



# LAG TOOLKIT FOR ORGANIZING GASTRONOMIC EVENTS

## LAPIN LÖYLYPÄIVÄT - Decades of tradition, but always with a new twist

### LAG RAVAKKA TOOLKIT

Lapin löylypäivät, or "the Sauna Days of Lappi" are a traditional local event hosted every year at Lappi in Rauma, Finland. It was organised for the first time in 1979 and since then it has been organised almost every year. Lapin löylypäivät invites you to get to know Lappi and its locals through different culture and sport events. Each year the people organising Lapin löylypäivät try something new.

The event starts on Friday night with a "Patolammen partaalla" event with a traditional market with local and small-scale stands, performances and activities for children. They also choose the "Sauna mistress" and "Sauna master" for the year. The winners are usually semi-famous people from Lappi who have done something special for their hometown.



*Suvi enjoying the event she organised herself*

The event is hosted in the first weekend of August and nowadays lasts a full three days. It draws in old and new locals and lures in visitors from outside the area too.

A local association called "Vireä Lappi ry" is responsible for hosting the event. Smaller side events are organised by other associations active in the area as well as companies and even private individuals. Vireä Lappi cooperates with the organisation bringing together local entrepreneurs and together they co-host a "Lappi is open" weekend orienteering where you can visit local businesses. Everything is done on a voluntary-basis and even though this sometimes brings about challenges, without cooperation the event would not be the versatile, interesting event that it is today.

The costs of the event amount to a couple of thousand euros. The event is funded through different grants.

Suvi Lamminen is the magician behind Lapin Löylypäivät, here are Suvi's tips for organising an event:

- Start early and reserve enough time for planning. Leaving things to the last minute is not a good idea. For example, the necessary permits have to be applied for in time!
- Invite everyone along to help. Ask around and lure in volunteers by offering small and concrete ways they could help. It is easier to join in if presented with one clear task i.e. decorating a stage and not asked to think about what to do themselves.
- Make use of everyone's strengths. Find different associations to join you. This way you will have a diverse programme that more people will be interested in.
- Devote time to marketing. If you have organised a beautiful event, but you have failed to advertise it no one will get see how wonderful an event it was!
- You do not have to reinvent the wheel. There is no need to get rid of good practices and popular items, although occasionally it is good to try something new too!









## Event information – Muuruvesi village’s dinner and show “Artist dinner”

### 1. One and only – Muuruvesi village’s dinner and show “Artist dinner”

*It was the year 1891 when the Finnish painter Mr Eero Järnefelt spent his summer at the village Muuruvesi in the areas of “Kauniskangas” and “Kuninkainen”. During that summer Mr Järnefelt and his wife Saimi had their first child. The new father painted two of his most known paintings in that summer – one of them called “A Day in July”. The family also had some famous guests visiting during their summer stay. Two to mention; Mr. Järnefelt’s brother-in-law Mr Jean Sibelius, a well-known composer and Mr Juhani Aho, a writer.*

Come and experience the unique dinner show, where Mr. Järnefelt together with his family, guests and staff serves you the traditional dinner with the history and tales of those times a long ago. The show is based on Mr Tatu Kokko’s book “A Day in July” and the show is manuscripted by Ms Maila Lonkila.

Muuruvesi village has previously done “Mid-summer Festivals” and with this in mind the village association and local entrepreneurs started to reflect how to enliven and boost the entrepreneurship in the area. “Artist dinner” is a cultural event which unites the local theatre and food. It is a dinner show, so the guests will enjoy their dinner while the play is shown. The main goal with this event is to showcase the local food culture with its producers, products, chefs and to give great over all experience to all participants.

#### Key elements of the event:

- Casual, joyful event where culture & food unites
- Values of the event: responsibility, locally sourced, togetherness and communality.

### 2. Event information

Event dates: August 6<sup>th</sup> and August 13<sup>th</sup> 6 p.m. at “Muuruvesi Village house”

### 3. Target group and communications

Event target group is local and North Savonian food and culture enthusiasts. Workplace communities, adults, senior citizens, and friend groups. Communications highlights the local food culture, theatre, and the overall experience.

Marketing actions are print media, social media, joint marketing with different partners and media releases.

### 4. Costs

This event is a non-profit event. Event budget is defined by previous events and updated whilst the planning goes ahead. Ticket revenue is the only source of income. Expenses include food costs, event space rent, acting staff fees and communication costs.



# Kalakukko



**Price:** 65 €. Price includes welcoming drinks, dinner menu and the play.

Event is organised if at least 40 tickets have been sold. Maximum number of attendees is 55 persons.

## 5. Event organizers

This event is organised by Muuruvesi's village association, Muuruveden Jyske ry., BPC Catering / Jari Korhonen and local theatre.

Cooperation with different operators is the most vital part of the succession of the event. Event management is crucial – every part of the event must have a designated leader.

## 6. Challenges

The most challenging part is to get enough attendees to the event. Other challenge is staffing – how to find the matching time for everyone.

## 7. Out tips on how to organize an event

- Event planning and securing staff should be started at early stage
- Name event management and their responsibilities
- Start scheduling process
- Make marketing and communications plan
- Set up a meeting where all the previous event's KPI's are being investigated
- Arrange a feedback survey to all parties, see to the development needs, and make an action plan to fix them

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Euroopan maaseudun  
kehittämisen maatalousrahasto:  
Eurooppa investoi maaseutualueisiin



Actors as Mr Järnefelt and his wife with their friends. **Picture:** ERG Kuopio



Picture of the menu and event info. **Picture:** ERG



Traditional food from the area. **Picture:** ERG Kuopio


# The Rosehip Festival

## LAG NAPOCA POROLISSUM TOOLKIT


(Sâncraiu village, October)

 The Festival of Rosehips aims to preserve traditions, capitalize on local products and touristic potential in the Călata area.


 **Organizer:** Sâncraiu Agrotourism Association and S.C. Davincze Tours S.A. Sâncraiu, with the support of Sâncraiu Local Council


 **Location:** near the Apuseni Mountains, in Sâncraiu Village, Cluj County (5 km away from Huedin)

 **Period:** October

 **Duration:** 2 days (Friday and Saturday)

 **Frequency:** Annual event. The first edition took place in 2005.


 **Accommodation possibilities:** small family guest house, local hosts

 **Dining possibilities:** the stands of the producers present at the event, small family guest house, local hosts

 **Participation fee:** no

### Participants

- families that are involved in agritourism, 45 families, meaning 100-120 people;
- the festival attracts hundreds of tourists from Hungary;

 In total, approx. 800 people – the inhabitants of the Sâncraiu Village, people from Cluj County and from Bihor County

### Description of the event

Sâncraiu Village (documentary attested in 1334) is composed mainly of ethnic Hungarians who have preserved over time their traditions: folk costume, folk dances and songs, elements of local gastronomy, housing, and crafts. The idea of the festival arose from the community's desire to keep being alive, but also to promote it nationally and internationally.

**The festival has three main moments:**

1. **Cultural program** comprising various exhibitions of art or photographs, theatrical performance, presentation of books, etc
2. **Contest of preparing rosehip jam.** Four teams of 8 people compete by preparing rosehip jam in open air. The phases of the preparation of jam can be seen, and at the end the finished product can be tasted. The contest is also a good opportunity to present the traditional art and folk costumes to the public, but also present the traditional gastronomic technique of jam preparation.
3. **The ball of rosehips.** This moment includes a performance of the local and invited ensembles, the locals having the opportunity to present the folk costume. Following this moment, the prizes of the Rosehip Jam Contest are handed out.

In addition, the public can also enjoy visits to:

- the Reformed Church and the Ady Endre Memorial Room
- the collection of traditional objects
- the Traditional Kennel
- the village streets
- Lake Beliș, The Cross of Avram Iancu – Mărișel resort, the Stanciu Valley, the Veil of the Bride waterfall, Bologa village – the medieval fortress and the watermill

The audience can try riding, attend the fair of folk crafts (folk crafts, painted furniture, strow of corn leaves, wickerwork).

In 2017, during the event, *the National Conference of Hide-and-Seek* took place in the courtyard of the Iluska Pension (no. 40), organized by the Cluj Cultural Center.

At the festival, there are stands of local producers where you can taste local products (jam, cheeses, palinca, etc.) or various hot dishes made on the spot.

## **Event budget**

the members of the association donate different products to finance the raffle gifts and different other expenses. The organization of the festival is carried out through the voluntary work of the members.

the approximate budget is several thousand lei, funds obtained from the association's budget, from the Cluj County Council, the Sâncraiu Local Council and small sponsorships.

## **Promotion of the event**

- radio announcements;
- advertisements and articles in different newspapers;
- online posts (Facebook, web page)
- distribution of leaflets, posters, invitations, etc.
- the program is included in the touristic offer of the travel agency S.C. Davincze Tours S.A. Sâncraiu.

## **About rosehip**

The Rosehip is a characteristic plant of the hilly areas located near the Vlădeasa Mountains. The fruit of this plant is collected from August to October and can be used in the preparation of medicinal tea or rosehip jam. The benefits of eating rosehip are numerous: it strengthens the immune system, it's a remedy against fatigue, it ensures the normal functioning of the body, it maintains cholesterol at the optimal level, it's a good source of minerals, it reduces inflammation and pain, and it helps in weight loss.

## **The motto of the organizers**

*A guest who feels good about us attracts 10 new people, a guest who leaves dissatisfied, drives away 100.*











# LAG LIDER CLUJ TOOLKIT

“Gastronomic events” in LAG Lider Cluj territory is a series of events that were born in 2021 during the „Four seasons derby – food tourism in rural area” project, its main goal being to promote gastronomic heritage and stimulate gastronomic tourism in a local and international context.

The first edition was held in 24th of October 2021 was a pilot and it is planned to be organized from that point by using different themes each year. The theme for the event from 2021 was sheep related food & sheep related activities. The event was divided into two parts: a theoretical gastronomic workshop and an applied workshop. During the first part there was an expert who tackled different examples such as Examples of food as a mechanism for community building and local development in Transylvania & Examples of gastronomic events in Transylvania, e.g., Gastronomic Festivals, Outdoor Brunches, Slow Food Trails, Taste Education Workshops, Food & Culture Events, Food & Sports Events & Examples of gastronomic events from the Sibiu 2019 European Region of Gastronomy. The applied part of the workshop had activities such as viewing of a documentary on Romanian Food called Blid and cooking a polenta ball with sheep cheese in embers.

Regarding the venues, it is planned that they change each year throughout the LAG’s territory so that it can reach to a higher number of participants and also promote different locations with potential for further development in this area of gastronomy.

The target group for the participants are meant to be local entrepreneurs who already activate or who would want to activate in the area of gastronomy or gastronomic events. There is also possibility for other people to attend, the event does not limit the participation only to local entrepreneurs as an important goal of it is to reach as many people as it can.

Few tips in order to have a smooth event:

- Plan it early so that as little details as possible might slip through your fingers.
- Engage early with the target population.
- Find an accessible venue so that it can be easy for the participants to attend
- Promote the event through as many channels as possible using both traditional and online methods.
- Make sure you engage with your target group even after the event, feedback is gold.















# Best practice manual for local events/festivals



Claudiu Iușan

2022

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## 1. Purpose of the manual

Each event organizer wants the participants to be satisfied and delighted with the organization during the organized event. Whether it is a gastronomic festival, a meeting of chefs, almost all successful events involving gastronomic events have a number of things in common. This manual is a simple guide with recommendations to make the event proposed to be a successful one and about which, the participants will discuss for a long time after its completion.

## 2. General recommendations for organizing a gastronomic event

**The preparation** and planning phase includes a number of questions that the organizer must pay attention to:

☑ Why do you organize a food festival? What are the objectives of the culinary event? Who is the audience to whom it is addressed? What is the theme of the event? What is the location chosen? What is your unique point of sale? More than just food? Wasted food? Zero waste? Driven by purpose? Bilingual events? When will it be? Where will it be? What is the event organizing team? Who are the partners? What are the steps? What is your budget?

**The design stage** of the culinary event must answer a number of questions:

- ☑ Name of the event
- ☑ Event logo
- ☑ Theme of the event
- ☑ Guidelines for signalling

**The event management phase** will focus on a number of aspects related to:

Chefs, Catering, Restaurants, Menus, Reservations, Pricing, Sampling, Food Distribution, Food Safety, Fire Safety, Crowd Safety, Power outage (generator backup), Size Parking, Toilets, Location, Layout, Rental, Staff, Entertainment, Stages/phases Tents, Barriers, Lights, Pet facilities, Children's facilities, Access for people with disabilities, Local residents, First aid, Fireworks, Camp Fire.

**Any event to be organized with the public, has a series of requirements to be considered, as follows:**

Food Requirements

Access Requirements

Food Safety

Road Closures

Permissions and Restrictions

Regarding the marketing of the event, the organizer should take into account: Advertising, Signaling, Social media

**The organization and the level of professionalism can be measured and evaluated by applying questionnaires or interviews with the participants.**

### **3. Organization of local gastronomic festivals and field celebrations**

A festival comprises a series of performances or events organized around the same theme. A culinary festival will revolve around food. Culinary festivals are a great way to bring people together with a common passion for food and drinks. Culinary festivals have become popular among people who like to taste new dishes, and such events attract enormous crowds.

A gastronomic festival can be held in a single space, such as a park or field, or in different locations in a city or commune. Depending on how you plan it, a gastronomic festival can last a day, a week or a whole month.

Whether it is a gastronomic festival and beverages or some local field celebrations (transhumance- moving the flock of sheep from lowland farms up to high mountain altitudes, the descent of the sheep from the mountains, the day of the commune or the city, Hora at Rotunda, Hora at Prislop), these events that have gastronomic elements can attract crowds of people.



However, to gain appreciation for organizing the best food festival, it is necessary to understand the way in which the participants can be satisfied and willing to come back. Here are our tips to streamline the management of events within the gastronomic festival:

**Make it inclusive.** When the culinary festival offers something for every gourmand, the chances of the event being successful are even greater.



**Communicate and actively engage.** Active communication creates a bridge between the organiser and the participants. Using effective communication methods through social media, television, radio, depending on the desired outcome. Create and maintain a healthy relationship with your audience , answering their questions and messages on social networks.

**Engage with attendees** using social media, Facebook, and Instagram months before the event. If you have popular chefs who attend the event, they can be promoted for marketing. Loyal fans can bring you more participants compared to any other promotion channels only through word of mouth.





**Provide information about the event.** Brochures, leaflets are materials that can be easily edited with general information about the event, its history, the range of products presented and can increase the level of information the participants receive.

**Conduct surveys before and after the event.** Most event organizers prefer to do a post-event survey to find out how they can improve their upcoming events. You can use social media to conduct surveys, or you can interview them or apply questionnaires.



**Choose a unique theme.** Participants are looking for unique experiences at gastronomic festivals. Hosting a festival of traditional dishes (goulash, polenta in the cauldron), cheeses, desserts and drinks, one can offer participants a unique experience.

**Create memorable moments.** People are left with many memories of a gastronomic festival or field celebration. Give them options to create more. Provide a photo booth with traditional elements (shepherd's traditional coat made from sheep fur, shepherd's hat) and let the participants create memories. An online post can be proposed through which the participants can share pictures of the pleasant activities and perhaps the best picture to be awarded.





**It gives gifts or souvenirs.** As a sign of recognition, appreciation and for urging involvement and feedback, as a gesture of goodwill you can thank the participants by offering souvenirs during or at the end of the festival. It can be in the form of badges, personalized T-shirts, caps, drinking cups or keychains with the festival's logo. Every time they use these items, it will take them down a line of delicious memory to stimulate their taste buds again at the culinary festival. You can also receive requests from them to make it an annual event, if it is not one.

**Establish a culinary theme.** What foods are you going to serve during your festival? What is the theme of the event and how do those foods fit in with the theme? A gastronomic festival is often or recommended to be focused on a particular theme.

These themes may include: Vegan/vegetarian, Street food, Local food and drinks, International cuisine, Wine, Berries, Mushrooms, Chef's specialties, Barbeque and beer, Minority food, Desserts and sweets, Local/community cuisine.

You can also plan an all-inclusive culinary festival to cater to a wider audience. An all-inclusive culinary festival can increase the chances of the event being successful. You can also offer local food, desserts or drinks. All-inclusive alternatives can meet everyone's needs, and the event stands out. The culinary theme can also guide the logistics of the event.





### **Get support from sponsors.**

Providing sponsorship for the gastronomic festival or the field celebration does not just mean getting financial support. Such a sponsorship contract, if properly drawn up, can be concluded in the most benefit such as a long-term partnership. If properly executed, a sponsorship can be an excellent partnership. Getting a sponsorship offer means that you are starting a collaborative relationship with a brand that wants to maximize its return on investment through sponsorship, whether by increasing brand awareness or sales. As in any collaboration, there must be reciprocity on both sides. Therefore, you need to create a balance that meets the needs of all parties involved.

**Create a budget for the proposed festival.** Once the funding for the gastronomic festival is secured, the amount planned to be spent is established. A budget sets the tone of the event. The budget can cover: the venue, entertainment, décor, event tickets, electrical equipment, facilities such as parking, marketing, on-site workers, insurance, security, water, additional expenses in case of emergency.





**Choose the right date and time.** The location and date of the gastronomic festival can significantly affect the planning calendar.

**Before you determine any location, you need to make sure that it fits the purpose of the event,** aimed at your target audience, and whether it can help you meet the overall goals of the event.

A perfect place should be easily accessible and convenient (parking or transportation options); flexible enough to meet the objectives of the event; whether there is access to electricity and interactive technology; appealing to the target audience; sufficient space to allow participants to interact and engage with each other.



**Create a timeline of the festival.**

It is very important to bear in mind that organizing and planning a successful gastronomic event takes time. Create a timeline for all the tasks you want to perform and the time frame in which you plan to perform these tasks. A timeline will guide you through the planning process and will allow you to meet deadlines while working.

**Safe permits for the gastronomic event.** Depending on the location and activities you plan to carry out during the festival, you may need authorization related to the event. These may include food authorization, electricity authorization, authorization for the use of parks, authorization for alcohol consumption and much more.

**Involve local restaurants (supplier signups).**

Post a public notification announcing that you're organizing a food festival and invite restaurants to attend. Depending on the food you have settled on, you can also contact the restaurants you want to work with in advance. Provide restaurants with all the details that a seller would like to know when signing up for advertising. Will you offer table, tents, water and electricity? Do you have the necessary authorizations?



**Advertising gastronomic festival.**

How do you plan to attract a large audience to participate to the gastronomic festival?

Even if you offer the best range of food or entertainment, you still need to advertise your culinary festival to attract the factors of interest. Depending on which platform your target audience uses the most, you can use different marketing platforms, including: written press, social media, TV and radio, community listings and calendars, paid online advertising.

**Apart from holding meetings with all the staff** and training everyone about their roles in the event, discussing all the details and disadvantages, it is vital to take a field test and simulate the event before it really happens. So, call all the event staff and all the booth owners a day or two before the event. Walk them through the entire area of the event and physically show them where their position is and tell them what is expected of them. This won't last long, but it can take a lot of worries off your shoulders on the day of the event. Also, test the check-in of tickets at all entry points for the event and check that all booth owners have received their tickets that will act as subscriptions on the day of the event.

### **Promotion of the event.**

All that this entails: the media, FB, the LAG page, word of mouth, etc. Including the involvement of local producers.

Including relevant images of traditional products and recipes that propose the use of specific ingredients. The event will be promoted with a minimum of 30 days before its actual date. It can be done with or without participation fee.

### **Providing the necessary infrastructure for the event and technical organization:**

- ☑ product presentation booth;
- ☑ protective equipment for manufacturers (workwear, aprons, bonnets, masks, gloves, etc.);
- ☑ individual insurance of: water source, waste storage containers, power source (generator), household bags, cauldron, firewood or gas cylinders, work stand, kitchen utensils, cutlery, disposable plates and cups (as required by the European Union), cloths or kitchen towels, lighting source, etc.;
- ☑ organization of an open tent with tables and chairs, for dining;
- ☑ platform/grandstand or stage for music and presentation, exhibitions, premieres, etc.
- ☑ ecological toilets and running water source;
- ☑ ambulance for first aid situations;
- ☑ authorities for security and security of the event;
- ☑ verification of general hygiene in accordance with the national authorities.





**Preparation of the artistic and entertainment program.** In advance. Traditional or folk music, theater, dance and good cheer. Accommodation for guests, if needed.

**Inclusion of thematic contests:**

- cauldron dishes,
- hot or cold snacks,
- salads, polenta
- grilled dishes, etc.
- Registration of participants: with or without fee, but with a clear, specific theme.



**Special guests**,:officialities, parteners, members of Lag, foreign parteners.

### **Event monitoring and implementation team.**

Logistics, photos/filming.

Exhibitions and thematic presentations, photographic culinary exhibitions or with local products, banners with the contests, the title of the festival, posters, roll-ups!



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