

Eventful Tampere Guidelines

Preface

Tampere pulls no punches... when advancing local event industry.

Tampere's future investments in event infrastructure will impress even the most hard-boiled event professional. The long-planned arena of 11,000–14,000 seats next to the railway station is finally becoming a reality. When the arena is completed, the legendary Hakametsä Ice Stadium will become the crown jewel of the new Hakametsä sports campus.

Another large-scale event venue project brewing in Tampere is the city's plan to build a centrally located festival park with a capacity of 50,000 spectators in the near future.

Tampere Hall's renovation and extension works are almost finished. The new Tammela Football Stadium is in the works. Ratina Stadium and Ratina area as a whole are being continuously developed as an event platform. Tullikamari square will turn into an urban event hub. The new Kuivaamo venue will bring the ruggedly beautiful Hiedanranta area to the forefront of Tampere's event scene.

At the same time, the City of Tampere will further develop its services aimed at event organizers. Dealing with city authorities will be smoother and entirely new services for event organizers are already in planning stages. The city also wishes to promote sustainable solutions within the event industry.

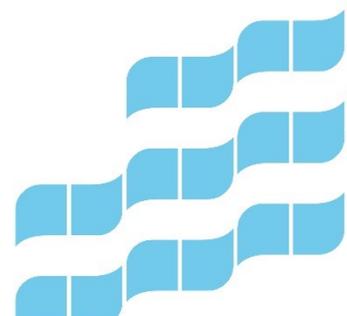
Now is a good time to head for Tampere. If your event needs a new home or if you have a new event concept, get in touch with Tampere Event Office. We'll get the ball rolling with you. Tampere is ready for action.

Perttu Pesä
Director, Major Events
Tampere Event Office
City of Tampere

Outlined in this publication are Tampere's objectives and guidelines regarding local event activity, approved by Tampere City Board in its session on June 22, 2015.

Vision 2025 – Event Central, Finland

Tampere is the most exciting event city in Finland and one of the leading event hubs in the Nordics. Tampere's diverse event scene draws people from across the country year-round, and numerous cultural events, major competitions, trade shows and congresses generate international exposure each year.



Tampere's event scene is vibrant and distinctive. Local residents take pride in the city's flagship events and its diverse event offerings. Events are strongly present in the cityscape and in the city's marketing, constituting an inseparable part of a dynamic Tampere.

Events improve the quality of life of local residents and help build the community. The growing event industry opens up employment opportunities.

The City of Tampere provides event organizers with the best possible operational environment. Thanks to an efficient and coherent administration, it is easy to organize an event in Tampere. The city has a positive and open outlook toward different event concepts. Local infrastructure is modern, practical, smart and suitable for major events.

The City of Tampere puts forth a considerable effort to conceptualize, develop, facilitate and acquire new events that appeal to the broader audience.

Desired Impacts of Events

The desired impacts of events are improved quality of life, community building, positive publicity and growth in event-related businesses and local economy.

Balanced Overall Impact

The desired impact of an event depends on its size and character. A balanced overall impact can only be achieved when each event category is proportionately represented in Tampere's event scene. By size, events are categorized into minor, local, main, major, mega and global events.

Flagship Events

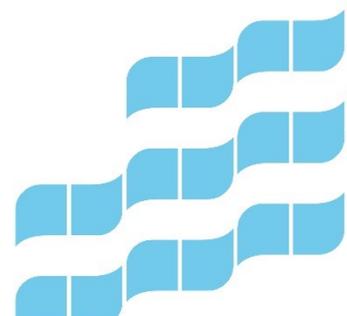
Flagship events are recurring events that profile the city nationally through their distinctive character and other values. Flagship events include, among others, well-established festivals and main league sports matches; and the offerings of prominent live venues, theaters and museums can also be perceived as such.

Development of Event Infrastructure

Most of the indoor and outdoor venues suitable for major events in Tampere are owned and managed by the city. The development of event infrastructure must be continued in order to upgrade the facilities to meet today's demands. Event use and adaptability will be duly considered when planning, constructing and renovating public areas and buildings. Prominent public venues must fulfill the requirements of event use and allow events to be organized in a sustainable fashion.

Goals

- Tampere offers a wide array of versatile high-quality venues that are suitable for both major and minor events.
- City infrastructure is suitable for event use and allows sustainable solutions.



- Event venues and related infrastructure are developed methodically according to a long-term plan.

Bidding for Major Events

The City of Tampere actively bids for major events and seeks new partnerships for bids. The city's emphasis is on major events that boost local economy, enhance Tampere's image and build the community.

Goals

- Tampere annually hosts several internationally recognized major events.
- The city's readiness to bid for major events is on an appropriate level.
- Bidding for major events is subject to a coordinated long-term plan.

Bidding Principles

Before committing to a bidding process, the city assesses the impacts of each potential event:

- local economy: number of participants, spectators and hotel nights
- city image: national and international coverage, word of mouth
- community: the readiness and willingness of local organizations and businesses to participate in the event arrangements

Also being assessed is the event's suitability to Tampere:

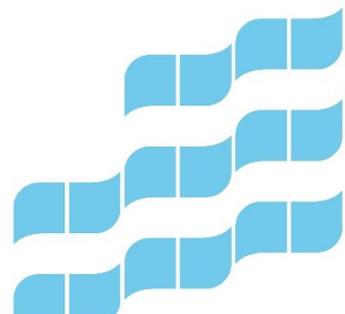
- local network: organizations, clubs, hobbyists
- local infrastructure
- Potential risks.

Organizing and Facilitating Events

The City of Tampere organizes events assigned to it and creates and carries out new event concepts. In addition to bidding for major events, it is important to facilitate the growth of established local events and to attract entirely new events into the city.

Goals

- Tampere is an attractive location and host city for events.
- It is easy and uncomplicated to organize an event in Tampere.
- Local events have favorable conditions to evolve and grow.
- There is a diverse choice of events around the year.



- Event-related coordination and communication between city units is smooth and efficient.

Marketing and Communication

Events have a significant impact on Tampere's image and on the draw of the whole region. Tampere wants to be a vibrant, attractive and renowned city of events. To achieve this, it is important to build the city's brand through events. Events must be prominent in Tampere's marketing both nationally and internationally.

Goals

- Dynamic event scene and evolving flagship events help build Tampere's brand.
- The city's national and international draw is being boosted.

