

From the book of: *The essence, development and success of rural cultural events. Ten narratives from Finland, Scotland, Norway and New Zealand.*

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## **CONTENT AND CHARECTERISTICS OF GOOD EVENT**

### **1. Essence of the event**

- The event is based on tradition/product/knowhow or local history
- The content of the event is sufficiently original
- The event is clearly distinguishable from similar events

### **2. Touristic Integration**

- Touristic appeal vs. local event
- Impacts of tourism to the event and host community

### **3. Organization and responsibilities**

- The event has a well working and dedicated festival organization
- Organizers believe in their own event and are motivated to work
- The organizers have enough abilities to work effectively and productively
- The event have enough manpower (permanent staff + volunteer workers)
- Organization has an updated strategy and vision for the future
- Detailed operating plan has been written down

### **4. Production schedule and event timing**

- Event planning schedule is realistic
- The events timing is suitable for target audience/guests/spectators
- The events timing is suitable for artists/performers/specialists/key speakers etc.
- Major competing events are few/if any during or close to the intended event time

### **5. Program planning, content of the event, quality of the event**

- The quality of the content is first rate
- Events general arrangements are first rated
- Content is clear and can be developed into themes

- Contents offers surprises and gives experiences
- Location of the event and event venue are suitable/best possible

## **6. Finance and budgeting**

- The events finances are on a sustainable basis
- Finance planning is based on realism, not on wrong kind of optimism
- The events strategy and budget are based on risk analysis
- Funding is based on numerous sources
- Event's tickets availability is easy/suits for attendants
- Services are priced right (attendants view) and brings enough profitability (organizers point)

## **7. Safety and security**

- Organizer has made security plan, rescue plan and attached documents
- Audience gets first- rate service which corresponds to demand
- Audience's safety has been adequately secured

## **8. Authorities, licenses and permissions**

- Organizer have contacted all necessary sides/stakeholders to have mutual understanding about the event
- Organizers have licenses and permissions needed to organize events

## **9. Marketing, communication and accessibility**

- Event has marketing plan
- Marketing is implemented professionally, using modern media and tools to achieve target markets (audience/guests/spectators)
- Press releases are credible. accurate and interesting
- Organizers have a good relationship with media
- Moving and navigating to the area and inside area is easy (infrastructure, transport, etc.)

## 10. Partners in cooperation

- Organizers cooperate with local organizations, all stakeholders
- Connections to public sector and enterprises of the area are well functioning
- Organizers have contacts to networks and organizations outside of own area

## 11. Evaluation

- Event evaluation plan and implementation are made carefully to achieve information needed to all stakeholders needs

### Sources:

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