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EVENT-MANAGEMENT AS A TOOL FOR ORGANIZING SPECIAL EVENTS

ІВЕНТ-МЕНЕДЖМЕНТ ЯК ІНСТРУМЕНТ ОРГАНІЗАЦІЇ ОСОБЛИВИХ ПОДІЙ

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A special event is an important concept because it participates in globalization processes, contributing to the spread of cultural practices and standardized examples of behavior. This study aims to analyze the essence of the concept of special events and determine the role of event management in the organization of special events. A special event is a short-term or long-term project with a specific goal and target audience. Individuals or groups (often non-governmental and governmental organizations) organize such an event. Non-governmental organizations are commercial enterprises, agencies, sports clubs, non-profit organizations, humanitarian and religious organizations, political parties and organizations. These organizations have significant financial resources at their disposal, which they spend on promotions, raffles, concerts, parades, advertising campaigns, etc. Special events by type can be divided into celebrations, celebrations and commemorations, cultural events, sporting events, fashion shows, religious events, political events, educational events, and events related to an action, service, person, or enterprise. The classification of special events was also systematized according to other characteristics (by the degree of abstraction and generalization, the method of financing, depending on the performer-organizer, the target audience, the type and scale of the event, according to the frequency of the event). It has been proven that event management becomes an effective tool for the manager of social and cultural activities, which can be used as a means of developing the sphere of leisure, and as a management tool to achieve certain goals. It was determined that the task of event management is the systematization of stages, processes, and steps that are an integral part of the organization of events, including special events. The key stages of the organization of special events were analyzed and the features of each of these stages were considered. Further areas of research will be the analysis of the features of event marketing and marketing of special events.

Keywords: event, event-management, special event, classification of special events, event-marketing, marketing of events.

Особлива подія, є важливим поняттям, оскільки вона бере участь в процесах глобалізації, сприяючи поширенню культурних практик і стандартизованих прикладів поведінки. Раніше організації найчастіше організували весь процес подій самі. Однак з часом, усвідомлюючи масштаби завдань і кошти, які потрібно було вкласти, завдання з організації заходів почали перенаправляти спеціалізованим агентствам. Метою даного дослідження є аналіз сутності поняття особливих подій та визначення роль івент-менеджменту у організації особливих подій. Спеціальна подія – це короткострокові або довгострокові проекти, які мають конкретну мету і визначену цільову аудиторію. Організаторами таких заходів найчастіше бувають окремі особи або групи (недержавні та державні організації). Недержавними організаціями є комерційні підприємства, агентства, спортивні клуби, неприбуткові організації, гуманітарні та релігійні організації, політичні партії та організації. Ці організації мають у своєму розпорядженні значні фінансові ресурси, які вони витрачають на акції, розіграші, концерти, паради, рекламні кампанії тощо. Спеціальні заходи за типом можна розділити на святкування, урочистості та пам'ятні заходи, культурні заходи, спортивні заходи, покази мод, релігійні події, політичні події, освітні заходи та події, пов'язані з діями, службами, особами чи підприємствами. Також проведено систематизацію класифікації особливих подій за іншими ознаками (ступенем абстрагування та узагальнення, способом фінансування, залежно від виконавця-організатора, відповідно до цільової аудиторії, за типом та масштабом події, за частотою події). Доведено, що івент-менеджмент стає ефективним інструментом менеджера соціально-культурної діяльності, який можна використати як засіб розвитку сфери дозвілля, та як інструмент управління для досягнення певних цілей. Визначено, що завданням івент менеджменту є систематизація етапів, процесів і кроків, які є невід'ємною частиною організації заходів, в тому числі й особливих подій. Подальшими напрямками дослідження стане аналіз особливостей івент-маркетингу та маркетингу особливих подій.

Ключові слова: захід, івент-менеджмент, особлива подія, класифікація особливих подій, івент-маркетинг, маркетинг особливих подій.

General problem statement. A special event, both nationally and internationally, is an important concept. Since ancient times, people have gathered for various reasons, because they have always been special and unusual experiences, that did not happen often, but were special and happened due to certain circumstances or at the request of an individual, certain groups, or a ruling class. The types of such events can be different (primitive dances or significant religious and political events). Previously, companies often organized the entire process of events themselves. However, over time, realizing the scope of the tasks and the funds that had to be invested, the task of organizing events began to be redirected to specialized agencies. The understanding of the advertising significance of a special event for the company has changed, and the events themselves have become more complex and large-scale, by the client's wishes. That's why a whole industry of special events has finally been spun off, which is currently very popular, especially internationally. Certain rules, habits, resources, and organizational skills were already defined and used to ensure that the event was well organized. The main purpose of a special event is to attract the attention and create the commitment of the target audience.

Analysis of recent research and publications. Acting as a subject of economic interest and information exchange, a special event participates in the processes of globalization, contributing to the spread of cultural practices

and standardized examples of behavior. That is, two elements of such an event are visible – open and latent. That is why experts and scientists [1–4] consider official special events as a tool of ideological influence and political socialization, and only in recent years have non-state holidays become the subject of research.

It is event management that contributes to the organization of events, meeting the expectations of customers and guests, as well as achieving the goals of the organizers. Studies in the field of event management are devoted to the works of foreign and domestic scientists. However, in Ukraine, event-management is at the stage of formation, and scientific research in this area requires deepening and significant attention. At the same time, event-management becomes an effective tool for the manager of social and cultural activities, which can be used as a means of developing the leisure sphere, and as a management tool for achieving certain goals.

Formulation of the article's purposes.

The purpose of this study is to analyze the essence of the concept of special events and determine the role of event management in the organization of special events.

The main research material. The term "event" means any public or private planned event, including a wide variety of genres. In addition to economic value, events have social and cultural value through improved business and personal connections, as well as improved quality of life [6; 7].

These events are special because they happen with a certain intention, have a well-defined purpose, and organization, because they are unique and unrepeatable, and, above all, because they have a special meaning that arises as a result of the expected effect for the client, and therefore for the organizer (improvement of sales, reputation, cultural growth, etc.). They are special because, with their help, participants satisfy unusual needs [5]. The purpose of the event determines how it will be organized and what will be considered a successful event.

Therefore, you can define a special event as a short-term or long-term project that has a specific goal and a defined target audience. Such an event is organized either by individuals or organized groups (most often non-governmental and governmental organizations).

Non-governmental organizations are commercial enterprises, agencies, sports clubs, non-profit organizations, humanitarian and religious organizations, political parties and organizations. These organizations have significant financial resources at their disposal, which they spend on promotions, raffles, concerts, parades, advertising campaigns, etc.

By type, special events are celebrations, celebrations and commemorations, cultural events, sporting events, fashion shows, religious events, political events, educational events, and events related to an action, service, person, or enterprise [1–4].

The results of the systematization of the classification of special events according to various characteristics [1–7] are shown in Figure 1.

Common features of all events are such parameters as the goal (purpose of the event, why it is held, what the event should achieve) and scale ("size of the event", required space, time, number of participants).

The role of event management is to facilitate the organization of events, to meet the expectations of customers and guests, and to achieve the goals of the organizers.

The organization of the event involves assessing the needs of the participants, determining the purpose of the event (the answer to the question why?), the audience and stakeholders (the answer to the question who?), the location (the answer to the question where?), the available resources and the desired results (the answer to the question what?).

The main purpose of a special event is to attract attention and create loyalty in the target audience. The organizers or clients aim to create

the most interesting, creative, and unusual events to develop the longest possible communication chain, that is, more active transmission of information "from mouth to mouth" [8].

The goals of organizing a special event can be [6]:

- gaining interest;
- support and commitment;
- creating a desired image;
- strengthening and improving reputation;
- educating the target audience;
- ensuring publicity;
- corporate social responsibility.

The task of event-management is the systematization of stages, processes, and steps that are an integral part of the organization of events, including special events. The key stages of organizing special events, identified by J. Silvers [9], are shown in Figure 2.

Event initiation is the stage during which research is conducted, and then the concept of the event is determined, goals and available resources are determined. At this stage, an anti-crisis management strategy should be defined and an anti-crisis headquarters should be created.

During the planning phase, activities and resources are identified and refined, but the wider social context is also taken into account, which influences the decisions that will be made about the organization of the event. Crisis planning involves a decision-making structure or plan that is based on realistic assumptions and established methods.

During the implementation stage, everything planned is carried out in practice, and all goods and services are determined, coordinated, and agreed with the operational and logistical requirements of the event. Strategies and methods of anti-crisis management are necessary at this stage. Thus, proper control and verification of all measures will be ensured.

The stage of implementation or implementation of everything planned requires a dynamic approach. While in the earlier stages, decisions are made about whether to organize the event or not, in the stage of the event itself the only decision that can be made is to suspend the event or perhaps individual activities within the event. Crisis monitoring and activity control are the most critical at this stage, and risks and incidents are the most common.

The final stage at which the event ends is the closure of the event. This stage involves gathering and evaluating feedback, actions, activities, and decisions to determine achievement or deviation

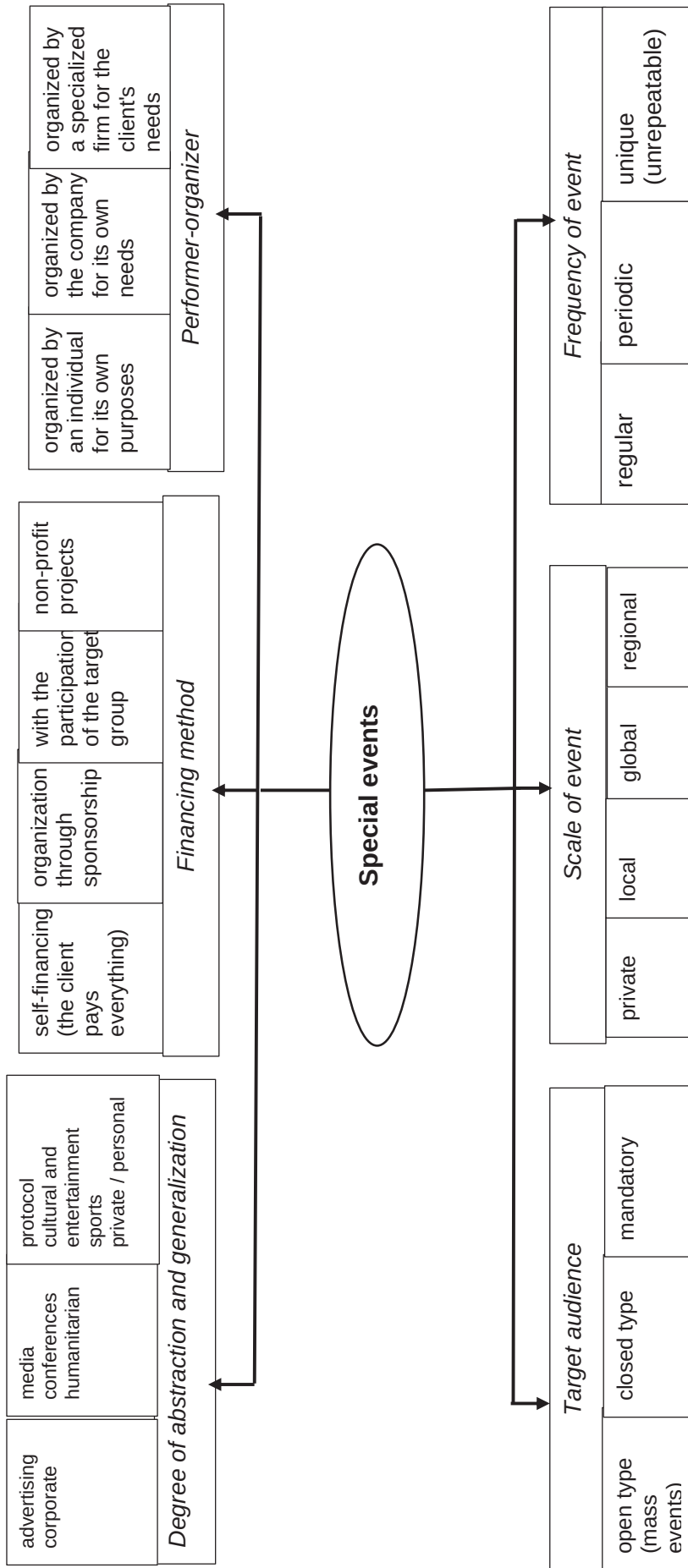


Figure 1. Classification of special events

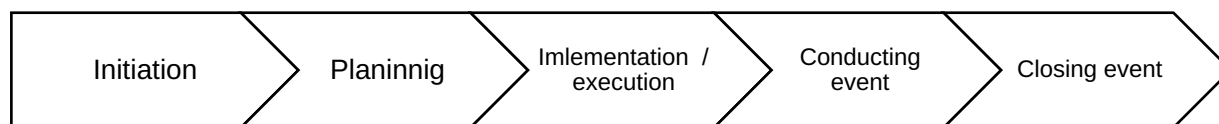


Figure 2. Key stages of organizing a special event

from established criteria. At the final stage, economic, social, cultural, and environmental impacts on the organization of events can be determined. Ultimately, the results of the above analysis will greatly facilitate the organization of each subsequent event.

Conclusions of the research. In this way, an analysis of the essence of the concept of a special event as a short-term or long-term project with a specific goal and a defined target audience was carried out. Systematization of the classification of special events according to various characteristics has been carried out.

It has been proven that event management is the creation of events that go beyond the scope of standard solutions to assigned tasks/ It has been determined that the task of event management is the systematization of stages, processes, and steps that are an integral part of organizing events, including special events. The key stages of the organization of special events were analyzed and the features of each of these stages were considered. Further areas of research will be the analysis of the features of event marketing and marketing of special events.

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