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Title PLANNING HUMAN RESOURCES IN EVENT PRODUCTION Case study: Flow Festival 2012		
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Abstract <p>The aim of the thesis was to identify the factors that interacted with the infrastructure production of the Flow Festival and its human resources. The research process was a result of an employment period in the Flow Festival production, after which the research idea was developed.</p> <p>Due to the specific research object, a qualitative research method was used. Interviews were conducted to collect the primary data concerning the day-to-day challenges during the production period. The following stage included an analysis and comparison of the interview results.</p> <p>In the theoretical part of the thesis, the topic was dealt with from the aspects of human resource management, event industry and a project approach to leadership. Internal and external factors of event production were studied and analyzed by contrasting them with the interview results. The results highlighted the challenges of human resource management in event production. Based on the theoretical background and interview findings development needs for the future were discovered.</p>		
Keywords Human Resource Management, Leadership, Event industry, Festival, Flow Festival		
Miscellaneous		