

SPRINGBOARD TO THE EVENT INDUSTRY

HUMAK®

BANDAGE



Vipuvoimaa
EU:lta
2014-2020

Enchanted tea party

- ✘ Horror room
"Enchanted tea party"
- ✘ Created by the youth
who participated in
the Springboard to
the event industry
coaching

Who are we?



- ✕ Tiina Toivola, MA in Social Sciences, specializing in Youth Work and Youth Research, brings 15 years of experience, including direct youth engagement and administrative roles. Currently a lecturer in Youth Work at the HUMAK University of Applied Sciences.



- ✕ Eveliina Inkinen, BA in cultural management, currently works as a project manager at HUMAK University of Applied Sciences. She brings prior experience from the event and audiovisual industries.



- ✕ The coaching model was also developed by Benny Majabacka, a lecturer in cultural management at HUMAK

HUMAK University of Applied Sciences

- ✗ Humak is the largest youth work educator in Finland and operates as a network across Finland
- ✗ Humak offers the opportunity to study:
 - Community Education (Youth Work, NGO work, workplace community development and adventure and outdoor education)
 - Cultural Management
 - Interpreting and Accessibility
- ✗ Humak wants to be in close cooperation with the working field and to solve challenges. That is why we also do a lot of development work in the form of projects.
- ✗ Please get in touch if you want to cooperate. We are especially looking for internships abroad for our students and for universities to cooperate with BIP.

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Youth work observation

Young adults who have been unemployed for an extended period of time may not have an interest in traditional way of employment

Event industry observation

Workforce shortage in the event industry that arose as a result of the COVID-19 pandemic

The idea for the coaching model originated



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- ✗ March - December 2023
- ✗ European Social Fund (ESF) funded project
- ✗ Partners:
 - Turku City Youth Services & Turku Rock Academy (band academy)
 - Band Age (Event production company)
 - Logomo (Event venue)
- ✗ Participants: 19 young individuals from different backgrounds (aged 18-29)

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Objectives of the coaching model

1. Supporting 18-29-year-old youth at risk of marginalization to find careers in the event industry or more broadly in cultural and creative fields through interdisciplinary cooperation
2. Creating an operating model that can be utilized in collaboration between educational institutions, private, public, and third-sector actors in various measures related to youth employment
3. Find solutions to labour shortages in the events sector



Springboard to the event industry

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In addition to the preparatory phase, the coaching model includes four phases over a six-month period:

- ✘ **1. Coaching phase**, where professionals from the event industry provide insights into the work field and their own work
- ✘ **2. Internship phase**, where participants have the opportunity to familiarize themselves with the work on a practical level
- ✘ **3. Event project phase**, where participants can plan and execute their own event
- ✘ **4. Career and education path coaching phase**, where young individuals can identify their skills, reflect their career paths, and develop their job-seeking skills



Preparation phase

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- ✘ Planning the coaching sessions together with the partners
- ✘ Contacting the stakeholders related to the project's target group
- ✘ Marketing the coaching
 - The social media marketing campaign reached the target audience
- ✘ Interviews and selection

Action 1: Coaching



- ✘ The aim of the coaching phase was to increase knowledge and skills in the field, but above all, to network with industry professionals
- ✘ Visits (festivals, event arenas, etc.) and industry professionals as guest speakers
- ✘ Producer, stage manager, roadie, booking agent, sound and lighting technicians, special effects (pyrotechnics), site planning, infrastructure, permit procedures, event security, sustainability, and responsibility
- ✘ Licenses: security guard license, hygiene certificate, alcohol serving permit

Action 2: Internship



- ✘ The goal of the internship phase was particularly to practically apply the knowledge gained during the coaching phase and to contemplate the event industry as a future career path
- ✘ Internship opportunities in various events (e.g. festivals, sports events, film production, weddings) and roles according to the participants' interests
- ✘ The duration of the internship varied according to the participants' preferences and opportunities (20 - 443 hours)
- ✘ Support was provided to the youth in finding internship placements
- ✘ Efforts were made to find paid internship positions

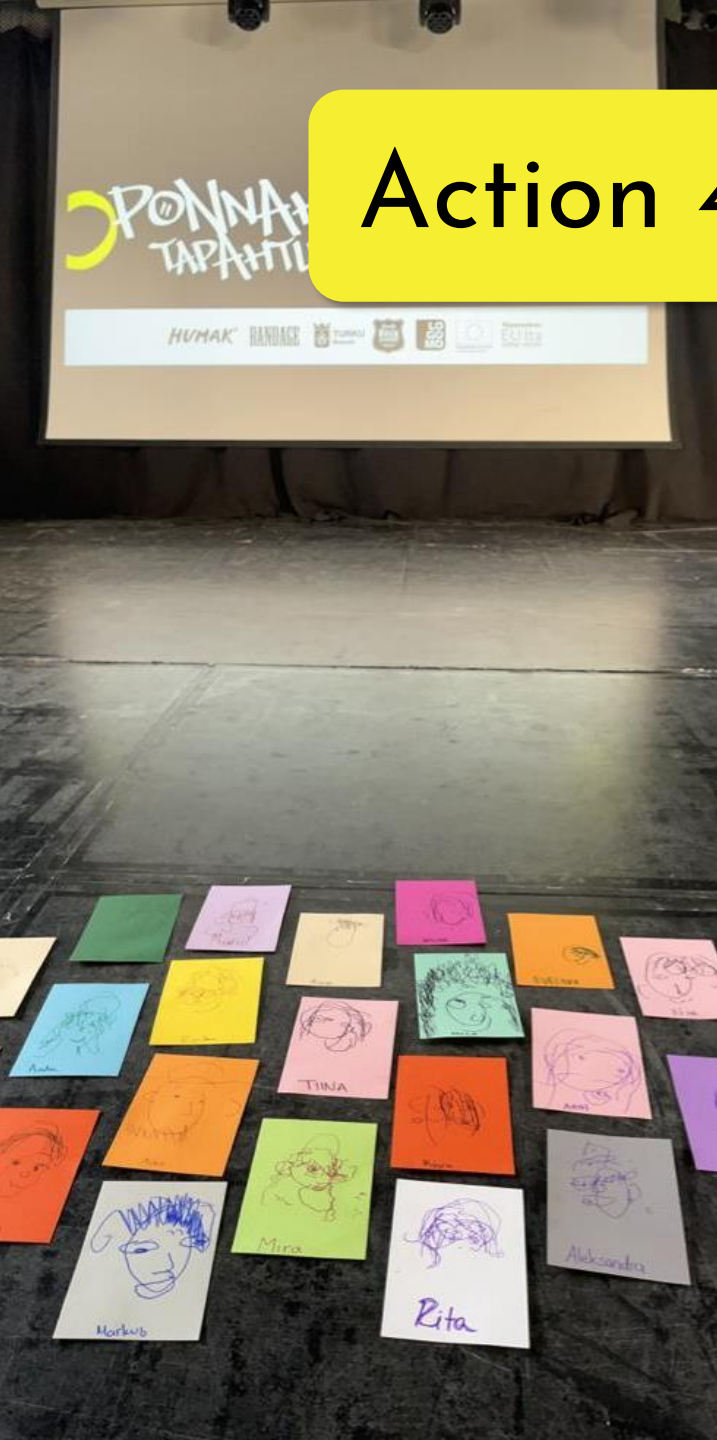
Action 3: The event project

- ✘ The goal of the event project was to collaboratively create a complete event from planning to implementation (under guidance)
- ✘ Participants brainstormed and chose the format of the event themselves
- ✘ "Taiteen Lumo" a performing arts event & horror room on Turku Day - 600 visitors at each
- ✘ Participants gained valuable experience in various stages of event production and took responsible roles
- ✘ This phase was particularly instructive and formative for the youth, fostering cohesion within the group
- ✘ The planning of their own event provided a strong sense of accomplishment and ignited a passion for the industry



Action 4: Career coaching

- ✘ The aim of the career coaching was to establish a realistic goal for one's career path or further education
- ✘ During the career coaching, participants had the opportunity to enhance their job-seeking skills by:
 - ✘ Reflecting on their own career plans and goals
 - ✘ Identifying and articulating their skills
 - ✘ Reflecting on their abilities in the workplace
 - ✘ Exploring the various roles, tasks, and requirements within the event industry
 - ✘ Hearing career stories from industry professionals
 - ✘ Creating a resume
- ✘ Regarding workplace skills, participants had the chance to reflect on their own skills and opportunities for development



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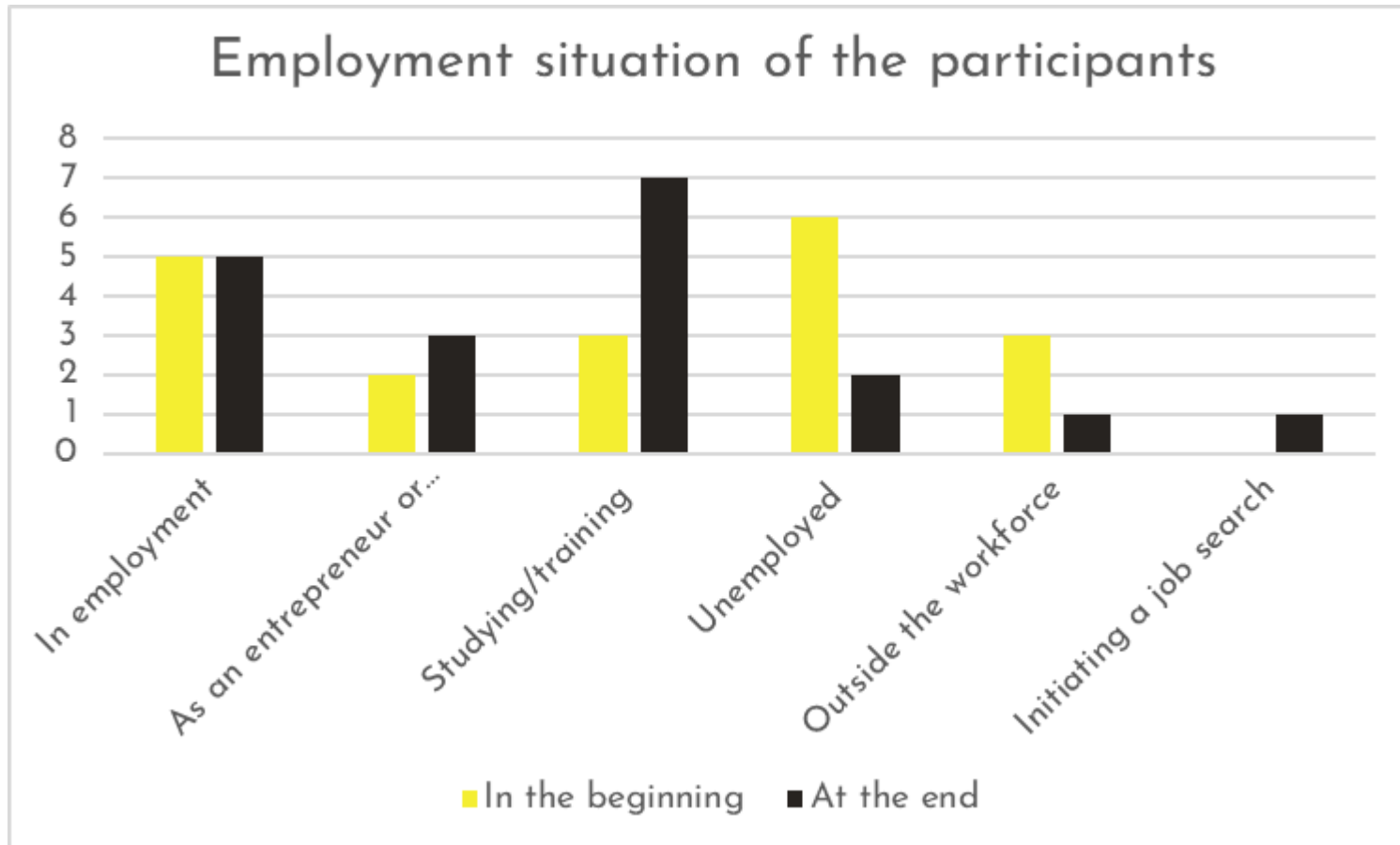
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The employment situations of the individuals participating in the coaching



In addition

- ✘ Career or education path plans have become clearer, with, for example, cultural manager studies being the primary option
- ✘ Occasional work in the events and cultural sector, such as security services



"Through coaching, I got to see a wide range of tasks in the event industry, which helped me to see the things that interest me more clearly. Coaching led me to discover a really fascinating field to work in the future, as well as tasks to pursue!"



"Getting into the event industry with such little experience thanks to coaching was absolutely amazing. Attitude is everything!"

What next?

- ✘ The aim is to develop the coaching model both nationally and internationally
- ✘ We believe that a similar model could be used in other sectors, bringing together different industries
- ✘ We need to respond to the challenges of the future in cooperation with different sectors, sometimes in a very short timeframe
- ✘ Could this kind of coaching model work where you come from?
- ✘ Interested in working together?

Thank you!

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Tiina Toivola
tiina.toivola@humak.fi



Eveliina Inkinen
eveliina.inkinen@humak.fi