

Masters thesis about event marketing?

Covid-19 has an extensive and long-lasting impact on business world. Events and trade shows have been cancelled and the future is unknown. Fairs and exhibitions are built upon real-life encounters; How will coronavirus reshape the trade fair industry? Is the future virtual?

Our project in the field of event marketing, with close collaboration with Finnish Fair Foundation (Suomen Messusäätiö) is currently searching for master students to do their thesis from event-related marketing topics.

Why is this a good deal?



We help and facilitate masters' students to find topics for their thesis from the field of experience & event marketing. Possible ideas/themes directly from the field and practitioners!

In addition:

- Additional advisor to support the thesis project
- Support + possible data collection expenses covered
- 3000€ scholarship for finished pro gradu

Interested? Let's zoom and discuss!

linda.turunen@aalto.fi / 050 365 4066