



JUUSO LIUKKONEN

Event professional

PERSONAL BACKGROUND

A father to a lovely child, a husband to an amazing woman. A well-rounded event professional and a consultant on cultural productions, with a track record of dozens of successful productions and satisfied customers.

My keen interest on anything historical and cultural leads me on my travels around the world. I love spending time around nature, trekking with my family dog or doing a mix of physical sports.

ACHIEVEMENTS

- Successful entrepreneurship and career as a full-time event professional since 2014->

- Executive producer for two years and an active member for over 9 years at Teatteri Toivo, a unique and independent theatre in Helsinki, Finland

- Head of Field operations of multiple event-business companies 2014-2017, multiple leadership and managerial roles each year within the most notable festival organizations in Finland.

GET IN TOUCH WITH ME

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RECENT WORK EXPERIENCE

Producer, programme (The Tall Ships Races Helsinki 2024)

Helsinki Events Foundation | 08/2023-09/2024 (*Tall Ships Races Helsinki 2024*)

Responsible for planning, production and execution of programme for a four-day, free family festival at the heart of our Capital City, Helsinki.

Event 4.-7.7.2024. Attendance expectation over four days: 500 000

Executive producer

Teatteri Toivo | 2021 - 2023 (*Executive producer*)

Teatteri Toivo | 2015 - 2021 (*Producer, Head of Production*)

- Responsible for the business and productions of the theatre.
- Planning and execution of marketing and sales, including campaigns and written announcements.
- Responsible for R&D work of theatre's businesses and audience development.

Event entrepreneur / Event professional

Tirehtooripalvelu Liukkonen | 2014 - 2023

- A great variety of production work and consultancy primarily on festival productions and leading of teams on-site.
- Strengths in on-site team leading, signage, event cleaning, environment & maintenance, development of services.

EDUCATION

Humak University of Applied Sciences

Master of Culture and Arts | 2020

- Thesis on "Developing festival services - Case: Ruisrock Artukainen Camping" **Final evaluation 4/5**

Laurea University of Applied Sciences

Bachelor's Degree in Hospitality management | 2014

- Stipend recipient for outstanding study success, performance during internship and excellent thesis.
- Thesis on "Establishing a Marketing Year Plan for a Company Operating in the Cleaning Industry" **Final evaluation 5/5**

OTHER EDUCATION

Hygiene passport, alcohol passport 2013 ->
Marine reconnaissance NCO, evaluation: **3rd in class** 2008
Secondary school (Lukio) graduate 2007

SAID ABOUT ME

Compiled from feedbacks and certificates of employment given by employers and customers. Translated into English.

"Juuso Liukkonen has carried out his duties with commendable responsibility and he has iron problem-solving ability. Liukkonen's work in communications and personnel management was conducted well." - **Ville Haikola, Director Of Teatteri Toivo**

"Juuso's strengths are to receive, understand and remember vast entireties of information, while implementing them rationally in order to reach set goals. Juuso is easily approachable and hearty, which are important qualities when working with volunteers. Juuso is able to work long and hard with a smile. Juuso's working attitude inspires trust and he is a sensible co-worker." - **Heidi Hujanen, executive producer, Tikkurila Festival**

"Working with Juuso is always straightforward. Everything gets done in time and as agreed." - **M. Laukko, Production manager, Ruisrock Festival**

"Juuso is a very hard-working and trustworthy worker. As a supervisor he is excellent, working calmly but with a stern manner in order to overcome all upcoming situations. Juuso has a multiple-year experience in event production and cleaning, which shows in his expertise." - **Susanna Salonen, producer, Flow festival**

"In his work Juuso has proven himself as being trustworthy, self-imposed and independently oriented worker. He has accomplished his assignments and handled his responsibilities with excellence. I happily recommend Juuso to any responsible positions." - **N. Siponen, entrepreneur in event field**

"I would also like to commend Juuso, with whom mornings always went excellently. Juuso is a skilled leader with excellent situational awareness and knows how to communicate as the situation dictates. He is a hard worker and does not raise himself on a pedestal, but is rather willing to grab the toilet unclogger himself if the occasion calls for it." **Colleague, Flow Festival**

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Executive producer

PRODUCTIONS IN TEATTERI TOIVO

Teatteri Toivo productions have provided me with an amazing career from production assistant to executive producer.

List below includes direct productions within Teatteri Toivo. Year-by-year moving more towards administrative and developmental duties as a board member.

2022:
Sanovat sitä ystävyydeksi
Koronapäiväkirjat

2021:
Hän joka kiinnostui ötököistä
Minä ja Herra Tiikeri

2019:
Laiha on parempi ihminen (lavastus, logistiikka, tiedotus)

2017:
Haluton (lavastuselementti)

2016:
Pedon varjo
Korppi ja korven veikot

2015:
Mayday cabaret
Korppi ja kumppanit

2014:
Ender's Game

BODY-OF-WORK AS AN ENTREPRENEUR

Tirehtööripalvelu Liukkonen

My professional career is a testament of my curious mind, quick learning and willingness to take responsibility. List below includes various positions from producer, head of field operations to team lead or an event builder on-site. To name a few examples.

2023:
Ruisrock Festival, Tuska Festival, World Village Festival, Helsinki Coffee Festival

2019-2022:
LUX Helsinki, Ruisrock (cancelled), Tikkurila Festival (cancelled), Maailma kylässä -festival x 2, Tuska Festival, Flow Festival, Reflektor Espoo, SLUSH

2019:
Slush, Tubecon, Flow Festival, Ed Sheeran Malmi, Tikkurila Festivaali, Ruisrock, Helsinki Coffee Festival

2018:
Slush, Koe Karakallio Creative Upea18, Tubecon, Tikkurila Festivaali, Ruisrock

2017:
Under The Bridge, ToTo Hamina Lahden yöt, Ruisrock, Taste of Helsinki, Haminan Yö, Maailma kylässä

2016:
Helsinki Coffee Festival, Omakotimessut, Boost Your Business, SLUSH Music, Blockfest, Eppu Normaali 40v Ratina, Tikkurila Festivaali, Ruisrock, Taste of Helsinki, Helsinki Päivä, Deep Purple Helsinki, Maailma Kylässä

2015:
SLUSH, Tikkurila Festivaali, Ruisrock, Maailma Kylässä, Kivenlahtirock

Head of Field operations 2014-2017:
Festariduuni Oy, Ykkösvessat Oy, Urbansauna Oy