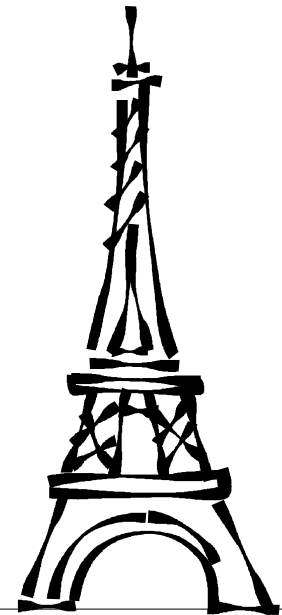
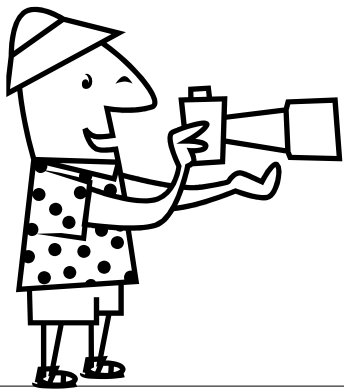




Vad är turism?



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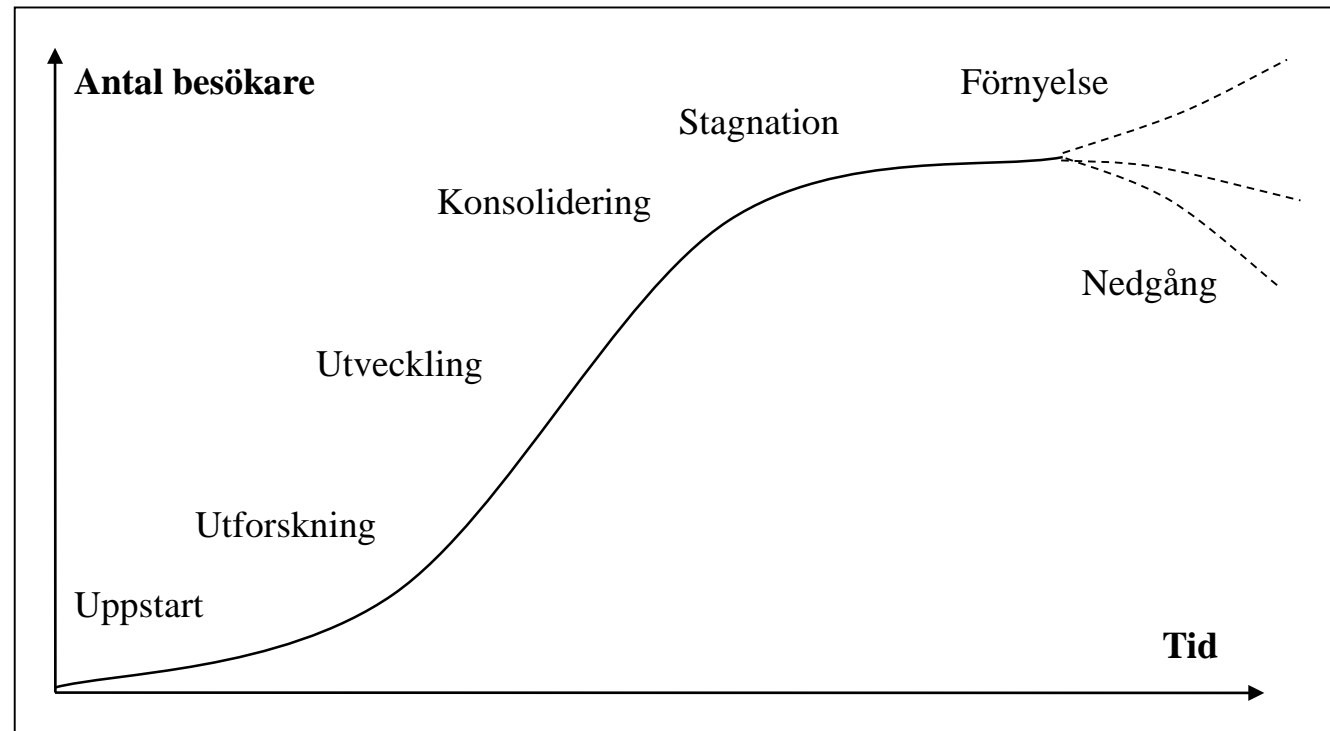


Evenemang på allas läppar

- Skapar reseanledningar
- Destinationsmarknadsföring
- Nya målgrupper
- Nya företag
- Nya och förlängda säsonger
- Sysselsättning och tillväxt



Livscyklar och förnyelse



Innovation och förnyelse



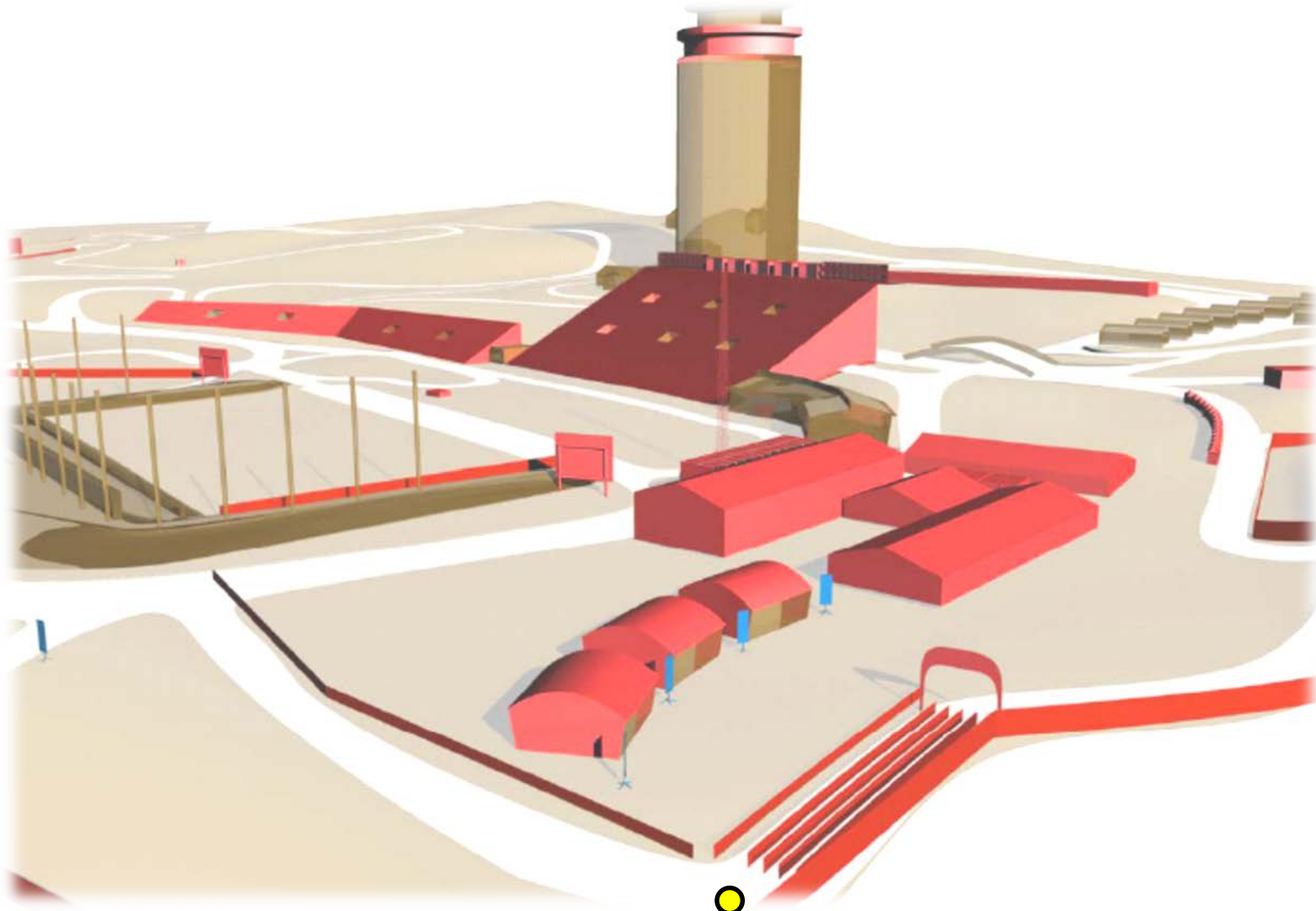
Evenemangsstudier



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Visitor Tracking - GPS

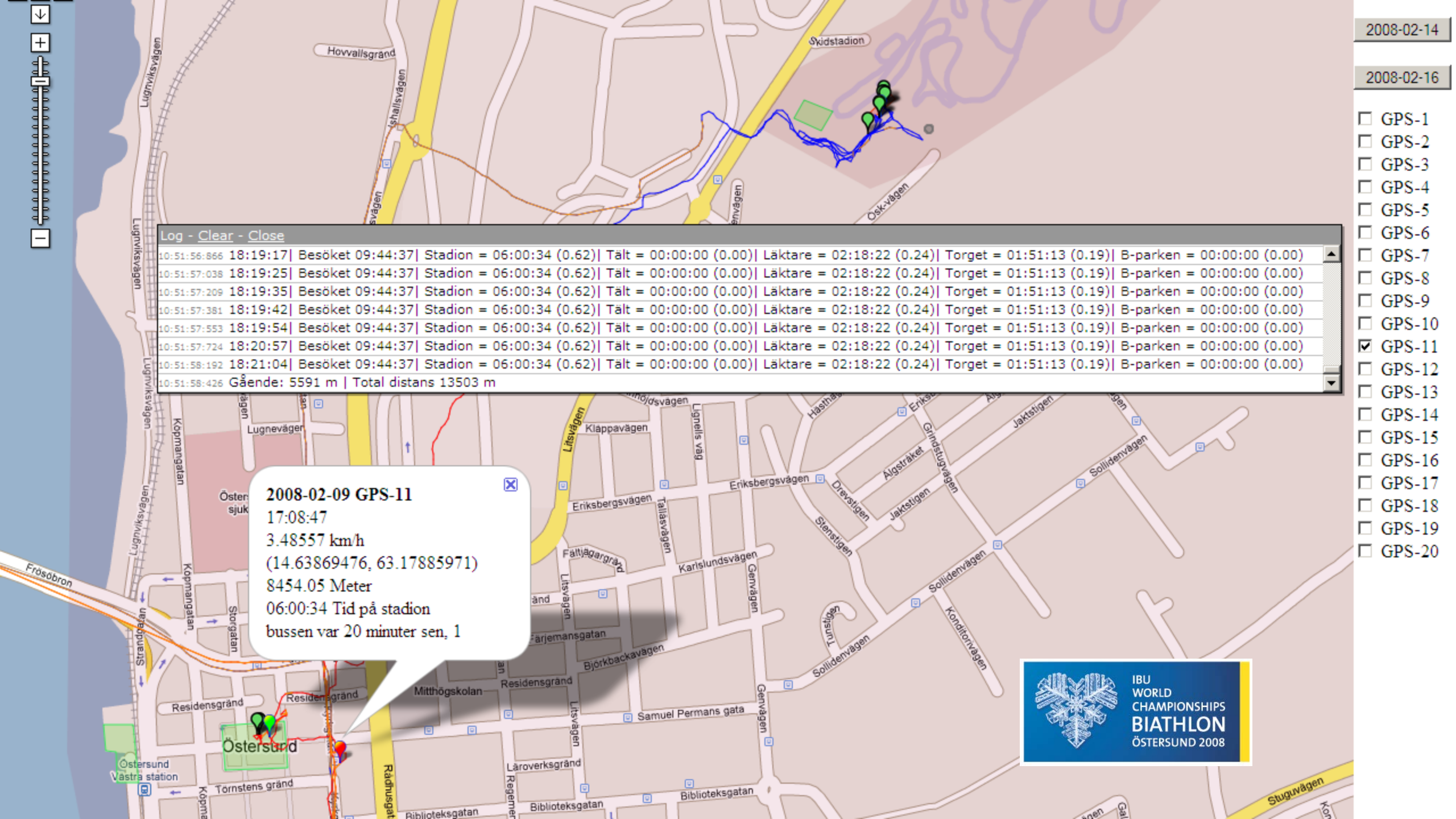


Log - Clear - Close

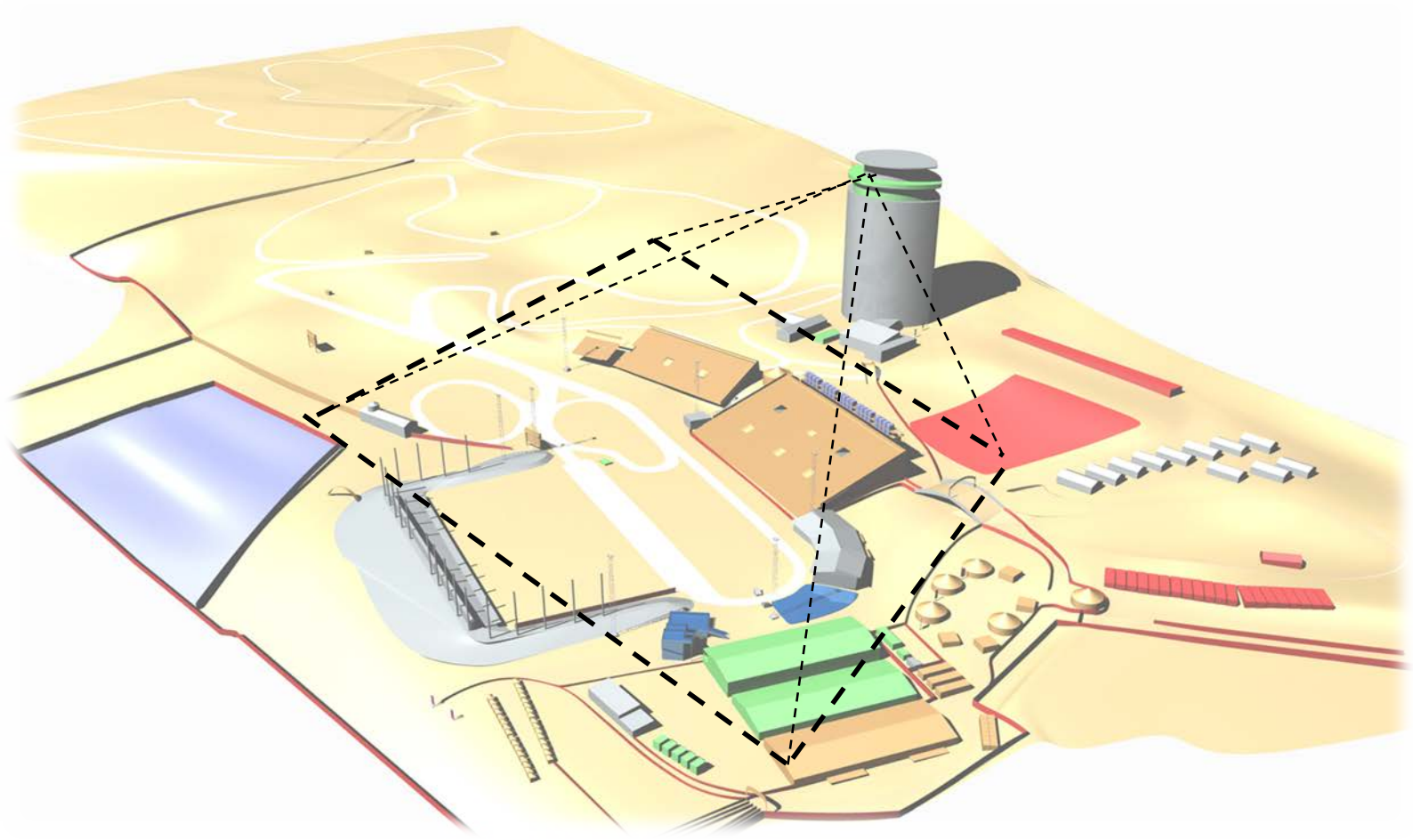
10:51:56.866	18:19:17	Besöket 09:44:37	Stadion = 06:00:34 (0.62)	Tält = 00:00:00 (0.00)	Läktare = 02:18:22 (0.24)	Torget = 01:51:13 (0.19)	B-parken = 00:00:00 (0.00)
10:51:57.038	18:19:25	Besöket 09:44:37	Stadion = 06:00:34 (0.62)	Tält = 00:00:00 (0.00)	Läktare = 02:18:22 (0.24)	Torget = 01:51:13 (0.19)	B-parken = 00:00:00 (0.00)
10:51:57.209	18:19:35	Besöket 09:44:37	Stadion = 06:00:34 (0.62)	Tält = 00:00:00 (0.00)	Läktare = 02:18:22 (0.24)	Torget = 01:51:13 (0.19)	B-parken = 00:00:00 (0.00)
10:51:57.381	18:19:42	Besöket 09:44:37	Stadion = 06:00:34 (0.62)	Tält = 00:00:00 (0.00)	Läktare = 02:18:22 (0.24)	Torget = 01:51:13 (0.19)	B-parken = 00:00:00 (0.00)
10:51:57.553	18:19:54	Besöket 09:44:37	Stadion = 06:00:34 (0.62)	Tält = 00:00:00 (0.00)	Läktare = 02:18:22 (0.24)	Torget = 01:51:13 (0.19)	B-parken = 00:00:00 (0.00)
10:51:57.724	18:20:57	Besöket 09:44:37	Stadion = 06:00:34 (0.62)	Tält = 00:00:00 (0.00)	Läktare = 02:18:22 (0.24)	Torget = 01:51:13 (0.19)	B-parken = 00:00:00 (0.00)
10:51:58.192	18:21:04	Besöket 09:44:37	Stadion = 06:00:34 (0.62)	Tält = 00:00:00 (0.00)	Läktare = 02:18:22 (0.24)	Torget = 01:51:13 (0.19)	B-parken = 00:00:00 (0.00)
10:51:58.426	Gående: 5591 m Total distans 13503 m						

- GPS-1
- GPS-2
- GPS-3
- GPS-4
- GPS-5
- GPS-6
- GPS-7
- GPS-8
- GPS-9
- GPS-10
- GPS-11
- GPS-12
- GPS-13
- GPS-14
- GPS-15
- GPS-16
- GPS-17
- GPS-18
- GPS-19
- GPS-20

2008-02-09 GPS-11
 17:08:47
 3.48557 km/h
 (14.63869476, 63.17885971)
 8454.05 Meter
 06:00:34 Tid på stadion
 bussen var 20 minuter sen, 1



Biathlon von oben





Digitalisering



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Arenautveckling



The Event Compass™ Story



Peak Innovation
TOURISM SPORTS OUTDOOR



The Team



Prof. Donald Getz

BSc Elin Hägglund

**Assoc. Prof. Robert
Pettersson**

Assoc. Prof. Steve Brown

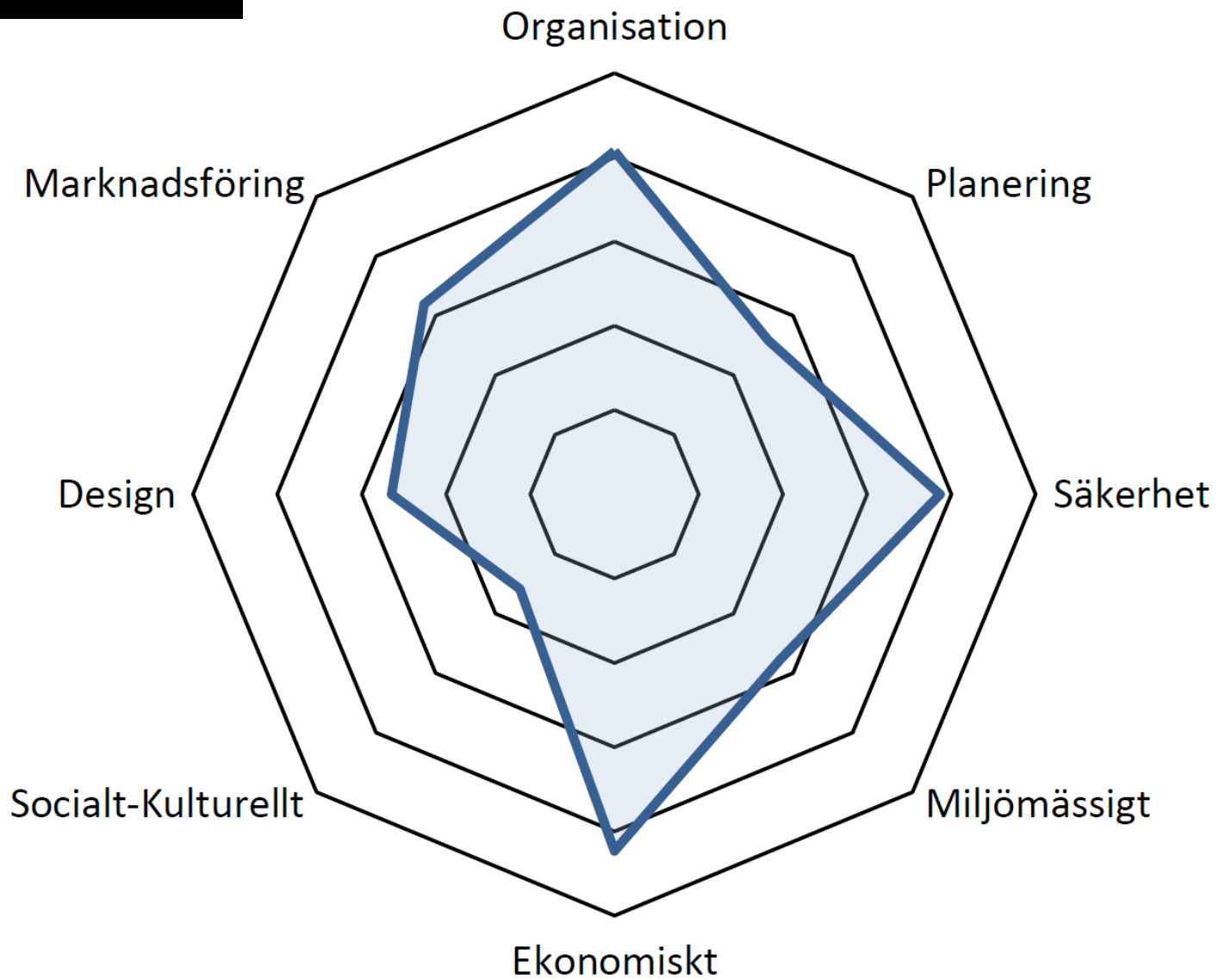
MSc Martin Wallstam

Academic
reference group

Industry reference
group



Åtta dimensioner



Scoring system

Coding

BE Coding sheet									
Question #	Max score (unit size other than 1)	Organisation	Planning	Marketing	Design	Risk	Economic	Environmental	Social-Cultural
		18	23	28,5	22	21	11	21	18
3.1	1(0,5)	0,5					0,5		

Weighing

TOTAL		4,5	4	6,5	5	2	2,5	3	3
		Organisati	Planning	Marketing	Design	Risk	Economic	Environment	Social-Cultural
(Weighed TOTAL) Baseline Score		1,15	0,8	1,61621622	1,04545	0,4381	1,0454545	0,657142857	0,766666667
Dimension Rating		57,5	40	80,8108108	52,2727	21,905	52,272727	32,85714286	38,33333333
	Rating:								46,99393793
	Certification level:								3

Question #	Max score (unit size other than 1)	Event Size
2.2	2	2
2.5	2	2
4.2	2	2
4.3	2	2
4.4	2	2
4.5	2	2
4.6	2	2
4.7	2	2
5.1	1	1
5.2	1	1
6.1	2	2
6.2	2	2
Site total:	22	1 - 1,49 = 1,5 - 2,89 = 0,5 - 3 = 1
Site	1,61535851	M
Event type	MP	
Event Category	Medium non-profit	

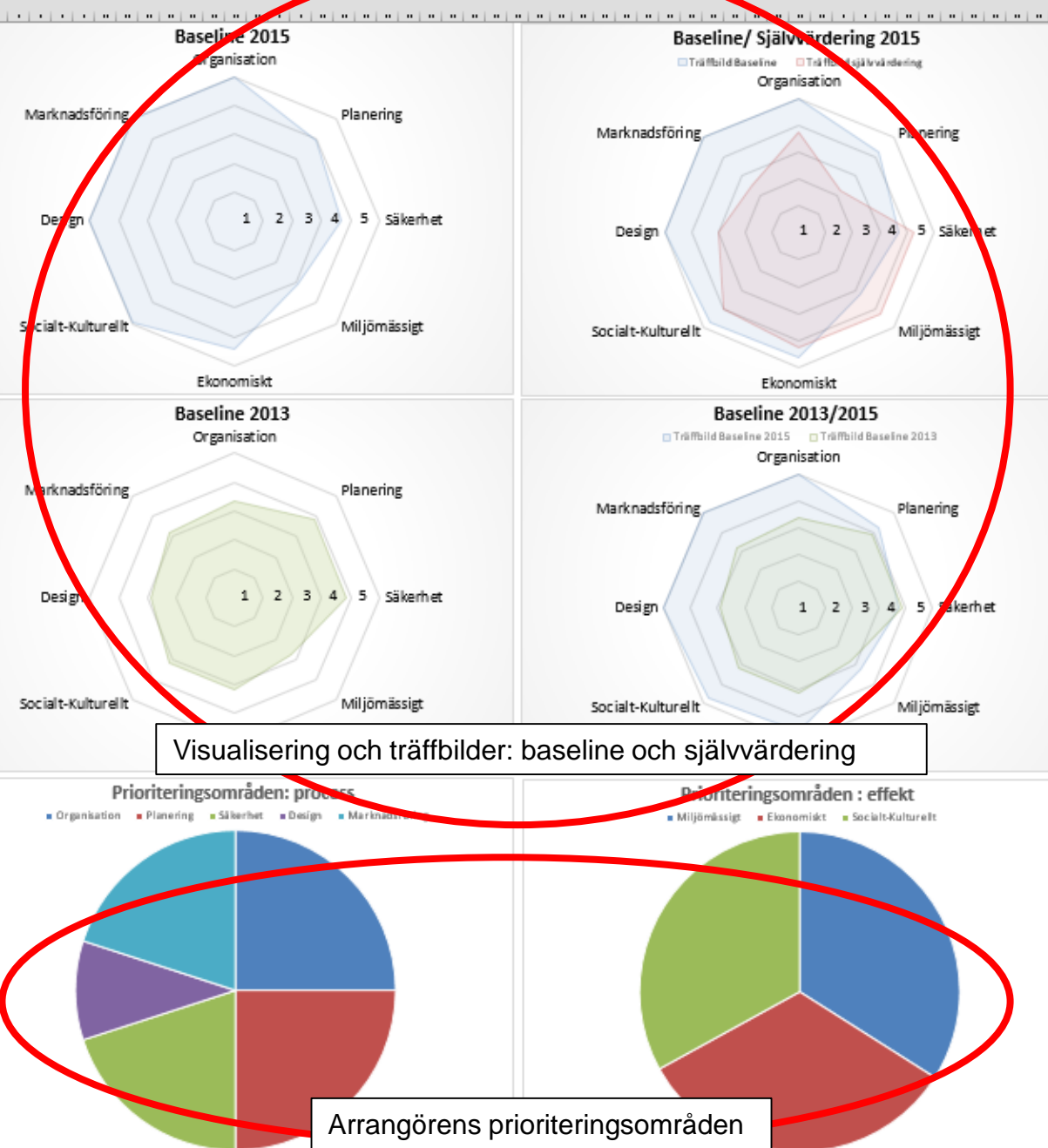
Visualization



Steve Brown Donald Getz Robert Pettersson Martin Wallstam, (2015): "Event evaluation: definitions, concepts and a state of the art review", *International Journal of Event and Festival Management*, Vol. 6:2 pp. 135 - 157

Besökarintervjuer





Event Compass™ Certification: "St. Olavsloppet"



1. Certification

Client ID: E0002

Event category:

- SNP (Small Non-Profit)
- SFP (Small For-Profit)
- MNP (Medium Non-Profit)**
- MFP (Medium For-Profit)
- LNP (Large Non-Profit)

2. Certification category

Your event is categorized as **Medium Non-Profit**. This means that you are rated and scored on the same scale as other events in this category. The weighing and prioritization of different dimensions in the recommendations is also considered in accordance with your event category.

Overall event rating: 50,4%

3. Dimension scores

*Dimension breakdown:

Economic	71.8%
Organisation	57.0%
Marketing	52.2%
Planning	50.0%
Risk	47.0%
Environmental	44.8%
Social-Cultural	43.2%
Design	37.1%

*For a guide to the Dimensions, please visit:
<http://www.mittuniv.se/en/Research/Our-Research/Research-groups/eventcompass/Getting-Started/The-Dimensions>



Compass Score



4. Compass visualization

Compass Profile:

- None of the dimensions fall in the lower tier scores of <33%.
- The most considerable strength of your event is the Economic dimension. The basic components of a healthy economic function are present. The organization spreads economic risk well by co-staging the event with other entities, mitigating problems that otherwise might have arisen from relying heavily on one source for funding.
- The Organization dimension is especially high of what should be assessed in this event category. You possess a strong organizational structure and you encourage and support your staff.
- Your organization makes good use of measures usually associated with strengthening and communicating the event brand. These efforts would be consolidated by an injection of strategic positioning in relation to the perceived target market and competition.

5. Profile of event organisation

Recommendations:

Following is a shortlist of identified issues that can be addressed through a set of simple changes. The recommendations are limited in number (3 high, 3 medium) and scope for you to see immediate improvement in critical areas. The measures that the Event Compass™ can assist in are marked in green.

High Priority

- Arrange for bus transport of spectators and participants from accessible meeting areas to points along the event route that sync with the schedule of the event. Propose a list of activities for spectators at these points. This will significantly improve the main environmental weakness of the event as well as contribute to the strength of the design dimension.
Environmental +, Design +
(Estimated implementation - direct cost and man-hours: SEK: --, HOURS: --)

- Build a storyline around the event and its history and incorporate this into information and communication materials. Story-telling is an important part of the design component and, once at the event, serves as the foundation on which experience value is created for participants and spectators alike.
Design +, Social-Cultural +
(Estimated implementation - direct cost and man-hours: SEK: --, HOURS: --)

- Apply for an environmental standard to strengthen the organizational, marketing and environmental aspects of your event.
Organization +, Marketing +, Environmental +
(Estimated implementation - direct cost and man-hours: SEK: --, HOURS: --)

6. A selection of measures for quick improvement

- Conduct a stakeholder analysis. In doing so your organization will gain a more detailed understanding of how to communicate the project outwards and maximise social-cultural gain.
Organization +, Social Cultural +
(Estimated implementation - direct cost and man-hours: SEK: --, HOURS: --)

Just nu...



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SWEDISH SKI ASSOCIATION



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Event Compass™



EVENT COMPASS™

Evaluation, Certification and Guidance

"The Event Compass provided us with important new insights on the development of our operations. The whole process was time-effective, constructive and engaging. I would definitely recommend the Event Compass to other organizers."



Patrik Jemteborn

Chairman of the Organizational Committee

Östersund Biathlon World Cup, 2015

