

STRATEGIC ADVICE



**Fair**  
**ADVENTURE**  
**MARKETING**

28.09.2017

SPECIAL WEEK 1

FONTYS ACI

PAASPOP ACADEMY

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# MEET THE TEAM

## Welcome

We are FAIR ADVENTURE MARKETING and it is nice to meet you! We are four girls from two different studies: Communication- and Commercial Economics International Event Music and Entertainment Studies. FAIR ADVENTURE MARKETING consists of Marli (CE), Hilde (CO), Iris (CO) and Iris (CO). We gathered our qualities and talents and formed a marketing and communication organization. With a critical eye and a creative mindset, we help clients with their problems.

FAIR ADVENTURE MARKETING is young, enthusiastic and motivated to accept every challenge. We are specialists in creative thinking, designing, marketing and communication. We shed a light on your problem or challenge and we are motivated to find a brilliant solution and give you a helpful advice.



### **IRIS VAN DER HEIJDEN – DESIGNER**

Hi my name is Iris and I am the graphic designer for the group. I am also great in making new concepts with my wild imaginations.



### **MARLI FONKEN – PLANNER**

My name is Marli and I will be the planner for the group. Since I am the only CE student involved in this company, I will make sure there is an overall structure. I will also be the one who will check the English grammar in our reports.



### **HILDE HARINCK – CREATIVE THINKER**

Hi, my name is Hilde and I am the creative thinker of FAIR ADVENTURE MARKETING. I am good at brainstorming and thinking in solutions.



### **IRIS HAARMANS – LEADER/SPOKESPERSON**

Hello my name is Iris and I am the leader of the group. I am not afraid to cut the knots when we are indecisive and I love to create new stories.



*You must go  
on Adventures to  
find out where you  
Truly Belong*

*Fair*  
**ADVENTURE  
MARKETING**

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# 1 INTRODUCTION

## INTRODUCTION ASSIGNMENT

Paaspop Academy, as the name already suggests, is a part of the annual festival Paaspop in Schijndel. However, Paaspop Academy is a cooperation between Fontys ACI and Paaspop. They started with the idea to provide the needs of festival professionals and students to network. By gathering those target groups and organizing a seminar about an actual topic, the first steps were made. The first edition of Paaspop Academy was back in 2013 and had as subject: Cashless festivals.

The exact same set up was used during the next four years of Paaspop Academy. But for 2018, the organization of Paaspop Academy is looking for something new. And that is where FAIR ADVENTURE MARKETING comes in. During the Special Week, which is from 25 September until 29 September 2017, there will be created a strategic marketing/ communication advice, which will help Paaspop Academy develop to become a leading event in the festival industry.

## FROM LEARNING TO CONNECTING

This strategic advice will explain the steps that the members of FAIR ADVENTURE MARKETING took. All the described content will be written down and substantiated. Important is the sentence 'from learning to connecting'. Why this is fundamental, will be explained during this report.

In the second chapter, a recap of all the individual analyses will be summed up. This is necessary for the start and completion of the brand identity and brand strategy.

Next up is the brand identity. In chapter three the theory and model 'value fit' will be used for describing the brand identity for Paaspop Academy. By filling in this model, the mission, vision and core values become clear.

After the formulated brand identity, the brand strategy will be explained in chapter four. This contains a long term strategy and a clear advice for Paaspop Academy 2018. There will also be an overview of the expenses.

Chapter five will be the end of this paper. It contains an overall conclusion.



# 2 RECAP ANALYSES

## INTRODUCTION

This chapter is about the individual analyses from the group members of FAIR ADVENTURE MARKETING and the target group of Paaspop Academy.

## 2.1 INDIVIDUAL ANALYSES

FAIR ADVENTURE MARKETING wrote four different analyses based on four different theories. The following models and canvasses were used: Business model canvas, Brand Identity Prism, The Seven W's Model and the Swot Analysis. The main conclusion of this research is written in the last paragraph.

### BUSINESS MODEL CANVAS

This canvas offers a great overview of a company or organisation and how they earn their money (Osterwalder, 2010).

**Conclusion:** It is clear that Paaspop Academy already knows what they are doing. They know how to maintain their partnerships with Fontys ACI and how to keep it interesting for the SKY-club. The one thing that was missing according to Paaspop was the quality. If they improve the quality, they will bring the academy to a higher level which will improve the festival as well. I believe that the best way to improve the quality is to create a partnership with the SKY-club as well. For now, the SKY-club has a lot of advantages, but they have no control about the way Paaspop puts the program together. It will be great if we could create a way that every stakeholder has a saying and really gets to hear what they need to and what they want to hear. We could also change the way that the academy is set up, to create the wow feeling of being there and makes it more logical to pay for it and makes you want to come back every year (Haarmans, 2017).

### BRAND-IDENTITY PRISM

This model helps to understand the identity of a brand. It is separated in six aspects: physical facet, personality, culture (values), relationship, reflected consumer and consumer metallisation. The prism is really helpful to build a brand and shows the gap between the brand image and the actions of the brand itself (Kapferer, 1992).

**Conclusion:** The conclusion of this individual analysis is that by becoming a brand, you create brand followers. And by having brand followers you can expand and innovate the brand as much as you want. So by building the brand Paaspop Academy together with the brand followers, Paaspop Academy will create a whole new experience (Fonken, 2017)!

### THE SEVEN W'S MODEL

The Seven W's are seven different questions about your audience. By given answer to these questions it will be clearer how to reach your target audience (Van Dijk, 2016).

**Conclusion:** All in all, the organization of Paaspop Academy should take a better look at the target audience. First the target audience should be specified so the organization will have a clearer view on who they want to reach. After that they can use The Seven W's Model. This is a useful tool that will help Paaspop Academy to reach their target audience. If the organization gains more information about the target audience, they can adjust their marketing and communication theory based on this. It will also be easier to choose a theme and subjects for the seminar if the organization knows more about their target audience (Harinck, 2017).

### SWOT ANALYSIS

This four boxes strategy is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you



and the Threats you face. What makes SWOT particularly powerful is that, with a little thought, it can help you uncover opportunities that you are well placed to exploit (Humphrey, 1960).

**Conclusion:** The first conclusion is that Paaspop Academy needs a brand identity. This is not only for themselves important but it is very necessary for the students that organise the event every year. Because the students of Fontys ACI do not have a clear line to follow what is important for the company. And this is the main reason that the stability missing throughout the years.

The second conclusion of my individual analysis is that the Paaspop Academy needs to focus on future invitations such as the VR and the augmented reality. The world is changing a lot and is engaging with the digital world. A very interesting subject would be about those changes. If they use the new techniques they can become a lot bigger than they are at the moment. Also by discussing those new techniques you do have a lot of interactional facets (Van der Heijden, 2017).

#### **TREND: INTIMACY**

The trend intimacy was missing in this report. This trend needed to be add, because it could be relevant for Paaspop Academy.

Intimacy is becoming more and more important in the festival industry. The trend is still growing, and a lot of festivals are joining this trend. The visitors feel a need to have some intimate places like small theaters, places to get together or a private performance. Some festivals even choose to keep it small, even though they are able to grow in size. The combination of a familiar organization, small concept and a limited amount of tickets seems to be the golden combination in the festival industry (Event Branche, 2015).

## **2.2 TARGET GROUP**

To get a clear idea about all the aspects of Paaspop Academy, there needs to be an analyse about their target groups as well. Paaspop Academy focuses on the following target groups: professionals from the festival industry, students and members of the SkyClub.

### **PROFESSIONALS**

To be a professional, you are required to have special skills for the work in the festival industry. Professionals who visited Paaspop Academy previously are working at companies like Stichting Randrock, Stichting Wattzat Events and Metropolis Festival (Buro P3, 2017). The professionals who visit Paaspop Academy vary every year, because every year another theme is discussed. In 2013, the theme was cashless festivals, which is interesting for example for professionals who work at a company for lockers or coins, but less important to companies who are dealing with the construction part of a festival. They had more benefit with the theme in 2016, which was about weather conditions (Seijkens & Wouters, 2017). The professionals are also present to connect with the students, the upcoming generation of this industry.

### **STUDENTS**

The students who visit Paaspop Academy, are students from schools that educates them to become professionals in the festival industry. Previous visitors for example were students from Fontys ACI, NHTV and the minor Dance Industry (Buro P3, 2017). Some students visit Paaspop Academy to connect with the professionals and make themselves familiar to them. They are searching for their spot in the industry and Paaspop Academy offers a great opportunity to achieve that. Other students attend Paaspop Academy to increase their knowledge about the festival industry.

### **SKYCLUB**

The SkyClub offers an ideal place for business relations. Not only do they get the festival experience, but also a look behind the scenes, all-inclusive food and beverage, a different parking spot and entrance than regular visitors. The SkyClub gets their own place at the festival: the Skylounge. This is a special place in the skyline of the festival, with a view all over the festival field. There is another place for presentations and appointments as well (Paaspop, 2017). The conclusion can be made that the members of the SkyClub are really there for their business. Most members are local companies; this gives them the perfect opportunity



to connect with each other (Seijkens & Wouters, 2017).

In conclusion, all target groups are attending Paaspop Academy to gain knowledge, to connect and share their common festival interest with each other.

#### MAIN CONCLUSION

As seen in this recap analysis, the models SWOT Analysis and Brand-Identity Prism are the most valuable to use. Both models conclude there is a problem with the brand identity of Paaspop Academy. There is no clear identity since they never created a mission, vision and core values. For Paaspop Academy it is important to have more stability and consistency throughout the years.

The brand identity is also very necessary for the students of Fontys ACI. Every year there are different students who organize Paaspop Academy and if there is no organized structure every year will be different, which will lead to inconsistency. A vision makes clear what your company stands for.



# 3 BRAND IDENTITY

## INTRODUCTION

This chapter is about the brand identity of Paaspop Academy. As concluded in the recap of the individual analyses (Chapter 2.1: Individual Analyses) Paaspop Academy does not have a brand identity. So this will be the main subject of this strategic advice. The mission, vision and core values that were created during the research process will be discussed in this chapter. As first, the core values will be explained. After this, the core values will be used in the model named Value Fit. With this model the mission and vision were created.

### 3.1 CORE VALUES

The individual analyses, Q&A with the organization and documents that were uploaded on Fontys Connect were used to filter out four important values. Core values

are the essential fundamental basics for an organization (Scaleucompany, n.d.). Based on those values Paaspop Academy stands for:

- + **Actuality:** During Paaspop Academy one trend will be the central topic. This trend is always a current and relevant subject in the festival industry.
- + **Exclusivity:** Visitors of Paaspop Academy are the first ones who may enter the festival area.
- + **Hospitality:** Paaspop Academy is a free event where everybody who is interested in de festival industry is welcome.
- + **Connecting:** The organization wants to connect different kind of groups (stakeholders, students, professionals).

These four core values are the heart of the organization and will be used to create the brand identity for Paaspop Academy.

### 3.2 VALUE FIT

Now that the core values for Paaspop Academy are clear, the Value Fit can be used and filled in. This tool can be used for exploratory and demanding concept developments. The elements: organization, target group and trends will be summarized for the organization. As an organization you look for similarities between those three elements (Crucq-Toffolo & Knitel, 2014). The founded organization values, target group values and relevant trends (Van der Heijden, 2017) will be matched in the Value Fit, and with this a concept will be chosen for the brand identity.

Organization	Target Group	Trends
Actuality Exclusivity Hospitality <u>Connecting</u>	Festival interests <u>Networking</u> Learning	Virtual reality Augmented reality Gamification <u>Intimacy</u>

Figure 1, Value fit for Paaspop Academy



In Figure 1 the Value Fit for Paaspop Academy is displayed. Three values of the three different boxes are matched. The reason that the values connecting, networking and intimacy are selected is because they connect and complement each other. They all carry the feeling of commitment.

Next up in the Value Fit is to combine the three chosen values into one clear sentence. The sentence is formulated through the eyes of the organization. It will always start with 'we see that'.

*We see that we want to bring students and professionals together to give them a platform to connect with each other and intimacy is becoming more important within the festival industry.*

After the 'we see that – sentence' is created, a 'we think that – sentence' will be formulated. With the 'we think that – sentence', an opinion of the 'we see that – sentence' will be formed. With this two sentences the vision can be made up. For Paaspop Academy the next 'we think – sentence' is created:

*We think that the festival industry deserves a home.*

The main reason to choose this sentence for Paaspop Academy is that the organization wants to connect the festival industry. It is about creating a feeling. Besides creating a feeling, the learning aspect is not the main purpose of the event, but creating connections and commitment are. During the search about what connection really means and what it feels like, the word 'family' came across really early. Family is: *"One of life's greatest beauties is the sense of belonging, fitting in, and feeling like we are part of a family. Inside each of us, we have an innate desire to feel accepted, loved, appreciated, and dare I say it, special. So it goes without saying that this desire extends*

*itself to more than just our immediate families; it goes wherever we go. experience this feeling of "belongingness". There is warmth, laughter, education, engagement, connection, and for the secret ingredient: family" (Ly, 2017) .*

After the meaning of 'family' was clear, a bridge was provide between the feeling of coming home, sharing information, solidarity and commitment. That is how the word "home" came to live in the 'we think that – sentence'.

### 3.3 VISION

The vision gives a clear perspective of the future and the position of the organization. It also describes the existence and philosophy of the organization in general (Boer, 2015). As a conclusion of the information above, the sentence **'the festival industry deserves a home'** is made and can be used as the vision of Paaspop Academy.

### 3.4 MISSION

The mission is a concrete assignment to realize the vision. It is also for internal uses (Boer, 2015). The mission **'create an intimate platform in the festival industry where you can connect'** is created for Paaspop Academy. It gives a clear view about how the vision can be realized. Because Paaspop Academy wants to create a 'home' for the festival industry, they use their own festival-event to provide a platform.

### 3.5 ONE-LINER

An one-liner is useful because it provides your motivation and more recognizability towards your visitor (Logo Ontwerpen, 2015). The one-liner that can be used during the Paaspop Academy event is: **'the home of the festival industry starts here.'** The word 'starts' is chosen because Paaspop kicks off the festival season.



# 4 BRAND STRATEGY

## INTRODUCTION

This chapter is about the brand strategy that FAIR ADVENTURE MARKETING created for Paaspop Academy of 2018. The strategic advice is long term, but the chosen content can be used for the 2018 edition of Paaspop Academy.

### 4.1 SETUP ADVICE LONG TERM

As mentioned in the previous chapter, the key words in this strategic advice are family, connecting and commitment (Chapter 3: Brand Identity). Those words are the foundation for the brand strategy that is created for the long term advice. Something that is also really important to remember is the sentence 'from learning to connecting'. In this advice the main reason to organize Paaspop Academy is no longer to provide a learning tool, but to be a platform where students and professionals can connect.

As now, Paaspop Academy has no limit of participants. The first change that will be made is that there will be a limit of participants. A maximum of 50 students and a maximum of 50 event-professionals/stakeholders. This is chosen to keep the exclusivity of Paaspop Academy. Those 100 people have to sign up on fore hand and they will get a confirmation of participation.

Second, if a family comes together, they don't sit in 'theater-form', facing someone telling a story. But they gather around, let everyone say their thing and they are making sure that they are sharing and exchanging information. This is also the next change for Paaspop Academy in this strategic advice: Paaspop Academy is no longer in a seminar form, but there are multiple tables where people from different target groups gather around. The composition of the groups will be made by the organization and they will make sure that there is enough variation and knowledge in one particular

group. Every group will exist out of seven participants with different backgrounds, there will be fifteen groups all together.

### FROM LEARNING TO CONNECTING

In the knowledge that there will not be a seminar form anymore, something different will be implemented. Letting go of the learning aspects, means that connecting will be the main purpose. Participants who come to Paaspop Academy, will be involved in an actual subject/trend within the festival industry. This will be introduced in a discussion/round table conference. Different topics will be proposed by the host (on a big screen), and after this the participants will discuss this topic in the group. After ten minutes, their conclusions will be shared with everyone. Employees of Paaspop Academy will be walking around with portable microphones and give participants who want to say something in conclusion or pose any question the opportunity by giving them a microphone.

There will be two rounds of 45 minutes and in every round there are three topics.

### QUICK OVERVIEW

Figure 2 shows a simple set up of the timetable.

What to do?	Duration
Introduction	15 minutes
First round	45 minutes
Break/switch groups	15 minutes
Second round	45 minutes
Network event	60 minutes
<b>Total</b>	<b>3 hours</b>

Figure 2, timetable

The start of Paaspop Academy will be the same as previous years. Participants will arrive, sign up that they have arrived at Paaspop Academy and they will get a key cord. On this key cord will be the name and role of the participant displayed. There will also be two different numbers on it. As seen in



figure 2, there are two rounds. The first number is the number of the table were the participant will be at in the first round. Of course, the second number is the number of the table for the second round.

The map of the new setting is displayed in image 1.

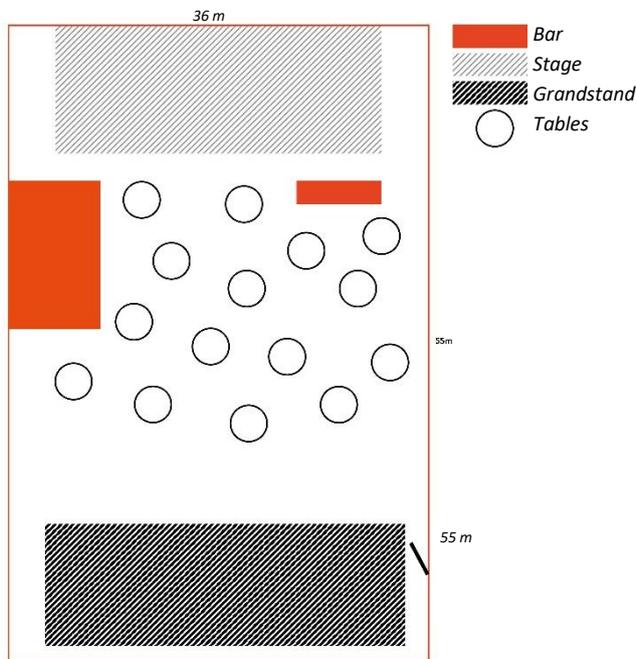


Image 1, Map Paaspop theatre

#### 4.2 SETUP ADVICE PAASPOP ACADEMY 2018

For the set up of the Paaspop Academy of 2018 the main topic will be sustainability. Plastic cups, a mud field, abandoned tents on the campsite and massive polluters like power supply. Nature often suffers from festivals (Oostr, 2016). A possible topic for Paaspop Academy is durability, because this is a current topic where everyone has an opinion about. One of the organizers said: “We often get critic on emission, but during Paaspop Academy 17.000 central heating at home is off”. This statement can lead to a big discussion and that is why it is a relevant subject for Paaspop Academy. As mentioned in chapter 4.1 there will be no longer seminars, but discussion sessions in groups. Other examples for theses that can be used for the sessions are:

- Festivals cannot do anything to stop climate change.
- Being sustainable offers more benefits to a festival.

Important is that the theses will be creating points of discussion. The three examples above can be really useful for Paaspop Academy of 2018.

#### DECORATION

To adapt the theme sustainability to the theater, sustainable furniture will be used. Such as furniture that you can buy online second handed or at the thrift shop. It can bring new ideas if you have interesting surroundings.

The home feeling needs to be created, because this corresponds to the vision. There will be vintage carpets for an intimate ambiance. Also vintage furniture will be used. See the mood board on the next page for an impression of the decoration (image 2, mood board).



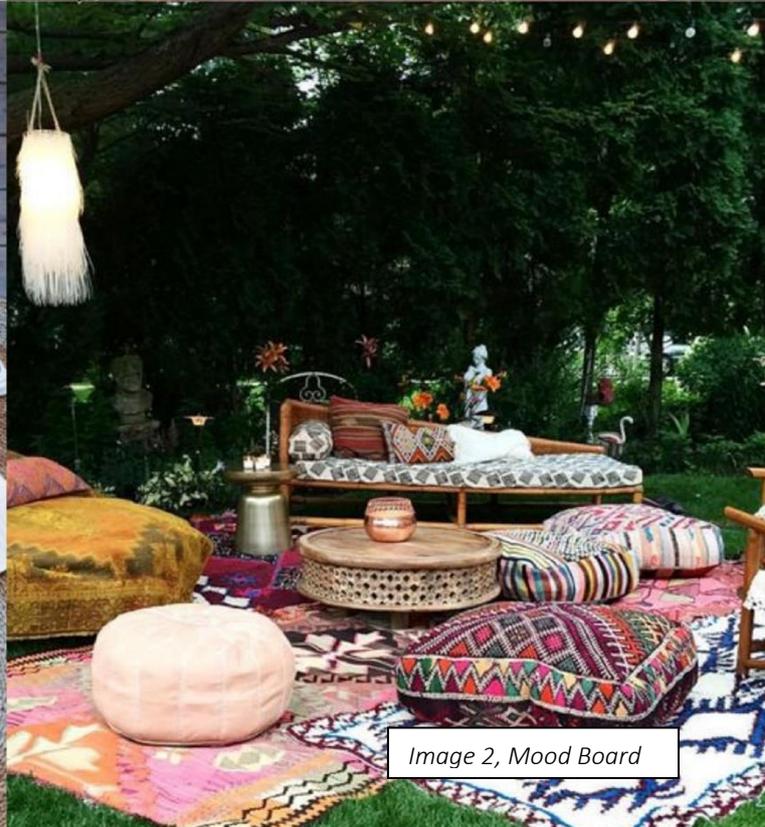


Image 2, Mood Board

### 4.3 FINANCIAL REPORT

The Financial Report is a explanation for the money expenses of Paaspop Academy 2018.

	Price of one (excl. VAT)	Need	Total price
Location			Sponsored
Food and beverage			Sponsored
Audio visual			Sponsored
Host			€ 75,00
After movie			€ 250,00
DJ networking event			€ 75,00
Decoration			
Vintage sitting area <sup>1</sup>	€ 195,00	15	€ 2.925,00
Cafe chair (dark) <sup>2</sup>	€ 11,25	30	€ 337,50
Key cords <sup>3</sup>	€ 1,29	200	€ 258,00
Printing			€ 75,00
Office products <sup>4</sup>			€ 150,00
Table signs <sup>5</sup>		15	€ 165,00
Unforeseen expenses			€ 250,00
	Total exclusive VAT		€ 4.560,50
	BTW 21%		€ 957,71
	Total including VAT		€ 5.518,21

1: (Arendje.nl, 2017)

2: (Arendje.nl, 2017)

3: (Promofit.nl, 2017)

4: (Pennendrukkerij.nl, 2017)

5: (Drukwerkdeals.nl, 2017)



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# 5 CONCLUSION

We advise Paaspop Academy to shift from learning to connecting. Paaspop used to profile themselves as an academy with seminars and a discussion panel, but the analysis made clear that there is a need for networking with each other. Paaspop Academy should not only be a place for professionals and students to learn, but also to connect with each other and becoming a family in the festival industry.

The new vision “the festival industry deserves a home” and mission gives Paaspop Academy a grip for the future. It gives them the ability to build on this concept. To make this alive, the whole setting of the academy needs a change. The seminars will be replaced with discussion groups in a home setting, this makes sure that the visitors truly talk with each other about serious and fun subjects.

To start off this concept in 2018, sustainability would be a great subject. Everybody has an opinion about this, which makes it easy to open a discussion. Furthermore, it is very upcoming and a big factor in every industry. How can you make the festival industry more sustainable? That is a great question that we can try to answer at Paaspop Academy 2018 edition.



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