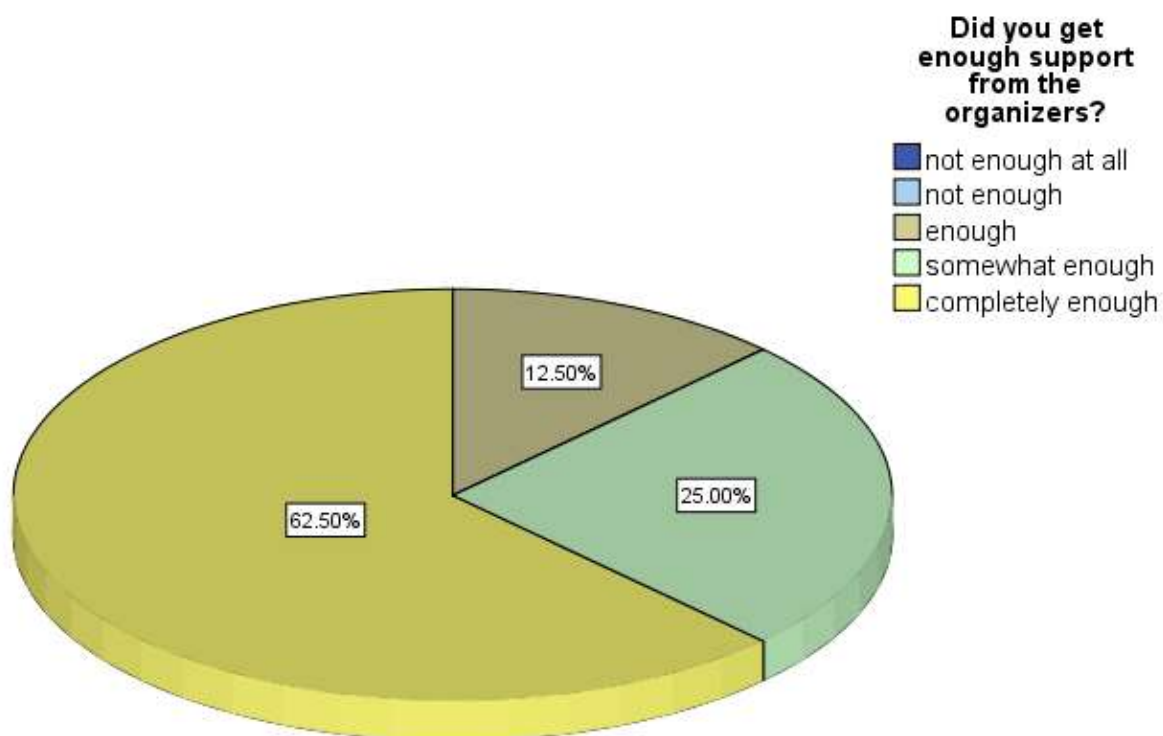
We had no knowledge of the light system. It was all provided by Musiccafe After Eight. They provided what they could. Therefore, we did not have any other options. Extremely attractive lightings were not our expectations. Discovering such positive results regarding the light system gives us pleasure and make us proud of some decisions we made.



GRAPH 17. Bands' answer on support from the audience.

As shown in GRAPH 19 around 87 % of the bands thought that the audience was very supportive. Whereas only 12.50 % of the figure indicates that the bands thought that the audience was somewhat supportive.

The audience was extremely supportive. Most of them were new students in Centria UAS in Jakobstad. The rest were locals from the town and some from outside of the town. The concert was a package of different kinds of music for them. We had no doubt on their energy level and support for the concert.



GRAPH 18. Sufficiency of support from the organizers.

As shown in GRAPH 20, we can say that the support from the organizers to the bands was enough since more than half of the figure indicates “completely enough” and a quarter of it indicates that the support was somewhat enough and rest is enough.

The only reason for such positive result for this question must be our hard work and determination in organizing the concert. It was not just an event or a concert for us. It was a very big thing in our student life at Centria University of Applied Sciences. It was our own concert and we had our own band performing in it. It was our own event which was to be the main part of the biggest assignment of our student life at Centria UAS. We are more than glad to see not even a single negative comment on this question.

9 CONCLUSIONS

Behind almost every event lies careful planning, analysis and evaluation. What the attendee sees is normally just the tip of the iceberg. When it comes to a concert, several hours have been spent prior to the first performance so that every element would run as smoothly as possible. It is though naive, to think that the first event one organizes would be perfect. However, if the first event is somewhat successful it can be developed from there quite easily.

One very important thing is the first impression that the audience receives. If the event seems professional and well planned, it is more likely to be successful if organized again.

One of the worst case scenarios for a concert organizer could be if expensive tickets have been sold including shipping costs and then the act cancels. This can affect the reputation of the band, the venue and the ticketing company. Therefore it is extremely important not to market the event nor sell tickets before actual contracts have been made between the parties. If the act decides to cancel, the reason should be made public in order to decrease frustration among the potential attendees.

It must be admitted then after the last things done for the event a strong feeling of satisfaction is what we experienced. The concert went smoothly from the beginning to the end without any major emergencies. All the efforts we applied together for an expected result was finally proven worthy. The event indeed met the targets that were set beforehand. Along with that the success of the event is also expected to inspire the upcoming students to act on their ideas and follow the uniqueness in them. From the time when the idea originated in our minds we always had a little doubt on the quality of the event. We believed that our deep interest and dedication in organizing a concert would lead us to do every necessary thing possible to reach our expectations. Subconsciously, we knew that it would be a great time for the attendees and for us to organize. Without any doubts it did not disappoint any of our thoughts that we had before the day. A

venue for less than a 100 people was filled with more than a 100 people is a simple proof of that.

The research conducted to view the satisfactions of audiences and the bands in numbers were done with two different set of questionnaires. We believed that the audiences and the bands would have different feelings and therefore, we created two different questionnaires for each of them. The results are also discussed in above under Event Evaluation.

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