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ORGANIZING AN EVENT

A Guide for Volleyball Tournament

Thesis

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ABSTRACT

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Name of thesis ORGANIZING AN EVENT. A Guide for Volleyball Tournament		
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<p>The aim for the thesis was to create a guide which contains information on organizing an event, specifically a volleyball tournament. The style of the guide was to provide the reader with a well-structured summary of the basic preparations needed for this kind of tournament. The guide was mainly done to serve the purposes of a specific team but is written in a form possible for altering.</p> <p>Implementation of the thesis leaned on various sources of data. The writer had a lot of practical experience on the field of volleyball. This was the base on which the framework and structure of the thesis was built. The supporting information consisted on a vast range of books and internet sites, as well as opinions from experts. By combining all the information together, the guide had various points to offer for the readers and possible users.</p> <p>Different aspects were discussed and explained, from the planning phase all the way to after sales services. The main text in the thesis contains all the relevant issues opened more in detail, to provide the reader with the needed amount of information to get the most out of the guide. The writer's own reasons behind the need for the guide have been brought up throughout the text to bind the theory with practice.</p> <p>As a result of gathering the information, the guide was constructed. All the phases were jotted down, followed by brief notes. The notes were specifically formed for the volleyball team in question. The guide steers the user to make the most out of the planned event, from start to finish. In addition, the need for checking and updating the said guide are put down to prevent outdated information affecting the outcome</p>		
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1 INTRODUCTION

We all have participated in different kind of events during our lives. Some of those have been excellent, others quite horrible and the rest something in between. It's not that simple to organize a functional event people remember afterwards. The meaning of an event and whether it is a success or not is a big deal in working life. That is why I wanted to search more about how the events are made and how I can make a successful one. The final decision was to do a guide for organizing a volleyball tournament which can be utilized several times in the future. Volleyball tournament was chosen because that way I was able to combine my school and hobby. I have been playing volleyball for over fifteen years and it is something what is close to my heart. Moreover, the guide can be used later by my team for example to organize tournaments as a fund-raising event. Playing volleyball isn't free and the team needs money to cover the costs, such as rent, game licenses and referee fees. An example of a good way to raise funds is to organize volleyball tournament but we haven't done any because of the work and all the organizing. Therefore, this guide helps to organize what needs to be done and when. Since events need to be planned carefully in order to succeed, the guide may increase the number of events in the future. This is a result due to the fact it offers simple yet effective ways to lower the amount of workload needed for the process.

Moreover, I have always been interested in being a part of different kind of events and happenings. However, I have never been the one responsible of planning the actual event, I have only been assisting others. One of the purposes of the thesis was about to accomplish the required skills and information in order to be able to be the main organizer of an event. The aim is to form a guide which offers a simple structure for people to follow when they are organizing an event. To acquire the needed information to meet the set goals for this thesis, I researched different kinds of sources of information. First and foremost, I already had an existing base of knowledge for the sport. That was a great foundation to begin building on. To support this knowledge, I searched for various references in the internet as well as books. In addition, I approached two experts on their expertise on the matters concerning issues discussed in the thesis.

I have been lucky since I have visited similar events many times during my life. That helps since I've got some experience what has worked and what hasn't from the participants perspective. In addition, I participated in one tournament as an assistant organizer during the writing process. There was a women's volleyball tournament in my hometown in February 2017. The tournament allowed me to gain practical experience on the matter since I helped the organizer here and there. On a grass-roots level I was able to

ask some questions which supported my work. Moreover, I got some advice what to take into consideration.

Firstly, I wanted to know what the basic elements of a good guide are and what is needed for making one. Secondly, the idea of different types of events was brought up and what are the benefits and disadvantages of outsourcing and insourcing. When the basic elements of the guide and the event types were processed it was time to get into the event itself and what are the steps of a successful event. After the steps were defined and introduced it was quite convenient to explain how the steps work in practice and in the name of our volleyball tournament. Next was time for digging into the possibilities and meaning of environmental choices in the world of events. Lastly, some laws and regulations concerning organizing events were brought up with the explanation on what laws concerns our volleyball tournaments. Finally, the guide for organizing a volleyball tournament for our team was made by following all the previously learnt topics.

2 INSTRUCTIONS FOR MAKING A GUIDE

In order to be able to construct a guide, one needs to know what it is and what it contains. According to a couple dictionaries, a guide can be described as a pamphlet, book or other similar item which contains the most important instructions and information about a specific topic (Dictionary 2017a; Cambridge university press 2017a). As said, it has the most important information about the topic. To make the guide, one needs to distinguish what is important enough to be put on the document and what is more irrelevant and can be left out. Therefore, it is meant that the one who reads the finished document can rely on the guide to contain all the important information because someone else has already collected all the material and cut it down for the guide. Distinguishing what is relevant and what is not can be made for example by using surveys, studies, statistics and own experience. Sometimes it's hard to see for yourself if the document is missing something or has too much information. To get the best possible result, it's good to ask someone to revise and comment the guide to find and fix its defects.

Kotus, the institute for the languages of Finland has published an article which contains tips for making guide texts. They have collected three main points to writing instruction texts: use imperative moods, identify the essential information and provide it in understandable format. Kotus advises to use imperative since it is easier for the reader to identify what they are supposed to do themselves, what is automatic and what is done by someone else. Furthermore, one can add the reason for the instruction if it is somehow different or people don't understand why they need to do according to the instruction. For example, if the instruction states "use room temperature eggs" one might ignore it since they don't think it's that important. Although, it can create a big difference on the outcome. Therefore, if the instructor wants to be more certain that people use room temperature eggs, they can add the reason to the guidance "use room temperature eggs since cold eggs don't give the needed texture for the dough". This justifying is not needed in every part of the instruction, only in the ones, which are somehow different, or people can find it hard to follow without some extra reasoning. (KOTUS 2018.)

When providing others with instructions, one needs to identify the essential and relevant information and steps. Think about the context and whether it is enough to say "update the program" or is there a need to cut instruction into smaller sections, for example "open the program, go to settings, which can be found on the top left of the program. In settings, press update and follow its instructions to update the program". It's important for the main audience to be able to follow and to do the required tasks of the instruction without looking for help from other guides and dictionaries.

Provide the instructions in a format that is easy to understand. It is important the instructions are on a rational order so they are easy to follow without going back and forth the guide, wondering what to do next. In addition, it is good to state which of the sections are voluntary if any. All in all, make sure the relevant information is there in a form that is understandable to the reader. (KOTUS 2018.)

When creating the guide about volleyball tournament for our team, one should take into consideration the reading audience already has an idea what volleyball is and what the vocabulary means. This means for example the guide can simply state “put two volleyball nets up” and there is no need to describe more detailed on how to do it or how high the net should be since the reader already has the basic knowledge on the matter. All in all, when writing the guide, it’s important to keep in mind what the target audience is and what they already know.

In addition, since the guide is going to serve our team multiple times, it should be modified later if one notices there is something missing, some new technics to do things or something isn’t clear enough. The world is developing every single day and there might be some issues in the future we have not faced yet. There is no need to trash the whole guide but to make a modification to this one. Even though the guide would be revised and thought carefully, there might be something that works on paper but not in reality. Those issues should also be altered for the next time to prevent the team from making the same mistakes all over again.

3 EVENT TYPES

Depending on the need, events can be divided into different kind of categories. For example, there is a format of recognition for professionals in the form of Evento Awards (Evento 2017). The said format has divided the events into five different event categories which are fairs, corporate events, staff events, consumer events and promotions/launchings (Evento 2018). On the other hand, the categorizing can be done simpler as to factual event, entertainment and their combination as they have explained in the book (Vallo & Häyrinen 2016, 76). Is the event supposed to entertain the audience or just to be factual? The categorizing depends on our need and purpose. Even though we can set different categories it may be the event doesn't fall there perfectly. It can be part of multiple categories. (Preston 2012, 18). A volleyball tournament as a fund-raising event falls in the category of promotion and entertainment. The event is supposed to be fun and relaxing for the participants, so they can enjoy the day doing something they like, playing volleyball. Promotion is all about increasing the awareness of something. In this case we would like to promote our team to the participants.

The event type is the frame of the event and when it is known it is easier to start picturing the event further. The goals are more likely to be fulfilled when the organizer knows what kind of an event is wanted. If it stated at the very beginning it is solely a staff event with no entertainment, there is no need to think for example how to send invitations to the public or what comedian to ask to perform. Therefore, it's good to know what kind of an event is to be planned so people don't spend their valuable time on doing something unnecessary nor wanted for the event. In addition, the information might come in handy for authorities, consumers and the participants in general. They know what to expect of the event when they are noted or invited. Knowing the type might also help to identify the target audience, whether it's business partners, own personnel, consumers or other. Even though the target group can be outlined in this phase, the final and more detailed target audience is to be set later.

Moreover, one needs to think whether they are going to organize the event by themselves or are they going to outsource it partially or completely. Different ways have both advantages and disadvantages. When approaching the matter by themselves without outsourcing, one has all the power and authority to decide how everything is done and there are no extra planning costs since the planning happens inside the company or association. However, the workload is bigger and sometimes there isn't enough competence, time nor experience to handle the planning and execution. When the event is outsourced, one can get the best expertise and the people have previous experience. In addition, the organization's own people can focus on their own work tasks when there are others designing the event. However, it can be

expensive, hard to control or not fulfilled on the way that it was meant to. (Vallo & Häyrynen 2016, 78-79). Thus, the organizer needs to think what the best option is for their purposes and with their resources. Outsourcing can improve competitiveness since there is the best knowledge and technology in hands. In addition, the need of capital can decrease when one doesn't buy something that is rarely used because the need is outsourced. (Tum, Norton & Wright 2006, 122). The need whether to outsource or not should be thought carefully in order to choose the best alternative for the current situation. It's good to know the advantages and disadvantages of both ways.

However, in this case we are going to concentrate on keeping the planning inside the organization because the event is meant to be a fund-raise tournament organized by the team members. If outside expert would be used, then there wouldn't be that much money left for the team since there would be the salary to be paid and then the meaning of the event wouldn't be the same any longer. Every team member has their own strengths and weaknesses and when acknowledging them it's easier to divide the tasks efficiently. Why not to utilize everyone's best skills if it's possible and give the tasks accordingly. One can have the skills and interest to do e.g. the event invitation in 10 minutes and for other it would take half a day and it wouldn't be as good as the other. Therefore, it's advised to look up everyone's strengths and divide the work in order for everyone to utilize the skills they know best.

4 EVENT AS A PROJECT

Next, we think about an event and the requirements to carry it out. According to Iiskola-Kesonen (2004, 8), it makes the process more concrete and easier to understand when thinking the whole procedure as a project. Therefore, the guide can be seen also as a project plan. However, if the event becomes repetitive, then it cannot longer be thought as a project but a part of the organizational activities (Iiskola-Kesonen 2004, 8.) Even though it becomes part of the activities, the guide can still be used if it's updated to fit the changed needs.

4.1 Project's steps

The project goes by with different steps that follow each other. There are four main parts built around the actual idea. First of all, it is important to state the objectives which are set for the event in order to make the right kind of event. After we have clear goals, the planning phase can start. To reserve enough time for planning is quite important. When the objectives are clear and there has been good and effective planning phase, it is easier to execute the event. The project doesn't stop there, since there should be a closing procedure. Depending on the objectives and size of the event, the closing phase can be longer or shorter. For example, this phase can include paying for workers/performers, writing a report of the event, discussing with the team about what went well and what didn't and so on. For avoiding the mistakes in the following events, it is essential to make a good wrap up of the event. This way, next time people can see what needs to be done differently and what was done well. (Iiskola-Kesonen 2004, 8-9).

The time which must be reserved for the whole process depends on various things, such as scale of the event, the experience of the workers, possible unexpected delay and many others. Even though the time scale varies with different events, there are some minimum requirements needed. Vallo and Häyrinen (2016, 189) states that usually the minimum time for organizing the event is two months in order to make a successful one. With that being said, it is expected for everything to go as planned, or with only minor slow-ups. If the event is executed in a shorter time, then the planner might need to cut back with some things, for example settling for the second-best venue because the best one was already booked. In addition, Vallo and Häyrinen (2016, 189) have stated additional scales, to reserve enough time for each stage. The planning phase, including stating the objectives, should take most of the time, approximately 75% of the reserved. Only 10% of the time is reserved for the actual happening and the last 15%

are for the closing procedure. (Vallo & Häyrynen 2016, 189). This clearly indicates the planning phase is an important part of making a successful event. Next, we are going to see what the different phases include.

4.2 Defining the objectives

In order to have a successful event it is important to define its objectives. It is easier to meet up with the goals when the objectives are stated out clearly. When the goals are stated clear and right, we should get answers to why the event is organized and to whom it is designed to (Iiskola-Kesonen, 2004, 9.) However, it is not enough the objectives are just stated if there is no action towards fulfilling those. It is important to carry out the objectives, so the goals are met or even exceeded during the whole process (Vallo & Häyrynen 2016, 133-134.) Furthermore, organizing an event should be goal-oriented since the investment for making the event can be quite expensive (Catani 2017, 19). There is no good reason to spend money if there are no clear goals and as a result no security what is achieved with the event.

For example, the goals can be finance other activities, uplift the brand, launch new product or to network. There are millions of different objectives and goals which can be chosen based on the need. It is important that the organizer of the event really spends some time on thinking the right objectives for the event since there is no need to organize anything if it doesn't have any special purpose. Based on thoroughly considered objectives it is easier to answer many questions during the process and planning. For example, if the main objective is to network, then it has an effect to the guestlist and with whom one wants to network. The organizer must also have an understanding to why the people are invited to be part of the event (Catani 2017, 19). It is also good to notice that with a similar event to the bystanders there can be different goals with different organizers. For example, there can be two parties organizing a wine and dine evening to their business partners. One's goal is to network, together with making new contracts and the other's goal is to thank everyone of a good year. Even though both are wine and dine events, the programs, the venues and the events themselves can be quite unlike because of the different goals.

When companies organize events, many times one of their objectives is to market themselves or their project to the audience. Companies use events as a part of their marketing because they want to stand out from the ordinary marketing. However, it is important that events are not the only marketing tool but that it supports others. Events are effective as marketing tools because they create interaction between

the parties. In addition, event marketing is more intensive and personal than ordinary marketing tools. (Vallo & Häyrinen 2016, 21-24). Moreover, different events are excellent ways to build up or to strengthen the reputation, image and brand (Vallo & Häyrinen 2016, 39.)

In the theory part we discussed that with events people can build and strengthen their reputation, image and brand. When organizing the event, we have a good opportunity to shape our team's overall image and reputation to the wanted direction. When the image of the team is positive, it is easier to gain sponsors. Moreover, when more people know about our team and they have positive image of us they can also come and visit our games

The main goal for our team to organize a volleyball tournament at the time is to raise funds. Secondary goal is to get more people to know our team in order to get them to visit our games. Distributing free passes to some of the participants is one way of getting people to come to our games. In order to keep the interest, the passes can be won during the day from different activities. This can be made by different ways, for example, we can reward the best players of each team the free pass. Alternatively, we can organize a lottery for the free pass where people can participate free of charge. When one is given a free pass, it is usually more likely that they invite someone to join them rather than going just by themselves. This way we can get more people to come to our games and there is a possibility that some of them will come again. In addition, the other still needs to pay the entrance fee. Besides, there is usually a stall where the audience can spend a couple of euros for coffee and buns. If one liked the game and the atmosphere was enjoyable, they might come back for another game. All in all, the event itself gives profit but the free passes allow us to get more on the long run.

The event is organized for people who are interested in sports and especially volleyball, living about 130km away from Kokkola, aged approximately 20-55. Firstly, the event is for people, who enjoy sports since it is a volleyball tournament. If one has no interest in volleyball or sports, then the event is not designed for them since it is more likely they can't play volleyball and are unable to be a part of the games. Secondly, I have chosen the main target to be within a radius of approximately 130km because our goal was to get more people involved in our games and not many travels over an hour distance to watch second league games. The reason why the chosen radius is more than that is because there wouldn't be as many teams with smaller area. Since our other goal is to raise funds it's also important to have enough teams participating. Thirdly, the age gap is set to be quite wide because many amateur teams have players of different ages. For example, one team I'm a part of, has players whose ages are between 25 and 61. In addition, the amount of people who play volleyball in these amateur teams and

are living inside the 130km radius is not that high, so I didn't want to reduce the possible participants with decreasing the target age group.

4.3 Planning

Antoine de Saint-Exupéry has said "A goal without a plan is just a wish". I would say it is true in the world of events as well. It doesn't matter how good the objectives are if there isn't proper planning for reaching the goals. As said earlier, the planning phase should take most of the time of the whole process and the time needed should not be underestimated. In some cases, this phase can take several months or even years. It is to be noted, that for example some venues need to be reserved a couple of years in advance (Vallo & Häyrynen 2016, 191.) Moreover, one should use the time efficiently. With good planning and back up plans, one can have a successful event.

In the planning phase, an event brief (APPENDIX 1) document is an excellent tool. The brief combines the terms which are known at the beginning of the planning phase. In the brief, one should find answers to nine different questions for it to work properly. Firstly, the document should give an answer to why the event is organized and what's the purpose and objectives. Secondly, one should find the event's target group. Thirdly, it is to be defined what is going to be organized and whether it is business-, entertain- or combined event. Fourthly, how the event is carried out. Is the event self-organized, outsourced, series of different events or something else? Fifthly, the event budget is to be found from the brief. Sixthly, the event's content should be mentioned in the brief. Seventhly, what are the main messages of the event. Next, who are the different hosts of the event. Finally, what is the atmosphere to be pursued in the event. When such a brief is done, it helps the organizer to plan right kind of an event. It can be given for the possible outsourcing event organizer or it can be used in own planning meeting concerning the event. (Vallo & Häyrynen 2016, 193-195). The document ought to be filled every time when starting to plan about a new event in order to see, if there are some new aspects to take into consideration on organizing the event. If the answers are different than previously, it allows to see at early stages that there might need to be some changes also in the execution. If the goals change significantly, there might be different ways to execute the event and its content than before.

Besides the brief, a project plan is also an excellent tool to use. Although it has some similarities with the brief, it is more detailed and includes timescales. Project plan's timescale needs to be accurate enough and it cannot be too loose or too tight. If the plan is too wide and inaccurate, it can cause problems and fail the whole event. On the other hand, if it's too tight, one problem might delay the whole process and

then the plan is all late and hard to carry out. When having a long planning phase, it is advisable to use rolling wave planning, which means the near future is planned more detailed and then the longer future is planned on a rougher level. (Blomqvist 2012).

The needed time for our volleyball tournament and its planning is about three to four months. There needs to be time in order to get everything done but if the prepared timeline is too long it might be difficult to keep it together. Moreover, usually people don't know their schedules that far and we want to have as many of our team members to be able to come. On the other hand, if people don't know about the tournament in advance, they might be unable to organize their schedule so they could come. Therefore, before locking the event date, the whole team should discuss which day would suit best for most of them and if there is some day that is certainly out of consider. For the discussions one could ask the sports hall about when the venue is accessible. Secondly, one should also check whether there are any other volleyball tournaments or big events near with same or close dates which might reduce the number of participators to our tournament. When knowing the suitable dates for the team, venue and possible participants, it should be easier to set the date. When the team has agreed on a date, the planning for the invitations can start. The invitations should be sent also quite early that people can start planning their schedules. If the invitations come too late, not everyone can arrange the date to be able to come. On the other hand, if it comes too early, people might forget the tournament because they think that it's not in ages. Our tournament is going to be quite small so it's perfectly fine to send the invitations after the date and the location has been confirmed.

One way to making the schedules the most efficient is to do big tasks and assignments when the work is divided into multiple smaller tasks or into different categories. Smaller tasks seem more possible to accomplish and one can see the progression more clearly. When having a task "clean the venue" it might be hard to accomplish it when one doesn't know where to start. Also, it might feel the task never ends because there is much to do before it's ready. The task can be split to multiple smaller tasks like clear the main area from trash, clear the other rooms from trash, wipe the dust, vacuum the venue, mop the floor, do the dishes and so on. Even though, there are more tasks to do, the goal is easier to meet because one knows how to accomplish it. In addition, one gets the feeling of success when accomplishing the smaller tasks and it can drive the person to do the next tasks.

There is a saying "whatever can go wrong, will go wrong". With good planning, we can eliminate things that can go wrong and think back up plans if something still fails. I would say the most common thing with these kinds of tournaments is one of the teams cancelling their registration. One solution could be

to have one team standby but usually you can have a team on hold only until the day of the registering closes. After that people might start planning other activities for the day. Therefore, our second back up plan is to make a secondary timetable for less teams. Something we can use, if one of the teams cancels and we are unable to find another team to take their place. Another major setback would be if for some reason the sports hall we have booked would become unavailable for example by water damage. Because it's not possible to have volleyball tournament without a hall, we should think where to move the event. Our club has other teams and some of the teams have their activities in different sports halls. Therefore, we might ask those venues and utilize their safety plan concerning the space. If the venue changes it must be notified to the participants. We can do it by messaging to the teams' captains and by announcing it through the events Facebook page. If there happens to be no alternative venue available, we need to cancel the tournament and inform all the teams and participants. One solution could be postponing the tournament for a week or two, but it's not convenient since people have probably made plans and cannot come. The most important thing is to inform the teams as early as possible about the inconvenience.

Depending on the event, there can also be a final rehearsal before the event to make sure the time schedule is flexible enough, technology is working, and everyone knows how the day goes. It's also an excellent time to make changes to the schedule or execution since people can see how everything works in action. In addition, one can see whether there is enough time for everything in order to accomplish the objectives. If the point of the event is to network and one sees in the final rehearsal there isn't enough time for that, some changes could still be made to the day's program. (Vallo & Häyrinen 2016, 200-201.) For the tournament, it's quite hard to make final rehearsal since the games can take different amount of time with different teams. If the teams are really even, then the game takes more time than if one is clearly better than the other. In order to make sure the games stay on schedule, there can be a rule that whoever gets 25 points first wins and there is no need to have a two points difference like in normal games. That's one way to make sure the day stays in timetable.

Usually, there are many volunteers at sport events, since most of the time there isn't enough money to hire as many persons as the event requires. Using volunteers helps to keep the costs down and therefore, it is possible to organize events which wouldn't otherwise be possible when there is an hourly fee for personnel. It is important to schedule volunteers' work in order to keep it interesting and meaningful. When the workload hasn't been too demanding and time consuming it is easier to ask them to join again next time. (Catani 2017, 178.) Even though they are volunteers and no salary is needed, it is still a good idea to reward them some way. It can for example be free coffee and buns from the stall or some free product from the sponsors. If it is a bigger event in question, the organizers may even offer lunch for the

whole crew after the event. The amount of rewards depends on how much money there is to spend, how much there is work to do for the volunteers and is the event close to the volunteers' hearts. When something is close to one's heart, they are more likely to join even with no reward. If the event is small, there is no money to spend and the amount of work for the volunteers is minor, it's perfectly fine to just give them free refreshments from the stall. On the other hand, if the event is big, there is a lot of money involved and a huge workload for the volunteers, it would be polite to remember them by a gift or a meal. When thinking about the rewards, the organizer can also ask themselves whether they would personally be happy with it or not. Moreover, they can look up how other similar event organizers have rewarded their volunteers. No matter what the reward is, if any, it is important to thank all the volunteers and that way show they are appreciated. If the volunteers are not showed gratitude, they might think the organizer didn't appreciate their work and they might become reluctant to join next time. Therefore, the organizer must always remember to thank all the members who are part of the event.

Besides the volunteers, it is important to include all whom are a part of making the event in the planning phase. By doing this we can discuss more versatile ideas, and everyone has a clear picture of the project. In addition, when everyone is participating in the planning phase, the goals and objectives are easier to reach since everyone has a comprehensive insight on the defined goals in the early phase. (Vallo & Häyriinen 2016, 191). Moreover, when different teams and people are present, it is easier to identify things which need more attention or are almost impossible to execute. For example, if the ones who are responsible of the lights aren't included in the meetings, the others might take too much time in planning something that is physically impossible, and they aren't aware of it. A scenario like this could have been prevented if the person responsible of the lights would have been in the meetings telling the facts. This can be adjusted to other areas as well. One can spend a huge amount of time on preparing for an issue, when someone else could immediately state it is almost impossible or there would be much easier way to conduct it. Therefore, if people aren't present in the planning phase, we might lose valuable time and effort. However, it is not possible to include everyone in the meetings if the number of participants is large. Then it's advised to split people into smaller groups and only the team leaders join the meetings. Afterwards, the team leaders need to inform their own teams on the topics discussed in the meeting, so everyone has a clear picture of the project. Moreover, the members of these teams can express their concerns and ideas to the team leader, who can forward them to the organizing party if needed.

Concerning our volleyball tournament, we don't need many volunteers since the whole team is participating. However, since it is most likely not for everyone to be able to join in the actual event because of their work and other obligations, we should prepare to have a few volunteers at the event. Since the main

idea behind the event is to raise funds for the team, the rewards for the volunteers shouldn't be too valuable. I have been a volunteer referee in a volleyball tournament and my reward was free refreshments from the stall and for me it was perfectly fine. In our situation, we could reward our volunteers also with free tickets to our game.

What also could be considered in the planning phase is whether to co-create or not. This means the target group and its ideas are brought up in the planning. This can be done for example through social media. (Vallo & Häyrynen 2016, 192). One can open a discussion to encourage people to share their ideas on what they would like to include in the event. It doesn't mean the organizer must fulfill every idea but it's a way to get new ideas and moreover, see what the target group wants.

Nowadays basically everyone has access to the internet in Finland with their smartphones and laptops. People search for information about everything, including products, companies and events, from the world wide web. They want the information easily and right away. Therefore, one needs to have their website and social media covered. With wrong actions or words for example in Facebook, one might create a catastrophe but with right choices and phrases the social media can be a very effective marketing tool. I've heard from different people they have grown to dislike a company because their lazy replying to emails or Facebook messages. Being accessible is a big thing in the society of today. As a team, we already have a Facebook page which we can be utilized for the tournament. We should create a Facebook event and market it through our page. Furthermore, the team can share the event-page as individuals on their own walls or invite their friends to the event. That's how we can get more people acquainted with the tournament. It's not enough the event-page is created, but we need to update it along the way in order to keep people interested and the page has a purpose. These updates can for example be information on how many teams have already registered and when the registering closes. The timetable for the games can be published there as well. During the tournament day, we could send some pictures and information about the event to the page. These actions might interest those who weren't able to take part this time but might join the next tournament. Finally, we can thank everyone who was a part of the day on the event-page, there's never too much thanking. Besides Facebook, we can encourage people to publish photos on Instagram with a specific hashtag. When dividing tasks between team members, we should nominate a person or two to be responsible of the social media in order to be sure it is updated.

In order to people to get to know our team, we should have a "team corner" at the event. The corner is a way of providing a space where participants can find information about the team. In addition, some of us, wearing the team outfit, could give a small presentation. This brings our team closer to the audience

and they can have answers to questions they have on their mind. There could be a photo of our team and a timetable of our upcoming games. In addition, there could be a lottery people can take part free of charge to win a free pass to our game. We want the lottery to be free in order to raise everyone's interest to come to the team corner and participate.

It's suggested to have an emergency supply box, holding necessary items related to the event. The main priority of the box is to contain first aid supplies. Make sure the first aid kit is available and stocked because it is not unusual for someone for example to sprain their ankle during the games. Moreover, it is advised to include items which may come in handy during the tournament. (Catani 2017, 126.) These items can for example be a charger, a whistle, hair bands and pencils. I see the box as a convenient addition since I have borrowed a whistle once from an organizer because mine has broken in the middle of the game. Updating the list during the tournament is a way to make sure the needed items are remembered to include into the box for next time. Whenever someone asks the organizer if they have a certain item with them. If it's not included in the box, it's excellent time to think whether to add it into the box for next time. Not every item is necessary to add, but the ones which seem handy or needed. If it's not added straight away, it is more likely that one forgets, and the said item is not included in the box for next time either. For making the list for the emergency supply box for the guide, in addition to my own experience, I asked the organizer of the visited tournament to give some ideas what could be included in the box.

4.4 Execution

The execution phase is the one all the planning has been preparing for. This step includes three smaller phases, which are building phase, the actual event and pull-down phase. In order to succeed in the execution, there needs to be seamless co-operation between the different parties that are helping to get the event together. (Vallo & Häyrinen 2016, 198).

Usually there are more people in implementing the event than creating the plan so it's important to get people together and to go through the overall plan with everyone. In addition, there should be more detailed explanation of those parts of the plan one is responsible of. Actually, it is essential to have production meetings where these issues are dealt with. If the implementing team is small enough, everyone can be a part in the major meeting where things are gone through. However, when dealing with larger teams it's advised to divide people into teams and have only their supervisor in the meeting.

Afterwards, the supervisor can go through all the necessary things with their own teams. One should offer the material and plans beforehand so people have a chance to get to know it before the meeting. (Mallen & Adams 2008, 98-99). This way people have time to think about any questions they might have concerning the material or the event.

There should be a meeting in the morning between everyone who is a part of the tournament day. In the meeting the day's timetable and overall plan should be gone through to make sure everyone has a clear picture what is going to happen and what are everyone's responsibilities. In addition, if someone has any concerns or wishes for the day, they can voice them in the meeting in order to clear things out, to avoid possible threats and to take excellent ideas into action. The meeting is also a brilliant time to cheer everyone up for the day and to make everyone feel they are appreciated for joining.

4.4.1 Building phase

The building phase can start in the morning of the event, or it can take days or weeks to get ready, depending on the scale of the event (Catani 2017, 77.) Whether it takes a couple of hours or a couple of weeks, it's important the building happens in the correct order and the phase is planned beforehand; what needs to be done first and what can be done later. There is no point on bringing the furniture in first if there needs to be a carpet under them. With careful planning one can save time and money. If there are any external actors, when planning the building schedule, it's important to take into consideration how much they need time to build their part and at what time they should be on the venue. (Vallo & Häyriinen 2016, 199). There should be one person nominated to be responsible for the day and everything gets done correctly and on the right time. That person should have all the contact information and be on the venue for the whole phase in order to see that everything arrives on the right time and is conducted correctly. For example, if the order for the chairs is to be carried to the venue and those aren't coming, the person can notice it early enough and make a call to ask about the missing chairs. In addition, it's better to supervise the phase and correct things early enough than to show up to the venue noticing things are for example located incorrectly. (Vallo & Häyriinen 2016, 199; Catani 2017,77).

For the tournament the building phase is taking only a couple of hours since there isn't that much things to concretely build. We have enough team members for the phase and because it's kind of similar to what we do for our ordinary games. However, it's suggested to have someone who is responsible for checking out everything is done, and nothing is left out accidentally. There are three main parts to be built for the day which are building the stall, assembling the team introduction corner and preparing the

playing area by putting nets, benches and others. We can divide the team into three parts and let every sub-team do one part and if one gets ready before the others, they can go and help those who are still working. When the building phase is planned and executed correctly, it's quite easy to continue to the actual event. When everyone is ready, there is a chance to see everything is where it should be, and the venue is ready for the event.

4.4.2 The event

After the building phase is over, the event can start. When the plans are made carefully and with thought, the event itself should go quite smoothly. Occasionally, there is something that doesn't go as planned but then possible back up plans and calm attitude can help. The staff and the host should never run in front of the guests because it expresses everything isn't under control and there is panic among the organizing party. That might be the case, but it shouldn't be shown to the participants and the staff should be calm and handle the risen issues without the audience noticing there was anything wrong in the first place. (Catani 2017, 99.)

For our tournament the event starts by teams arriving to the venue and they start to change their volleyball gear on and warming up. Before the first game, there could be a welcoming speech, an introduction to where people can find everything needed and a repetition of the rules. After the speech the games can start, and the available teams can for example get to know our team at the team corner. Then it's only following the schedule and making sure everything goes as it was planned. Should something unexpected happen, one needs to deal with it then. The main thing is to keep calm and resolve any upcoming issues with patience.

4.4.3 Disassembling

Disassembling the event needs to be done in the right order and after the guests have left the event. Even though the organizing staff are eager to get home after a long day it's advised to wait for the participants to leave. If one starts to loudly clean and disassemble the venue, the last visitors might leave feeling they were on the way and outstayed their welcome. It's important that even the last guests feel themselves appreciated for being a part of the day. However, it is perfectly fine to tidy up and keep the place clean during the event, in a way which doesn't interrupt the event nor the guests. For example, collecting used drinking glasses and plates. When the venue is kept tidy during the event, there is less work to do at the end about cleaning. It's advised to think of the order of disassembling the venue beforehand for it to be

done quickly and to minimize the damage for the furniture and fixtures. For example, if there is a carpet protecting the floor, it should be cleared last, so it protects the floor till the end. After everything has been cleaned and the day is over, it's suggested to go through the whole venue once more in order to check everything is clean, nothing is forgotten, and everyone has been able to leave the place. It's possible someone is behind locked doors and unable to leave. Therefore, those places are extremely important to check more than once. If there are lost items, the organizer can agree with the venue owner which one takes them in order to give them back to the original owners. Depending on the lost items and the nature of the event, the organizer can for example send a specific list to every participant, indicating what has been found. Another way is to generally announce on the event's Facebook page, informing people they can inquire their lost items from the organizer's office. Usually it is better to generally tell what has been found, without specific information for the items to go to their rightful owners. (Catani 2017, 123-124).

In our tournament there isn't that many things to disassemble and we have some experience since we have disassembled the same venue after our own games, so it should go quite fast and easy. We can divide the team members for different tasks, for example two to collect the nets and chairs, a couple to take down the stall and another couple to take down the team's stand, one can mop the floor and one can collect trash and possible lost and founds. The dividing depends on how many team members are available and whether there are extremely dirty spots or not. However, it's important someone is on the ball and everything gets done properly. For our purposes the lost and found can be informed by e-mailing the teams' contact persons and notify they can ask for any lost items via e-mail. In addition, we should put the information also into our Facebook event page.

4.5 Post-marketing and final evaluation

After the event is over, it is time for after-sales services. This includes thanks to party in question, sending possible materials, collecting and processing feedback, answering to possible inquiries, making a summary of the event and sharing the event in social media. Like mentioned earlier, it's important to thank everyone who was a part of the event. Depending on the situation and the contribution, it can be anything between a thank you message and a present. It's important to show the appreciation somehow for the people who were contributing to the event. Sometimes, depending on the nature of the event, there can be a business gift or another form of appreciation sent to the guests after the event. These gifts are meant to show the guests they were appreciated and to give a final nice feeling of the event and of

the organizing party. Collecting feedback is important in order to the organizer to be able to revise what was good and what could be done better next time. In addition, summarizing the event by evaluating the process, whether the goals were met, the execution and the whole event itself, gives tools to see what parts were done right and where is room for improvement. Different feedback can be collected from the participants, the hosts, the executors and basically from everyone who was involved in the event. There're different ways to collect feedback depending on the size of the event and what the organizer wants to know. The main thing is one uses the feedback after collecting it since there is no reason to collect feedback if one is not going to utilize it. Depending on the event type, the organizer might receive inquiries and requests to contact during the event and when the event is over, one should answer to those. Personally, I dislike and get a negative image of a person or a company if they promise to get back to me after something and then they don't. It's very unprofessional and careless and one should always answer to those inquiries. Even if it occurs it is something one is unable to do, it's better to explain the situation than to leave the inquirer without an answer. Finally, if there is a social media page for the event, one can summarize the event there as well, with a small thank you and some pictures. By doing this, people can see how the event was carried out and maybe become interested joining in next time. (Vallo & Häyrinen 2016, 220-230.)

After the tournament is over and the venue is cleaned up, we need to thank both the team members and the volunteers for being a part of the event. We should also send the participant teams e-mails to thank for participating in the tournament and welcome them to join our games and for a possible next tournament. These e-mails help us to connect with them for the last time to tell about our upcoming games. It's best not to force it but more to welcome them to our games. Many times, I've heard someone saying they would like to come to our games and then they don't because they didn't remember we had a game. There is no need to send any materials, such as thank you gifts after the tournament because the nature of the event. No one expects to receive any gifts after the tournament and it would be too costly since one of our goals is to raise funds for the team. Collecting the feedback is important in order to be able to make improvements for the next time. Even though everything is well planned and executed right, there usually is something to be improved for the next time. We could ask the participants to give their opinion on the event, so we can get a clear picture of what went well and what they feel like were missing. As organizer, it's sometimes hard to see the event from a participant's perspective, which makes it reasonable to ask straight from them. Furthermore, we can talk with the whole team to see if they noticed something which can be done better next time and if they heard any participants say any positive or negative feedback. Sometimes, people don't say the feedback straight to the organizer, but one can hear it if they keep their ears open.

After the day and before our team members leave the venue, we can make a small summary of the day and what is still left to do. Later, we can make a proper summary but at first, it's time to wrap some things up, when the tournament day is still clear, and people haven't forgotten any important things. It's unlikely we will get any inquiries during the event, but if there are any, those should be answered as soon as possible. People appreciate when their requests are taken seriously and answered properly. The person who is responsible of updating the social media can wrap things up on the event page after the tournament day. One can post results, some pictures of the winners with a small thank you message. It's something people afterwards appreciate. It may be some teams leave after their own games but before the whole tournament is over. Then it's pleasant for them to see which team won and what were the final placings.

5 SUSTAINABLE EVENT MANAGEMENT

Nowadays different things are getting greener and more environmentally friendly. Individuals, companies, organizations, states and basically everyone has woken up to the fact of global warming. Global warming means a steady increase on earth's temperatures, caused by different gases and emissions which are stopping heat from getting into space, causing matching changes in climate (BD 2017; Dictionary 2017b; Cambridge university press 2017b). This is affecting us all and we should take responsibility in lowering our emissions and making sustainable choices. It is something to be taken into account also in event management. There are multiple ways to think greener when organizing events.

One might think, when doing a small event, it's not important to make sustainable choices because it's relatively low scaled. However, this is not the case. It is said the single biggest act one can do for preventing the global warming is to educate fellowmen and to make sure they are making the right decisions. (Denchak 2016). It also applies to companies and organizations. Nothing is going to change, if everyone thinks their acts don't make a difference. However, little strokes fell great oaks and when people are aware of the global warming, they can make decisions whether to participate or not, based for example on the information of a company's ecological footprint. There are many things that can be considered when making an event in order to restrain global warming. Depending on the event type and scale, the measures can be very different. When deciding on the venue, one can lower or increase the event's footprint. For example, is the event held in a place where it is easy to come with public transport or is everyone required to come with their own vehicle.

Since our event is quite low scale, there isn't that much to do in order to have a big impact on global warming, but that doesn't stop us from doing something. The first thing is to have separate trashcans for people to sort their waste. For example, many eat bananas during tournament, as those are convenient to have, so having a compost bin for banana peels reduces the mixed waste. Usually, the stall has disposable cups, spoons and plates. It's okay to have those, if the material used is cardboard or something similar and not plastic. Furthermore, there should be a separate bin for those in order to reduce the mixed waste. Since the participants can come from a distance, they need to use a car since the public transport isn't effective here in Kokkola. However, usually teams use car pools and they don't all drive their own cars, which is sustainable. In addition, we can choose the food products in the stall by comparing their footprints. For example, by favoring local products and items whose carbon footprint has been credited. One should bear in mind the portion sizes, so people can eat what they buy wholly and don't bin the rest. For

example, if there are pizza slices, those should be cut into such pieces for the people to be able to eat the slice completely when they buy it. However, portions should not be too small either, because then it would leave people hungry and a little disappointed. Besides the portion sizes one needs to determine the amount of stall supplies. There is no reason to have tens of different options, each with plenty amount, to prevent half of them thrown into the trash bins after the event. In a tournament, in which I took a part of, there has been an agreement with the local market for the returning of any leftover sodas, candies and such non-perishable goods. That's an excellent way to reduce possible waste and it's something people can have on their mind while organizing the stall for the event. For our case, the leftover sodas and candies aren't such a big deal since we can sell those later in our league games.

6 LAWS AND REGULATIONS

It is important everything is done according to laws and regulations. Events are no exception to this. Depending on the event and the country in which the event is held, there are different types of regulations and laws to be taken into consideration. If these issues aren't taken care of properly, it might cause serious damages which can be direct or indirect. For example, there might be a car accident because there weren't necessary traffic control staff.

6.1 Notice of public event

The regulations concerning public events can be found from the Assembly Act (530/1999). Public events can be displays, contests, amusements and other similar occasions open to the public. However, public meetings such as demonstrations do not belong to this category. If organizing the event requires arrangements to maintain safety and public order, to prevent any harm to environment or to bystanders or/and to directing of traffic the organizer needs to send a notice at least five days before the event to the local police department. Furthermore, a notification is obligatory if the event requires a peace officer or the traffic management staff acts in a public road. The ready-made blank document can be found from polices' web-page or at local police department. After the police has received the notice, they estimate if there are further actions that need to be done or not. Therefore, it is advised to send the document much earlier to have time to do all the provided actions. There are also circumstances where the public notice is not required. This is the case when there is a small number of participants, the nature of the venue or the event is such that it doesn't require specific actions for maintaining order or security, preventing harm to the environment or bystanders or any traffic directing. (Yleisötilaisuusohje 2016).

For the volleyball tournament in this case, we don't need to do the notice of public event since the number of participants is quite small. Furthermore, the chosen venue has a good parking space which doesn't require any traffic directing and the location is such, it doesn't create any harm to the environment or bystanders. However, if the venue changes some day or the tournament gets bigger and e.g. traffic control is required, it is necessary to have this section covered.

6.2 Notice of manufacturing and selling food products

A good way to earn more money in tournaments is keeping a stall and selling coffee, sodas, sweets, pastries and sandwiches. When baking and selling pastries for a living, one needs to have specific production area, which is qualified for making food products. However, this doesn't concern small events when it's not the source of one's livelihood and the risks related to food security are only minor. Still, the sellable product's information should list ingredients most likely to cause allergy as well as the date of preparation. (Aitojamakuja 2018.)

6.3 Emergency plan

According to the Rescue Act, section 16, an emergency plan for the public event should be made by the event organizer if there are many participants, there is a significant risk to fire safety or safety of people. The written plan should list detailed information about the possible risks and dangers of the event and how to prevent them. Furthermore, if one of the risks or dangers occur during the event, the document should indicate what actions are to be made. (Rescue Act 379/2011, §16.)

Since we are planning to do the tournament in the same sports hall we have our own practices and games in, we already have a ready-made emergency plan for the venue. The tournament and our games aren't very different, so they have basically the same risks and dangers. Even though the plan already exists, it should be gone through beforehand, for everyone to acquire the needed information. However, if the future tournaments grow bigger or changes occur, it is important to update the emergency plan.

6.4 Copyrighted Music

In Finland there is Gramex and Teosto that represent both national and international artists and their copyrights. They give permissions to play music and music videos in different kind of situations, for example in an event. With the paid fees, they can pay the producers and artists compensation for their work. (Gramex 2018; Teosto 2018.)

In some tournaments there is music playing in the background, either in the whole venue or just in a part of it. When playing music, it is important to have all the copyright fees paid. There is an agreement with Gramex and Teosto which allows sports clubs, that are a part of the contract, to play music in their events

with some conditions. The current agreement is valid until 31.12.2018 but it is most likely to be renewed for next year, with or without changes. In the agreement there are specific situations when the sports club is allowed to play music without extra fees and when the extra fees are needed. They have stated, in small side events that have less than 200 participants and its organized by the club or team, it is allowed to play music. (Olympiakomitean ja Teoston sopimus 2017; Suomen lentopalloliitto 2016.) I have also confirmed this from a representative of the Finnish Olympic committee by email.

6.5 Lottery of goods

There is a law, lotteries act 23.11.2001/1047, in Finland that regulates organizing lotteries of goods. In the law, the definition for the lottery requires the outcome is random, there is some sort of a payment for participating and the winning has monetary value. If one of these three conditions is missing, then it's no longer considered as a lottery of goods that requires a permission. We are going to have a lottery in the team's corner, but since the participation is free of charge, there is no need to apply for a permission. Anyone who comes in can participate, both the players and the crowd. If later we choose to organize a lottery of goods which requires the permission from the local police, it's good to know that the processing time is around four to six weeks (Poliisi).

7 CONCLUSIONS

The main aim for the thesis was to gain abilities to organize an event and to make a guide that our volleyball team can utilize when organizing a volleyball tournament. The guide was constructed by gathering information from different sources. First of all, I have personal experience on volleyball and different kind of volleyball tournaments as a participant. Secondly, I researched literature and various internet sites. Thirdly, I asked a couple of experts to confirm some facts and to give their knowledge on the matter. Finally, I combined all the collected information into my thesis.

The guide is a well-organized structure to be followed in order to organize a successful volleyball tournament. It is designed for our team, but it can be used by others if it's modified for their needs. I acknowledge the world is changing and, in the future, there might come issues which are not taken into account in the guide. In addition, the nature of our volleyball tournament can change, or we can develop the event to fit possible new purposes. Therefore, one shouldn't be afraid to modify the guide if it needs updating. When bringing it up-to-date, one can utilize the guide for a longer period of time.

With all the information received, I feel confident on being able to organize an event. In the process it has become clear, for one to be able to organize a successful event, it requires careful planning and well-designed goals. Furthermore, I have learnt there are various things to take into consideration when organizing different types of events. I understand my knowledge is not perfect about the matter, but I know how to start and where to search for more information of the topic. I already had existing knowledge and experience from both volleyball and events of this type. They were the base of the thesis framework and as the process went on, the newly learned details strengthened the former knowledge base. In the final outcome, which is the guide, these two aspects were bound together to build a wholesome result.

To be honest, at some points I had difficulties finding motivation and time for the writing process while working full time. The whole process took longer than I had planned at the beginning. When there is a gap between the writing, one needs to familiarize themselves with the topic every time they return to it. Usually the writer has to revise the text in order to find the thread. I understand now that I should have focused more on making a more accurate timetable to follow. By doing this, I could have shortened the writing process and effectively carried it through. However, I'm satisfied, that in the end I was able to combine a well-structured text on the topic.

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Event brief

1. Why the event is organized? What are its objectives and meanings?
-
2. What is the target group?
-
3. What is organized?
-
4. How is the event carried out?
-
5. What is the budget?
-
6. What is the content of the event?
-
7. What are the main messages of the event?
-
8. Who are the hosts?
-
9. What is the atmosphere that is pursued in the event?
-

Event brief

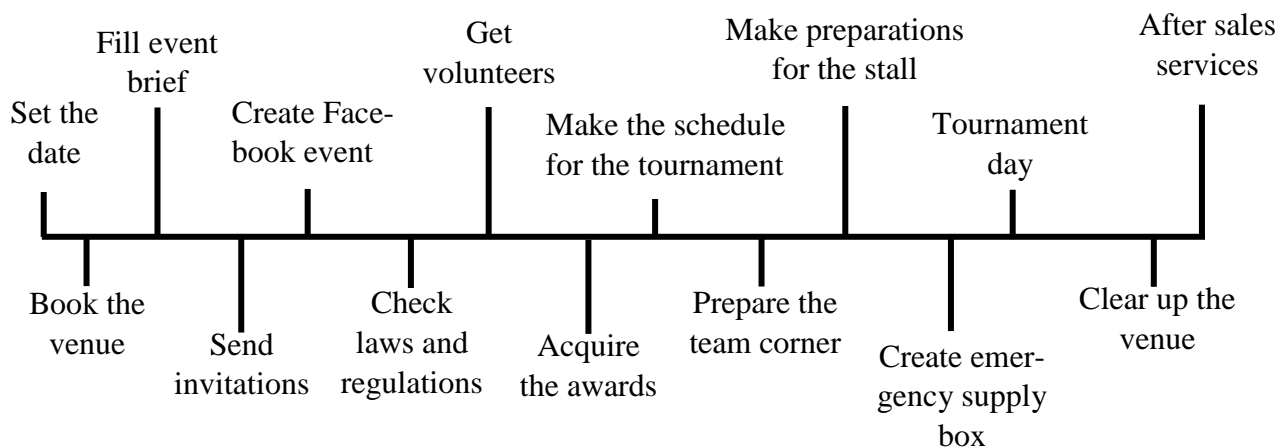
10. Why the event is organized? What are its objectives and meanings?
 - Raise funds for the team
 - Get people interested in our team
11. What is the target group?
 - Individuals interested in volleyball, aged 20-55, from a radius of 130 kilometers
12. What is organized?
 - A volleyball tournament, promotion and entertainment
13. How is the event carried out?
 - Self-organized
14. What is the budget?
 - Approximately 500 €
15. What is the content of the event?
 - Volleyball games, a kiosk and team corner
16. What are the main messages of the event?
 - There is a women's volleyball team in Kokkola
17. Who are the hosts?
 - Kokkolan Tiikerit women's representative team
18. What is the atmosphere that is pursued in the event?
 - Relaxed and enthusiastic



Guide To Organizing A Volleyball Tournament

This guide is designed to help a specific team to organize a volleyball tournament. In order to be relevant in the future events it can be updated if needed. The guide also offers simple structure that one can base their event on. Make sure that you adjust the guide to meet your needs. When dealing out the tasks you should take into consideration everyone's strengths and weaknesses

SCHEDULE



PLANNING

Set the date

- Choose the date so that there is approximately 3-4 months for planning
- Check the desired venue's availability
- Make sure the date is suitable for most of the team members
- Check that there are no other volleyball tournaments or events held on the day/weekend which may affect available participants
 - After the date is decided, book the venue

Fill event brief

- If something has changed compared to last time, check what needs to be done and update documents if needed

Send the invitations

- Create tournament letter which contains at least the following information:
 - type of the tournament
 - date and venue
 - final date for enrollment
 - how to enroll
 - there should be only one collecting the enrollments in order to avoid confusion
 - entrance fee and the payment method
 - rules and possible exceptions in the rules

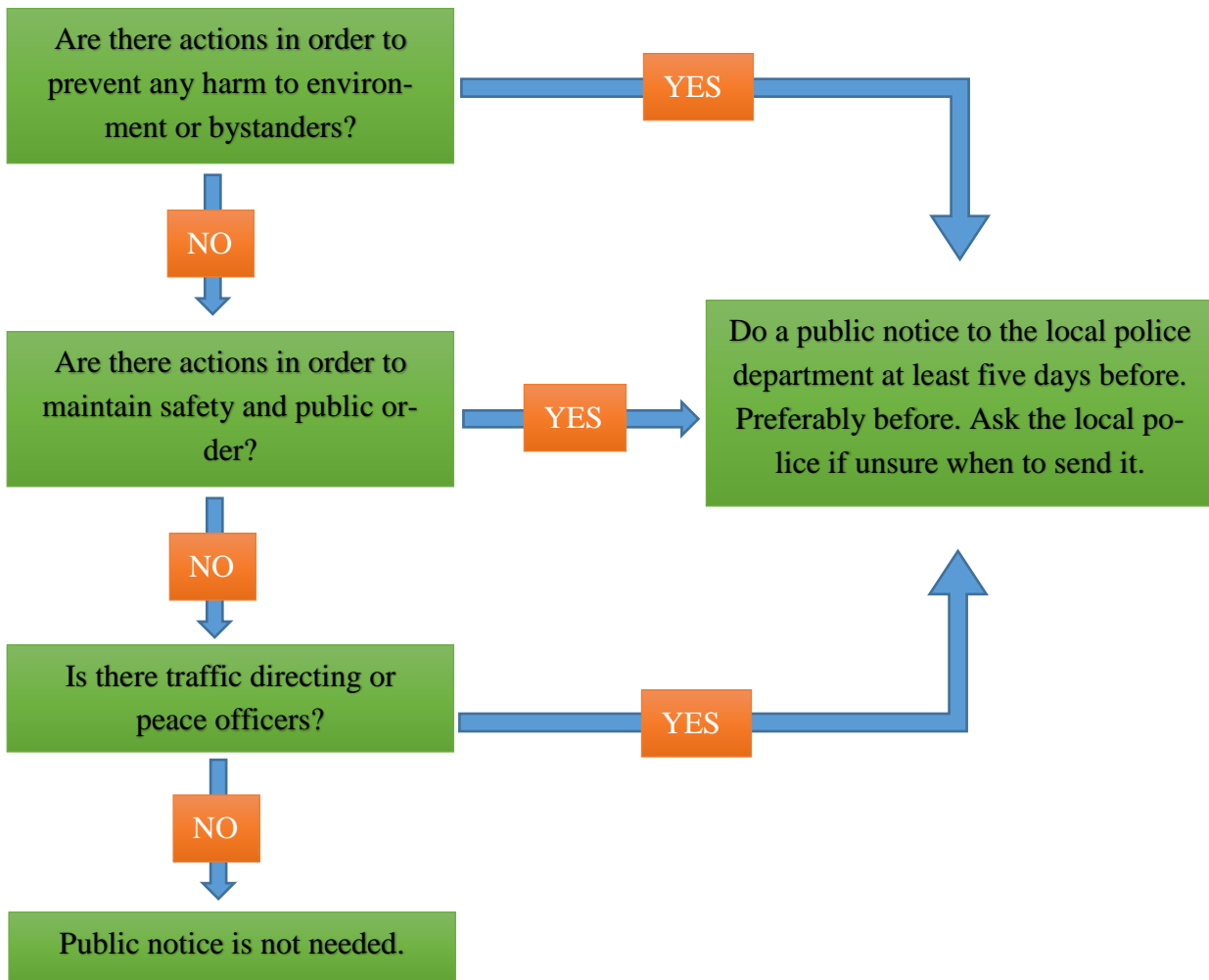
- what the event includes besides the games:
 - the stall
 - team corner

Establish a Facebook event page

- Assign someone with the task of updating it
- The page can be updated for example by:
 - publishing the content
 - sharing the spirit along the way
 - announcing the time left for enrollment
 - revealing the results
 - possible lost and found
 - thanking all the participants

Get acquainted with laws and regulations

- Emergency plan
 - Check that the current emergency plan still covers all the risks and dangers related to the event. If not, update it and send it to the corresponding authorities.
- Copyright fees
 - If you are going to use music at the event, check if the agreement with the sports club and Teosto & Gramex is still ongoing and the event belongs to the category of the agreement. If not, take care of the fees or don't play music
- Notice of manufacturing and selling food products
 - Is not needed when the risks associated with food products are small
 - Information regarding the food's content should be provided with the preparation date
- Permission for lottery of goods
 - Permission is required if the following conditions related to lottery of goods are met:
 - the outcome is random
 - indirect or direct costs for partaking
 - the prize has monetary value
 - The processing time for the application is four to six weeks
 - The application is applied from the local police
- Public notice
 - Follow the chart below to see whether a public notice is needed or not



Get volunteers

- Determine how many volunteers are needed and for what tasks
- Take advantage of the teams' personal contacts when asking for volunteers
- Give clear directions to each volunteer for their tasks
- Remember to show gratitude during as well as after the event
- Reward the volunteers

Acquire the prizes

- For the winners
- For the lottery

Do a timetable for the games

- Send the finished schedule to the teams and publish it in Facebook
- Prepare another schedule if a team cancels on the last minute

Prepare the team corner

- Assign someone to be responsible of the team presentation table. Their responsibilities include:
 - o scheduling turns for the team members on the stand

- dealing out pamphlets on upcoming games
- building and decorating the corner
- organizing the game ticket lottery which is free of charge

Make preparations for the stall

- Assign someone to be responsible of the stall. Their responsibilities include:
 - deciding on what to get and the quantities of the products
 - in addition to the food products one should get disposable tableware
 - notice that the disposable tableware should be environmentally sustainable and recyclable
 - arranging cash float
 - getting the different recycling bins

Create emergency supply box

- Assign someone to be responsible of the box
 - They should also have the first aid information; who to contact on what occasion
- The box includes the following items:
 - first aid kit
 - whistle
 - hairbands/poppy pins
 - pen/paper
 - tape/glue
 - ball pump
 - sanitary towels/tampons
 - scissors
 - needle and thread
- Update the list for next time if it's missing something important

THE TOURNAMENT DAY

Check the facilities

- Make sure everything is as agreed with the venue owner
- Circle the bathrooms to see they are clean and there is enough toilet paper

Organize a morning meeting between the team and the volunteers

- Revise the schedule of the upcoming day
- Make sure everyone knows what they are supposed to do
- Listen to all the last-minute ideas, worries and suggestions of improvements
 - There is still some time to address uprising issues
- Thank everyone for their participation in the making of this event and cheer them on for the day
- Divide the group into three units:
 - one for setting up courts
 - one for building the stall
 - one for assembling the team corner

- when a group has finished their tasks, they can go and help the others

Carry out the tournament

- Opening speech after the teams have arrived and before the games
- Maintain the scores throughout the day
- Upload the social media during the day and publish the final results after the games are over
- Make sure everything goes smoothly and according to plan
 - Deal with possible upcoming issues patiently
 - Enjoy the day
- Have an award ceremony and thank everyone for participating

Cleaning up the venue

- After the teams have left, clear up the space
 - Put the venue's equipment back where they belong: chairs, nets, tables and other that have been used
 - Round up items provided by the team
 - Collect trash to corresponding bins and deliver the bins into recycling points
 - Gather lost & found items
 - Clean up the venue to the same condition it was in before the event
 - Notify the venue owner if something got broken or something went missing
 - Thank the team and the volunteers for being there and ask for feedback

AFTER SALES SERVICES

Send e-mails to the teams which include:

- thanking the participants
- contact info regarding lost and found items
- request of feedback
- information about upcoming games
- welcome them to join next time

Answer to possible inquiries

- Should any inquiries arrive, one is to reply to them with thought and within a short time frame

Summarize

- Make note of pros and cons of the tournament; what went well and what needs to be improved for next time
- Revise the feedback, learn from it and apply in the next tournament