



INSTRUCTIONS ON EVENT PRODUCTION AND COMMUNICATIONS FOR THE ORGANISERS OF BOLD MAKERS EVENTS

Bold Makers are events that are open to the public, such as discussions and seminars. They are organised by grant recipients on the premises of the Lauttasaari Manor. They make it possible for scientific research and artistic work to reach various audiences outside the field of art and science. The main responsibility for the event production and communications lie with the organisers. However, the Foundation offers brainstorming, production and communications assistance. For more information, please contact our Communications and Events Coordinator (silja.pasila@koneensaatio.fi).

For event use, the foundation offers a freely adaptable space equipped with excellent technology at Lauttasaari Manor for a maximum of 80 people. This space is accessible.

Bold Makers events are selected through an open application procedure for grant recipients, organized every spring and autumn.

EVENT PRODUCTION

- Determine the goals and target groups for your event: What do you want to accomplish with the event? Who would you like to participate?
- Why does organising an event serve your purposes better than some other act or measure, such as a webinar, publication or a social media campaign?
- Make a project plan that shows the budget, schedule and distribution of work and which you can share with everyone involved in creating the event. You can use a free project management tool for the planning (e.g. [Google Docs](#) or [Trello](#)) or an instant messaging application (e.g. [Slack](#)).
- At Lauttasaari Manor, the foundation provides an adaptable hall with versatile presentation technology (audio system, a wireless



throwable microphone, two microphones with cables, a presentation machine, a 55" screen, a wide screen projector and two screens). The space can be fitted out according to the needs of the event organisers. Please note that the space has no stall structure, and we recommend that you subcontract the presentation lighting. The space is accessible. If there is a need for whispered interpreting, please contact the Communications and Events Coordinator at least four weeks in advance.

- Lauttasaari Manor is located in Helsinki in the district of Lauttasaari, close to the metro station. You can also easily get there by bus. The accessible drop-off point is located on the right as you drive into the yard from the Kauppaneuvoksentie side. Visitors can also be dropped off in front of the entrance located on the yard side of the building.
- The foundation will offer a coffee service at the event (for example, coffee with a savoury pasty, according to the organiser's wishes). If you wish to order something else, you as the organiser will be responsible for the service and the related costs. Catering can be ordered, for example, from the foundation's partner, Café Puhuri. For more information, please contact our Communications and Events Coordinator.
- The event organiser is responsible for making sure that the event is in compliance with the principles of safe spaces. No racism, sexism, age discrimination, discrimination on grounds of disability or health, transphobia, homophobia or other forms of discrimination are allowed at events organised on the foundation's premises. If any discrimination takes place the event organiser will intervene in a way that is respectful to all the parties involved, while taking everyone's opinions into account.
- If you have any questions or requests concerning the space, its equipment and the practical arrangements of events, please contact the Communications and Events Coordinator. Our staff will be happy to help you find the best solutions for your event.

EVENT COMMUNICATIONS



- As part of your project plan, make also a communications plan that shows your communications goals, target groups, the communication channels to be used, budget, schedule and the distribution of work, and share it with everyone who will communicate about the event.
- Check that the event information contains all the information a person will need when making the decision to participate (time, place, event programme and schedule, accessibility information and the fact that the event is free). Does the name of the event reveal what it is all about?
- We are happy to add the event information to the event calendar on the Foundation's website and to share information about the Bold Makers events in the Foundation's social media channels and its newsletter At the Well, which reaches a broad range of the foundation's grant recipients and other art and research experts. Please send the event information at least a month before it takes place to the Foundation's Communications and Events Coordinator.
- The event organiser is responsible for event communications and registrations for the event. We recommend you use a free tool for event communications, such as [Google Forms](#), to help you manage registrations and feedback surveys, etc.
- Social media channels are a powerful way to reach potential event participants and they also allow participants to promote the event themselves. The keyword or tag for an event supports communications about it in social media: make sure to select a tag that is not simultaneously used for something else and mention it in all the channels for the event and at the event location. A Facebook event is also an effective way to increase the visibility of your event.
- Contacting media representatives personally may be a more effective way to pique the interest of various media than sending a bulletin.
- Don't forget to also make use of newsgroups offering tips on what to do in the Helsinki area, as well as online event calendars, such as [HS.fi/menokone](#).



KONEEN SÄÄTIÖ
KONE FOUNDATION

We wish you a successful Bold Makers event!

Further information:

Communications and Event Coordinator Silja Pasila
silja.pasila@koneensaatio.fi, +358 40 510 8276