

# pori jazz for professionals

## "Gimme a beer – where is the toilet"

### Challenges of Service Design in Event Management

International Event Management Summer Seminar

PORI JAZZ FOR PROFESSIONALS

17th - 19th July 2012 in Pori, Finland



Welcome to the sixth International Event Management Summer Seminar which will be held at the University Consortium of Pori during the Pori Jazz Festival. The theme of the seminar this year is service design and its challenges in event management. We will approach this theme, not only by well-known professional speakers, but also by getting right into the core of events. Seminar's program includes four walk-in excursions to different producing cases, SuomiAreena discussions and evening gatherings.

Keynote speakers are two-time Emmy award winner, sound designer and producer **Bill Platt** (Platt Design Group), consultant and cultural innovator **Allan Xenius Grige** (CACC Copenhagen Arts & Culture Consult) and lecturer **Marjana Johansson** (University of Essex). The seminar gathers together professionals who are interested in event management: producers, entrepreneurs, educational and development organizations, as well as researchers.

#### LOCATION

University Consortium of Pori (UCPori)  
Pohjoisranta 11 A  
Pori, FINLAND

#### REGISTRATION

The seminar is free of charge but the maximum number of participants is limited to 60. So please hurry and register now.

#### Registration is open until June 1st.

Please register by [registration form](#).

Possible cancellations of registration to [kristiina.tattari@utu.fi](mailto:kristiina.tattari@utu.fi) by July 9th.

In case of no-show without cancellation, we will charge you 50 €.

The languages used in the seminar are Finnish and English.

#### FOR MORE INFORMATION

Please visit <http://tukkkpori.wordpress.com/>

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## PROGRAMME

### Tuesday 17 July

#### Researcher Meeting

Venue: Aalto University's Atelje  
University Consortium of Pori (UCPori)

Chair: *Arja Lemmetyinen, Dr.,*  
Senior researcher, Turku School of Economics at the University of Turku, Pori Unit

- 11.00 Registration and coffee
- 11.45 **Welcoming words**  
*Arja Lemmetyinen, Dr.,* Senior researcher, Turku School of Economics at the University of Turku, Pori Unit
- 12.00 **Keynote:**  
**It's all about participating: Experience co-creation in the context of the boutique festival**  
*Marjana Johansson, Dr.,* Lecturer in management, University of Essex
- 13.00 Break
- 13.10 **Co-creating the social choreography of an event**  
*Minni Haanpää,* Researcher, University teacher, University of Lapland
- 13.40 **Designing luxury hotel experiences as memorable events**  
*Jukka Laitamäki, Ph.D.,* New York University
- 14.10 Coffee and sandwiches
- 14.40 **Keynote:**  
**Beyond the technology hype. About authenticity and real value of audience services.**  
*Allan Xenius Grige,* Lecturer, Copenhagen Business School, Associate Director, FEI Consultants, Owner, Copenhagen Arts & Culture Consult
- 15.40 Break
- 15.45 **Co-creation and sharing experiences in mobile communication**  
*Marjo Mäenpää,* Professor, Aalto University, School of Art, Design and Architecture, Pori Unit of Department of Art
- 16.15 **Branding in academia - Are there possibilities to co-brand higher education and festivals?**  
*Kati Suomi,* Doctoral student, Turku School of Economics at the University of Turku, Pori Unit
- 16.45 **Closing**  
*Arja Lemmetyinen, Dr.,* Senior researcher, Turku School of Economics at the University of Turku, Pori Unit
- 17.00 End of the seminar day
- 19.00 Our suggestion for evening program  
Rebattia & Tairetta at Raatihuoneenpuisto (in Finnish)

### Wednesday 18 July

#### Venue Day

Venue: Auditorium 125, University Consortium of Pori (UCPori)  
Walking Tours

Chair: *Marjo Mäenpää,* Professor, Aalto University, School of Art, Design and Architecture, Pori Unit of Department of Art

- 9.00 Registration and coffee
- 9.45 **Opening words - Education in event management**  
*Marjo Mäenpää,* Professor, Aalto University, School of Art, Design and Architecture, Pori Unit of Department of Art
- 10.00 **Keynote:**  
**The value and meaning of entertainment economy in city planning**  
*Jyrki Kangas,* Senior advisor, Pori Jazz
- 10.30 **Keynote:**  
**Event venue - Entertainment economy**  
*Bill Platt,* Founder/President, Platt Design Group, California, USA
- 11.30 Lunch in Pori Jazz Street (self paid)
- 12.30 Walking Tour 1:  
**Exploring Pori Jazz Venue, Kirjurinluoto Arena**  
*Jari Leskinen,* Production manager, Pori Jazz
- Walking Tour 2:  
**Venue planning, Pori brewery area** (in Finnish)  
*Olavi Mäkelä,* Manager of city planning, The City of Pori
- 14.45 Break
- 15.45 **SuomiAreena at Puuvillan Puisto: The future of Pori brewery area** (in Finnish)  
*Krista Kiuru,* The Finnish Minister of Housing and Communications  
*Pentti Kilku,* Chairman of the City Board, City of Pori  
*Jyrki Kangas,* Senior adviser, Pori Jazz  
*Tero Vanhanen,* Development manager, Hartela Ltd  
*Janne Alho,* Investment manager, RandH Group Ltd  
*Heikki Haaparanta,* Chair, Development manager, Turku School of Economics at the University of Turku, Pori Unit
- 17.00 End of the seminar day
- 19.30 Our suggestion for evening program  
Pori ARZZ Exhibition opening, Generator Gallery at the Pori Cotton Factory
- Cotton Salsa Factory Opening Party, Pori Cotton Factory (20.00-03.00) (Pori Jazz Festival event)

### Thursday 19 July

#### Producing Day

Venue: Auditorium 125, University Consortium of Pori (UCPori)  
Walking Tours

Chair: *Marjo Mäenpää,* Professor, Aalto University, School of Art, Design and Architecture, Pori Unit of Department of Art

- 9.15 **Keynote:**  
**How to produce Christmas show - the American production process**  
*Bill Platt,* Founder/President, Platt Design Group, California, USA
- 10.15 Break
- 10.30 **SuomiAreena at Puuvillan Puisto: Visible and Invisible Design** (in Finnish)  
*Pekka Timonen,* Executive director, World Design Center  
*Kati Heljakka,* Creative manager, Tactic Ltd  
*Harri Koskinen,* Designer  
*Satu Miettinen,* Professor of Applied Art and Design, University of Lapland  
*Jari Koskinen,* Chair, Concept Designer
- 11.45 Lunch in Pori Jazz Street (self paid)
- 12.30 Walking Tour 3:  
**Event management, case Suomi Areena** (in Finnish)  
*Esa Nieminen,* SuomiAreena Producer, MTV3
- Walking Tour 4:  
**Private entrepreneurship, business and events** (in Finnish)  
*Harri Viikuna,* Owner/Founder, Barkino, Barco and Porispere Festival
- 14.00 **Closing**
- 14.30- Living Lab for seminar participants:  
21.00 Concert at the Pori Jazz Kirjurinluoto Arena
- All rights to programme changes are reserved.

Pori Jazz for Professionals seminar is co-produced by:  
HITTI - Innovative Management and Development of Welfare Services  
JOHDE - Development Project of Event Management  
CREA.RE - Creative Regions  
Pori Jazz Festival

