

## **EVENT MARKETING IN BELARUS ON THE EXAMPLE OF RELOUIS**

### **Event-маркетинг в Беларуси на примере Relouis**

Marketing experts say that event marketing is the planning, organizing, and executing of an event with the goal of promoting a brand, product, or service. Marketing events can take place in-person or online [1].

Purpose of the research is to study the ways the Belarusian make-up brand Relouis uses event marketing.

Event-marketing gained attention after the circumstances the global pandemic. These events come in various forms: conferences or workshops, expositions, parties and celebrations, brand and product pop-ups, networking events, fundraisers, etc.

Hosts of such events seek particular goals. The first one is to bring awareness. Start-ups use the tactic to launch their business; older brands use it to introduce new products or services. The second reason is to build deeper and more trusting relationships. Real life interactions help foster connections with customers, promote brand loyalty and better understand target audience. The third goal is the most obvious one- to nurture new leads and generate sales.

One of the prominent examples of Belarusian companies using event-marketing is Relouis, which is a leading make-up brand that is constantly on the lookout for latest ways to give their clients the best experience.

For example, in July of 2024 the company held a product pop-up in one of the popular places in Minsk, «Pesochmitsa» [2]. This pop-up offered free make-up workshops, a presentation about the brand and numerous gifts. The event helped to acquire new clients, who happened to be at the right place at the right time. It advertised the product to the existing pool of customers that went there purposefully.

Another example is the special feature on the social media platform Instagram. There make-up artists give the audience master classes on new techniques and interesting ways to use brand's merchandise.

Another way to promote your product is to participate in expositions. Trade shows or expositions (expos) are large events organized around a specific industry or type of product, such as technology, medical devices, foods, etc. Relouis has recently partaken in the international exposition InterCHARM that took place in Moscow in October of 2024 [3]. Relouis had the opportunity to bring awareness to the brand, secure new clients, and increase sales in the foreign market.

In conclusion, companies, such as Relouis can effectively utilize various approaches to achieve goals set, for example to cover a larger group of potential customers and bring revenue. Successful examples of event marketing implementation demonstrate that creativity and adaptation to the ever-changing demands of the market will keep the company afloat and bring success.

### **Resources**

1. RELOUIS на международной выставке парфюмерно-косметической отрасли intercharm 2024 в Москве // RELOUIS. – URL: <https://goo.su/UyV5z> (дата обращения: 14.11.2024).

2. Sukhraj, R. Event Marketing: How to Build Your Strategy & Connect With Customers in Real Life / R. Sukhraj // HubSpot Blog. – URL: <https://goo.su/reYJA5> (date of access: 14.11.2024).

3. RELOUIS провел Beauty Day в Песочнице 15 июля // RELOUIS. – URL: <https://goo.su/BahY> (дата обращения: 14.11.2024).

**V. Chernysh**

**В.Н. Черныш**

БГЭУ (Минск)

*Научный руководитель Е.О. Машкарёва*

## **FEATURES OF DOING BUSINESS IN JAPAN AND ITALY**

### **Особенности ведения бизнеса в Японии и Италии**

Conducting business across various cultures presents unique challenges and opportunities that can significantly impact success. Understanding the distinctive features of different cultural environments is essential for effective communication, negotiation, and relationship-building. The purpose of this research is to compare the peculiarities of doing business in Japan and Italy.

To start up with, traditions and culture play a significant role in Japan. When engaging in business, one should be ready to dress formally, as the Japanese business etiquette does not favor casual American-style attire. Punctuality is highly valued, so it is expected that one arrives on time for meetings. The bow is their traditional greeting. If someone bows to greet you, bow to the same depth as you have been bowed to, because the depth of the bow indicates the status relationship between you. In Japan, business is founded on personal trust, so initial conversations will likely focus on family and personal interests before transitioning to business matters. Moreover, the Japanese often use indirect communication and may not express their opinions openly, so it is important to pay attention to non-verbal signs. It should be noted that the decision-making process may