

# 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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Aalto University School of Arts, Design and Architecture  
Pori Unit of Department of Art  
Marjo Mäenpää, [marjo.maenpaa@aalto.fi](mailto:marjo.maenpaa@aalto.fi), 050 339 6675

## 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  
Tairetta & Repattia 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  
**Meeting place: Restaurant Kirjurin  
kesäravintola** (Kirjurinluoto)

#### 14.15 Walking Tour 2:

**Venue planning, Pori brewery area**  
(in Finnish)  
*Olavi Mäkelä,* Manager of city planning,  
The City of Pori  
**Place: Restaurant Colorado** (Hallituskatu 18)

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 Kilkku,* 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

#### 18.00 Our suggestion for evening program

Pori ARZZ Exhibition opening,  
Generator Gallery at the Pori Cotton Factory  
(18.00-21.30)

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 SuomiAreena**  
(in Finnish)  
*Esa Nieminen,* SuomiAreena Producer, MTV3  
**Place: Student house Saikku** (Antinkatu 7)

#### 13.15 Walking Tour 4:

**Private entrepreneurship, business and  
events** (in Finnish)  
*Harri Vilkkuna,* Owner/Founder, Barkino,  
Barco and Porispere Festival  
**Place: Restaurant boat Barco** (Eteläranta)

#### 14.00 Closing

**Place: Restaurant boat Barco**

14.30- Living Lab for seminar participants:

21.00 Concert at the Pori Jazz Kirjurinluoto Arena

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Pori Jazz for Professionals seminar is co-produced by:  
HITTI - Innovative Management and Development of  
Welfare Services  
JOHDE - Development Project of Event Management  
Creative Alternatives

