



Lahti

Events in Lahti

Event Organiser's Guide





Lahti is your city of events

This is the Event Organiser's Guide for the City of Lahti translated into English.

This guide provides instructions for producing small and medium-sized events in Lahti. The guide will hopefully provide concrete help when you need it quickly for events. We have translated the guide into English, but please note that the language versions of the content of the links in the guide vary from case to case.

Event services at your assistance

Event organisers in Lahti are assisted by event services in Lahti. We are happy to help event organisers in all matters that they are concerned about. And if we do not know everything ourselves, we will find out for you.

Events are related to so many other areas and sectors that, in a changing world, information and contact persons are also constantly changing, so there is more to be clarified. However, the most comforting information is that you do not have to be alone. Do not hesitate to contact us, even if you think your matter is not very significant. We will be happy to guide you forward!

It is easiest to contact us by email:

tapahtumapalvelut@lahti.fi

Inkeri Määttä

Tapahtumapäällikkö
inkeri.maatta@lahti.fi
p. 044 416 3890

Suvi Mononen

Tapahtumakoordinaattori
suvi.mononen@lahti.fi
p. 044 482 0826

Tea Kosunen

Tapahtumakoordinaattori
tea.kosunen@lahti.fi
p. 044 482 6824

Simo Haakana

Tapahtumakoordinaattori
simo.haakana@lahti.fi
p. 044 483 1590



Sisällysluettelo

General information about organising an event	4
Event area planning	5
Safety of the event	6
Event technology	10
Communications and marketing of the event	12
Services needed for the event	15
Cleanliness and pleasant environment	17
After the event	18
Supporting events	19
Permissions, notifications and plans related to events	20

General information about organising an event

Organising an event usually starts from an idea that is contemplated alone or in a group. An idea can be very small, which grows bigger, or already massive, which is modified over time. In the brainstorming phase, it is beneficial to consider what kind of event you are organising. There is no harm in dreaming big, but it is advisable to take into account the realities. The necessary permits and restrictions must be taken into account already in the planning phase, while the place and time are decided. However, the most important thing is perhaps to consider why the event needs to be held, for what reason and for whom.

It is advisable to start looking for collaboration partners as soon as the key issues have been decided. The planning phase of the event is part of the implementation of the event – well-planned is actually half completed. A realistic budget and action plan are good tools for planning and implementation – and they can also be unique, as long as they meet the needs of your event.

When planning an event, the starting point for all activities is to create an effective schedule:

- Planning
- finding solutions and decision-making
- transition to the production phase
- construction
- actual time of the event
- dismantling

To ponder



For whom? The target group of the event, who would you like to attend your event?

When? The most appropriate time and duration for the event.

Where? The most appropriate venue for the event. Where it is located and how do you get there?

Why? Purpose of the event, why is it organised?

What? Content of the event.

How? The resources for the event, who does and with what resources?



Event area planning

Once you have decided on the location where the event will be held, it is good to get to know the location properly, from the viewpoint of the organiser, the participant, and the authorities.

It is advisable to create a good ground plan of the event venue to assist in the planning. The plan may be indicative in the early stages, but towards the end, the details must be refined, and at the permit stage, the authorities must be provided with a ground plan that is as detailed as possible and takes into account all event activities, including sanitary facilities, food service, licensed areas and smoking areas.

[Lahti Map Service](#) provides ground plans and base map templates.

Demarcation of event areas

If the event is subject to an admission fee or alcohol is served, the event area must be demarcated. The severity of the demarcation should be agreed upon in relation to the content of the event and the associated risks with the police and the rescue department.

The licensed area of the event must be isolated from the other event area by fencing so that only adults of at least 18 years of age can enter the licensed area. It should be possible to watch the programme from the area in such a way that the licensed area is not located directly in front of the stage or on the exit routes, and the entrance should be located so that the movement of other visitors is not hindered by a possible queue. One square metre of space per customer must be reserved for customer seats.

Smoking (including the use of electronic cigarettes and water pipes) is prohibited in all public and communal spaces as well as public events. At outdoor events, smoking is prohibited in areas directly intended for following the event, such as in front of the stage. Smoking is prohibited indoors with the exception of premises approved for smoking.

A separate area designated for smoking can be demarcated from the event area, provided that tobacco smoke does not drift into the non-smoking area or indoors. The event organiser must clearly mark the non-smoking area and the smoking area, equip them with appropriate ashtrays and monitor compliance with the smoking ban.

Mobility and accessibility

It is important to plan your arrival and moving around at the event well in advance. Planning depends on the size of the event - the instructions for a local audience may be a little lighter than for an audience coming from further away. Sufficient and noticeable signs are needed to streamline movement in the area. At large events, the signs must be visible despite the number of people, i.e. at least some of the signs must be positioned higher than the sea of spectators so that they can be distinguished.

It is easy to come to events held in Lahti from elsewhere, and it is hoped that attendees will primarily travel to the events by walking, cycling, or using public transportation whenever possible. Separate safe routes must be considered for all different modes of transportation, and parking

space and traffic management must be provided for those arriving on cars and bikes. Sometimes shuttle transport is needed from Lahti Travel Centre or a remote parking facility, for example. If an event requires the closure of public streets or exceptional traffic management, the traffic organisation plans must be submitted for consideration at least two months before the event.

Accessibility also enables equal participation of all people in the events. Accessibility significantly improves the quality and attractiveness of the event. It is an essential prerequisite for many to participate, but at the same time, it can be seen as a more comfortable, smoother and safer event for everyone.

It is advisable to personally verify the accessibility of the event venue on-site. Ask the venue operators or owners as early as possible what accessibility arrangements can be made on their behalf and what you need to prepare for yourself. Accessibility is ensured in communications and signage with understandable and clear expression, where font sizes and images are sufficiently large and colour contrasts are clear.

Accessibility in communication, access to information, and services means that the user can choose different ways to communicate as well as to obtain information and services (such as telephone and online services, as well as face-to-face interactions). In electronic services, such as online services, it must be taken into account that the content is clear, understandable, and readable with screen reading tools.

Safety of the event

The event must not cause danger to the public or property. The requirement in this regard is the same for all events, irrespective of content or size. The safety of events is regulated by various laws and regulations and they impose requirements on the activities of the event organiser that safeguard both the visitor to the event and the event organiser themselves. The purpose of the acts and the notifications and permit applications made on the basis of them is also to alert the event organiser to consider the dangers and risks involved in the event. Even if an event-related service or activity is provided by a third party, the event organiser is ALSO always responsible for the safety of this activity.

Event safety is a comprehensive package consisting, among other things, of fire safety, first aid, crime safety, food safety, and maintenance of public order. It is also very important to consider the functioning of all sections as a safety factor. It is also important to familiarise the staff with safety issues.

Involving the rescue department, the police, and the emergency medical care services in planning the event will help the event organiser to prevent dangerous situations more extensively. A security professional is also a valuable help already in the planning phase when mapping out the safety issues of the event and planning practical measures.

Risk assessment

Risks relate to all types of events, and it should be possible to identify the risks in advance as extensively as possible. It is therefore worth mapping as soon as the risks can be identified in terms of location, time, and content, for example. The risk assessment shall take into account all factors that may fail in the preparation of the event, during the event, and even after the event has ended. Anticipation and preparation significantly improve the ability to function in potentially challenging and stressful situations.

Risks in events can be found from many different aspects, and all of them are equally important to consider. The most significant risks need to be identified and managed. It may never be possible to prepare for all risks, but it is good to strive to do that. In risk assessment, it is advisable to carefully investigate all aspects of the event and to consider which issues may cause harm or damage, how they could be eliminated, prevented, or protected. In events, change is always possible, which also alters the risks accordingly, and yet risk management should follow the changes.

An excellent basis for risk mapping and management is a safety/rescue plan, which already includes pre-defined risks to be assessed, from disruptive behaviour to weather changes and from terrorism to fires.



Examples of risk factors to be taken into account in events

Various temporary structures are needed for the event, such as platforms, tents, canopies, fences, toilets, benches, and tables. The structures of the event must be erected and supported so well that they can withstand even unexpected weather phenomena. Make sure that you are familiar with the wind limits of all structures and the persons who monitor the wind strength with anemometers. The service provider supplying the stage is responsible for erecting the stage structures, but it is the event organiser's responsibility to ensure the durability of the structures.

Making an open fire in public spaces is prohibited without the permission of the fire authority. In outdoor events, it is always important to consider, among other things, a forest fire warning, during which open flames are not permitted. Fire performances and special effects containing explosives or hazardous chemicals require the permission of the property owner/occupant and, if necessary, the landowner. A rescue plan must be drawn up for the use of a fire performance or effects, in which the hazards of the performance and effects have been identified, the effects have been assessed and safety arrangements have been considered. Sufficient first extinguishing equipment must be reserved for the event venue.

The event organiser must identify the places of use and storage of flammable fluids and LPG used in the event as well as the total need, which

shall be discussed with the rescue authorities well in advance of the event. LPG appliances must be CE marked and it should be clear from the appliances whether they are suitable for outdoor or indoor use. Gas appliances used indoors must be equipped with a flame monitoring device that prevents the accumulation of unburned gas in the premises.

Laser equipment intended for use in public performances must be submitted to the Radiation and Nuclear Safety Authority for inspection. If laser beams that are not terminated are used in an outdoor laser display, it must be reported not only to the Radiation and Nuclear Safety Authority (STUK), but also to Finavia. Read more in the instructions of the Radiation and Nuclear Safety Authority (PDF).

When planning event areas, it is sometimes necessary to consider possible ways to prevent heavy vehicles from driving into the audience. In Lahti, concrete sheep can be used as immobilisers for events, for example.

Remotely operated aircraft, or drones, can pose a security threat at events. The drone must comply with aviation regulations and the operator must be aware of the risks associated with flying, such as a safe flying altitude, and the possible fall of the drone if the signal is lost.

Incidents and accidents

If, despite risk assessment and risk management, a serious incident or accident occurs at the event, the event organiser is obliged to report

the incident to the Finnish Safety and Chemicals Agency (Tukes), which supervises consumer safety by this form.

Cooperation with the authorities

When planning and organising an event, the event organiser is to, if necessary, actively consult the authorities in order to be able to organise a safe and comfortable event. When organising major events and events with a higher security risk, an official meeting should be convened well in advance, to which all relevant authorities are invited.

At the meeting, each authority sets its own terms and conditions, which the organiser must take into account in organising the event. Typically, the meeting is attended by representatives of the police, rescue authorities, emergency medical services, building and environmental supervision, and municipal engineering. At an official meeting, the event organiser and the party responsible for security can present their thoughts on how they intend to organise the event and how safety and order will be taken care of at the event.

In major events and events with a higher security risk, an official inspection is conducted in the area before the event begins, in which the authorities participate as necessary. The event organiser or safety management is responsible for convening the inspection. In the inspection at the event venue, all critical points, safety risks, and other factors relevant from the perspectives of various authorities will be reviewed. All necessary

documents and responsible persons must be included in the inspection. An inspection is always agreed upon on a case-by-case basis and is usually mentioned under the regulations concerning public events in the decision issued by the police under the Assembly Act. The inspection is subject to a fee.

Supervision of order and first aid

Security during an event is supervised by security stewards, of whom there should as a rule be at least one for every hundred visitors to the event in Lahti. The minimum limit for the number of security stewards is set by the police, and it can also change the number of security stewards required, if necessary. The task of security stewards is to maintain order and security, supervise the number of visitors to an event, and prevent crime and accidents in the event or area where they have been placed.

A person over 18 years of age with personal characteristics suitable for the task and who has received the training specified by the National Police Board may be admitted as a security steward. As a rule, events require trained security stewards with a valid security stewards card.

Every public event must have an experienced first aid officer. The event organiser should, if need be, set up a first aid station at the event venue, whose first aid preparedness, level and extent depend on the nature, scale, audience size,

and risk level of the event. In small and low-risk events, a separate first aid team is not needed, but even then, the event area must have equipment for providing first aid. The event organiser is also responsible for EMS preparedness and calling for additional help.

The organisation of first aid in public events is described either in the rescue plan, on a separate form or in the first aid plan, depending on the size of the event. In large and high-risk events, there must be a security officer who acts as a contact person for the rescue and EMS authorities and prepares alert instructions and a first aid plan with them.

Security

Events sometimes also require security services. The security guard must be a representative of a security expert service provider, with whom a clear commission agreement will be concluded on the service. The basic duty of a security guard is to protect property or the integrity of the person(s) specified in the commission agreement. The security company may also carry out valuables transports related to the event, for example.

Insurance

Accident insurance covers accidents that have occurred to the event organiser, event personnel, and volunteers.

The organiser must take out liability insurance if the organisation of the event may cause harm to

persons or damage to property. Liability insurance covers the liability of the event for personal injury or damage to property caused to the public, staff members or third parties. The police require liability insurance in order to approve a public event notice of an event. The insurance company will investigate whether the organiser has liability for compensation in the event of injury or accident.

The event organiser should find out what kind of insurance is needed for the event already at the planning stage.

Traffic arrangements

The event organiser must ensure adequate parking facilities and traffic guidance. Only security stewards approved for the task by the police in connection with the public event notice may act as traffic controllers. In addition to standard security steward equipment, traffic controllers must also have a "Closed to all vehicles" handheld traffic sign as well as visible clothing.

The placement and removal of traffic signs approved by the police in an order issued on the basis of the Assembly Act must also be ensured. Only official traffic signs may be used during the event. The event items to be borrowed include both the high visibility vests of the security stewards and traffic controllers as well as the "Closed to all vehicles" handheld traffic signs.

Consumer safety

The event organiser is responsible for the safety of the event as a whole. Public events are consumer services within the meaning of the Consumer Safety Act, where the safety of customers, participants, and bystanders is the responsibility of the organiser. The event organiser must comply with the general requirements of the Consumer Safety Act.

The more the customer participates in the activities themselves and the higher the risk of the service in question, the more detailed information, guidance, and advice regarding safety must be provided to the participants. The information may be provided to the participants by signs and warning boards, orally, in writing, as a video, as an animation or by other means suitable for the service. The main thing is that the participants to the service have understood the things they have been told, remember them, and are able to act accordingly. Read more about the provision of services to consumers on the [website of the Finnish Safety and Chemicals Agency \(Tukes\)](#).

A safety document must be prepared for the event if the simultaneous number of attendees exceeds 2000 persons or if there are factors present at the event that may pose a more than minor danger to customers or bystanders.

In addition, a notification must be made in accordance with the Consumer Safety Act if the event involves a significant risk, such as a large number of people or other special reasons, such as tattooing/piercing services, bungee jumping, trampoline or other services that may cause danger.

The obligation to notify of events is always considered on a case-by-case basis. The event organiser prepares a notification and safety document for the entire event if the health protection inspector determines that the event is subject to the notification obligation. If private service providers are also involved in the event, they will also submit a notification of their activities and prepare a safety document. The event organiser must ensure that the notifications are made. The organiser shall also include in their own notification all service providers as well as the activities provided by them and persons responsible with their contact information.

The city's health protection services help in matters related to consumer safety, and a safety document in accordance with the Consumer Safety Act will also be delivered to the same address. More information on how to prepare a safety document can be found on the website of the [Finnish Safety and Chemicals Agency \(Tukes\)](#).

Short summary



EVENT ORGANISER is always responsible.

RISKS must be investigated and assessed.

RESCUE AUTHORITIES are happy to assist right at the planning stage of the event.

IN LARGE and high-risk events, there will be an official meeting and, if necessary, an on-site inspection.

IN THE EVENT OF AN INCIDENT or accident, a notification must be submitted to the Finnish Safety and Chemicals Agency (Tukes).

Event technology

Electricity and water

To organise an event, electricity is almost always required at the event venue. When booking an event venue, ensure the availability of electricity from the person renting the venue. If there are not enough electricity outlets, contact the local electricity company to construct a temporary connection. Instead of a temporary electricity connection or in particularly difficult locations, an electric generator can also be used. The electricity company is only responsible for supplying electricity up to the switchboard's sockets, and the user is responsible for the network beyond the worksite centre.

Prepare in advance a list of the activities that require electricity. Lighting and sound systems, as well as heating, consume a significant amount of electricity, so it must be obtained in sufficient quantities and safely. With the help of the list, professionals can assess your electricity consumption and reserve enough electricity for your event. The electrical contractor must carry out a commissioning inspection of all electrical equipment it has built and prepare a record of the inspection for the use of the holder of the electrical equipment. Factors relating to electrical safety shall also be taken into account when preparing a rescue plan.

As with electricity, the availability of water must be inquired from the person renting the venue. If there is no water point, water must be brought to the site, for example, in water tanks. The need for drinking water at a public event is influenced by

factors such as the nature and scale of the event; water is required, for example, for the use of food sales and serving facilities and for accommodation activities. In addition, paid or free water service should be considered for participants in all sports and exercise events as well as on hot days.

The drinking water used must meet the quality requirements set for drinking water, if the drinking water is taken from a water supply network or tank using one's own equipment, for example by installing one's own plumbing or plumbing fittings, a notification thereof must be made to the city's health protection authority.

Light and sound technology

Use a professional to design and produce lighting, as basic lighting is usually not enough to set the mood for an event or spectacular concerts. In planning, it is important to consider the facilities of the event venue and how light is needed in both indoor and outdoor spaces, as lighting designed for indoor use cannot be used outdoors. In addition, it is worth taking into account the need for operational lighting, for example, at the points of salespeople and employees, as well as safety in both the lighting of access routes and fire safety. The fabrics and sets used in the events must be fireproofed in accordance with the required standards.

As a rule, sound equipment is always required for the event. As a general principle, event performers bring their own personal instruments (= backline) necessary for the performance, and the organiser

must acquire/rent a stage (if there is not one ready), sound equipment (= PA equipment), stage lighting equipment and the necessary sound technicians in proportion to the size of the event.

Once the performers and technology for the event have been acquired, the finalisation of the event schedule begins. When preparing the final event schedule, it is also a good idea to ask for the opinion of the person in charge of the sound technology.

On both the lighting and sound side, equipment rental and competitive bidding of the technology are worth doing well in advance. When preparing an invitation to tender, you should provide the tenderer with all the relevant and as accurate initial information as possible to ensure that you are getting what the event needs. This information includes, but is not limited to:

- the size of the space/performance area in metres (width, depth and height, if indoors)
- the size of the stage and its placement in relation to the event area
- anticipated total number of audience members
- nature of the event
- technical riders for performers, detailing what a guest artist needs from a sound editor
- preliminary schedules.

In addition, construction and demolition timetables are required to determine whether the technology will be built on the day of the event or perhaps already on the previous day. The invitation

to tender should also ask the supplier to indicate the electricity needs of the system being offered.

Data connections

Data connections should be ensured at events and not just rely on the public network and its sufficiency, especially if the event is held in a location where multiple base stations are not nearby.

High-speed connections are needed, among other things, for payment card terminals in ticket sales and restaurant services, sports competition results services, as well as television and streaming. The network may be used by on-site media, event organisers, partners and subcontractors working in the area, and, of course, the public.

Depending on the event location, connections may have to be built on a mobile data connection, or shared from a fixed connection with a WLAN router. If the router's range is not very long, you may also have to resort to base stations that amplify the signal. For mobile data connections, it is advisable to select the operator that has the strongest coverage in the event area. The coverage maps can be found on each operator's own website.

Streaming

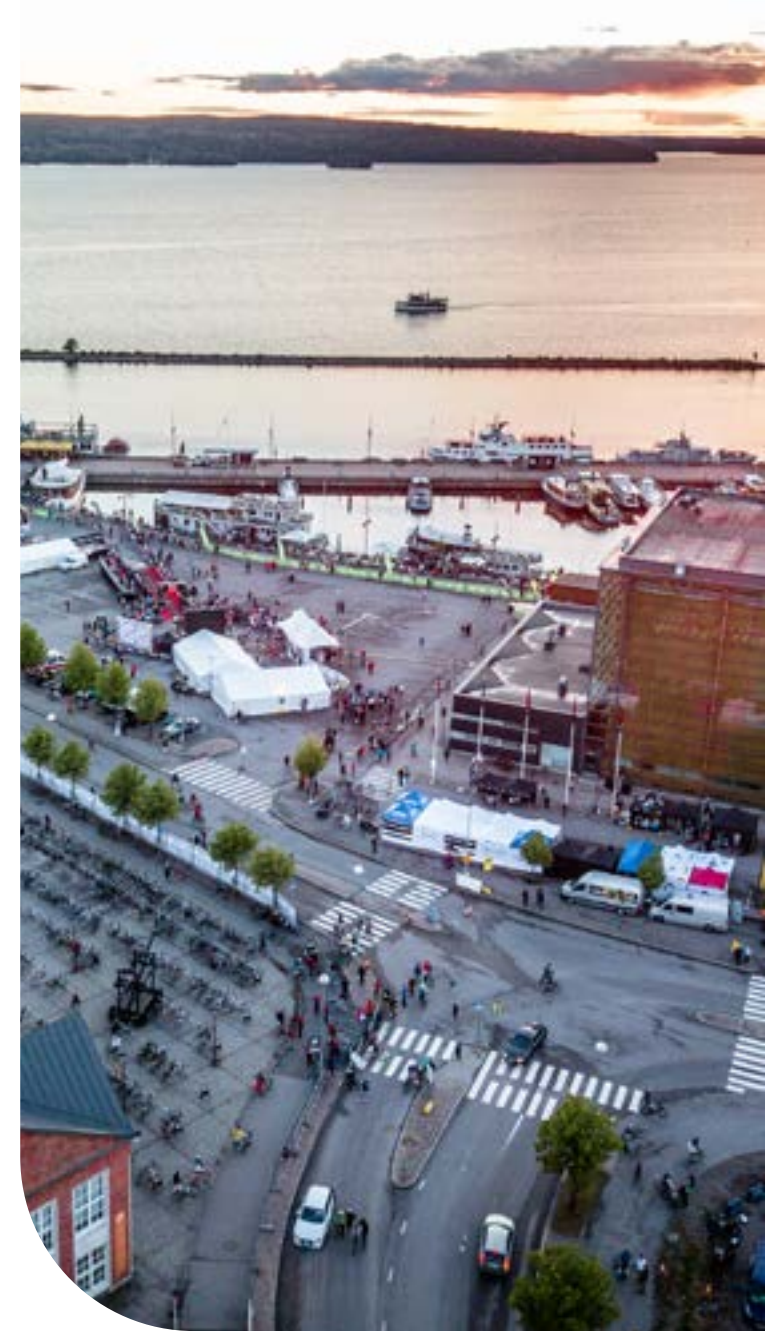
Streaming is watching and listening to content that is shared over the internet without first having to download the file to your own computer or phone. In videos, streaming is done in two different ways: either as a recording, where the video has

already been filmed earlier, or as a live stream, where the presentation is recorded and broadcast simultaneously.

In a professionally executed live stream, there are several cameramen, a director, a sound engineer, and technicians to ensure that the image and sound are delivered in high quality to the streaming service. In a live broadcast, the importance of professionalism is only emphasized, as the parts that have gone wrong cannot be removed by editing. Sometimes a compilation of the live broadcasts is made to be published later, in which the material has also been edited.

Streaming service providers often have their own platforms where performances are monitored. Tickets can be sold for the platform, which means that access is granted only after the admission fee has been paid. Sometimes you also want the audience to be able to discuss a performance or network, and then the platform allows to write in the chat or separate "rooms" have been established there for discussions.

There are also streaming instructions online, in the simplest terms, the streamer only needs a smartphone or computer, an internet connection, an account for the streaming service website, and the software to stream. The network connection, both when streaming and watching, must be fast and stable, as a poor connection causes interruptions. In connection with streaming, it is also advisable to take into account Teosto, which has, among other things, a live streaming license and a small media license for these performances.



Communications and marketing of the event

If attendees are wanted to the event, it must be marketed and communicated. In order to reach the desired target group, the marketing and communication of the event must be correctly targeted and timed. The event must be marketed like any other product. A majority of the common marketing methods are directly applicable to events.

In addition to public marketing, the event organiser must ensure adequate information to stakeholders and collaboration partners, residents in the area, transport operators, and authorities. The need for information is often underestimated – well-managed communication saves time, effort and money.

The marketing of the event will start with the preparation of a plan. The starting point is always understanding your own event: What is the concept of the event, the target audience, its uniqueness, and how does it differ from other events? After this, the starting point of marketing is analysed: What is the current recognition and reputation of the event? Once the initial situation has been identified, the marketing objectives will be set: What do we aim to achieve with marketing?

The marketing channels and implementation methods are primarily selected based on the target audience. In addition, the choices are influenced by, among other things, the budget and one's own expertise as well as the possibility to acquire outsourced services.

Internal communications

The success of the event and its marketing largely depends on the internal flow of information.

Internal communication will ensure that all parties are aware of the current status, which tasks are assigned to whom, which matters are public, and what actions will be taken next. Each event organisation must choose the most appropriate communication channels for itself, depending on the size and culture of the organisation. Internal communication can be considered an essential part of leadership, as it can motivate and engage employees.

Data protection / GDPR

GDPR is derived from the words General Data Protection Regulation.

Events usually involve several persons, such as volunteers, whose personal data is collected. The General Data Protection Regulation obliges to ensure the safe storage of data and to disclose the intended use of personal data. Only the data of individuals who have given their consent to the processing of the data will be entered in the register. A person in the register may also request information on what personal data has been collected about them and for what purpose, as well as request the erasure of their own data.

If personal data is processed regularly, the event organiser should prepare a record of processing activities of personal data. The record is intended

for internal use and allows the event organiser to understand how personal data are processed and if there are still shortcomings in data protection.

Copyrights

Copyright means the author's fundamental exclusive right to decide on the use of their work. Thus, others do not have the right to use the work without the author's permission. Copyright enables the author to determine on the use of their work and to resell it. In practice, authors sell access rights to their work in exchange for compensation.

In event marketing, images, videos and music are common ways to generate interest. If the material is not self-produced, make sure that the copyrights are in order.

- [More information about copyright on Kapiosto's website](#)
- [More information about Finnish copyright organisations](#)

#lahti #visitlahti #lahtievents

Image banks and image editing

An image agency or image bank is a photograph archive which sells access rights to photographs to those who need them. Free image banks are also available.

The images produced for the material to be published always require some form of editing. Usually, you need to crop the image, adjust the contrast, brightness, or colour balance, correct the position or distortion, and add artistic effects, or edit the resolution of the image to suit the publication. There are also free image editing programs available that make it easy to perform basic operations.

Event marketing and flash mobs

Event marketing means participating in an event, sponsoring an event, or organising an event. In this scenario, the intention is to market your own event through another event.

If you participate in a ready-made event, it is advisable to request the visitor profile from the event organiser so that you can make sure that the people attending the event are also in your target group. Organising your own advance event is a good exercise, but it requires a great deal of resources.

Flash mob refers to an event where a group of previously agreed individuals perform something noticeable and unexpected together in a public place. The audience consists of the people who then happen to be present, but often the event

is also recorded and shared, for example, on social media. Often flash mobs involve singing or dancing.

Flash mob events can be used in event marketing, for example, by performing a song from an upcoming concert and distributing advertising flyers about the event to the audience.

Event calendars and Menoinfo

The event calendar gathers the events in the area to one place, either electronically or, for example, in the local newspaper's tips on what to do. Often both systems are used, i.e. you can also extract data from the electronic calendar into the printed version, as each one has its own user base.

As a rule, it is the event organiser's responsibility to input event information into the event calendar, and it should also be remembered to update the event information if changes occur. Incorrect or outdated information forgotten in the calendar can, at worst, end up printed in the newspaper.

The national event calendar Menoinfo is the most recommended event calendar in Lahti.

In addition to event calendars that are open to the public and available for browsing by everyone, there are also so-called professional calendars, which are used, for example, for the transfer of information between the authorities of the event locality in question and event industry operators. The calendars and the events in them are not public, but rather a tool for monitoring the event situation.

You can ask the city of Lahti event services about the professional calendar in Lahti.

Social media

Advertising and communicating on social media reaches a wide audience if the target group is selected correctly. Use eye-catching images, relevant words, and choose descriptive hashtags. Plan the publication schedule moderately, so that there are not too many of them, which makes you bored with the topic, or too few, which would result in insufficient information. Try to get people to share your post, develop contests, and engage!

Website

Websites are a key part of marketing and online presence. The site must be clear, informative and up-to-date. It is advisable to optimise the site contents to be search engine friendly so that the site ranks as high as possible in search results. There are also several free platforms available for creating websites.

Print advertising and local newspapers

Advertising in local newspapers is a traditional method of reaching an older audience, in particular, who is not on social media, for example. In addition to a subscribed newspaper, it is advisable to purchase advertising space in a free distribution magazine, as this will help you reach more people. The advertisement can either be created by oneself using suitable software or it can be ordered from a professional in the field.

The local newspaper in Lahti is Etelä-Suomen Sanomat and free distribution magazines include Uusi Lahti and Omalähiö, among others.

City visibility can also be increased at a low cost by printing posters, flyers and stickers that can be handed out and fastened to bulletin boards in shops and libraries, for example. Remember to remove the posters after the event to make room for new advertisements.

Radio advertising

Advertising on commercial radio is suitable for most events which wish to reach the adult population, in particular. Finns listen to the radio on average for three hours a day. The commercial local radio in Lahti is Radio Voima.

Yle Lahti is a local radio of Radio Suomi, and story tips about your own event can be sent to Yle's local editorial office.

Outdoor advertising in Lahti

City visibility in the Lahti area can be enhanced in many ways. Large signs, both in electronic and printed form, will certainly be noticed along the entry routes and at traffic hubs. In addition, local public transport users can be reached by posters on bus stops and advertising on the sides of buses.

Wall banner places over nine meters high in the city centre, LED screens on the streets and in shopping centres, as well as advertising columns, ensure that those moving in the city centre know

about your event, and you can colour the streets with the look of your event.

Crisis communications

Crisis communications are enhanced communications. It is needed in an exceptional situation that affects people, operations, or reputation. The aim of crisis communications is to ensure people's safety and to prevent further damage and to provide accurate and adequate information to those who need it.

In crisis communications:



- **INFORM** all parties concerned at all times as events progress.
- Keep your own organisation and the media **UPDATED ABOUT** events.
- Keep the **INITIATIVE** in your own hands; inform before being asked.
- **BEAR YOUR RESPONSIBILITY** for handling the situation.
- When you defend yourself against accusations, **LISTEN** before you speak.
- **RESPECT** the audience, do not underestimate or downplay the other party, do not downplay what has happened.
- **ACKNOWLEDGE** the error or omission, if it is clear.
- When acting as an interviewee or a statement provider,
- **STICK TO THE FACTS**; do not downplay, do not exaggerate, and do not explain.
- **TELL THE TRUTH** – the truth will eventually be revealed.
- **INFORM IMPARTIALLY**; respect the right to information of the media and the public.
- **FOLLOW** the news, **CORRECT** any inaccurate information.
- Ensure the **CONTINUITY** of communication once the situation has calmed down.

Services needed for the event

Accreditation

Accreditation is a term that can be translated into Finnish as granting access permits at events. In accreditation, it is ensured that the right people are in the right place at the right time, taking into account the event schedule.

At the accreditation office, each accredited individual is issued with an event pass, which allows the person to access the event area and those areas where they are allowed to move. The security stewards check the access rights of the pass at the entrances to different areas.

Before the accreditation office is opened, all persons must be reviewed, sorted according to who they are and what they have come to do, and a pass must be prepared for each person with the correct rights of access. For this work, you must know all the different venues indoors and outdoors in the event area, as well as the timetable for the entire event from construction to demolition.

In small events, the actual accreditation process is not needed, but it is still good to go through the entire course of the event and think about who needs to move around in which area.

Registration and ticket sales

Invited guest events or corporate events often require advance registration, in connection with which the event guest can indicate their food allergies for catering, among other things. Nowadays, this is usually done with an electronic form or an e-mail message. Advance registration

makes it possible to monitor the number of participants in real time, which determines, among other things, the catering requirements, the number of name tags, and the need for staff.

The registration point should be organised in alphabetical order according to the initial letters of the surname, so that the distribution of the name tags proceeds smoothly. The name tag should include the name of the person and possibly their title, the name of the organisation, and the event information.

At best, registration is also very useful after the event has ended. It can be used for after-event activities: to thank for participation, deliver presentation materials, send surveys to event participants, and obtain valuable feedback or market upcoming new events.

The revenue from ticket sales generally constitutes the majority of the event's budget. Therefore, purchasing a ticket should be as easy as possible for the customer. Tickets sold in advance give an indication of the interest in the event and provide cash flow before the event, which is why many events sell tickets in advance at a lower, so-called early bird price.

At the entrance, it is good to distinguish separate "lanes" for those who already have a ticket, as well as for those who buy a ticket at the venue. If the tickets are sold out, it must be announced quickly on all marketing channels so that no one will come to the venue in vain.

Today, the ticket itself can be in many different

forms. Samples of all the different tickets for the event must be left with the ticket inspection staff to compare with the ticket provided by the customer in case of suspicion of forgery.

Payment traffic

Running the financial transactions at the event must be smooth and there should be several payment options. Payment terminals can be leased for an event from a variety of operators. The payment terminals require a wireless network connection and electricity to operate.

For cash purchases, suitably sized cash floats are needed at the points of sale. In addition, there must be human resources during the event, for example, to manage financial transactions and ensure the sufficiency of change. Care must be taken when storing money, and receipts for both cash payments and card transactions must also be kept in a safe place. It is good to have cash transportations handled by security professionals.

Various sports and cultural payment instruments can also be used as payment instruments in many transactions. Event wristbands with chips can also be used as payment instruments to make payments in the event area.

Food Services

Meal opportunities will be implemented according to the event. Among other things, it depends on the number of participants, the event venue, the possible theme and the time. You can do

the catering yourself or purchase the service, for example, from a catering company. Get acquainted with restaurant operators and food service providers in Lahti on [the website of Visit Lahti](#).

It is good to have coffee, tea, water, refreshments, and something small to eat constantly available in staff break rooms. The actual meals will be staggered so that everyone has time to eat. Vouchers are distributed to the staff for meals, for example, or the employee's access card may contain a code that entitles them to meals. Food for the artists is usually delivered to the backstage areas available to them.

When serving meals, special diets and the whole food circle should be taken into account. The idea of 'Good food – better mood' works beautifully here.

Accommodation services in Lahti and the Lahti region

Lahti offers a wide range of accommodation, from a city centre hotel to a mansion. [The website of Visit Lahti](#) lists the accommodation in Lahti and the surrounding area, and there are almost 1400 beds in Lahti alone. Within an hour's drive, there is accommodation for almost 6000 people.

The largest city centre hotels in Lahti are situated about 5 minutes' walk away from each other. The hotels also have conference and banquet facilities available for rent. For the event, it is advisable to ask for offers on hotel quotas and not simply settle for the list price. You can also ask for advice from [the regional tourism company](#).

Cloakroom services and lost property

At events, cloakroom services are an important part of the smooth running of the event, especially in winter, when almost everyone takes their coats to the cloakroom for storage. Staff must be booked for the entire duration of the event so that people can safely leave their belongings and pick them up even in the middle of the event, but you have to be prepared for the congestion especially at the beginning and end of the event by additional human resources. Most security companies also provide cloakroom services.

The location of the lost property point must be communicated to all employees and volunteers moving in the area well in advance so that the items found are transported to the correct location. Visitors to the event must also be told where and how they can inquire about lost property and where the items will be after the event.

In most cases, the lost property point is located at the event's information desk, registration point or cloakroom, and after the event, the valuables for which no owner has yet been found are delivered to the Häme Police Department's lost property office.

Childcare

When providing childcare at events, the terms and conditions of the service must be clearly communicated: What is the age group of children that the service is intended for, what are the times of care, and do you need to pack anything for the child, such as outdoor clothes and own snacks. It



is advisable to use professionals in the field for childcare.

At events for the whole family, it is also possible to arrange separate guided activities for children so that the children enjoy the event.

Charging points for telephones

It is quite easy for an event organiser to take customer needs into account and to reserve, for example, a few chargers with the most common connectors used in phones for the information point. When a customer leaves their phone to charge, they should be asked to turn it on silent so that the phone does not disturb those working in the information service.

Cleanliness and pleasant environment

Cleaning the event venue

If the event venue is dirty before the event, please contact the party renting the event venue. The event venue must also be cleaned during the event in order to keep the area comfortable. At multi-day events, the waste bins must be emptied and the area cleaned at least once a day. So-called 'garbage patrols' can also be set up for cleaning purposes, to which volunteers can be recruited to help.

Waste bins must be emptied and the area cleaned immediately after the event has ended. If it is not possible to collect the rubbish manually, the event organiser must take care of mechanical cleaning. It is advisable to inquire about performing the cleaning mechanically from the party renting the event venue.

Waste management at public events

The public event must be designed so that the amount of waste generated is minimised. The event organiser is obliged to ensure the waste management of the event area and its surrounding area and the emptying of waste receptacles during and after the event. Are there any waste receptacles available at the venue that can be used with the consent of the owner of the venue?

If waste bins have to be ordered separately for the event, they should be placed around the area where they are most needed, for example at exits, along walkways and in the vicinity of food stalls. Food sales, serving points and other activities that generate a lot of waste need their own waste

containers that are larger than public waste bins. Waste sorting must also be taken into account according to the quality and quantity of waste, and the event organiser must instruct all stakeholders on the obligations concerning waste sorting.

Hygienic arrangements

There must be a sufficient number of appropriately equipped toilets available for both men and women at public events. The toilets must be appropriately located in different parts of the event area, and in their immediate vicinity, there must be an opportunity to wash your hands or other adequate means of maintaining hand hygiene.

When calculating capacity, it is advisable to consider the composition of the audience; generally, more women's or unisex restroom facilities are needed than men's restroom facilities.

In the sale of food products, the food business operator is responsible for their operations and must be aware of the regulations pertaining to their operations and the related risks. The event organiser is responsible for ensuring that all aspects of the event and the subcontractors comply with the rules and regulations.

The location of the food points at the event venue should be planned in such a way that the point of sale is protected from dust, humidity, excessive sunlight and heat, and pests. In planning, it is good to take into account that food business operators may also have space needs for cold containers and other storage facilities.

Food business operators must be provided with domestic water supply and wastewater points, and the waste management of the event must be arranged so that it is possible to empty the waste bins at the points of sale frequently enough. A sufficient number of separate toilets must be reserved for food workers, with handwashing stations equipped with liquid soap and paper towels.

The organiser of a public event must submit a list of the event's food business operators (sales and serving points, licensed premises, as well as tasting and presentation points) to environmental health well in advance of the event.

Pets are prohibited from entering large public events where foodstuffs are sold, with the exception of assistance dogs. Bringing pets to other event areas and the paths between the sales stands is allowed, unless specifically prohibited by the event organiser. However, it is also good to take into account the wellbeing and comfort of the animals. Any prohibitions and restrictions should be communicated clearly.

Ecology as an image factor of the event

Environmental attention and sustainability are part of the organisation of events today and also play an important role in the image of the event. Perceptions have become a key factor in the success of events. The positive image of the event increases its appeal, recognition, and interest.

After the event

After the event has ended, the event organiser still has many things to do in the event area. The event venue with its surroundings will be cleaned up, temporary structures dismantled, and the equipment leased and borrowed will be returned.

Especially in recurring events, it is important to make notes of observations already during the event and then go through the entire event. It is examined what went well and what could be improved the following year.

Documentation starts with good planning and scripting; it is therefore worth planning and deciding before the event what will be documented in the event and how the resulting content will be used after the event. It is important for the entire production team to be aware of all possible recordings so that anyone can easily refer back to them if necessary.

Well-planned and prepared documentation of the event provides an opportunity to expand and prolong the impact of the event. Speeches, interviews, video compilations, and other well-produced content from the event can be shared with the desired target groups after the event, which enhances the impact of the event.

When carrying out an assessment after the event, the responsible party should decide in good time when the assessment will be conducted, from whom feedback will be collected, and how. Customer feedback provides valuable information when planning the future.

All parties involved in organising the event should be invited to the assessment: your own staff, subcontractors, partners and volunteers, and if necessary, also the authorities.

You should send individual thank you messages to those who have participated in the event, and it is a good idea to organise a separate thank you party for the employees, if possible. It is advisable to keep social media involved even long after the event, especially if it is a recurring event. This enables you to already speak about the next event while thanking for the one that has just ended. All kinds of contact requests and requests for additional information should be taken into consideration immediately. Additionally, any complaints must be responded to immediately and professionally.

Event tips



BE ON TIME! In the end, however, almost everyone is in a hurry.

Conclude **WRITTEN AGREEMENTS** on everything possible and remember good cancellation terms.

You cannot think too much about **SAFETY**. Try to consider the risks of your event from all angles.

Do not try to manage everything on your own. Many hands make light work!

Remember to **TELL** about your event! You are more likely to have a successful event if you remember to communicate about it in a timely manner through the appropriate channels relevant to your target audience.

Remember to **RECORD** the different stages of the process for later with pictures and videos.

Remember to **ENJOY** what you do. Organising events is at its best a lot of fun, rewarding, and unforgettable!

Supporting events

Supporting events

The city of Lahti aims to establish itself as a significant city for events. The event partnership aims to promote the position of Lahti as the organiser of major domestic and international events, in particular.

In practice, the city can act as a partner to an event in various ways: direct financial support may be granted to the event by separate decisions, a city reception can be offered to guests invited to the event, facilities and areas can be provided for the use of the event free of charge or at a reduced cost, etc.

In the case of a broader partnership, priority is given to events that have extensive national or international media visibility, as well as events that have a clear impact on the region's tourism revenue.

The city of Lahti also awards grants for sports, cultural and youth activities, as well as for the promotion of inclusion and well-being, both in the form of annual grants and various project grants.

Other financing opportunities

Major events in particular often require external support to carry out the event. In addition to traditional subsidies, one may also consider project or initiative opportunities and various types of partnerships.

Various support channels are available from the Ministry of Education and Culture, the Arts Promotion Centre Finland Taite and the Finnish Cultural Foundation, among others. Information

about various foundations and funds is available at saatiotrahastot.fi.

Event items that can be borrowed

The city of Lahti has, among other things, tents, furniture, thermoses and various high visibility vests that can be borrowed free of charge for the needs of your own event.

Borrowing is done through Lahti-Piste, either with an electronic form or by visiting customer services at the Lahti Palvelutori Service Centre. More information on borrowing items and a comprehensive list of event items that can be borrowed is available on the city of [Lahti website](https://lahti.fi).





Permissions, notifications and plans related to events

Permits and notifications

The content of the event, along with its risks, primarily determines the number of permits and notifications required for the event. Applying for permits and submitting official notifications is the responsibility of the event organiser.

Below is a summary of the most common permits needed for events. All permits can be found on the city of Lahti Event services website.

Permit for use of the area

From the point of view of permits, the production of the event starts with obtaining a permit for the use of the area. Lahti offers a wide variety of different facilities, areas, and arenas for various types of events. Always confirm the permit for the use of the area for your event with the owner of the area.

- [Explore the indoors and outdoors event venues in the Lahti area](#)
- More information about sports and exercise areas on [the city of Lahti website](#)
- More information about cultural and meeting facilities on [the city of Lahti website](#).

Land use permit

Applied for when a new event area in the city of Lahti area is in question. Ask for up-to-date contact information from the Lahti Event services.

Licenses and notifications for serving alcohol

If the event area has been pre-approved as a

licensed area, a licensed operator may serve alcohol in the area by submitting a notification to the Regional State Administrative Agency. The owner or occupant of the area can apply for approval of the area as a licensed area.

Licensed areas are food premises and are subject to food control.

The planned serving of alcohol at the event must also be stated in the environmental health notification, as it affects the number and location of the event's toilet facilities, as well as the water and serving points and smoking areas.

[Licence to serve alcoholic beverages in Suomi.fi service](#)

[Read more about serving alcohol at events on the website of the Finnish National Supervisory Authority for Welfare and Health \(Valvira\)](#)

Licenses for the sale and serving of foodstuffs

Mobile food premises refer to food premises that can be moved from one place to another, such as a sales vehicle, trolley, tent, container or bike. Outdoor sales refer to the serving, selling or other handing over of foodstuffs in an outdoor space, such as at public events. For more information, please see the [website of the Finnish Food Authority](#).

Informing of mobile food premises

When foodstuffs are sold, served and handled in notified mobile food premises at events or in a place other than the place of residence, the

operator is to inform the food control authority of the place of the event of its operations at least 4 working days before the event.

[Electronic form on the city of Lahti website](#)

Notification of mobile food premises

The operator must submit a notification of the sales equipment used in regular outdoor sales, if the sales equipment, stall, etc. are to be used later in several different events. The notification is made once to the authority of the municipality in whose area the activity is to be started or where the person is registered.

The notification will be submitted to environmental health of the city of Lahti.

Hygiene passport

An employee who works at food premises and handles unpackaged perishable foodstuffs is required to have a hygiene passport, adequate protective clothing and a health report.

First aid

The level of first aid preparedness depends on the nature of the event and its number of visitors. In small and low-risk events, there is no need for a separate first aid team, but even then, there must be equipment at the event venue for organising emergency medical care. Whereas in large events, there must be a head of security who acts as a contact person for the rescue and EMS authorities and prepares alert instructions and a first aid plan with them.

When agreeing on first aid, please note:

- The level of training and the equipment of team members and team leaders must be appropriate.
- Cooperation and common rules of play must be agreed upon already before the event begins.
- Groups must be clearly distinguished from the public, for example, with reflective vests, overalls, etc.
- The first aid point must be clearly marked and the patient must be able to be treated with due regard to their privacy.
- Treatment procedures must be documented.
- First aid must be taken into account in the rescue plan.

You should book a first aid team at least one month before the event. A form template for a first aid plan is available at [the website of Päijät-Häme Rescue Department](#).

Notice of a fireworks display

When fireworks are used at an event other than a private event organised by a private person, it is a fireworks display. A fireworks display must be reported to the local police. Only a professional company licensed by the Finnish Safety and Chemicals Agency can organise a fireworks display.

[More information on reporting a fireworks display on the police website](#)

Notice of a public event

The police of the location where the public event will be organised must be notified of the event in writing. A notification must be made, for example, when:

- The event is considered to require security stewards.
- A noise notification must be made of the event.
- The event requires traffic arrangements.
- Areas are reserved for public parking.
- The programme numbers require safety measures, such as the demarcation of a safe audience area, rescue personnel or equipment.
- The area is restricted from other uses, for example during outdoor events.

In the notification instructions, the time limit is usually stated as five days before the event in accordance with the Assembly Act, but it is recommended that the notification be submitted as early as possible. It is possible to be supplement it. The decision issued by the police department is subject to a fee.

Further information on notifying a public event is available on the police website.



When no notification need be made to the authorities?

Small public events with a small number of participants and which, due to the nature or location of the event, do not require measures to maintain order and security or special traffic arrangements, need not be notified to the authorities.

These can be events held both indoors and outdoors (including regular cinema and theatre performances as well as concerts for which there is no need to appoint security stewards).

If you are not sure about submitting a notification, always check your situation with the police licensing unit.

Permission to place roadside advertising on the side of roads and streets

Placement of temporary notices does not require a notification or permit procedure, but the placement of a notice must comply with [the Finnish Transport and Communications Agency's regulation \(PDF\) on roadside advertising and notices](#).

Roadside advertising advertisements must not pose a danger to road users, and the advertisement must not be an obstacle to vision, even at junctions with little traffic.

The guideline is that advertisements or notices should not be placed in locations where the advertisement or the attention it requires could pose a danger to traffic. Advertisements and notices must not be placed on road sections that require special attention, such as tunnels, so that the attention of road users does not shift from the traffic situation to the advertisements. The advertiser must ensure that the structure and fastening of the advertisement are such that strong winds cannot damage the advertisement and cause a danger to traffic.

[More information and application forms on ELY Centre's website](#)

Event signs placed in the street network area of the city of Lahti are always subject to a permit. The permit is applied for through [Lahti e-services](#) by applying for a temporary permit to use the area in question.

The processing time is at least three weeks. On private roads, the permission is granted by the owner of the road.

Noise notification

The event organiser is under a duty to notify if the activity causes noise. The noise notification is to be made, among other things, of the following:

- amusement events, such as outdoor concerts or festivals
- motor sports competitions
- shows or large public events that cause noise

Most events held between 07.00 and 22.00 do not require a noise notification. However, noise abatement and sufficient information to the neighbourhood must always be ensured. As a rule, permission is not granted for sound reproduction in outdoor areas after 24.00. The notification duty does not apply to small-scale events whose sound level does not exceed the normal noise level of the area.

The noise notification must be submitted no later than 30 days before the event. The person responsible for the noise is under a duty to notify thereof. The processing of the matter may require an inspection in the area, consultation of nearby residents and a more detailed investigation of the noise situation. A fee determined by the Lahti Building and Environmental Permit Committee is charged for the processing of the notification.

[Additional information and forms on the website of the city of Lahti](#)

Noise control

All events causing noise or other disturbance must be notified in advance to the nearby residents and other affected parties, and the event organiser must take into consideration sites that are particularly sensitive to noise, such as medical establishments, nursing homes, schools, and churches. The prolonged use of sound reproduction near particularly sensitive subjects is prohibited.

The spread of noise outside the event area must be prevented, for example, by utilising fixed structures or terrain shapes. Furthermore, the sound reproduction must be kept at a reasonable level, and the speakers must be directed in such a way that noise does not spread unnecessarily.

Music licenses

Teosto and Gramex take care of the copyrights of music authors, which is why a licence is required for the use of recorded or live music at events. You can find the most up-to-date information about the most suitable license for your event directly on the [website of Teosto](#). You can obtain more information from [Teosto's customer service](#) or, for recorded music, from [Gramex's website](#).

Rescue plan

A rescue plan must be prepared for an event or public event where:

- it is estimated that at least 200 people will be present at the same time (if the audience is a special group; small children, the elderly, people

with reduced mobility, etc. more than 100 people);

- open flames, fireworks or other pyrotechnic articles are used, or inflammable and explosive chemicals are used as special effects;
- the event is held in indoor premises that are not designed for public events and the audience size is more than 100 people;
- the exit arrangements of the event venue differ from the usual; or
- the nature of the event causes particular danger to people.

If an event is organised in premises for which a separate rescue plan has been prepared but it does not take the event in question into account, the event organiser must prepare their own rescue plan. An existing plan for the premises can be included in the event's rescue plan.

- [A rescue plan template on the website of Päijät-Häme Rescue Department](#)
- [More information on the website of Päijät-Häme Rescue Department](#)

Cleaning and waste management plan

The event organiser must submit a cleaning and waste management plan for the event area for all events of all sizes to the environmental health of the city of Lahti.

In addition, a waste management plan must be prepared for a public event with more than 500 people and presented to the municipal environmental protection authority no later than two weeks before the event.

- [Cleaning and Waste Management Plan \(e-form\)](#)
- [Further information on the waste management plan on the website of the city of Lahti](#)

Non-money prize lottery permit

The organisation of a non-money prize lottery is subject to a permit. A non-money prize lottery permit may be granted to a corporation or foundation with a non-profit purpose and the proceeds must be used for non-profit activities.

An account of non-money prize lotteries must be prepared after the expiry of the permit. A non-money prize lottery also involves the obligation to pay lottery tax.

More information about non-money prize lotteries on [the police website](#)

Organisation of smoking in the event area

The Tobacco Act restricts smoking at public events and requires the event organiser to provide sufficient guidance for compliance with the Act.

Smoking areas are marked on the ground plan of the event area and, in concrete terms, in the event area with ashtrays. The report will be delivered to the environmental health services in Lahti.

- [Organisation of smoking in the event area \(e-form\)](#)
- [Smoking bans in public events in accordance with the Tobacco Act](#)
- [More information about sales licences for tobacco products on Valvira's website.](#)

Safety plan

The safety plan includes an assessment of the nature of the event, the risks associated with the event, and their anticipation and maintenance of order in the area. The plan also names the persons responsible for the event's safety. Safety and rescue plans can be combined.

The plan prevents accidents and incidents and facilitates responses to them, and serves as a checklist for the event organiser.

The safety plan will be added as an attachment to the public event notice at least 5 days before the event.



Lahti



Euroopan unionin
osarahoittama