

PROGRAMME

The theme which will be explored during the ACEEPT Project week is 'Marketing Destinations through Events'. The following ideas need further consideration. What is marketing in this context? What is a destination? What is an event? How do events at destinations contribute to marketing efforts?

Marketing

Marketing is 'POISE' – Profitable, Offensive, Integrated, Strategic, Effective! In other words '*the right product, in the right place, at the right time, and at the right price*'. In this context marketing is marketing services at a certain destination.

Destination

Destination is an existing place or a significant attraction which is visited by tourists. Destination can be a coastal, urban or rural geographical unit which is recognizable by visitors and accessible through a transport network.

Event

From a view of an organizer an event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body. From a view of a customer an event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience. Eg. national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures (seasonal games), corporate functions (occasions), trade promotions, product launches.

Events are conceptualized according to their size and scale (local, major, hallmark, mega events) or according to purpose (public, sporting, tourism, corporate events):

According to size and scale:

- Local
 - Special rituals, presentations, performances, celebrations
 - To achieve social, cultural or corporate goals and objectives
- Major
 - Sport events eg. Australian Open Tennis, Formula One Grand Prix,...
- Hallmark
 - Recurring event in one town/city/region which gives the name for the Event
eg. Carnival Rio de Janeiro, Oktoberfest in Munich, Kentucky Derby, Chelsea Flower Show, Edinburgh Festival,
- Mega-Event
 - "Must see", over 500 MUSD and 1 M visitors, international tourists

According to purpose:

- Public, sporting, tourism, corporate events

Visits and Group Work

In addition to lectures and group work, there will be various activities related to the theme of events according to the schedule.

Students are free to use the **classroom 464** and the **computer room 549** throughout the week. Teachers may use the **meeting-room 545**.

The Town of Pietarsaari and the Association '7 Bridges Archipelago' are the patrons of our project week.



SCHEDULE

SUNDAY 17.11.2013

12.00 – 22.00 Accommodation Hostels	Arrival and Check-in at the various accommodation spots (students will be notified of their accommodation directly)
19.00 – 21.00	Get-together and light dinner at Campus Allegro.

MONDAY 18.11.2013

8.30 – 9.00	Enrollment to the ACEEPT seminar
9.00 – 13.00 Rotunda, Campus Allegro	Official opening and welcome Cecilia Gielen, President ACEEPT Niklas Kankkonen, International Affairs Planner Raili Häggblom, Lecturer, ACEEPT Coordinator Helena Eijsberg, Mobility Coordinator Students' presentations on the pre-tasks: - Pre-task 1: National Team Presentations - Pre-task 2: Branding Finland and Ostrobothnia - Pre-task 3: Marketing destinations throughout Europe Revelation of the group task to the ACEEPT participants: "Create a (new) low season event in the Ostrobothnian area". The reports by the international mixed groups will be submitted on Friday 22.11.2013 (A small snack will be offered around 10.00)
13.00 – 14.00 Il Divino, Campus Allegro	Lunch
14.00 – 16.00 Campus Allegro and outdoors	Team building and intercultural collaboration
17.00 – 18.30 Ground floor	Culinary surprise
19.00 – 21.00 Classroom 464	International Fair (pre-task 4) Each country / institution will present itself to the other participants. The presentations should be both professional but/and entertaining! Local food will be offered, in addition to what has been brought by all the participants.



TUESDAY 19.11.2013

9.00 – 13.00 Rotunda, Campus Allegro	Event Marketing: Keynote Speakers 09.00 Welcome! Katarina Broman, head of the degree programme in Tourism 09.15 Gunvor Häggman, Tourism manager, 7 Bridges Archipelago 10.00 Monica Johnson, Managing director of the event "Korsholm Music Festival" (Vaasa) 10.45 Break 11.15 Dage Groop, Managing director of the event "Juthbacka market", Nykarleby (Uusikaarlepyy) 12.00 Linda Lindroos, Managing director of the event "Jakobs Days", Pietarsaari (Jakobstad)
13.00 – 14.00 Il Divino, Campus Allegro	Lunch
14.00 – 16.00 (classroom 464, IT -549)	Research The international groups have the opportunity to research and work on the task "Event Production and Marketing"
19.00 -21.00	Reception Organized by the Town of Pietarsaari

WEDNESDAY 20.11.2013

9.15	Departure by bus towards Kokkola, from the market place (close to Campus Allegro)
10.00 – 11.00 Kokkola	Students will receive information about tourism and activities at Kokkola by two local professionals: 10.00 Kaija Jestoi, Office Secretary, City of Kokkola 10.15 Jaska Pensaari, Executive director, Kokkola Tourism Ltd
11.15– 12.00	Students will be taken for a walk through the old town of Kokkola, Neristan, and hear stories from the past. Niklas Kankkonen, International Affairs Planner
12.15 – 13.00 Campus Amica	Lunch
13.00	Departure to Kalajoki (bus)
14.00 Kalajoki	Programme at Kalajoki: students will get familiar with this coastal town and its activities. 14.00 Kalajoki Town Hall 15.30 SaniFani, Kalajoki Resort
17.15	The bus will take the participants back to Pietarsaari. Upon return, students and staff will have a free evening. They can plan their evening as they please.

THURSDAY 21.11.2013

8.30 – 13.00 (classroom 464, IT -549)	Research The international groups have the opportunity to research and work on the task "Event Production and Marketing" and work on their group project. (small snack served around 10.00)
13.00 – 14.00 Il Divino, Campus Allegro	Lunch
15.15	Departure by bus towards Larsmo and StrandCamping from the market square (groups 1 to 5)
16.00	Departure by bus towards Larsmo and StrandCamping from the market square (groups 6 to 9 and teachers)
EVENING StrandCamping (Larsmo)	The ACEEPT participants will enjoy a very Finnish evening. They will first get a little surprise, then enjoy sauna and winter swimming. A traditional Finnish Christmas dinner will be served.
20.30 AND 21.00	The bus will take the participants back to Pietarsaari.

FRIDAY 22.11.2013

8.30 – 13.00 (classroom 464, IT -549)	Research The international groups have the opportunity to research and work on the task "Event Production and Marketing" and work on their group project. (A small snack will be offered around 10.00)
13.00 – 14.00 Il Divino, Campus Allegro	Lunch
14.00 – 17.00	The international groups (9) will present their work to the other participants and key-speakers.
19.30 – 22.00 Restaurant Epoque	Closing dinner

SATURDAY 23.11.2013

8.30 – 12.00	Delegation departures
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