

INNOVATIVE TECHNOLOGIES IN THE EXPERIENCE ECONOMY

Technology is developing rapidly and infiltrates every aspect of our lives. This is particularly pronounced in marketing and the experience economy.

The experience economy is a business concept that focuses on creating positive and unforgettable emotional experiences for customers to increase a company's competitiveness. This concept has moved beyond the traditional economy, which focused on products and services, and has shifted the focus to the emotional experience of customers [1].

There are four Realms of an Experience: entertainment, education, esthetic and escapism (escape from reality). The last one is the most rapidly developing trend in the contemporary world. Its realization occurs due to the introduction of innovative technologies into the marketing mechanism. Virtual reality, augmented reality, computer games are popular developments that create interactivity for the client. In this way information about the product is perceived more easily and emotionally [2].

The role of innovative technologies in the experience economy is not only to create emotions, but also to help research industries. For instance, in the last decade, new developments have contributed to great success in understanding how the human brain works. Brain scanning technologies have allowed researchers to pinpoint the brain's real-time activity in response to stimuli. These results make it possible to determine how an advert response to a participant's brain. And marketers can test their marketing campaigns and triangulate testing methods, such as focus groups, surveys and others, with information from brain scans [3].

Initially, it was assumed that interest in experience economy tools would be observed exclusively on the part of B2C manufacturers. However, in practice, many companies operating in the B2B sector are also actively introducing these tools into their strategies. The organization of thematic excursions to production facilities and visits to corporate museums, especially in the format of virtual tours posted on the Internet is the most popular form of emotional interaction between producer and consumer [4].

The purpose of our work is to investigate the role and impact of innovative technologies in the experience economy.

We have surveyed among 100 participants in order to study their attitude towards innovative technologies in the experience economy. Participants are people of various ages (from 17 to 80) and social status. The results of the survey were collected by random sampling method to ensure the representativeness of the results.

Escapism is one of the most attractive Realms of an Experience to respondents.

The survey results indicate that the majority of respondents look positively at the trend of introducing innovative technologies: 82% expressed interest in the possibility of virtual visits to world attractions, 68% of respondents are willing to overpay for an innovative presentation of a product or service. This indicates the high value they place

on innovation and creativity. However, while the younger generations accept innovative technologies with joy and great interest, the older generation may be repulsed by such a tool of the experience economy.

75% of respondents still appreciate personal attendance at events and excursions despite the fact that it is resource-intensive and less convenient.

Innovative technologies play a key role in driving the experience economy, enriching the consumer experience and enhancing engagement between brands and consumers. The Experience Economy allows businesses to establish a deeper, more meaningful connection with their consumers, fostering greater loyalty and competitive advantage.

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ELEVATOR PITCH

In today's fast-paced world where attention spans are shorter than ever, being able to communicate the message concisely and effectively is crucial. By delivering your message quickly and succinctly, you increase the likelihood of grabbing your audience's attention and leaving a lasting impact. Mastering the art of the elevator pitch can help you cut through the noise and make a memorable impression in a world inundated with information.

The purpose of this paper is to develop a concise and compelling way to communicate ideas, business, or personal brand in a short amount of time, typically around 30 seconds to two minutes.

An elevator pitch – also known as elevator speech – is a short, memorable description of what you do and/or what you sell. The goal is to earn a second conversation, not to convince the person you are talking to that they should hire you or buy your solution.