

Events & Venue Director Janne Auvinen: LOGOMO RECIPE FOR THE BEST CONGRESS EXPERIENCE

Logomo was designed from the start to provide a top-class setting for congresses in terms of its functionality and technology. Every event is unique.

‘The primary purpose of congresses is to transfer information from experts to attendees and vice versa. This information transfer chain is formed by a multifaceted whole, and none of the factors making up this whole can be overlooked if you want to provide the best possible congress experience,’ says Logomo’s Events & Venue Director **Janne Auvinen**. He has worked at Logomo from the start and participated in the implementation of successful congresses and other events with his solid professional skill and big heart.

1. Premises

‘The nature of the premises that hosts a successful event is not negligible. A congress cannot be successfully implemented in one large hall – it must always be supported by several smaller conference spaces. An adequate number of square metres must be available for related exhibitions and trade fairs on the same floor. There must also be versatile meeting rooms and workshop facilities of different sizes available near the halls.’

2. Presentation technology, lighting, acoustics

‘Stylish premises alone are not enough. Performers and speakers require reliable, high-quality presentation technology in order for presentations at the international level to have the equipment they deserve. The lighting must allow participants to watch presentations all day long without tiring. Additionally, it is extremely important for the acoustic environment – which may, at first glance, seem to be an element of secondary importance – to convey spoken information successfully. The listeners must be able to make out what the speaker is saying, and the setting must allow for comfortable discussion without the surrounding noise tiring the listeners.’

3. Logistics

‘For an overall success, the logistics of moving both people and goods around must be smooth and safe. The halls are adapted quickly, goods are transported, and the audience, speakers and organisers are able to access meeting rooms and other rooms effortlessly – for example to go and enjoy a good meal and refreshments. Events are prepared efficiently, and everything, starting from loading, is transported all the way to the halls and meeting rooms agilely on wheels. Time can be used efficiently when the congress environment is quick, easy and safe to build.’

4. Accessibility

‘Taking accessibility into account is particularly important in an equal world and a significant part of the planning of a successful congress. Logistics and accessibility support each other, and a facility that is functional in terms of logistics is therefore also always accessible to the audience, builders and speakers. Additionally, visual and hearing accessibility are key factors for a functional event and the hosting facility, and they cannot be ignored.’

5. Sustainable development

‘Today, sustainable values, ecological considerations, sustainable development and e.g. active reduction of waste are so obviously necessary that the attitude towards them is starting to be obvious in everything, including congresses. Even so, you continuously have to pay attention to them, as it is laborious to learn to get rid of old habits.’

In conclusion: Logomo is specifically everything listed above. You could almost say that Logomo is a synonym for the term *functional congress facility*,’ says Janne Auvinen, concluding his recipe.