



Võistlustöö nimi / Entry Title

esimene üleestiline Eakate festival/ the first National festival for the elderly

Võistlustöö lühikirjeldus / Describe the event or the campaign in short

To celebrate the international day for the elderly, we organized the first Estonian national festival for the elderly (60+). More than 4000 participants showed that this event was important and the issues discussed throughout the festival need to be addressed more often.

Mis oli ürituse ülesandepüstitus / Describe the purpose of the event or campaign

To organize an event for the elderly that would give enough impact to start discussions and to give Inkotuba the tools to establish communication between the target group and government officials.

Millised olid seatud ootused ja eesmärgid (turunduslikud ja kommunikatiivsed) / What were the measurable goals for the event or campaign

Maximum expected visitor number: 6000, minimum 3000.

To create positive PR and introduce Inkotuba as a leading voice for the target group.

To establish the event so that it would be able to become annual.

Ürituse elluviimise kirjeldus / Describe the implementation of the event or campaign

The event was held in Salme Cultural center. The opening ceremony was lead by social minister Hanno Pevkur. Over 20 thematical lectures were held to full seatings. Another hall was opened for elderly active froups that showed their talent in singing and dancing. Exhibitions by knitting grups and elderly artists were on display. A fair and special sales-booths were placed on three floors. Extensive PR-campaign proceeded the event and helped Inkotuba to reach it's goals.

Mis juhtus ürituse tagajärjel / What happened as a result of the event or the campaign

Very positive feedback from visitors and participants encourages

us to make this event annual. This subject must be continued and possible similar events will be planned throughout the Baltic Cities.

Kas ja millises mahus said täidetud püstitatud eesmärgid / Were the goals of the event reached?

More than 4000 visitors over 2 days.

Tens of articles in various newspapers.

All major TV-channels made this event their nights lead topic.

Magazine Elukiri nominated CEO of Inkotuba, Eha Topolev, as "Aasta tegija" (person of the year)

Kirjelda ürituse mootorikat. Mida uut suudeti ellu viia? / Describe the event mechanics. What was there new and innovative about the event or campaign?

60+ is a significant target group. There are only a few events targeted to them. However, we proved that such events have huge potential both in visitor numbers and commercial interest within various companies.

Pildimaterjal / Picture and/or visual materials

