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Factors within the event space which influences the customer experience. Case study: DuuniExpo and Contact Forum

Lebedeva, Evgenia
Maia, Carolina

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Factors within the event space which influences the customer experience. Case study: DuuniExpo and Contact Forum

Evgenia Lebedeva and Carolina Maia
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Lebedeva, Evgenia; Maia, Carolina

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There are several factors that can influence people's experiences in events. These factors can many times be related to the state of mind of the participant. However, elements within the event environment plays a big role in influencing the emotions of attendees, and therefore, can affect their perceived experiences.

This thesis objectives are to research what are the main elements within the space of job and recruitment fairs that can influence the experiences of the participants. There were events from two companies analyzed in this research. CF-opiskelijamessut Oy is the company that organizes Contact Forum, in Helsinki and Lahti University of Applied Sciences organizes DuuniExpo, which is held in Lahti.

The theories used in this thesis cover basic of events and business events. In addition, it discusses the importance of the event design. Moreover, eventscape model is used as a base for the research, as it shows several elements that can help to build a suitable environment for an event, which will have an impact on guests satisfaction.

The methods used for the research were based in the Service Design. Several tools were used in the different steps of the service design process in order to achieve better results. Service design tools used were customer profile, customer journey, service blueprint, shadowing, interviews and prototype.

Furthermore, the outcome from the information gathered with the research and its analysis enabled the development of ideas. The ideas suggested are done for the certain type of events analyzed during the process. The recommendations the researchers suggests are related to the event space design and several elements that can be added in order to enhance the attendees' experiences.

Keywords: business events, eventscape, attendees experiences, service design

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1 Introduction

There are multiple courses, books and seminars, which teach how to organize an event step by step, how to measure and to count and to make financial beneficial and so on. However, such an important factor as venue design, venues space organization and atmosphere of the event is often left behind. The atmosphere of the event, which includes: music, scent, color and organization of events space, is also an important part of the event organization. The atmosphere of the event can have a significant impact on the event outcome and the quality of attendances participation.

In general it is possible to distinguish several major event types: entertainment, business events, social, charity events and trade shows. All types of events may have similar characteristics and organization approaches. However it is also possible to say that each of the types has its own distinguishable features to be taken into account when planning an event of a certain type.

The current research is aiming to investigate the organization of the business events and trade shows. The main goal of the study is to find out which factors within the event space have the most significant influence on the events success and customers experience. The main research subject is the design of the event venue, which includes: physical design of the space, sound, scent, color.

The practical part of the thesis is based on investigation of job fairs. Unemployment is a serious problem in Finland. Thus such an events, which aims to help young graduates to find a job, is very important. Being a graduating students ourselves, and in the process of a job search, the subject of the environmental factors within event space and its influence on the participants, seems quite interesting and important.

The job fair events are important part of the job search each student and graduate conducts, to ensure successful employment and career in chosen area. Job search could be very stressful for both experienced and inexperienced applicant. Hence it is significant to create an atmosphere where an applicant can feel comfortable to show its potential, feel free to address the company representative and to establish a contact with a potential employer. There are many factors, which can influence the applicant's behaviour at the fair. Among many variables, the factors, which creates the atmosphere within the event space can have a significant influence on the applicant and its behaviour and experience at the job fair event.

The thesis's research is based on two job fair events, Contact Forum, which took place in Helsinki in January and December 2016, and Lahti Duuniexpo, in January 2017. The job fair in

Helsinki was held at two different venues and therefore same event can have different outcomes and results. The job fair at Lahti is mostly targeting local population and has a rich history and number of success stories.

1.1 Theoretical background

In order to examine the research question, it is fundamental that the students understand about the main topics involving it. Therefore, theory about the subject is studied deeper. For this thesis project, the main basis are events, environmental psychology and service design.

Within events, basic theory about it and deeper knowledge within the event area will be stated. In that section there will be general information about events and business events, which is the main area that project is focused. Moreover, because the topic of the thesis is related to the design and experience of attendees, content about event design and eventscape will also be provided.

Furthermore, trends are important factors for organizations to be taken into consideration. The main trends presented in the thesis are environmental, technology and environmental psychology. Environmental psychology is an important subject for this thesis. One of the purposes of this research is to find out what physical factors can affect attendees during an event. This field studies further on how the environment can have an impact on humans, and how humans can affect the environment, and it has been more and more taken into account.

Furthermore, Service Design provides important insight of the service, and helps in creating new concepts for improvements in the service. The process of designing the service is interesting and by using the different tools available, the researchers can achieve better results for studying the thesis topic and developing better suggestions for the events. Service design is the main part of the methodology for this project.

1.2 About the companies

Events from two main companies were analysed in this research. DuuniExpo is an event organized by Lahti University of Applied Sciences. In addition, Contact Forum is an event organized by CF-opiskelijamessut Oy. Basic information about these companies and the events are stated in this section.

Lahti University of Applied Sciences is an institute located in Lahti, which offers higher education. The school started its operations in 1991. Lahti University of Applied Sciences offers

Bachelor's and Master's degree programmes. According to LAMK, within the field of studies there are "culture, business, social and health care, technology and tourism" (2015). The organisation has about 5000 students and 400 employees. (LAMK 2015.)

According to Lahti University of Applied Sciences, its vision is to be "promoter of regional growth and international reformer of future learning" (2015, 5). In addition, its values are "joy of exploring together, insightful learning experiences and valuable work, expertise and success" (2015, 7). Moreover, the mission of Lahti University of Applied Sciences is stated in the figure below.

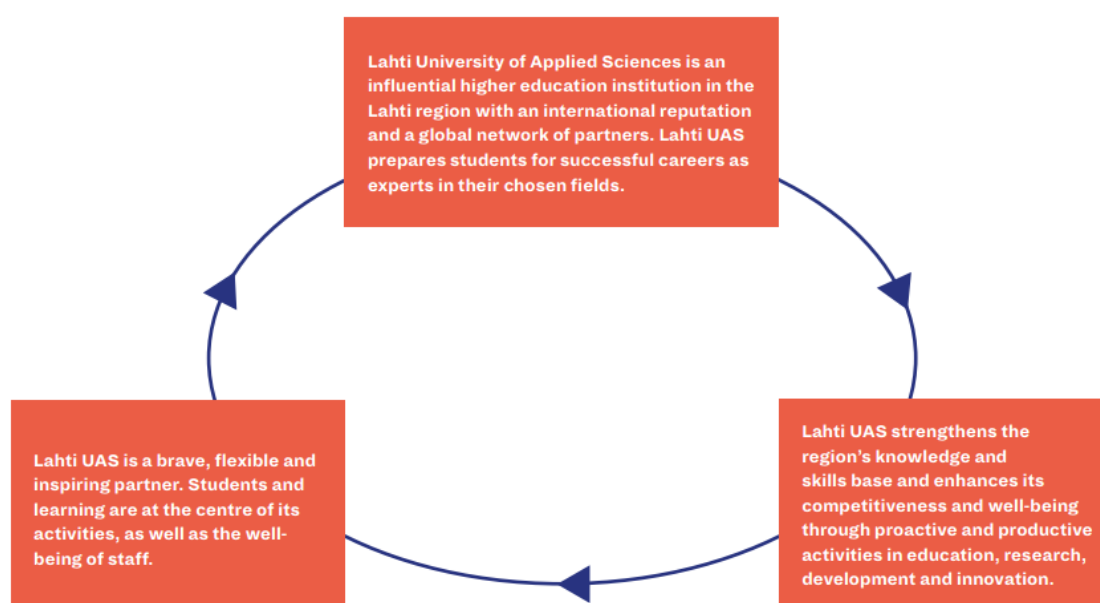


Figure 1: Lahti UAS Mission (Lahti University of Applied Sciences Strategy 2020, 2015)

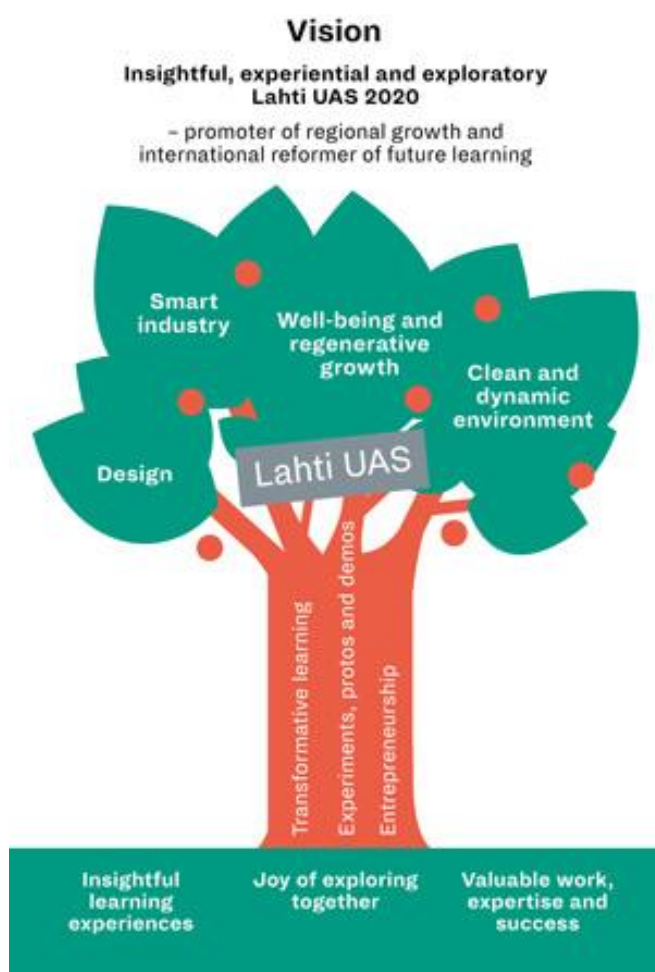


Figure 2: Lahti UAS strategy (LAMK 2015)

DuuniExpo is an event from Lahti University of Applied Sciences which is organized by its students. The event is a job recruitment fair and it has started in 2008. In the first edition, the event was held in Lahti University of Applied Sciences premises, with nine companies participating. In addition, in the beginning of the fair, the organization was mainly targeting students from the Business Faculty. The event is now held in Lahden Messut. (DuuniExpo 2017.)

Nowadays, Duuniexpo has several target groups. Students of Lahti University of Applied Sciences is the primary group. In addition, high school students are also targeted, as the event can work as advertising Lahti University of Applied Sciences, since it is organized by its students. Moreover, other students and unemployed people are also part of the participants attending to the event. The event attendees are mostly from Lahti region, as the companies participating in the fair are mainly local companies. (DuuniExpo 2017.)

The second organization analyzed in this thesis is CF-Opiskelijamessut Oy. The company is responsible for organizing Contact Forum recruitment fair. This job fair started in 1986 and the event main attendees are university students and graduates. The event is organized by different management teams each edition. (Contact Forum 2016.)

In January of 2016, Contact Forum was organized in Kaapelitehdas, in Helsinki. In addition, the event had more than 5000 people attending to it. In December of 2016, the job recruitment fair was developed in co-operation with the Ministry of Foreign Affairs, and it was held at Messukeskus, in Helsinki. (Contact Forum 2016.)

2 Events

As stated by Page and Connel (2011, 2), for a long time events have played a significant part at the society. Nowadays, the amount of these happenings have been constantly increasing. There are different types of events, as well as different scales within them. As stated by Sharples, Crowther and May (2014, 3) event as a study field is relatively new. However, the field has been growing and being better developed in the last decades.

Events can have several definitions. It is possible to state that an event is a happening where attendees have distinctive experiences. In addition, events are unique. There can be same events happening more than once, or in different editions, but the outcome will change each time. The singularity of events exists because of its participants, the time of it, the management within it, as well as its scenarios (Getz 2005, cited in Beech, Kaiser and Kaspar 2014, 17).

As stated by Beech et al. depending on its size, an event can be categorized into “micro, macro and mega” (2014, 20). The budget is a considerable element which indicates on how is the classification of the event. However, other elements such as the number of attendees and media covering also influences the event category. (Beech et al. 2014, 20-21.)

2.1 Business vs leisure events

When describing the event it is important to determine what kind of event it is. The events could be classified based on many factors. For instance the size, the theme and many more. One of the classification is based on the nature of the event. Some event could be classified as business events and some could be referred as leisure events.

The leisure events could be described as entertainment events. People tend to visit these to entertain oneself, to have fun. The business events thought might contain entertainment parts, are attended by the people who are aiming to conduct business. When attending business event a person has a goal, possibly a clear vision of what he /she wanted to achieve by visiting the event. (Business Events Council of Australia 2011.)

The trade show events such as exhibitions and fairs, could be classified as business event. At trade shows, companies and applicants meet to achieve a certain goal. At this type of events the company's representatives are "selling" themselves in order to hire or meet a competitive applicant, who might become a valuable addition to their team. In turn, applicants are trying to be at their best, show their potential and use all the possible opportunities, presented at the event.

The business events are important for both parties: companies participants and the attendees. The event has to be organized the way that companies representatives and applicants could achieve their goals. Hence the outline of the venue also plays an important role in event organization.

2.2 Eventscape

In order to plan an event, many factors need to be taken into consideration. Design is an important factor within an event. As stated by Page and Connel, design is related to "creativity and technical problem solving" (2011, 34). Moreover, it is important that the event is produced and designed with the goals and expectations of the organizers and people involved. The experiences of participants, however, are difficult to be designed. According to Page and Connel, in order to increase the positive experiences of the attendees, the design of an event should involve the creation and implementation of "setting, programme and management" (2011, 34).

Event designers aim in creating experiences. Human experience has its origins from several areas. Humans build their own experiences which are influenced by different elements, such as own necessities and other experiences they had before. Moreover, the experiences perceived in one event is unique, and it differs from person to person. The experiences are complex and not always can be fully understood, which makes the design in events difficult and not perfect. (Sharples et al. 2014, 124-126.) Furthermore, as stated by Pine and Gilmore (1998), because experiences happen in a relation between the state of mind of the participant and the setting within an event, the identical experience cannot be perceived by two different attendees.

According to Pine and Gilmore (1998), experiences can be divided in four wide types which are entertainment, educational, escapist and esthetic. Entertainment experiences are usually related to those activities where people take part more passively. Educational experiences is associated to those where participants actively engage in. In escapist activities one can be educated or entertained, as well as active, however, participants are more immersed on it, than in the previous categories. Esthetic experiences, like the escapist's, can also be related to amusement or learning and customers are immersing on it, however, they have a passive participation. The figure below illustrates the four realms of an experience. (Pine and Gilmore 1998.)

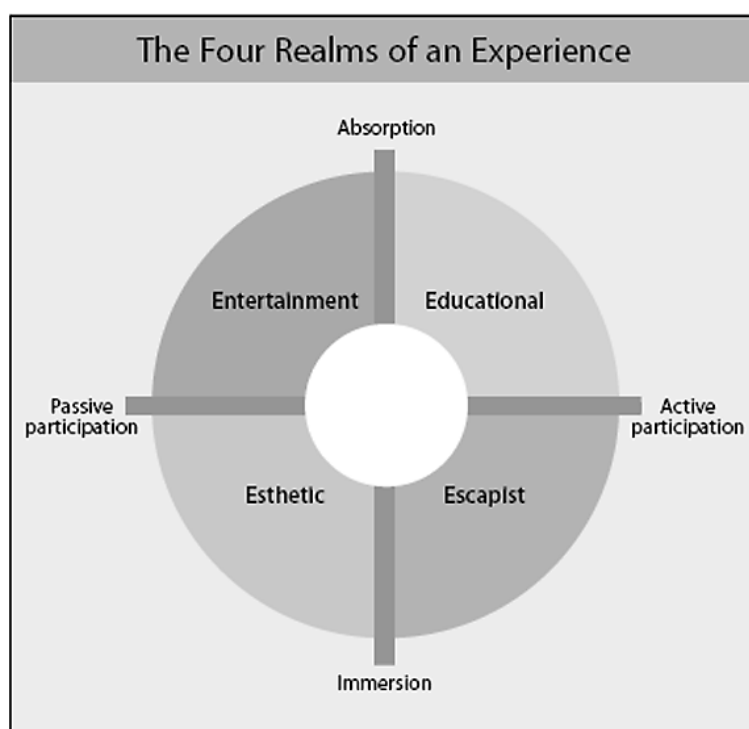


Figure 3: The four realms of an experience (Pine and Gilmore 1998)

As stated earlier, people perceive experiences differently, for several reasons. Moreover, this differences can also be related to gender. Studies have shown that female customers concentrate on the interactions with employees in a service, while male customers are more direct and focused on the core of the service (Iacobucci and Ostrom 1993, cited in Mathies and Burford 2011).

There are several ways on how experience can be built. Some elements can have a big impact

on how attendees perceive the event, while other factors may have minor effect on the experience. It is possible to find different views from several authors in what are the most important factors that influences the event experience. In the table below by Sharples et al. (2014, 127), it is demonstrated different authors perspectives on what are important elements to create the event experience. (Sharples et al. 2014, 127.)

Author/s	Important dimensions of the event experience	No. of core dimensions
Mannel and Kleiber (1997)	The cognitive (thinking), the conative (acting/doing) and the affective (feelings).	3
Rossmann (2003)	Interacting people, physical setting, objects, rule, relationships, and animation.	6
Schmitt (1999)	Acting, feeling, relating, sensing, feeling.	5
Mcintyre and Roggenbuck (1998)	Environment/nature; self and internal thoughts; others; emotions; and task/activity.	5
O'Sullivan and Spangler (1998)	Physically, mentally, emotionally, socially or spiritually.	5
Bitner (1992)	Cognitive, emotional, physiological.	3
Mannel (1984)	A state of mind.	1

Table 1: The contested and complex nature of human experience (Sharples et al. 2014, 150)

While stating that people may experience same event in different manners, and that event designers can influence on the environment of the event, Sharples et al. mention eventscape, which is a term derived from servicescape, and define it as:

A combination of the tangible elements which shape the event environment and therefore influence the emotional responses and experiences of attendees, event staff, and other involved stakeholders (2014, 142).

As stated before, eventscape is a concept derived from servicescape. Servicescape is used to describe how the physical environment can affect the service process (Booms and Bitner 1981 cited in Sharples et al. 2014, 148). Sharples et al. (2014, 148) cite Bitner (1992), when stating that in a physical environment, the customer can have a psychological reaction, therefore, the failure or success of a business can be influenced as well by the physical environment within it.

Sharples et al. (2014, 149) state that Bitner (1992) has developed servicescape further, by analyzing how atmospherics can psychologically affect the behaviour of the consumer. There

has been several definitions regarding atmospherics. As stated by Palmero and Price (2015, 45), Kotler (1973) first described it as “conscious designing of a space to create specific effects on buyers”. According to Palmero and Price (2015, 45), atmospherics have been implemented in retail environments, however, there has been application of atmospherics in order to enhance the experience of participants in events.

In their book, Sharples et al. (2014, 151) show a table of the development on the atmospherics variables by stating variables of Kotler (2012), Bitner (1992), Berman and Evans (1995) and Turley and Milliman (2000). This table is shown below, and it is possible to see how the atmospherics elements have been evolving through the years. Within the first column of the table Kotler’s atmospherics are shown. In the following column, Bitner’s servicescape variables are stated. Within the last column it is possible to see the introduction the human variables in the servicescape showing the significance of the interaction between customers and employees. (Sharples et al. 2014, 151.)

Kotler (1973)	Bitner (1992)	Berman and Evans (1995)/Turley and Milliman (2000)
Sight - Visual Color Brightness Size Shapes	Ambient Temperature Air quality Noise Music Odour	External variables Exterior signs/displays Entrances Height/size/color of the building Address/location Surroundings Parking/congestion/traffic
Sound - Aural Volume Pitch	Space/Function Layout Equipment Furnishings	Internal variables Flooring/carpeting Colour schemes/paint/wallpaper Lighting Music/PA Scents Width of aisles Merchandise Temperature Cleanliness
Scent - Olfactory Scent Freshness	Signs, symbols and artefacts Signage Personal artefacts	Layout and design variables Space design and allocation Placement/grouping of merchandise Workstation placement

	Style of décor	Placement of equipment/furniture/cash registers/racks/cases Waiting areas/rooms Traffic flow Waiting queues Dead areas
Touch - Tactile Softness Smoothness Temperature		Point of purchase and decoration variables Point of purchase displays Signs and cards Wall decorations Pictures/artwork/certificates Product displays Usage instructions Price displays
		Human variables Employee characteristics Employee uniforms Crowding Customer characteristics Privacy

Table 2: Atmospheric variables development (Sharples et al. 2014, 150)

When mentioning about eventscape, Sharples et al. state what are parts that is included within it:

The components of an eventscape comprise: a place or medium (for virtual events); a message or purpose; someone or something to connect with (the participants); and someone to make it happen (the staff) (2014, 153).

Furthermore, in addition to the basic components needed in an eventscape, there are several elements needed to create a memorable event. Sharples et al. (2014, 155) provide a table with the variables within eventscape. The eventscape variables are an adaptation of the models of servicescape. Within these variables, many elements are to be taken into consideration in order to design a successful event. However, the elements may differ from event to event. In addition, the use of these variables will depend on the type and size of the event. Therefore, they do not apply for all of the event types and categories. Furthermore, in the figure 4, by Sharples et al. (2014, 156), it is possible to see the variables of eventscape and how staff and participants can perceive and be affected by them.

External variables Exterior signs/displays Entrances and procedures Disabled access Height/size/colour of building Address/location/public transport Surroundings Entertainment Parking/congestion/traffic Security/stewards Set design	Internal variables Stands/booths/tables Staging Seating Catering and consumables Barriers/walkways Flooring/carpeting Colour schemes/paint/wallpaper Lighting Music/PA/Production AV Technology Scents Disabled access Merchandise Temperature Cleanliness Washroom facilities Security/stewards Set design	Human variables Employee characteristics Attendee characteristics Employee uniforms Crowding Flow and bottlenecks Meeting points Privacy (Restroom Catering facilities) Employee-attendee characteristics Attendee-attendee interactions Quality of speakers and/or entertainment Language and communication
Layout and design variables Space design and allocation Placement/grouping of merchandise/props Reception/work station placement/service or information points/security Placement of equipment/goods for sale/furniture/lecterns/point of sale Waiting areas/green rooms Flow of people and service Disabled provision Waiting queues Bottle necks and dead areas	Event specific design elements Programme design and content Signage and event information/interpretation Programme/price displays Interactive technology Drapes Wall/table decorations Pictures/artwork/certificates Product/organisation Displays Usage instructions Point of purchase displays Props, gifts, prizes Feedback collection Set design	

Table 3: Eventscape variables (Sharples et al. 2014, 155)

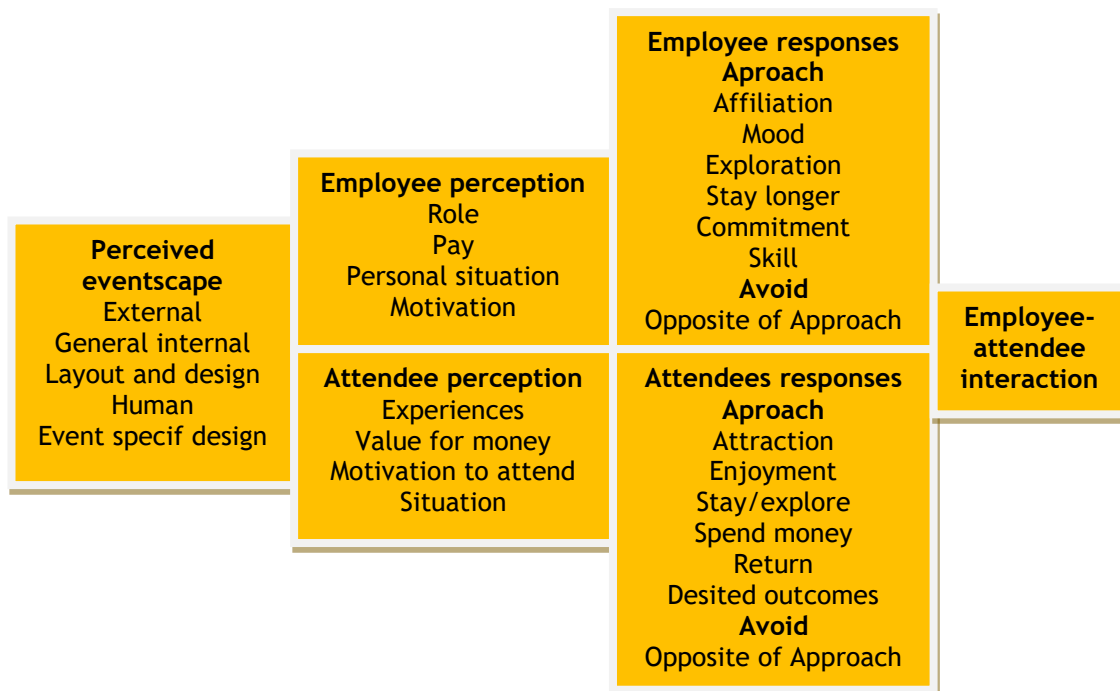


Figure 4: Impact of the eventscape for attendees and employee, and their interactions (Sharples et al. 2014, 156)

2.2.1 External variables

External variables are the factors responsible for generating the first impressions that a participant has towards an event. Therefore, it is essential to take these elements into consideration when planning the events in order to call guests' attention and to maintain the customers. Furthermore, the decision of participating or not participating on an event can also be influenced by the areas around the venue. (Sharples et al. 2014, 151.)

Within external variables are included disabled access, exterior color of the building, entertainment and security. In addition, important exterior elements that can have an impact on primary customers' decisions on attending an event are the location and address and the public transportation. Moreover, if the atmosphere on the outside of the event area is not attractive, the participants might not want to see the inside of the premises. (Sharples et al. 2014, 151.)

As stated by Bitner (1992), signs on the exterior of a building can communicate names of businesses, directions and regulations. In addition, they can also affect how the image of a company is perceived by customers. According to a research by Pinto and Leonidas (1994) cited in

Turley and Milliman (2000), the perceived quality from customers can be affected by the parking and the area where a business is located.

When there is parking lot available at the premises area, it is essential to have spaces for people with disabilities. In addition, when the venue can be reached by public transport and the organizers are informing the routes to participants, it is important to inform how accessible the transportation is. Furthermore, drop off points, which is the area where passengers are left by cars and taxis, should be as close as possible from the venue entrance, and there should be a ramp close to the entrance, where people with wheelchairs can easily enter the premises. (Meetings and events Australia 2012, 16.)

2.2.2 Internal variables

Within internal variables some of the elements are color schemes and wallpapers, flooring, lighting, scents, set design and cleanliness. The changes of the internal variables might be challenging depending on the event and they may be changed according to the market segment the event is addressing to. In the eventscape adaptation, internal variables are very important to give the right setting for the event, while enhancing customers' experiences. (Sharples et al. 2014, 152-155.)

Lighting is a fundamental part of the space and it is one of the first elements to create an emotional effect on attendees. Among functions of lighting in an event are visibility, relevance, composition and mood. The objectives of event lighting will depend on the type of effect desired to be created and the kind of event it is done for. Visibility is essential in the space of the event, it can be done for different purposes, such as selective visibility, when light is placed to decorations or other elements. Moreover, in order to obtain the desired feeling there are different things to be taken into consideration when planning the lighting for the ambience. Some of these are the use of indirect lighting on tables and walls and the use of color psychology. (Mathews 2015, 193-216.) An environment that is too bright can lead to agitation and distraction of attendees, while too dark space can be exhaustive and melancholic. Warm white light and natural lighting coming through big doors and windows are ideal for certain events, since they can affect by encouraging the mood and provide vivacity. (Meetings imagined 2017.)

Furthermore, lighting should also be taken into consideration in the auditorium. When a speaker shows slides or videos it is usually necessary to dim the lights in the space, otherwise if there would be glares on the display, many attendees would have difficulties to see what is shown on the screen. Moreover, it is important that all participants present in the auditorium

area would be able to understand the speaker. Therefore, there should be enough light directed on the person speaking, so for example, a hearing impaired attendee would be able to read their lips. (Meeting and events Australia 2012, 24.)

Colors are important elements within a space. They can have an influence on how people feel and they can mold the space. Studies have shown the importance of color on the space perception and on the form of a building. Each color can be represented through hue, saturation and brightness. Hue is the name or the family of the color. Saturation is the measurement of how pure and intense a color is. Brightness is related to how much the color is reflected by the light. (Kopec 2006, 85-87.)

Furthermore, colors can have an effect on humans, both psychologically and physiologically. Studies have demonstrated that blue and green cause less anxiety state than red and yellow. Because anxiety reactions are related to discomfort, this research had psychological and physiological results. When applying colors on a space, there are several factors to be taken into consideration. Colors can have an impact on how we perceive the surroundings. According to Kopec, warm colors seem to be “closer to us than cool colors” (2006, 88). Moreover, the depth perception can be increased when warm colors are in the foreground and cool colors are on the background. Furthermore, colors can have different effects when they are in different intensity. Cool colors can have a calming effect when used together. However, bright cool colors can have the opposite effect, as they are more arousing than other intensity of cool colors. Furthermore, several studies relating to colors on a space have been done and demonstrated how colors in the environment can affect people. One study has shown that when lighter colors are used in the room, the area is perceived to have more space and being more opened. In addition, study has shown that the way people perceive the temperature on a room can also be related to the colors of objects within the room. (Kopec 2006, 88 - 90.)

All in all, it is possible to state that how humans react to colors can be related to different elements. According to Kopec these elements are “a combination of biological, physiological, psychological, social, and cultural factors” (2006, 90). The way of how colors can have an effect on people psychologically can be related also to how certain colors are seen in the nature. In addition, cultures can have different associations to colors. All in all, it is possible to state that colors can have “natural and psychological” meanings. (Color matters 2004.)

Another important internal variable in an environment is the sound. Sound can be absorbing, reflecting or diffusing. There are several reasons how the sound can be affected, such as number of people in a venue, material used in the building and placement of equipment. If a room is supposed to be used for speeches, it is more suitable to have one speaker that is placed in the front and center of the room. (Leider 2015.)

Jasson-Boyd (2010, 76) states that music can be used in order to create an atmosphere and certain image and it has an impact on customers behaviours and emotions. It is suggested that many times music is seen as an additional product or feature in the service which is consumed while in the shopping process and have an impact on the purchasing results (Hui, Dubé and Chebat 1997, cited in Roschk, Loureiro and Breitsohl 2016). In addition, the type of music can affect on how people behave in certain environments. A research has demonstrated that in a supermarket, slow music can decrease the crowd, but increase the sales (Milliman 1986, cited in Jasson-Boyd 76-77).

The scents in the environment can make people react in a positive or negative way. Scent can be classified in non-ambient, when it is from a particular product; and ambient, when it is generally present in the environment. Odours can lead to bad or good memories and can influence on how people perceive a product or service. (Jasson-Boyd 2010, 44.)

2.2.3 Layout and design variables

The layout can influence on feelings and actions of people. These variables are related to how the design of the space is done, as well as the placement of furnitures and equipment. Layout and design variables include space design and allocation, flow of people and service, placement of equipment and furniture, among other elements. These are important factors to be taken into consideration. If there are many furniture in a small space, for example, people would not feel comfortable and it would have an impact on time the customers would spend on the venue and consequently the experience perceived by them. (Sharples et al. 2014, 152 - 155.)

When planning the layout of an event, functionality should be taken into account. With functionality, the layout and design elements are able to ease the objectives to be accomplished (Bitner 1992). Furthermore, as Siu, Wan and Dong (2011) state when the layout and design are well planned, the entry and exit of a venue, as well as other areas for the attendees, will be more appropriate, therefore influencing on people's behaviours and experiences. A study by Hultsman (2001) cited in Siu et al. (2011), has concluded that the second most important factor within an exhibit hall is the layout, in succession to the rate of the venue rental.

In order to design a space, many times, formulas are used so the area of the event is comfortable and safe for people presented in the event. For exhibitions, according to Special Events Services, an usual formula used is "number of booths X booth length X booth width X 2" (2009). This is used by defining the space necessary for where the exhibits are, and doubling

it for applying the corridors and corners' lost space, as well as other areas around. (Special Events Services 2009.)

Accessibility is an important factor in every environment, especially when spaces are used by people with physical and psychological limitations. Environments that takes the accessibility into consideration are safer and much more convenient for people with impaired abilities (Kopiec 2006, 169-172). Venues with elevator should be taken into consideration when it is necessary to go to another floor during the event. In addition, ramps should also be taken into account. Moreover, it is fundamental to have enough space in the aisle, for people that are for example, carrying strollers or with a wheelchair or other mobility device. Furthermore, seating area should also be taken into account, whether is located in the auditorium where lectures would happen, or in spaces to relax. (McKinley 2016.)

2.2.4 Event specific design elements

According to Sharples et al. (2014, 152), the point of purchase and decoration variables are related to design elements within the space which supports the internal elements. In a retail environment, these elements are the placement of the products and signs within the area. As state by Sharples et al., in the eventscape model, these variables are adapted to the "event specific design elements" (2014, 155). Within event specific design elements are wall and table decorations, signage and event information, prizes and gifts, programme design and content and feedback collection (Sharples et al. 2014, 155).

As stated by Siu, Wan, Dong (2012) signage and decorations are elements that can be used for informing about the service and also about the values of the companies. These elements influence the participants' experience as they are important for setting the environment and can work in creating an aesthetic feeling and inform symbolic meanings. Moreover, they are important for customers to distinguish companies from each other. (Bitner 1992.) Furthermore, there are elements within specific design of events, where accessibility should also be taken into account. The programme of the event and maps of the area, for example, should be available as an audio version and in braille, for people that are blind or have problems on their vision. (McKinley 2016.)

According to Jasson-Boyd (2010, 50) the usage of colour to attract customers is often done in retail businesses, however it can also be difficult to arrange colourful items depending on the environment they are placed. There are several researches made that can help the right usage of colour in the environment. Jasson-Boyd (2010, 50) refers to a research by Jansson,

Bristow and Marlow in 2004 which shows that basic colours, such as green, red, blue, white and black, can be recognized easily in crowded retail environment.

2.2.5 Human variables

Human variables are related to how the employees and other customers can affect the person perceiving the service. Crowding is an important element within human variables. Furthermore, other elements within human variables are employees' uniforms and interaction with customers. (Sharples et al. 2014, 153.)

As stated above, an important element within human variables is crowding. There has been many studies regarding crowding. The perceiving of crowding can lead to positive or negative experiences. The experiences will many times depend on the type of the environment and the event. It is stated by Turley and Milliman (2000) cited by Sharples et al. (2014, 153) that crowds can be perceived differently, as some people would find it to be more of a problem than other customers would. Moreover, crowding can start from different reasons, such as elements within the layout, as well as how efficient is the staff. Most of researches related to crowding have shown negative impact on participants. In a retail environment, a study by Grossbart, Hampton, Remmohan and Lapidus (1990) cited in Turley and Milliman (2000) demonstrated that crowds would have a negative impact on the customer experience showing that customers reduced the number of products purchased, decided to postpone the shopping and would go to another place.

Furthermore, another factor that can influence how people perceive a service regards the staff uniforms. As stated by Solomon (1985) cited in Turley and Milliman (2000), the clothing of the staff can transmit the company's image and goals. Furthermore, a quantitative research by Bitner (1990) cited in Turley and Milliman (2000) demonstrates that a not organized environment where the staff is not wearing appropriate uniforms could affect on how the customers perceive the service, having an impact on their satisfaction when a fault happens in the service.

Moreover, event employees have an important role in the attendees' experiences. Therefore, it is essential that the employers take the staff's needs into consideration. The working environment and the employee's wellbeing should be considered, as these factors would also motivate the staff to be committed with the work and consequently enhancing the participants satisfaction.

2.3 Trends

Changes are continually happening in the world and in the society. These changes influences the habits of consumption. Nowadays it is essential for companies to follow trends. In order to forecast the future and detect trends, corporate foresight tools have been used. (Beech et al. 2014, 365-366.)

The behaviour of the consumers are shifting. Nowadays, people are requiring more services and products that are customized and more convenient in order to fit their needs. Moreover, ways of communicating and marketing channels have been changing. In order to reach the target group, companies need to update their channels. In addition, consumers have been more aware of the environment, therefore demanding sustainability. (Beech et al. 2014, 366.)

There has been several trends for events that have been affecting the participants experience. Many of these trends are guided by technology and also the environment. Many of the recent trends when being in an event, can work as a surprise for attendees, as they can be innovative technologies that many times, participants have not yet been aware of. Furthermore, another important subject that has been raising awareness in events is environmental psychology.

2.3.1 Sustainability

The World has been more aware of environmental issues. Therefore, as Beech et al. state, there has been a move in values related to “quality of life in economic, ecological and social terms” (2014, 370). The public has been requesting products and services that take the environment and ethics into consideration. (Beech et al. 2014, 370.)

Included in this type of consumers and customers are ‘LOHAS’. LOHAS stands for Lifestyle of Health and Sustainability. LOHAS consumers group are constantly searching for products and services that take sustainability, ethics and health into account. Moreover, the segment aims in developing a community related to the main values. In addition, LOHAS has several products and services within six categories: food and nutrition, mind and body, building and energy, home life, transport and leisure. Within transport and leisure category there are eco tourism and events and festivals that take sustainability into account, among other services and products. (LOHAS 2015.)

This increasingly awareness with the environment has an effect on the products aspects. This impact can be seen in several business types, as well as in event sectors. Tourism industry has been developing in order to be more environmentally friendly and using local resources. In

addition, tourism industry have been creating new concepts, such as e-tourism, aiming in being energy efficient. (Beech et al. 2014, 370.)

According to Beech et al. (2014, 370) places that have events which are created by taking the environment into consideration will have a better approval from more people. Furthermore, with event branches and the public being more aware of the environment, there has been also rise in certificates, awards and environmental management systems. These elements makes events to stand out from other that are not awarded, or do not follow certain environmental system in its management.

2.3.2 Technology

Technology is a factor that is more and more present on people's daily lives. With all the technology available the public have been more connected. Social media plays a big part in the lives of people. Moreover, it is possible to see that social media channels have been increasing their video offering. Events have been using live streaming through different channels. In addition, this trend will be increasing in 2017. Some of the social medias used for live streaming are Facebook, Periscope and Snapchat. (Ball 2016.)

The live streaming can happen from event managers' or attendee's' point of views. Event organizers show what is happening in the event, which can work as a marketing tool. In addition, attendees have been sharing their experiences online, through crowd streaming. Crowd streaming enables to show the event with more originality, showing the different sides of the event. With live streaming, more people get to know about the event and consequently that could bring more potential participants. (Morpus 2017.)

Virtual reality and augmented reality are also technology trends that have been increasing in the events. According to Jackson (2015), in virtual reality an artificial environment is created by using computer technology. Virtual reality can make attendees to perceive the experience differently from what they would perceive in the event environment. Technology tools, such as Oculus VR and Google cardboard are used for enabling virtual reality. Augmented reality is similar to virtual reality, but instead of simulating whole artificial environments, augmented reality shows simulated objects in an existing environment. (Jackson 2015.)

2.3.3 Environmental psychology

Environmental psychology is a recent psychology field. This field researches the impact the environment has on people and how people can have an influence on the environment. Moreover, it examines the well being, as well as negative and positive experiences and behaviours that a space can affect on humans. (Steg, Van den Berg, de Groot 2012, 2.)

As environmental psychology is described, the natural or constructed environment can have an influence on humans, as well as humans can make an impact on the environment. This can also be an iterative process. Because of the environment, a person can experience something that will lead to certain behaviour which would have an impact on the surroundings. Therefore, it is possible to state that people and their surroundings are connected in a functional process. (Steg, Van den Berg, de Groot 2012, 5.)

According to Kopec (2006, 4), environmental psychology field embodies the governing perspectives in psychology. These psychology perspectives are cognitive, humanistic, learning and behavioural, neurobiological and sociocultural. As Kopec states, environmental psychology sees the “human behaviour in relation to the environment as deriving from a combination of social, cultural, and biological factors.” (2006, 7). Furthermore, environmental psychology can find solutions to several situations relating to humans and the surrounding environment. Problems that can be solved with this field can be related to interaction between people, as well as related to motivation and learning issues. (Kopec 2006, 9.)

Furthermore, it is proposed by environmental psychologists that people can be influenced by the environment by “approach and avoidance” (Mehrabian and Russel 1974 cited in Bitner 1992). Approaching is related to all the behaviours which can impact positively, as the wish to be in the particular space, exploring or working. Avoidance includes the negative behaviours, when an individual does not have the wish to stay in the place, and does not have the will to be exploring, working or being related to the space. (Mehrabian and Russel 1974, cited in Bitner 1992.)

3 Service design

Services and products are different in nature. While products are tangible, services are not possible to be touched and are related to how it is experienced. Services are related to how people socialize, as well as their incentives and how they behave. (Polaine 2013, 22.) In a product, design can be related to its features, which are developed by thinking of several factors, including the target consumer of the product. Design can attract the possible buyer’s attention, being for the looks of the product, but also the functionality.

In the design of the service there are similar factors to be taken into consideration, however, as services are not tangible, the way it is designed differs from a product. Service Design is the process in which services are delivered, as well as how the experience is perceived by the customers. According to Moritz (2005, 40), with Service Design, it makes easier and possible to understand the customers and markets and solve possible problems in the service.

People are essential in services, as customers usually have contact with the staff delivering the services. Therefore, it is important that the company also values the staff, as well as they value the customers. It is essential that staff participates on the creation of the service. (Polaine 2013, 41.)

Several processes are necessary in order to design a service. Different methods and tools are used in each Service Design process. Furthermore, the processes within service design are iterative. Therefore, it is often necessary to go back to previous steps and do it again, or to start from the beginning. When needing to redo the steps within the process, the service designer would then realize what was wrong, therefore doing it differently the next times. As stated by Stickdorn and Schneider, there are several frameworks with different number of stages that are suggested for Service Design processes, however, these frameworks are all based on “the same mindset” (2011, 126). The stages of Service Design are associated with exploring, creating, reflecting and implementing. (Stickdorn and Schneider 2011, 124-126.)

The first stage of the Service Design process is exploring. In this step, it is essential for the designer of the service to understand the business. In addition, the objectives and the company's culture are important elements for the service designer to know. Moreover, in this step it is necessary to recognize the organization's issue to be worked on. Furthermore, it is important that the organization's point of view towards certain problems is comprehended by the service designer. After that, it is essential to comprehend the issue from certain customers' point of view. (Stickdorn and Schneider 2011, 128-129.)

The stage two is the creation. This step is associated with the reflection stage. In Service Design it is best that mistakes are made during these stages, rather than in the implementation step. Therefore, within these stages the iteration process often occurs. The creation stage is about generation of ideas and concepts related to the issues that were identified in the previous stage. Moreover, it is essential that stakeholders are involved in this step. In addition, co-creation within interdisciplinary groups should be also taken into consideration within this stage so that solutions are developed. (Stickdorn and Schneider 2011, 130-131.)

The third stage of the Service Design process is reflection. As it was stated before, this stage is related to the creation step on the account of iterations between them. In the reflection stage, the ideas and concepts created in the previous stage are tested. The main focus of this step is to show customers the idea of the service concept created. Because services are not tangible and are about experiencing, it can be challenging to demonstrate the new ideas to the customers. Therefore, according to Stickdorn and Schneider, it is important in this stage to create an “emotional engagement” (2011, 133). In addition, in order for the user interaction to be significant, it is fundamental that the prototyping of these concepts would be done in situations that are real or that are similar to real ones. (Stickdorn and Schneider 2011, 132-133.)

The last stage is about implementing the new concepts. In this step, change management is considered. The change should be related to the new ideas that were developed during the other steps of the service design process. According to Stickdorn and Schneider, the concept should be transmitted in a clear way and with the “desired customer experience” (2011, 134) taken into account. In addition to the customers, the staff of the company are essential in this step, as their incentive and commitment are fundamental for the implementation of the service. Therefore, the concept should be comprehended by the employees. Issues related to the changes should be creatively and promptly dealt with. (Stickdorn and Schneider 2011, 134-135.)

4 Analysis

The current part of the report is devoted to the analysis of the information necessary for researching of the business events and job fairs in particular. Based on the information gathered throughout the several surveys, interviews, customer profiling, it was possible to create solutions which could be used by event organizers or Lahti UAS. These new developments could influence positively the experiences of participants.

4.1 Interviews

This part of the report includes description of the interviews how, why and when it was conducted. The interview was non-standardized and in order to generate qualitative data were used mostly closed-ended questions. The order of questions varied depending on the flow of the conversation and notes were also taken. The interviews conducted were semi-structured. (Saunders 2007, 608-611.)

Overall five interviews were conducted with the representatives of the companies, which provided venues for the job fair and various business events and people who were involved in organization of the job fairs itself. The main purpose of the interviews conducted, was to gather the information about how the job fairs were organized and what is the general idea behind the organization. Also in order to obtain more information the questionnaire regarding the customer experience at the job fair at Pasilan Messukeskus and job fair at Kaapelitehdas was created and posted in Facebook. The second set of interviews was conducted by using the quantitative research method. For this purpose an online questionnaire with closed-ended questions was created.

All together it was possible to obtain thirty interviews. The interview was made by using the Google questionnaire form and then distributed online. The interview was targeting the major customer segment, unemployed people of Uusimaa area. The decision to post the questionnaire in that particular group was made for several reasons: the group's target audience are unemployed people, who lives in Uusimaa area and information about the Contact Forum job fairs were previously posted and discussed in this group. Based on information gathered it was possible to make a certain conclusion.

From the information gathered at the interviews it was possible to find out that venue providers and organizations of the event do not collaborate in organizing the event. The venue provider is basically responsible for conveying all necessary safety and security information to an organization. The design of the venue is also the responsibility of the company which organizes the event. However the venue provider, whenever obtain a new property tries to create a neutral atmosphere, so that a company which rents the space can organize it and decorated it in accordance with the purpose of the upcoming event.

Furthermore, the way how the layout of the events are planned and the placement of the booths can change each year. Since there are different sizes of the stands, companies participating on the fairs can choose which places would be more suitable for them. In addition, the companies which participate on the events can also be varied from year to year.

Event coordinators feel that the physical environment plays an important role in the customer's satisfaction. However, that can be influenced from other factors, which can vary from each person, therefore organizers can add value by doing something that attendees do not expect. In addition, letting the attendees know information about the event beforehand is a good way to influence the guests experiences.

Many job fair participants, when asked their opinion regarding the Contact Forum fair, have noted the lack of space within the event area. However some respondents noted that lack of

space, which probably occurred due to popularity of the event, portable to oves that this event is a “real thing” and it is worth to visit. Majority of the interviewees have mentioned that many companies representatives were not forthcoming and slightly difficult to deal with. Many booths had a sort of table, where most of the company representatives were grouped together. Thus make it uncomfortable to contact them.

Majority of respondents mentioned uncomfortable situations, which occurred due to the lack of space. For instance a person had to stay in a little queue in order to contact the company’s representative. The “corridor” between the line of booths was quite narrow and it was difficult to circulate around the venue premises. Also many interviewees noted “original” space arrangements, which located the space for the interviews at the middle of the premises. Thus the applicants was not only sitting next to other applicants, who were interviewed by other companies, but also surrounded by the walking people. Also some respondents noticed the absence of the guide maps at the Contact Forum event, which was not extremely essential, but lead to unnecessary circulation and confusion.

Design of the venue itself was not as important for the customers. However some respondents mentioned the lack of light at the Contact Forum at Pasilan Messukeskus. Most of the respondents was satisfied with the activities organized by the event company and found very useful and inspirational. However, some respondents mentioned the lack of the english speaking speakers at the event.

Also, venue providers are not gathering any feedback from the customers of the events or the companies which are organizing and participating at the event. Also has to be mentioned that there is no particular information on how many people are visiting the Contact Forum every year, only very approximate calculation. Also no correlation between the promotion of the event and the amount of people who might be visiting the event. That might have a significant influence on the failure in service process when too many people have been attending the event located in small premises.

4.2 Observation

According to Veal and Burton (2014, 199), observation is a research method that can be qualitative or quantitative. In addition, it can also be both types combined. Observation is part of the first step of the Service Design process. In this method, the customers and how they behave are seen. This tool can be used to find out how services are perceived by the customers. By doing the observation, improvements on the services can be analysed and proposed. Moreover, observation is about analysing behaviours and understanding how the services work. (Moritz 2005, 195.)

Two job fairs in three different premises were observed. Contact Forum happened twice in 2016, and Duuniexpo was held in 2017. The events had differences within the organization and the design. In addition, the way the attendees were participating on the fairs also differed in each event. The observation of the fairs were done taken the eventscape variables into consideration, and how these elements also affected on the perceiving of the experiences by the attendees.

4.2.1 Contact Forum observation

In January 2016, Contact Forum was held at the Cable Factory, city of Helsinki. The venue is well located and easily accessed by metro or bus, in addition there is a parking lot in the area. As a customer approaches the Cable Factory, it already makes a good impression, as it is an antique building. The building has a disabled access and there are many exterior displays informing the different companies and events being operated in the location, as well as signs showing the directions to the different spaces within the building. The exterior variables within the Cable Factory are well planned and give the attendees a good impression of the venue.

Contact Forum was held at the Merikaapelihalli, which is a hall that is commonly used for fairs and exhibitions. The style of the venue could be described as neutral. Thus all Kaapelitehdas venues are painted white from inside. The main reason for this design, is that Kaapelitehdas does not organize events itself but mostly just provide the venue for the events. In this case the design of all of the premises has to be as neutral as possible, so that the customers can organize and arrange the event which suits their purpose.

The job fair, which was held at Kaapelitehdas had all of the elements as any other trade show has. Booths were arranged in proper rows and companies representatives behind their stands tables were handing out the leaflets. One of the major differences was the amount of space between the rows of the companies booths. The amount of space enables people to flow without difficulty and without a feeling of being trapped in the crowd. Also it has to be pointed out that the event had booths of two different types: one type does not have any division such as a table, which can prevent customer to address the company representatives and engage the conversation, other type was a booth with a table or certain type of a equipment, placed as a border. During the event it was possible to notice that booths without any sort of hinder such as tables, were visited much more often then these with tables and other sorts of furniture.

In December 2016, Contact Forum was held in Messukeskus, Helsinki city. Messukeskus is well located and easy accessed, as it is close to Pasila railway station. In addition, there are signs of Messukeskus outside the premises. The exterior and entrance of the building were wide and had disabled access taken into account. The building itself is spacious and modern, therefore participants of events held in these premises may have a good first impression. The building has parking lot, but the traffic in the area might be intense depending on the time of the day. Overall, external variables regarding Messukeskus are good and taken attendees of events into consideration.

Many of the internal variables presented on eventscape were available on the event. There were different sizes of stands. There were not many spaces for sitting inside the event hall, but mainly on other areas of Messukeskus. The lighting and temperature in the hall were suitable for the type of event and the space was clean.

There were elements that should be better taken into consideration in order to achieve better results on the overall experience of the event regarding the layout and design of Contact Forum in Messukeskus. The allocation of the stands were made in such way that they were arranged close to each other. That factor combined with the area where the event was located resulted in inefficient flow of people, as well as inefficient flow of service. The meeting point for the interviews was arranged with high tables. These tables were placed close to each other, therefore, if there would be many people being interviewed at once, participants and interviewers would have difficulties in hearing each other.

The programme within the event was interesting, with lectures happening every hour. There was good information about the event and the programme within it. Moreover, some companies would provide certain activities in the booths and would hand gifts and prizes for those who participated on these activities. In addition, information about each company were available with leaflets and magazines available on the stands. The feedback collection of the event was mainly done via social networks. Overall, the event specific design elements were suitable for the event attendees.

PUHUJAOHJELMA 7.12.

10:30 - 11:00	Michael Emery - UNFPA:n HR Director "Career with International Organizations"
11:00 - 11:45	Kerttu Tuomas - KONE:n henkilöstöjohtaja "Työura muuttuvassa maailmassa"
11:45 - 12:30	Kari Juutilainen - InHunt Groupin toimitusjohtaja "Mitä opiskelijan pitää tehdä saadakseen töitä"
12:30 - 13:15	MADVENTURES - Riku ja Tunna "Toteuta unelmasi verellä, hieillä ja intuitiolla"
13:15 - 14:00	Mika Anttonen - ST1:n perustaja "Miten Suomi pärjää globaalissa kilpailussa"
14:00 - 15:00	Monsterin paneeli - HR-alan ammattilaiset Opiskelijan työnhaku ja kesätyöt
15:00 - 16:00	Tom Laine - LinkedIn-expertti "Kaikki olennainen LinkedInistä tunnissa!"
16:00 - 16:30	Anne Berner - Viestintä- ja liikenneministeri "Miten digitalisaatio muuttaa työpaikkoja tulevaisuudessa"
16:30 - 17:15	Risto Siilasmaa - Nokian hallituksen puheenjohtaja "Teknologian vallankumous ja työelämä"



YLI 120 NÄYTEILLEASETTAJAA | YLI 20 KANSAINVÄLISTÄ JÄRJESTÖÄ | CV-KLINIKAT
 CV-KUVAUKSET (MROOMIN PARTURI + L'OREALIN MEIKKAUS) | PIKAHAASTattelut | MINIMENTOROINNIT

Figure 5: Programme in Contact Forum in December 2016 (Contact Forum 2016)

Overall, employees working in the companies stands had good characteristics. There was however, a lack of approach and proper communication with attendees of some of the companies present at the event. There were several lecturers presenting in Contact Forum, however, only one lecture was presented in English. It is understandable that the majority of the attendees are Finnish people or understand the language. However, there are also many international students presented in such events. Another factor within human variables were crowding. The area where the fair was arranged and the amount of people present on the event had an impact on the crowding, making participants having difficulties of moving through the booths area. Furthermore, due to the crowding, attendees that would have impaired physical ability and being in a wheelchair would not access or would have difficulties to access the event area.

4.2.2 DuuniExpo observation

DuuniExpo took place in Lahti, at Lahden Messut. There were enough signs showing where the place is around the event venue. Moreover, the building of Lahden Messut is big and also passes a good first impression for visitors. For people living in Lahti, the location of the venue is good and of easy accessibility. In addition, there is parking lot at Lahden Messut. All in all, the external elements of Lahden Messut was suitable for the main participants.



Figure 6: DuuniExpo event

In DuuniExpo there were also different sizes of booths depending on each company. The lighting was better thus giving a good sense of space and the light reflectivity feeling, as well as temperature were suitable for the customers. In addition, cleanliness was taken into consideration. The floor had carpets mostly where the booths were located. In the event area there were many sofas and chair for the participants.



Figure 7: Lighting in DuuniExpo

The space of the event was well designed. The stands of the companies were mostly spacious and without walls around them. Moreover, the companies booths were not placed too close to each other and the hall had a big area. These factors enabled good flow of people and services, in addition to good experience for participants. Furthermore, the meeting point for interviews was nicely designed and did not have an intimidating atmosphere. Overall, the layout and design elements were well planned. It is possible to see below the map of DuuniExpo. The parts in green are the companies' stands. The area number 13, in gray, is where the DuuniExpo information booth is located.

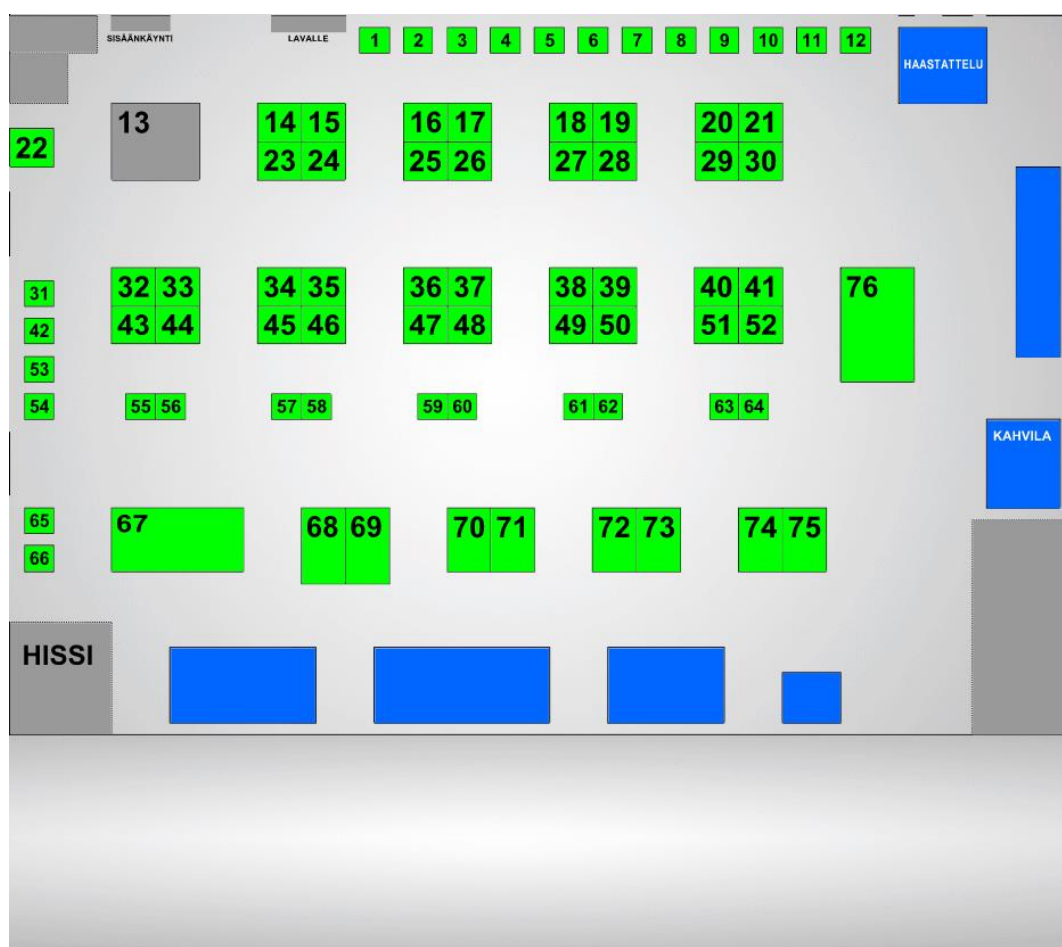


Figure 8: DuuniExpo map (DuuniExpo 2017)

The event programme was well organized and had lectures every hour. Moreover, there was an information stand with maps and employees answering questions participants would have. Furthermore, there were plenty of colourful elements within furniture and decoration objects, which brought a good feeling for the participants. There were decoration items, such as flower vases, on stands' tables. There were stands where students were selling goods. In

addition, there were raffles and other activities provided by LAMK and Salpaus schools' students. It is possible to state that the event specific design elements added value for the attendees.



Figure 9: DuuniExpo information stand

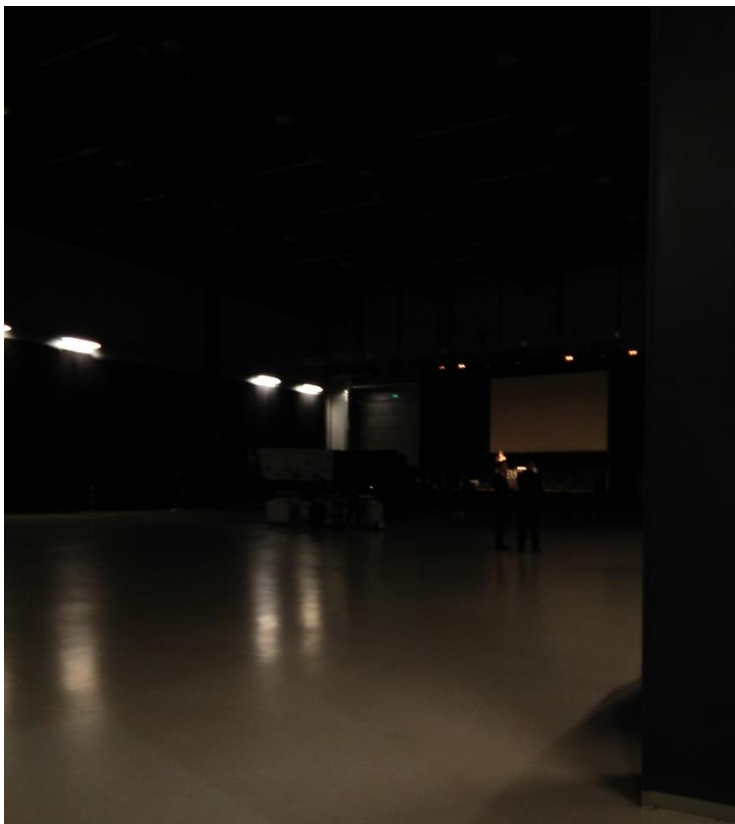


Figure 10: DuuniExpo auditorium area

One big factor influencing the experience of attendee is the language. In events such as job fairs, there may be many international students attending, and most are not yet fluent in the Finnish language. It is understandable that Lahti is not as big as Helsinki, therefore, there may be less foreigner people attending to the event. However, because in Lahti University of Applied Sciences there are degree programmes held in English, there should be expected more language skills from employees working on companies' booths. In addition, all the lectures in DuuniExpo were in Finnish language. Furthermore, the flow of people on the event was well managed. Moreover, it was noticed that female attendees spent longer time interacting with companies' employees than male participants. That might be because as a research has suggested that when networking, women aim also in personal development and learning about the other person. In the other hand, men tend to prefer the business networking to be faster and more direct. (Ioannidis 2013.)



Figure 11: DuuniExpo meeting point

4.3 Customer profile

It is important to research the customer segments in order to identify their needs and wishes. In order to reach right customers, to understand consumers motivation, customer profiling is necessary. The customers values and needs should be linked to the concept of the business.

By creating a customer profile, these needs can be better understood. (Ewing Marion Kauffman Foundation 2015.)

Moreover, in order to identify job fair events main customers, the customer profiling was done through different tools. Personas is an essential tool to describe who are the customers at the event. Therefore, among information stated within the persona tool are ages, interests, wishes and needs.

When personas are created and developed, it is possible to recreate or to establish the path personas are taking when consuming the product or using the services. Therefore, the customer journey map was created. Within the customer journey map, the experiences these personas have in each step of the services are also shown.

4.3.1 Segments

Among many factors to consider to ensure events success is a customer segmentation. Without thorough segmentation as a part of customer profiling, the event can fail and show low satisfaction rates.

As stated by McDonald and Dunbar (2012, 14) market segmentation is the method of how customers, or the most important ones are divided into several groups in a business. These customers usually have similar needs. In order to outline target segments to a business, there are different approaches that can be used. The segments can be related by geographic, psychographic, demographics (McDonald & Dunbar 2012, 11-13). According to McDonald and Dunbar (2012, 11) demographic segmentation is related to age, income level and occupation.

Even though job fairs are interested in all of the customers and basically targeting all unemployed population, it was still possible to identify few major customer segments and further to create personas, which represents these segments. The information used to distinguish the segments was provided by the interviews and based on the observation during the events. All in all, it was possible to outline several segments for the job fair event. Hence it was possible to identify several segments. Segments are such as follows: Age group 15-24, age group 25-35, age group 35-40.

4.3.2 Personas

One of the stages in service design is filtering. The purpose of this stage of service design is to choose the best ideas, solutions or the concepts, which were collected in generating stage. The choice could be based on certain criteria. (Moritz 2005, 136.)

Among many tools used in order to choose a perfect idea for a service is creating personas. Personas is a tool, which enable a person to visualize the customer and its needs, interests and goals. According to Ilama (2015) personas could be divided into three groups: marketing personas, proto-personas and design personas. Furthermore, Norman states that “a major virtue of personas is the establishment of empathy and understanding the individual who uses the product” (2004).

Marketing personas are dealing with the age, gender, personality information. The reasons to buy the product and reasons to use it, what type of channels customers are used to and so forth. Proto-personas is a description of an imaginary persona based only on secondary research and educated guess. Design personas is personas, which are created based on field research and real customers. Design personas describes the customer's buying behavior and the reasons behind it. Each person portraits certain customer segment, which has similar buying behavior and reasons for consuming a particular product or service. (Ilama 2015.)

The job fairs, which been used as an example in current research, are big annual events. Few thousands of people visit these events every year. Even though every person is important target audience for the job fair event, it was still possible to create personas, which represents the most important customer segments. For the job fair case it was possible to create four personas. Developed personas enable to design the service in a way that will be able to satisfy the chosen segments demands and expectations.

First persona is a student, his name is Retu. He is a young adult still at his first, second or third year at school. Currently he is not looking for a permanent job or a job in his field of studies. However he keeps his options open. At this stage of his life all sorts of jobs are welcome, but basically this persona is looking for a good time and new experiences. Retu is a creative, active young man who is interested in new experinces, business, science, technology. The hallmark of this persona is its major interest in part time or summer jobs and not strong concern about the future career.

The main drivers to use the service are: new contacts, spending a good time, obtaining new information. Retu is still studying and he is not looking for serious job commitment and at the

same time he is looking for a good time. Hence it is possible to say that considering the reasons to use the service, this persona will be attracted by the unusual features at the event. Such as unusual extra activity at the event, competitions, CV photoshoot.

Retu is not very experienced in job search and he has just started building his portfolio, however he knows what he wants and make a list of companies he might be interested in. Hence the main reasons to consume the service would be: the presence of particulate company at the event, possibility to get an interview with company's representative and possibly get a job offer, and possibility to take a free CV photo, made by professionals.

Retu dreams about being healthy, being happy, he wants to travel before he settles down. Since Retu is just starting his job search he is afraid to feel insecure. Being a student and interested in technology and science, it is possible to describe his relationship with technology as high.

The second persona developed is Minna. Minna is also a student and also just starting her career path. She is a student of first, second or third year at one of the educational institutions located in Uusimaa area. She is young, she is possibly pretty and interested in many things. She might have some idea what she is looking for, but also keep her options open and for now wants to get more independence from her parents and earn some money. At job fair she expects to find many different companies representative, hoping to get interview on the spot and in general to have an active, useful day and to learn new things.

Minna is a curious, active young woman. She is interested in many different things and ready to use all opportunities available. Thus, the main reason to consume the service is a free CV photo, to get many job contacts and to attend a CV clinic. All these activities available at the job fair creates a great added value for a person entering a job market.

Minna is an extrovert. She has many interests in different areas, she likes travelling and to meet new people, she likes to communicate, to make new friends, she has active life positions, likes to help people and she likes to volunteer to make the Earth a better place. Minna shares similar dreams and skills with Retu. She wants to be healthy, be happy, she wants to travel and looking for an opportunity to work abroad.

The third persona is Pekka. Pekka is a young graduate from one of the school in Finland or even abroad. This person already has a certain amount of job experience and started his career. Due to certain factors, he is now unemployed. This persona has a goal, knows what he wants and where he wants to be in five years. He is looking for an employment in certain area and probably certain company as well. Pekka is not really interested in little entertainment

presented at the fair. However the lectures at the event are considered as inspiration and are rather appreciated.

Pekka shares somehow similar interests and dreams as previous two personas, but he is already inclining more towards stable life. Among the interests appears family, traveling does not appear to be as important. Overall Pekka is highly motivated, experienced young man.

The fourth and last persona is also a student and her name is Anna. Anna shares similar features with Retu, Minna and Pekka. She is a young adult who is not looking for a new experience in life anymore and already knows what she wants. However despite similarities with students personas, Anna, has a more serious approach to job search and same as Minna tries to establish contacts with company representatives and to get as many contacts as possible.

Personas are springs from the segments, which are the most important for the service provider. From the observation and interviews with company's representatives it was clear that the company, even though being interested in all unemployed customers clearly targeted only few major groups: students and young graduates. However it also was possible to identify third segment: experienced workers, who due to the recent economic situations lost their jobs. Nonetheless, at the event this segment was presented very poorly, therefore it was decided not to create a separate persona, which represent this segment.

4.4 Customer journey

Personas as a tool for visualizing the company's customer, could be of a less value without the customer journey. The customer journey map is a service design tool used in the exploring stage. Within the customer journey map there are several touch points where the customer have interactions with the service. The map can be created by understanding the customer's attitude towards the service. The customer journey is based on the personas, developed earlier at the service design stage. Moreover, the customer journey map provides the emotion of the personas in the touchpoints. (Stickdorn and Schneider 2011, 158.)

Customer Experience Journey

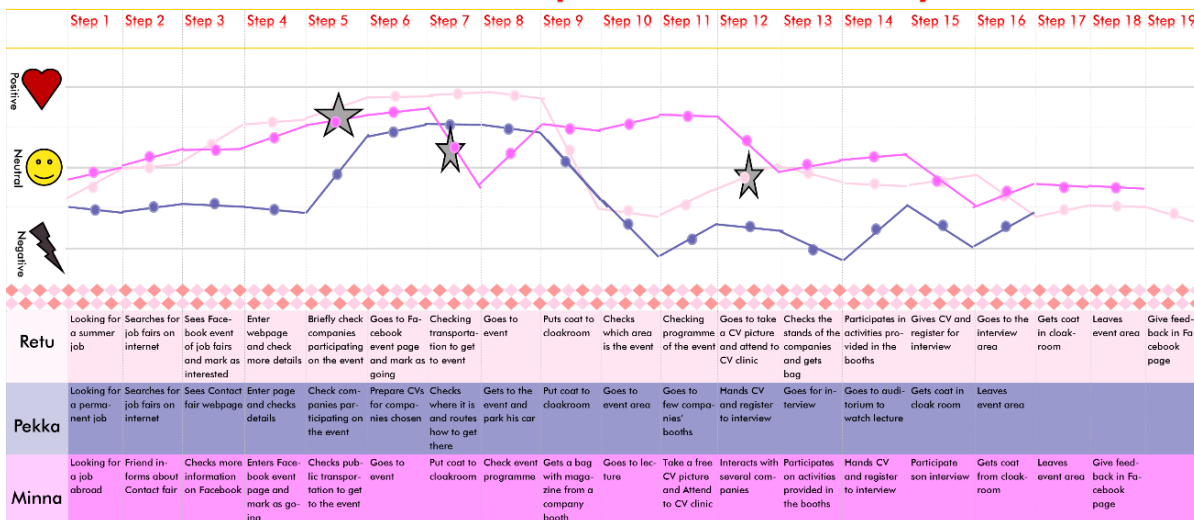


Figure 12: Customer experience journey from Contact Forum

Customer Experience Journey

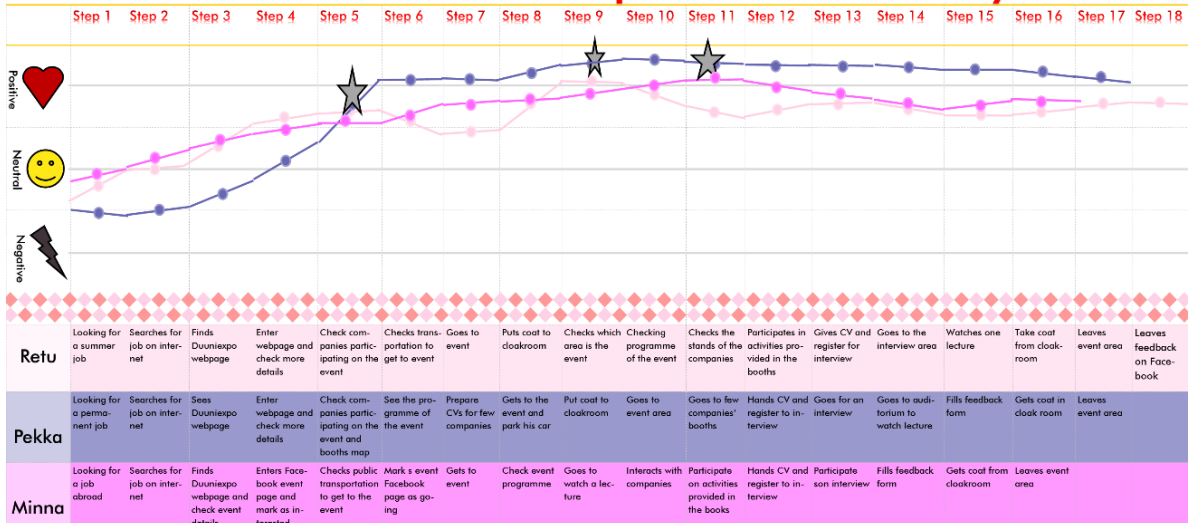


Figure 13: Customer experience journey from Duuniexpo

Customer journey of the DuuniExpo and Contact Forum are also slightly similar. Customer journey is also based on the service blueprint and due to the fact that service blueprint is also has light differences, it was decided to create two customer journeys, which can reflect personas emotions more fully. Throughout the customer journey, the personas follows the ser-

vice blueprint steps with different emotions. Based on the emotions, positive, neutral or negative, it is possible to evaluate and make a suggestions how to improve the service process more fully. On customer journey maps presented above, each persona has own color, hence it is easy to follow each person through the map and to observe, which emotion each person experiences. The stars on the DuuniExpo and Contact Forum maps emphasise the steps, which is significantly different from one another. For instance in Contact Forum a person had to pay a small fee for the cloak room and there was no event map, at DuuniExpo there was an event map, which also could be printed in advance and there was no fee for the cloakroom.

The customer journey starts with the personas looking for a job. The job search is personas' primarily need, according to personas type, some of these looking for a permanent and some just looking for summer or part time job. Each persona might have different or similar attitude towards same actions at the event. For instance Retu persona at the Contact Forum did not really like that he needed to pay for the cloakroom, he is a student and probably does not have much money, hence his mood and customer journey emotions decreases. Same happens with other personas, the small fee at the cloakroom decreases the customer's emotions, although it still stays at the neutral level. In contrary it is visible that customers emotions at DuuniExpo stays in positive level at most of the journey steps.

4.5 Service blueprint

Service blueprint is an important tool for designing services. As the personas visualise the customers needs, the customer journey creates a palpable path of a certain type of a consumer. Customer journey visualizes the consuming process and can pinpoint the area where the service process is the most vulnerable and might be improved. It is used to define the steps of how the service is done. In addition, it often covers the users', service providers' and other involved parties' perspectives.

Moreover, service blueprint is part of the implementation stage of the Service Design. However, service designers often develop service blueprint also in the first stage. When service blueprint is done during the first step of service design, its purpose serve to understand and visualize the actual service and to identify any issues and processes within the service. In the last stage of service design process, when the new concepts have been developed, the service blueprint is then recreated considering the information gathered at the previous stage of the service design process. (Stickdorn and Schneider 2011, 204-205.)

In current research, the service blueprint was developed based on the information provided by the interviewees, who are involved in organization of both job fair events, in Lahti messukeskus and Pasilan messukeskus and the information gathered during and after both events. However, even though both events are very similar in nature and target audience is

similar, it was decided to create two different service blueprints, which visualize service process at both events.

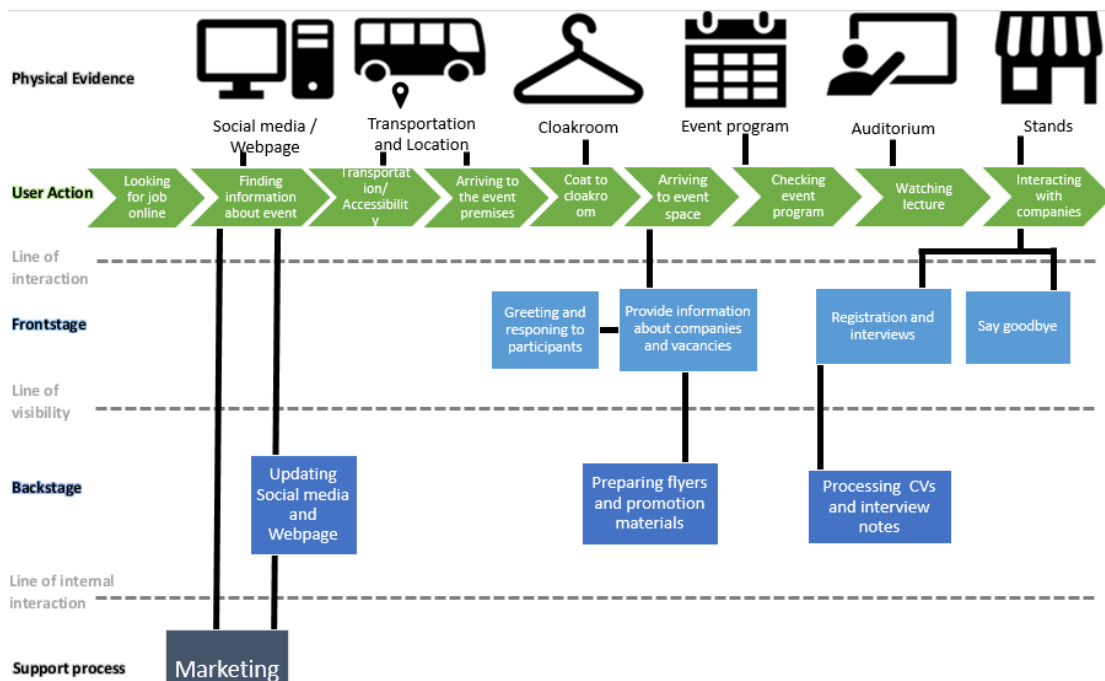


Figure 14: Service blueprint of Contact Forum

In the first stage of Contact Forum's service blueprint, there are little interaction between event representatives and the services consumers. The service starts with a customer looking for a job, being interested in the job fair services and looking for employment services. On this stage it is important for a company creating the event to provide efficient visibility for an event. Contact Forum had quite low visibility, absence of the advertisement and online visibility also very low. However the information about the event was posted by the concerned user at the very popular page for jobseekers in Facebook. The first interaction with the event occurs when the customer arrives at the event. At first it was necessary to pay for the cloakroom located at the entrance of the Messukeskus venue. The first interaction with the on site event employees occurs on stage three of the service blueprint, when a customer arrives at the event.

At Contact Forum the customers were greeted by the event employees. At this stage it is important that the participants can obtain the information about the company's present at the event and their location at the event venue. This enables the participants to go straight to the chosen location, without wondering around the event space. At Contact Forum no such information as event map or available vacancies was provided. After meeting the on site

event employees, the event participants has an opportunity to check the event program and create one schedule, which lecture to visit and what companies to meet.

The last stage of the Contact Forum service process is interaction with the companies, where were presented at the event and booking or participating in the job interview. The booking of the interviews at the event was somewhat complicated, since only one company's booth at the event had a list of the available vacancies.

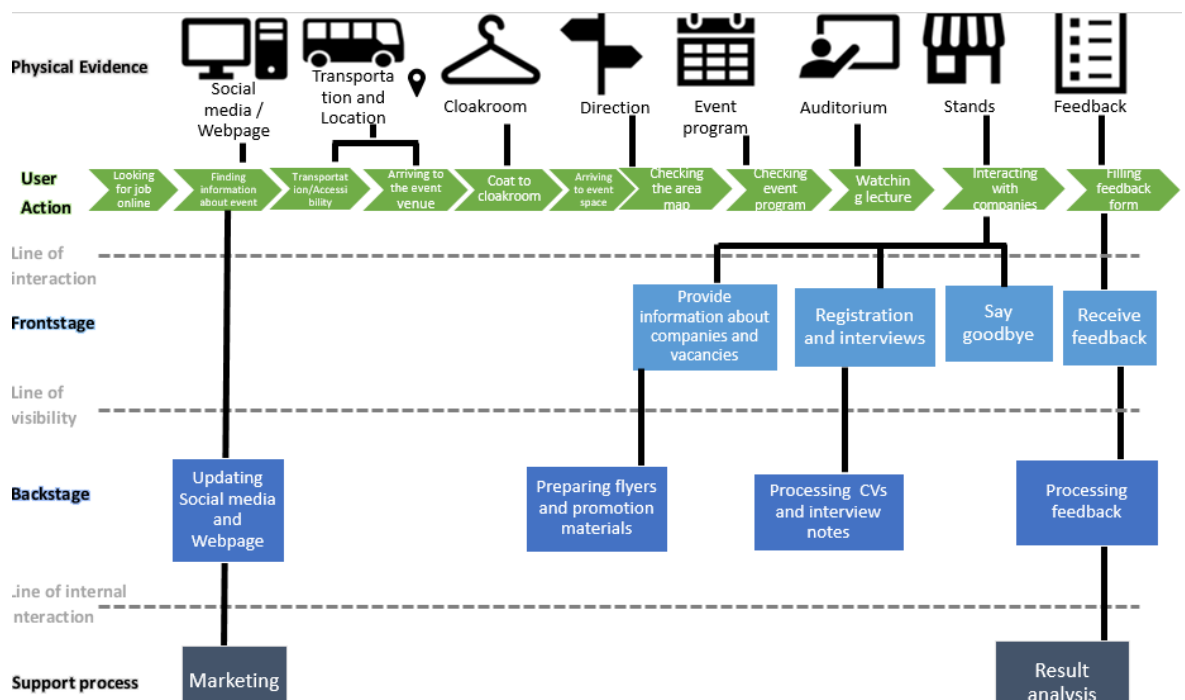


Figure 15: Service blueprint of DuuniExpo

The service process of the DuuniExpo quite resembles the service process of the Contact Forum. However service process at the DuuniExpo has several significant differences. The visibility of the event was quite high. On the streets of the Lahti city it was possible to observe many posters, which were advertising the job fair event, online visibility also was high and it did not take any effort to learn about the event.

The next stage of the service process, is when customer arrives at the event premises and visiting the cloakroom. At the Duuniexpo event which was held at the Lahti Messukeskus, it was arranged especially for the job fair event, free cloakroom.

At the next stage of the job fair service blueprint, customer enter the event site. At the Duuniexpo there were no event staff greeting participants. However there were a map placed

on a large wall, where everyone could check the location of the companies stands. Also it was possible to print the event map in advance, before arriving at the event. The event map was posted on the events web page. In addition, there was DuuniExpo info stand in case more assisting is required.

The DuuniExpo event had an additional stage of the event, which was absent from the Contact Forum service process. The feedback gathering and analyses is essential part of the Duuniexpo event and it is a mandatory form every year.



Figure 16: DuuniExpo advertisement in Lahti (DuuniExpo 2017)

4.6 Shadowing

In order to understand better the customer within a service, shadowing can be done. This is done by observing the customer using the service. The observation can be documented by videos, pictures or texts. Shadowing is a method which is qualitative, therefore, when the method is being done there should not affect the behaviour of the person being followed. Moreover, this method can help gaining more insight interaction the customer has with the service. (Moritz 2015, 197.)

The shadowing was done during the job fairs with two of the personas. In Messukeskus Contact Forum, the persona observed was Minna. While at DuuniExpo in Lahti, the shadowing was done with Pekka.

In Messukeskus, Minna enters the area and put the coat to the cloakroom. She then goes to the hall where Contact Forum is being held and gets a programme leaflet from the employees who are greeting the attendees, she greets them back. She has a good feeling about the job fair. Minna checks the programme and see that in ten minutes there is an interesting speech by Riku and Tunna from Madventures and she would like to attend to it. In the way to the auditorium she takes a bag with a magazine from one of the organizations that organize volunteering work abroad.

She feels positive about the speech. After that, she decides that she will go to talk about possibilities of working abroad with different organizations providing such jobs. Minna starts to get bothered because the venue is crowded and it is difficult to reach the companies' booths. However, when she gets to the stand of one of the companies she gets excited by talking to the employee that had work experiences abroad and was sharing details of how it is and what Minna should do if she wishes to work in another country.

Minna visits few more booths, and participates in activities provided by some of the companies. She is happy because she got some prizes from the activities. In addition, she took a free picture for her curriculum vitae and went to the CV clinic. Overall she had a good experience in the fair. However, she wished there could be more space to walk in the hall area. She felt she could have visited more booths and would have enjoyed more if the space of the event would have been better designed.

In Duuniexpo, held in Lahti, the persona shadowed was Pekka. Pekka arrived to the venue and puts his coat to cloakroom and he is satisfied that he does not need to pay for that or for the parking. He enters the venue and had previous checked the event programme at home. He intends to attend to one of the lectures on the event. But he programmed himself to first visit some of the companies stands.

He is very pleased with the environment on the fair as it does not feel to have a crowded space. He has his curriculum vitae and application, and hands them to few of the companies present on the fair. Pekka is interviewed during the event. After the interview he goes to the auditorium to watch one of the lectures. After the lecture he leaves the premises, happily because he did everything he planned.

5 The Sims prototype

Rough prototype is an easy way of prototyping. This way of prototyping is part of the explaining step of the Service Design. This tool is used for experimenting service concepts, however it does not look as real as possible as in normal prototyping. Moreover, it is about quickly trying ideas that can be later better developed. (Moritz 2005, 229.)

The prototype was developed with The Sims 4. The Sims 4 is a life simulation game developed by Electronic Arts. Within the game, it is possible to create people and buildings and modify according to the player's preferences. There are several furniture, decoration, and many types of objects to design the houses. (The Sims 2017.)

By taking into consideration the events attended and the eventscape variables within them, the design and other elements involving the event venue were planned. This prototype is mostly focused in the internal variables, layout and design variables, as well as the event specific design elements. In addition, it is shown some human variables. Moreover, this prototype is to demonstrate the proposals suggested by the researchers.

In the figure below it is possible to see colourful areas on the floor. This was suggested for finding easier the companies' booths within the events. Each color leads to a sector of the fair. The companies of the same business sector could be placed in the same area of the venue, in which would be recognized by the colour. Moreover, colors could also be used to lead the guests to other activities areas, such as the lounge, auditorium, meeting point and others.

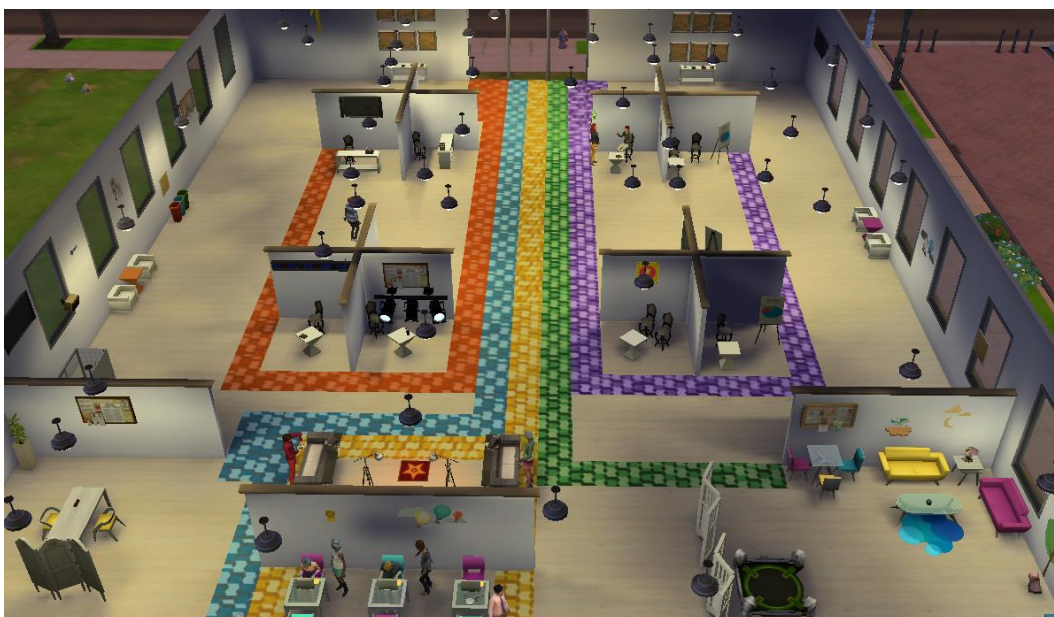


Figure 17: Area divided by sectors with colourful lines (The Sims 2017)

As it is possible to see in the image below, in the walls of the premises there could be the maps of where the different sectors area located. Furthermore, by taking accessibility into consideration, these information could also be done as audio, with the directions of how to get to each sector in the venue. In addition, there could be also leaflets in braille, with directions for people with visual impairment.



Figure 18: Wall with maps of the event area (The Sims 2017)



Figure 19: Example of information of the event by audio (The Sims 2017)

The type of booths proposed for this type of event are open, with no walls around the stands. It is possible to see on the prototype images different sizes of the booths, as some companies may require larger stands. In the prototype, the area of the stands were carefully planned in order to have enough space in the aisle for attendees to walk comfortably. Furthermore, in order to have an adequate environment for the event, windows are put for more natural light, in addition to lighting within the premises.



Figure 20: Example of booths (The Sims 2017)



Figure 21: CV clinic area (The Sims 2017)



Figure 22: Photography studio (The Sims 2017)

In the figures above it is possible to see the area for the CV clinic and the photography studio, which are located in the same sector. At the CV clinic, professionals assist attendees on making the curriculum vitae and work application. The photography studio purpose is to provide

The lounge on the event is a good place for relaxing, having a coffee and snacks, checking information about the event, as well as upcoming events. In the lounge there are furniture for sitting, tables, vending machines. In addition, by taking trends into consideration, it has virtual reality equipment, where participants can experience this technology trend.



Figure 25: Lounge and trends in technology (The Sims 2017)

In the images below, the area for the auditorium is shown. The lighting within the auditorium space are carefully planned. Many times, speakers make use of visual aids to lecture. Therefore, the lights should be dimmed when there are presentation, so the attendees are able to see the material properly. In the auditorium space, the accessibility should also be taken into consideration. There are seats available for attendees with impaired abilities, as well as information about the lectures in different versions, so every participant can understand the speeches.



Figure 26: Auditorium for speeches (The Sims 2017)



Figure 27: Auditorium stage (The Sims 2017)



Figure 28: Information space in the auditorium (The Sims 2017)



Figure 29: Information available also for people with impaired abilities (The Sims 2017)

6 Conclusion and suggestions

Service design is an essential part of every business and events. According to Moritz (2005, 40), Service Design makes it easier to understand the customers, their motivation and what

drives them, together with understanding of the markets. Service design helps to break the process on few small steps, each of these including the specific tool to help a person to visualise and understand each step and move forward. All in all service design is an useful tool, which helps to prevent, avoid and correct possible problems within the service process.

Generally, both events, which were visited for the research purposes, left a positive impression. However, considering the information gathered, it was possible to make a certain suggestion for the organization of the event of this type.

Furthermore, it is possible to state that there are several factors involving human experiences. All in all, some of the elements that influences on how people perceive an experience in events can be their feelings and actions, state of mind and social interactions. In addition, physical factors of the event environment can affect how participants feel and have a big impact on their experiences. To create pleasant memories, event designers should take the eventscape model into consideration when designing an event. Taking into consideration the events that were visited, it is possible to state that several elements of the eventscape model were well arranged and planned. However, there could have been better planning done on some of the layout and design variables.

Based on the information gathered for the thesis research it was possible to come up with certain suggestions, which can in future improve the customer experience at the job fairs and trade shows in general. In the figure below it is possible to see the customer experience in the events. Moreover, in the image it is also provided solutions for how could the feelings of the attendees be improved in each step of the event.










	Looking for an Information	Arriving to Venue	Cloakroom	Arriving in the event space	Directions within the event space	Event program	Layout and space design	Stands	Feedback
Feelings	Need to find the information 	Need to find the venue 	Expensive fee Frustration 	Dark space Exhaustion feeling Sad 	1)Frustration 2)Disorientation 3)Need/Want to find a particular company and stand 	Disappointment 	1)No adequate space for interview 2) Not enough space between booths 3)Lack of accessibility for an impaired person 	1)Queues 2)Lack of enthusiasm from representatives 3) no relevant information on company's employment needs 	No feedback forms 
Customer experience									
Solution	Increase online visibility of the event	More signs for direction (Lahti event)	1)Reduce cloak room payment 2)Cancel cloak room payment	1)Use venue with big windows and natural light 2)Use warm white lighting	1)Arrange company stands in sectors 2)Provide the venue map	Include more programs in English language	1)proper organization of the event space 2)choice of the different venue 3)Ramps, audio and braille information	1)Collaboration between events and company representatives 2)Information on open vacancies	Providing feedback forms (online, paper)

Figure 30: Solutions to improve customer experiences

Space arrangements is one of the most important factors, which has a significant impact on the customer experience. It is absolutely crucial to arrange the event space the way that people will have a sufficient amount of space to move and circulate around the venue. The lack of such a basic factor as space can influence person's decision to stay at the event or return next year.

The arrangement of the stands at the venue has to be logical and to enable a person to find its target company fast. For this purpose it is possible to arrange booths in sectors, where each sector is representing a certain sector of the economy or industry. For easier locating of the certain "sector" or just the booth, it is possible to create a map of the venue and give each booth a number.

The booth design itself also could be a hinder for a positive experience at the event. Communication is one of the most important part of such an event as a job fair. Hence it is essential to organize the space to enable the participants to have a flawless communication. The booths which has a solid table behind which a company representatives stand, could be perceived even on unconscious level, as a sort of border, which can prevent an applicant from communication with a company.

Among event's goal was creating an employment opportunity for unemployed people. For this reason both events had a separate place for companies represent to interview the applicants. At Contact Forum the interview space was in the middle of the event area, which clearly was disturbing the applicant's and interviewer. It was visible that some applicants were losing concentration when hearing some loud noises or someone accidentally pushed him/her. This situation could be avoided if interviews and potential employer could be provided with more space for the conversation.

Also referring to the observation part of the research, it was mentioned that at the job fair events only one booth had an actual list of open positions at the company. It is difficult to suggest why only one company provided the list of open vacancies, although it might correlate with interviewers notion that companies which were presented at the event, left an impression of generally being not interested in the event and applicants.

Furthermore, it is essential to think of the participants when an event is being planned. The webpages of the events had information of the event location. However, when taking accessibility into consideration and also participants that would have impaired abilities there could be done more. There could be for example, audio information about the event online and in

the venue. In addition, information in braille would also be important in the venue. Moreover, accessibility should also be taken into account during the lectures, with for example texts about the speech for attendees with impaired hearing.

Also, referring to the design of the event space it was evident the difference in lighting of the space and its effect on the overall impression on the event. The lighting can benefit the event and create a sense of bigger space. At the same time, poor lighting can make even large space look smaller and create a sense of suffocation. Moreover, lighting can also make people feel tired or it can make participants more active depending on how it is planned.

The human variables at the event is also a significant factor which influences the customer experience. The company representatives at the event, especially at Contact Forum, gave a negative impression most of the people behind the booth looked bored and did not show any interest or enthusiasm. Such a behaviour, especially at the job fair, is rather discouraging and gives an impression that the company is not interested in the new employees and it is useless even to establish a contact with the companies and even to attend such events in general. Therefore the collaboration between companies and event organizers is crucial. The event organizers has to be able to convey their mission, vision and value to the companies so their goal will be achieved.

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Appendix 1: Interview questions for Aalto Design Factory

Style questions

1. What was the major idea behind the design style?
2. Why the current style was chosen?
3. Who participated in decision making regarding the styling of the building?
4. Why many times design was changed?
5. Was it a major change or a minor?
6. Currently what is the strongest influence on the factory's design?
 - Financing
 - People
 - Events, etc.
7. Do you collect feedbacks?
8. In your opinion, how important is it to create a right atmosphere at the events?
 - Sound, light, colour etc.

Event questions

1. Are there many business meetings held at the factory?
2. If **Yes**, what kind of meetings are these? Who is responsible for the events?
 - Students meeting, presentations
 - Staff meetings
 - Outside companies renting the space
 If **No**, have it ever been considered to rent the space for outside companies for meetings, seminars etc.
3. Does the factory staff prepares the meeting space according to a type of customers? Or is there a permanent set for every meeting?
4. Do you think atmosphere have an impact on customer behaviour and satisfaction?

Appendix 2: Interview questions for DuuniExpo

Event organization

1. How is DuuniExpo usually organized? What are the companies involved on the event planning?
2. How do you measure the success of the event?
3. What factors do you consider important in the planning of this event?
4. How are the sponsors of the event chosen?
5. Do DuuniExpo organizers have an opportunity to predict how many people will attend the event?
6. How is certain venue decided for the event?

Event Design

1. Does DuuniExpo collect feedbacks? If so, how? Do these feedbacks influence future arrangements?
2. How is the space design in DuuniExpo done?
3. Does DuuniExpo organizers advise the companies participating on the event on how to design and organize company booth?
4. How is the placement of the booths in the event decided?
5. Do you think the design of the event can have an impact on how people behave and affecting also the safety of people?
6. Does design of space/atmosphere have an impact on customer behaviour? If **YES**, how do you apply it in the event?
7. Is the event design changed each year?

In your opinion, how important is to create a right atmosphere at the events? Sound, light, colour, etc.

Appendix 3: Interview questions for Kaapelitehdas

Event organization

1. How the events are usually organized at Kaapelitehdas?
2. What makes an event successful?
3. What factors do you consider important in the planning of an event?
4. Who is responsible for the space design? Is there a standard booth chart for different type of events? What are the factors that influence the arrangement of stands on fairs?
5. Does Kaapelitehdas get to choose the participants of the event? What companies etc.?
6. Does Kaapelitehdas has an opportunity to predict how many people will attend the event?
7. How is certain space within Kaapelitehdas decided for different events?
8. Has Kaapelitehdas ever held several events at the same time? If YES, are these events were related or complement each other in any way (wine and food, etc.). In your opinion, does it have any influence on customer satisfaction or decision making?

Event Design

1. Does Kaapelitehdas collects feedbacks. Do these feedbacks influence future arrangements?
2. Does Kaapelitehdas advises to participants on how to design or organize company's booth?
3. In your opinion, how important is to create the right atmosphere at the events?
 - a. Sound, light, colour etc.
4. Does design of space/atmosphere have an impact on customer behaviour?
If YES, how do you apply it in fairs/exhibitions arrangements?
5. Do you think the design of the event can have an impact on how people behave on the event, affecting also the safety of people?

Appendix 4: Persona Minna

DRAFT PERSONA NAME:

Minna

NAME FOR THE CUSTOMER SEGMENT:

Student

WHO AM I

18-24 Female

3 REASONS TO USE YOUR PRODUCT/SERVICES

- Many different companies
- 1 representatives
 - 2 Possibility to get interview on the spot
 - 3 Have an interesting , active day, learn new things

3 REASONS TO BUY YOUR PRODUCT/ SERVICE

- 1 Free CV photo
- 2 To get new contacts
- 3 CV clinic

MY INTERESTS

Technology;
Business;
Active live position;
Traveling
Diffrent cultures
New friends

MY PERSONALITY

Extrovert

MY SKILLS

Creativity;
Social skills;
Team working skills;

MY DREAMS

Be healthy;
Be happy;
Travelling;
Working abroad
Fulfill the dreams

MY FEARS

To be alone;
To be bored

MY REALTIONSHIP WITH TECHNOLOGY

High

Appendix 5: Persona Retu

DRAFT PERSONA NAME:

Retu

NAME FOR THE CUSTOMER SEGMENT:

Student



WHO AM I

18-25 Male

3 REASONS TO USE YOUR
PRODUCT/ SERVICES

- 1 New contacts
- 2 Having fun
- 3 New information

3 REASONS TO BUY YOUR
PRODUCT/ SERVICE

- 1 The presence of a particular company at the event
- 2 To get an interview and ja job offer
- 3 Free CV photo

MY INTERESTS

Technology;
Business;
Active live
position;
Sience;
Friends

MY PERSONALITY

All types

MY SKILLS

Creativity;
Social skills;
Team working
skills;

MY DREAMS

Be healthy;
Be happy;
Travelling;
Fulfill the
dreams

MY FEARS

To feel insecure;
To die

MY REALTIONSHIP
WITH TECHNOLOGY

High


Appendix 6: Persona Pekka

DRAFT PERSONA NAME:

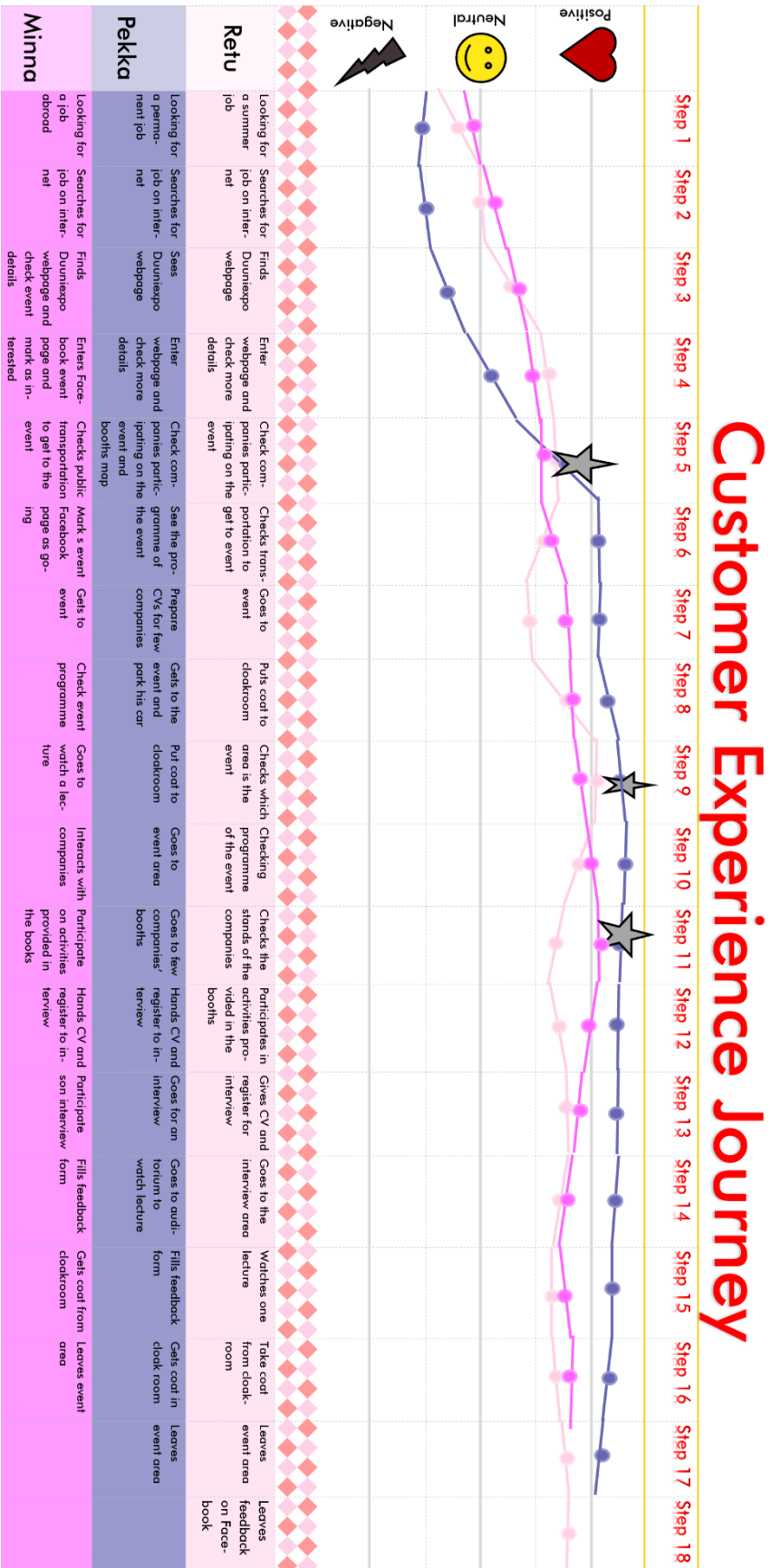
Pekka

NAME FOR THE CUSTOMER SEGMENT:

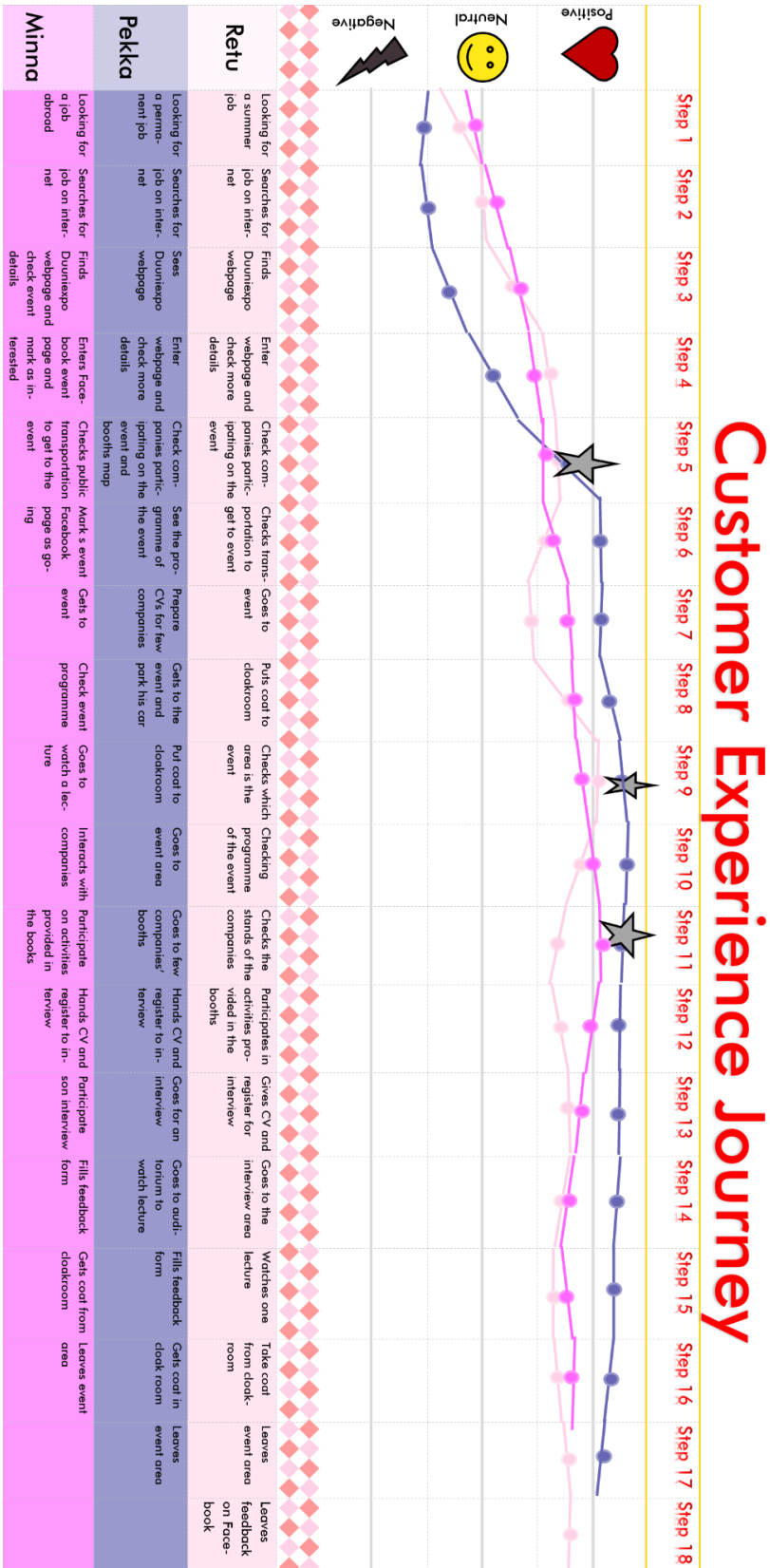
young graduate/experienced worker

	<p>WHO AM I</p> <p>25-35 Male</p>	<p>3 REASONS TO USE YOUR PRODUCT/ SERVICES</p> <p>1 <u>Report to Te-toimisto</u></p> <p>2 <u>Networking</u></p> <p>3 <u>Job opportunity</u></p>	<p>3 REASONS TO BUY YOUR PRODUCT/ SERVICE</p> <p>1 <u>New opportunites</u></p> <p>2 <u>High rank comapnies</u></p> <p>3 <u>Free CV photo</u></p>		
<p>MY INTERESTS</p> <p>Family Active social position Sports</p>	<p>MY PERSONALITY</p> <p>All types</p>	<p>MY SKILLS</p> <p>Social skills; Empathy;</p>	<p>MY DREAMS</p> <p>Be healthy; Be happy; Find a job Happy retirement</p>	<p>MY FEARS</p> <p>To die; To be alone; To feel insecure; To be unemploed Not be able to pay the morgage</p>	<p>MY REALIIONSHIP WITH TECHNOLOGY</p> <p>High</p>

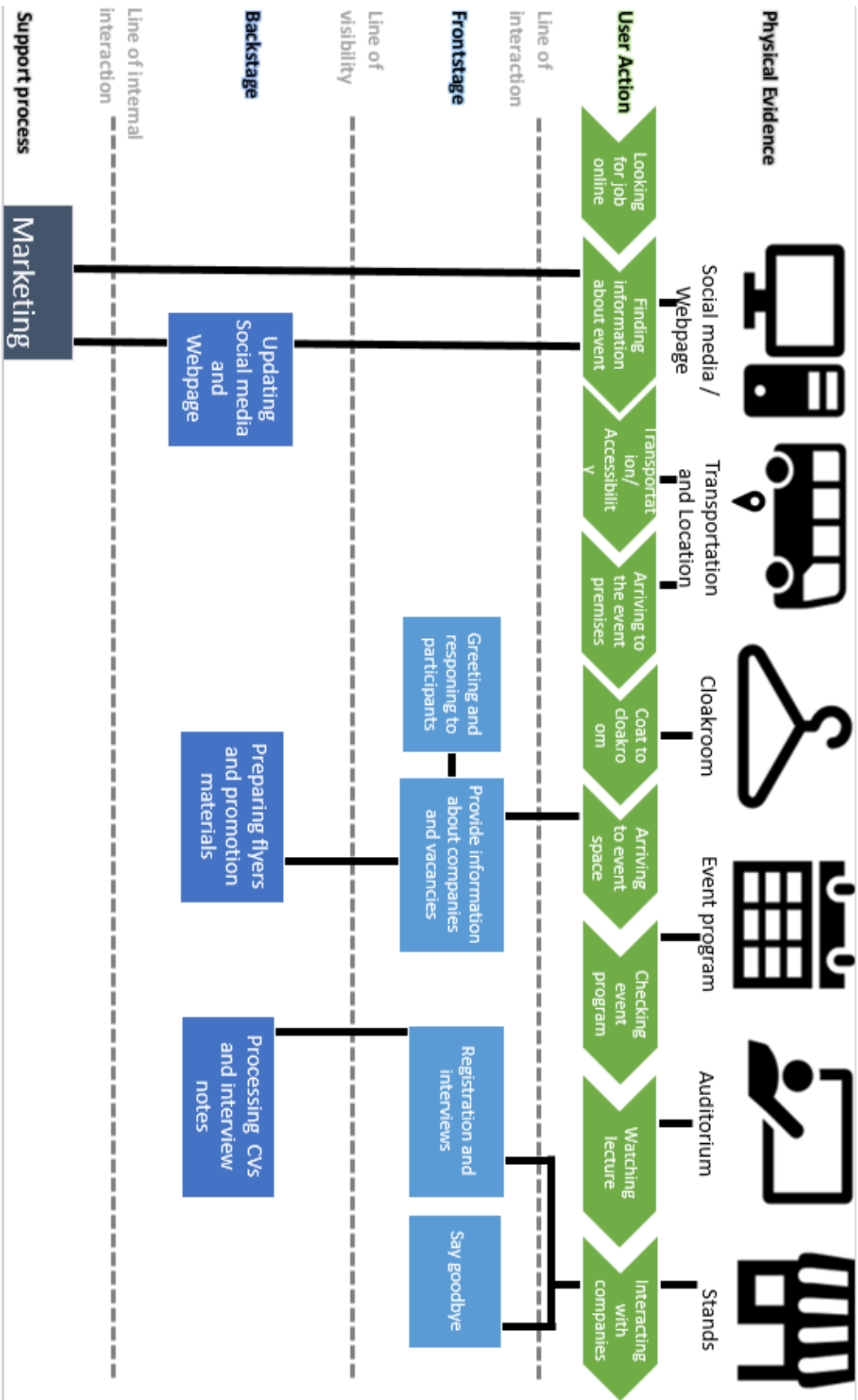
Appendix 7: Contact Forum customer experience journey



Appendix 8: DuuniExpo customer experience journey map



Appendix 9: Contact Forum service blueprint



Appendix 10: DuuniExpo service blueprint

