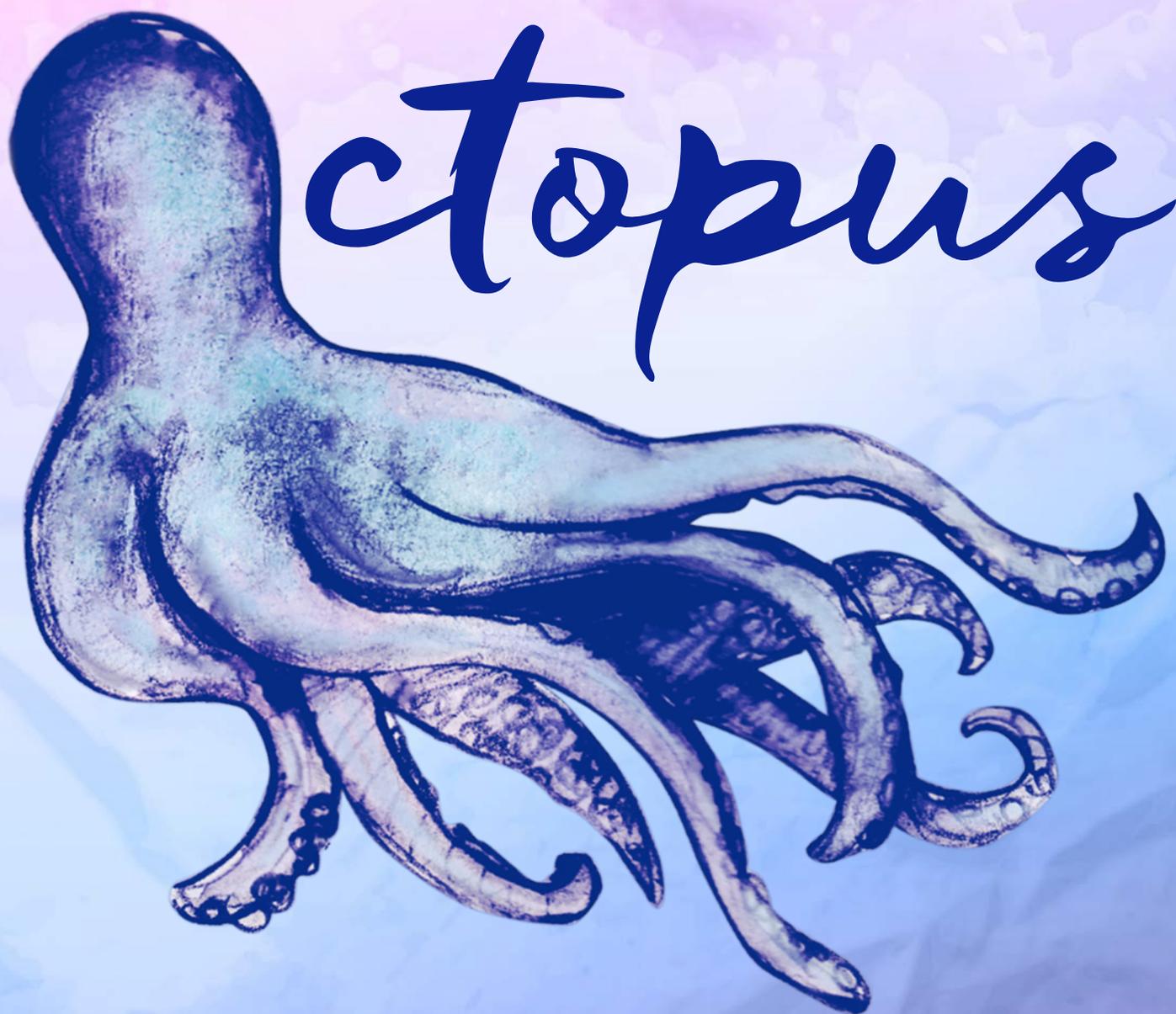


BALTIC EVENT INDUSTRY NEWS



ctopus

APRIL
19-20
2018

Baltic

FOR EVENTS • FORUM • II^{ed}

2018

EVOLUTION OF EXPERIENCE.



catalyst baltic
excellence in team building



Catalyst Baltic - EnterTraining & Teambuilding activities that inspire, excite, motivate and challenge your team. Over 45 programs available in Lithuania www.catalystteambuilding.lt, Latvia www.catalystteambuilding.lv, Estonia www.catalystteambuilding.ee

Octopus

ANNOUNCE

BALTIC FOR EVENTS FORUM II – EVOLUTION OF EXPERIENCE

Baltic For Events 2018 is focused on the experience of practitioners, the creators of successful agencies and projects.

Every type of event will be examined from a certain point of view: sponsorship, government relations, customer services, advertising.

The first day of the forum is dedicated to festivals and cultural events and corporate and business events. The second day will present the client's point of view and Baltic and Nordic approaches to event management.

At the end of the 2nd day the first ever Event Service Festival will take place. Event Service Festival is a special part of the Baltic For Events Forum where suppliers offer new, innovative services for the event industry. This is a unique format where everyone can hear something radically new and fresh from suppliers.

The forum has more than 6 different formats of speeches. There are also speakers in the TED format, and well known moderators with leading agency-customers: Microsoft, SEB Bank, Absolut, Siemens, Ericsson, Audi. This list is only the beginning of the world famous companies and young, but already "star" clients.



Baltic For Events Forum 2017

The agencies that create corporate and business events from 8 different countries will offer relevant and engaging topics with a new focus.

Baltic For Events 2 is the evolution of experience in organizing and creating events. This is a unique, one of a kind project, uniting more than 8 countries and 200 lines of business with one goal: to succeed with the help of the most reliable and proven tools - live communication and the live touch of people who are passionate about their profession.

The forum will be held on April 19-20 in Tallinn, Estonia.

For more information visit:
www.balticforevents.com
Powered by Baltic Event Industry Club (beic.pro)

JULIUS SOLARIS: «EXCITING TIMES AHEAD»

You started EventMB in April 2007 and you were also a social media consultant for global brands, and now you are a renowned author and international speaker who has impacted the event industry positively, can you give us a brief insight on your journey towards success?

I actually want to change the industry and have wanted to change it since day one. I want to help event professionals be competitive in a fast paced environment. Associations and universities are catching up slowly on the changes of the environment. We need to know what's going on! EventMB helps event professionals with inspiration, education and trends to keep them up to speed. Free and accessible for everyone.

Event Manager Blog has been a go-to online resource for event professionals worldwide concerning trends, technology, innovation and even education. How does that make you feel achieving such a milestone in just 10 years?

I am extremely proud. I am proud to have been imitated in any way and shape possible. I am proud to have kept going, when most of my fellow bloggers quit. I am proud to have built a business that gives work to many people without losing integrity or selling my soul, always disclosing relationships and in



Julius Solaris

evident transparency with my readers.

We never received a dime of funding, we have grown organically in an environment where most fail. We have brought independent research with humour and accessibility.

I am proud of my team. It's by no means my achievement alone.

The Event App Bible has been a huge success since its maiden edition in 2013. The 2017 edition is out and it seems to be gaining good ground as usual, can you tell us a little about it and what projections you have to bolster its success?

There is a lot of turmoil in event apps. The next edition is going to be a bomb. It's make or break for a lot of providers in the industry. This year we have introduced the AI revolution. I'm pretty excited for the changes ahead.

You wrote an article on “3 Experiential Events That Challenged Audience Thinking”. It is imperative to know how often you feel brands should come up with experiential events to feel the deepest personal desires of their audiences. Should it happen when brands are having difficulties with promotion or should it be a continuous exercise slated for specific timing (for example, maybe once in 2 years or twice in 5 years) as the case may require?

Not my article, but the need to do events in a brand environment should be driven by objectives. There is no universal driver. Do you know your objectives? Do you know what you want to achieve? Can you afford not to do events? These are some of the questions I would ask before considering an event.

You wrote an article on the Coachella website data breach and what event professionals can do to mitigate risks i.e. encrypting, securing and reporting to relevant authorities while being transparent in cases of breaches. This development is worrisome for event managers because one of their major aims is to protect their clients and attendees. Now that this breach has occurred, in your

professional experience do you think it sets a precedent for more hacking in future? Should event Profs be worried?

Oh yes. It's getting worse. And it's not only events. It is also hotels you may use for your group. How you protect attendees' data is pivotal and will become the most interesting topic for next year. Nobody robs banks anymore, the new thieves are online. What are you doing about it? How are you defending your brand?

You introduced “10 event trends for 2017”, a popular outlook for the event industry in 2017 on event design, technology, social media marketing and venue selection. It is intriguing that you have made it available for free and many event professionals are grateful for this. You always seem to stay abreast of the present and future trends in the worldwide event industry. I am curious sir, how do you do it?

Hey I cannot tell you my secrets :-). We have 10 years of data and a constantly updated database of new startups in the Industry. Many have tried to copy or plagiarize with poor results.

We like leadership, we don't like to follow. Many do, we don't. That's the secret trick. Damn I told you!

Your article titled “Want to Plan Better Events? Make Yourself Uncomfortable”, gave deep insights on how to plan an innovative 21st century event outside

your comfort zone so as to achieve better results. Many event planners want to know how long after consistent planning of events outside your comfort zone will it take to get comfortable in planning successful events or is it absolutely impossible to plan a successful event in your comfort zone?

There is no such thing as a comfort zone in an environment built for failure. Events are complex and happen in a short frame of time. Things will go wrong inevitably. What you are going to do about it and embracing such change will define whether you are a good/great/outstanding event professional.

Lastly, many in the event world are very grateful to you and your team as EventMB has been very helpful to thousands of event profs, they might like to know what your future plans for your company and also the worldwide event management scenery are.

You'll see very, very soon. Exciting times ahead

COLJA M. DAMS: «NO MORE SUCCESSFUL EVENTS WITHOUT HYBRID ACTIVITIES»



Colja M. Dams

Colja M. Dams has been president/CEO of the agency group VOK DAMS worldwide since 1998. Since the foundation in 1971 the agency has been one of the international market leaders in Live-Marketing and Events.

- VOK DAMS is considered to be an empire, founded by your father and now headed by you. It is a legend. Many people want to either be Vok Dams or be like you. What do you think is more difficult - to climb to the top or stay at the top? And what makes this company truly unique?

- It is of course difficult to reach the top but staying at the top is an altogether different challenge. You always have to remain curious and adapt to changing conditions. But this isn't reactive but proactive. Only when you contribute to advancing the industry do you earn your top position.

- When the company was just beginning to exist, what were your events and what are they now? What has changed and what remains the same?

- What has definitely remained the same is that live marketing is an important tool of brand communication. We believe that it is even the most important communication tool because communication with every sense is only possible during a personal encounter. Here is where our company and products become tangible and an experience.

The development of our agency shows that we are planning and implementing more and more complex

events. At the beginning these were classic marketing events with around 150 participants while today our events have an audience of up to 30,000 participants, such as the anniversary event of Bayer in a football stadium.

- In your latest book Hybrid Events, you don't describe trends, but rather a new nature of events. You released it some time ago, but now people are starting to talk about this new type of event more. Tell us how you see it. What is happening to the industry? How is it changing?

- Today there are no more successful events without hybrid activities. This was a logical development because in this way the impact of an event and the reach of an event can be tremendously improved by using online supported channels.

This also ends the age-old discussion about the tension between contact intensity and reach since hybrid events enable both.

In the meantime, however, we've already progressed further and are speaking about live campaigns. These are brand campaigns where the event is not only one channel but is at the heart of the campaign while also providing the content for all other communication channels. This is the next step in the significance of events in

the marketing mix.

- All event professionals are alike in that they want to create the perfect event for their audience and for the customer. But, if you had only 3 boxes to check, what would be the main points that you can never lose sight of when creating an event?

- The three aspects of a successful event are:

- creative concept ideas
- professional implementation of the activities
- target group-oriented strategy

At first I have to ask myself whether the event is the right activity to achieve my communication goals with the target group.

This is followed by the overriding idea of the event and the development of the activities that support the idea.

Finally the concept has to be implemented onsite.

Here there are again three elements:

- INFORMATION: The contents need to be communicated in an exciting and easy-to-understand way.
- MOTIVATION: I have to wow the guests and reach them on an emotional level.
- INTERACTION: The guests have to be engaged and actively involved in the programme.

- What do you usually do to understand your audience?

- The most important thing is to know the target group really well. We have trend scouts who work all over the world and inform us about the latest

things that our target group is interested in and concerned with.

- Events in different European countries are developing very differently. Have you experienced this with the Baltic countries and their local events? What do you think of the local market?

- We've noticed that events as the most important communication tool of marketing have become more important everywhere. However, the success depends on them being planned and implemented professionally. That's why events in the sense of live-marketing will gain further importance in the Baltic countries. The basis has already been laid. I still remember very well the Eurovision Song Contest in Riga in 2003.

In addition, the Baltic countries have already become popular travel destinations and their attractiveness also increases for businesses. I'm convinced that we're on the right track here.

- Where would you like to see VOK DAMS in 5 years? And how do you see the market in the future?

In the digital world of the future the communication possibilities will continue to increase. We're already talking about chatbots and artificial intelligence, which will change our communication drastically. This development will make the personal encounter

even more important and meaningful. It is the basis for trust.

I'm convinced that VOK DAMS will still be front and centre in five years' time.

We're already laying the foundation for that today.

VOK DAMS
EVENTS + LIVE-MARKETING

GUNDEGA SKUDRINA – ADULTS ALSO NEED TO PLAY

Gundega Skudrina, Director of the creative group "Skudras Metrople", event producer and designer, host of the popular culinary TV show, talks about her new project.

- In Latvia you are a leader of opinions in several areas – events, catering, gastronomy. You were a host of the cooking show "You're a Foodie!" and now you are well known because of the popular program "Breakfast" on TV channel LNT. How does it affect your business in the event industry?

- You know, I have worked in our industry as an event producer for almost 15 years. And I must admit, that never before have I seen such a surge, such a growth of interest in that sphere, as now. Today culinary events enjoy great success and demand. As for advertising on TV or radio. Yes, I am a recognizable person in our country, but even TV can not be compared in strength and in speed with social networks. "Word of mouth" has always been a powerful channel of advertising and promotion, and today social networks perform its functions. The information there applies with incredible speed.

News travels so fast that we simply do not have time to reply to everyone. We have not been able to invite all of our potential guests to our projects. So you can judge it yourself: tickets for our gastronomic performances are quite expensive (100

euros, for example), but they are redeemed in half an hour, maximum an hour. That's it: the projects are really popular.

- And what projects do you actually mean? Indeed, in different cases you will use different formats, right?

- The first is public events (e.g. food festivals). In July the administration of one Latvian city asked for our assistance at a large event dedicated to the celebration of the anniversary of this ancient town. They decided to make a food festival, because not so long ago Latvia received the status of one of the leading gastronomic regions in Europe. Our team was responsible for the entire gastronomic sphere. We were lucky to greet more than 15,000 people. This, of course, is a very special format of event and preparation. At the forefront are questions of logistics, safety of guests and property (not the artistic component and directing, for example, like in our new unique projects).

The second is the event for business (corporate or promotional, various presentations, launches, where you just have to make unconventional food, and some wow catering). The



Gundega Skudrina

third are gastronomic performances in unusual locations (outdoor - for example on the shores of a scenic lake, – and indoor, for example in castles or even in factories or old hangars, etc.). Speaking generally, it is a kind of cultural action with exclusive tickets, in which the art object is the food itself and the process of artistic cooking. And last but not least is our know-how, our new idea – so-called "pop up café" or "café with rules". This is the event in a special café for a narrow audience where you need to preregister and get a reservation somehow because we can invite only up to 30 people at a time.

- What does "café rules" mean?

- Rules exist in every game, and our pop up cafe is a sort of culinary game. "Café with rules" means that all of our guests must eat food and

taste drinks as they are conceived by the organizers. If we tell you that you can try the soup of frog legs only when artificial frogs in our artificial pond croak, it should be just as it is. If you need to decorate a dessert from the chef in honor of the flowering magnolias with sugar drops that are earned in one way or from another game, then you may be sure that you need to participate in this game. If you must eat snacks in the mask of a squirrel and hot meals in the mask of a tiger, then let it be. And so on.

The main rule is to follow the rules. Pop up cafe is not a traditional restaurant where you can order any dish and sit as long as you like. It's a game, it is a carefully conceived and orchestrated show, strictly limited by time, by activities, by tasks and goals. In this tiny gastronomic event every detail is tailored to the general idea - the menu, the invitation, the program. During your lunch or dinner there may be artists on stage. And the staff may be involved in the game. The waiters may appear to be singers, dancers, artists painting sketches and people who lead the workshops. This is the main highlight of these cafes.

- And what is the demand for these activities?

- Our event guests need to pre-register. And if you try to do it late, usually there are no places even several dates in advance. You can estimate it yourself: we have 8 tables, the show lasts for 1.5 hours and on average we can afford to put on 6 receptions a day. So you can see that the service is at its peak of popularity. This is because adults also want to play. And we give them that opportunity. They don't need to leave these feelings of excitement and surprise in their childhood, they don't need to abandon them. And in the game each one learns something new about themselves. However, often we give the guests some new knowledge and skills in the framework of invented activities purposefully. Nowadays young people love to learn. Especially in the form of a game.

On top of these events there is excellent communication and networking or it can just be a way to meet interesting people and have a bright, unique experience. At Christmas we had an absolute rush job, because during the holidays everyone wants

something really new, unusual, slightly crazy and absolutely wonderful! We asked all the guests at Christmas shows to bring a gift and to present it at the end of a dinner to someone special. Everyone danced, sang, laughed and hugged. And it turned out to be the real spirit of Christmas.

- What are the plans for the development of this direction? Maybe it makes sense to think of a more mass popular format? The festival, perhaps?

- Festivals for a large number of visitors is a very complex story. In addition, this format implies an individual approach and attention to each guest separately. It seems to me, that it must be a chamber reception. The element of involving mass audiences will only hurt such an idea. For this reason our task now is simply to create beautiful projects. Including attention from other countries. We are open to any partnership proposals: we can just sell the concept and "mechanics" or we can do joint projects. I can ensure the relevance and quality of the services. And I suppose that everyone can be interested in such projects: restaurants, agencies, private entrepreneurs, chefs. We will be happy to share experiences and a good mood. This is a great, original and funny project that will appeal to organizers themselves first of all. Just don't forget that all adults need to play too!



Jussi Peisa



JUSSI PEISA: COOKING HAS ITS OWN ART FORM

Kitchen master at Willitomaatti Catering Ltd speaks about creative catering, new trends and his latest projects.

- What are new catering trends that you have noticed during the last couple of years?

The customer wishes to be involved in designing an eye-catching product and entity. Quality is the key to everything you do. The most important customer group for us are companies, they make up most of our sales. However, we do not enclose customers individually, but all customers are equally important to us, and we have to take care of 110% of the overall quality.

The vegan diet has been featured in the menu since 2016. It seems that this

diet is not a trend actually (as asked in the question) but a lifestyle of educated people. This is already shown by the huge increases in grocery stores in the range of vegan foods. An innovative showcase for both food and container has a strong trend in everything.

- What are new catering trends that you have noticed during the last couple of years?

Catering offers a wide variety of dishes and cutlery. Recyclable materials such as bamboo leaf, wood, recycled paperboard. There are a lot of

novelties – from presentation cabinet to the plates.

- What do we mean while saying "creative catering"? Can you give some examples?

Creative catering, depending on the size and nature of the event, is something new and memorable, without forgetting the essence of quality food products. In my opinion, catering that does stunning buffet tables with lighting and floral arrangements, but "forgets" about the food quality, does not match the creative catering set.

The service concept must be

aligned with the entity.

- What are the secrets of the art of table setting in modern events?

I do not think there is any secrecy. Some kind of transparency is always felt. Cooking has its own art form and is transformed into a table created by the artist's inspiration. I never have two similar tables. The theme of the day! :)

- What have been your latest and most exciting projects? Tell us some details, please.

We branded the website and logo of our company to meet today's requirements, especially to meet the quality of our products and services. Now we are outlining who and what we are. The biggest challenge this year will be for 13 theater shows around Finland with related service for 1000 people / show. This is all done in two weeks.

- What prospects do you see in the Finnish event and catering market?

There is a huge shortage of skilled staff in Finland. The industry has experienced devaluation and the number of graduates has fallen every year. The turnover in the industry is high so the challenges will continue to grow in the future if the attractiveness is not raised, for example through pay. The work is heavy and weekend-oriented and thus does not attract the field for a long time.



WILLITOMAATTI
CATERING



www.willitomaatticatering.fi



PARTIZANAS.LT: STATOIL REBRANDING TO CIRCLE K BRAND



CUSTOMER: Circle K
DATE: Main event: 5.9, followed by smaller events during the summer.
CLIENT'S BRIEF: create the idea, how to communicate Statoil rebranding to the Circle K brand. Attract current and potential customers' and media attention, while sending them the message, that only the brand name was changed, but all the qualities and values have stayed the same.
CREATIVE BRIEF: organise an American fuel truck roadshow around Lithuania and invite people to re-brand petrol stations' openings.



AUDIENCE: all drivers.
LOCATION: Key event in Vilnius, followed by 67 smaller events all around Lithuania.
BRIEF PROJECT DESCRIPTION: Project consists of 2 main parts: petrol stations' opening events (68 events in 10 cities within 3 months period) and American fuel truck Roadshow around Lithuania. The key focus was on the first Petrol station opening in Vilnius. During it we created a festive atmosphere and transformed the petrol station into a party venue. A Live band which was followed by a DJ and live video performances on the huge LED screen on the petrol station's roof made everybody smile and dance despite the rainy weather. All customers were welcomed by Circle K brand ambassadors with free petrol, coffee and hot dogs, and invitations to spin the Lucky wheel and win coffee for a full year. To attract customers attention and invite people to the openings we asked them to



follow the American fuel truck in their cities and immediately get free fuel when it stops. The truck was decorated with a sign saying «Follow me», so everybody was intrigued where it would lead. And it led to the Circle K petrol station marked with a huge 3m diameter helium balloon flying as high as 30m above the location. With this action we managed not only to invite customers to the petrol stations, but also attract media attention.

CHALLENGES: We got the brief 2 weeks before the first petrol station opening, so the first challenge was to cope with very tight deadlines. Second challenge was to find American trucks for the roadshow, that would attract customers' attention in the



cities. And finally, the scope of the project: 68 petrol stations openings in total in less than a 3 month period.

IMPACT: During the roadshow, that lasted since May 11th until August 18th almost more than 1000 people went an extra kilometre with free Circle K petrol. 27'000 happy customers got energised with best quality Circle K.



SMARTER MOBILE APPS FOR EVENTS!

Got an event? Well, you now also have an immediate and customized event app by Festivity that also acts as an additional source of revenue and actionable analytics.

Festivity brings festivals and events to mobile fast and affordably. We have developed the platform Software-as-a-Service (SaaS) for events and festivals to adopt smart mobile technologies, and gain new revenue streams through mobile and actionable event and attendee analytics.

PRODUCT PLATFORM IN A SNAPSHOT:

For event organizers and promoters: an industry-specific automated mobile apps builder with an efficient content management system (CMS) + event datalytics & mCommerce toolbox. It powers events to launch smart, custom-branded, data-driven event apps, helping event teams to make more informed decisions from real-time events and attendee data analytics. We also open access to new and additional revenue streams via mobile devices.

For attendees: An intelligent, feature-rich event app (iOS, Android), helping eventgoers get more value out of events and extending experiences to mobile. Along with an ability to network and matchmake, as well as buy and pay at events conveniently with their smartphones.

A monetization platform for organizers from event partners' ecosystem with commercial interests: vendors, merchants, exhibitors, artists, sponsors.

DIGITIZING EVENTS

We have years of experience working on events in the Nordic and CEE region, yet we've noticed that too many aspects of our industry haven't changed fast enough. Attendees are still given printed programmes, they have to make payments in cash and they inevitably often get lost at events, or miss their favorite performances. The consumer events industry is still largely an offline industry. We think that has to change.

The digitization of events has the potential to raise revenues and ensure smoother organization, as well as create a better experience for attendees and help save the environment from all that printed material. We've seen how smart event apps can benefit all event stakeholders from the organizing team to the vendors.

REMOVING BARRIERS

The benefits of mobile apps might be clear, but they have historically required a large investment and substantial time and effort to come to fruition from scratch. As a result, it is not yet standard for all event teams to build and monetize mobile apps to support their events due to perceived shortages in resources, time, costs and skill. Festivity is changing that by making smart mobile apps easy and accessible for all events.

Want to know more?
Drop us a note hello@festivity.co
or check www.festivity.co



ICEFIRE BY FRANK EVENTS

Our field of operations is organising events and the characterising keywords are professional customer service, novel and original ideas and quality organising. Our best praise is starry-eyed regular customers who keep coming back to us with their wishes.

We have drawn the best doers of the field to us and want to offer the best service based on the client's needs and wishes. Our project managers and the team are experienced organisers of indoor and outdoor events whose experiences and knowledge ensure the best solution for events tailor-made for you.

In addition to our experience base, we have obtained knowledge at Tallinn University department of recreation management, therefore our minds are fresh and our ideas are sparkly and at the same time dignified.

Name of the event: Frank Events OÜ

CUSTOMER: ICEFIRE

SUPPLIERS:

DATE: 14.09.2017

CLIENT'S BRIEF: Event should be representative, formal but memorable in a funny and new way. The aim was to thank all the customers and colleagues. Also they needed an activity which would bring out the main thing - their 15th anniversary.

CREATIVE BRIEF/IDEA: main idea was to mix a very representative but historical place with humorous activities. And we wanted to bring the place (Pirita



convent) alive again. We made a special videomapping inside the convent and we managed to make three walls come alive. We created the inside conditions of the convent - a 300 m2 transparent tent.

AUDIENCE:

160 persons + staff

LOCATION: Pirita Convent

INSIDE: what & how,

innovative tools & technologies used, main difficulties/challenges

We used pantomimes to get people into a happy mood; we had a Magic Mirror for photos; an iPad artist who painted participants portraits in real time (with the screen); a special video made with customer's children in order to find out as much as possible about our customers (children do not lie); a UV-

drumshow with Siim Koppel; videomapping on three big walls of the convent and a flour painter (painter who made art with coloured flour). One artist made a statue with four pieces of ice in Latvia. Each of them were about 80 kg and transported to the convent just before the event. The idea was to put this ice statue into fire with LED lamps (like the customer logo). And it was fantastic in the dark. The main performance was by Trad Attack. The biggest difficulty was the weather (it was raining three days in a row) and putting the projector towers into the right place so that the videomapping would be in the right place with its animations.

Octopus

BEIC

Baltic Event
Industry
Club

In May 2017, Tallinn hosted the first forum dedicated to the event industry – Baltic For Events Forum. The forum united more than 200 participants, 138 professional companies in the event market, and in total, the forum was attended by participants from 12 countries. The result of this event was more than 30 contracts concluded between delegates, a lot of new ideas and acquaintances, and one of the most important decisions was made, which was the creation of a Baltic event association: Baltic Event Industry Club (BEIC).

It sets itself certain tasks, among which: promotion of the entire Baltic sea region as a venue for various events, priority participation of members of the association and international B2B events as speakers and delegates, creating a unified database of contacts for event market professionals. Members of the association are the largest event agencies of the Baltic region and industry professionals providing services for event organizers.

The association is built on the principle of "head offices". In each country of the Baltic region, a leader is supposed to provide informational support to potential event customers.

This is a new stage in the development of our business and the Baltic Sea region in the European market. Many understand that the event industry in the Baltic Sea region has made significant progress. Contractors and event industry professionals from the Baltic and Scandinavian countries work for the largest event customers in Europe, event agencies receive recognition at the top European awards, and have a portfolio of cases of up to 500,000 euros. The number of events in the Baltic region is increasing by 3% every year.

Interested to become a part of BEIC?
www.beic.pro



This issue was created by *Baltic Event Industry Club* (www.beic.pro).

Advertising office: +372 555-28-114, www.beic.pro,

For Subscription or customer-service questions, please visit service:

www.beic.pro or write to partners@beic.pro,

PRINTED IN RUSSIA, ST.PETERSBURG, DISTRIBUTED FREE OF CHARGE AND IN ENGLISH ONLY.

