

- Feel that the work they do has meaning or importance.
- Believe that good work is rewarded.
- Believe that they are treated fairly.

All of these tasks fall under one or more motivational theories, which have been developed for years. The most popular among them are the following: Maslow's hierarchy of needs theory, Vroom's expectancy theory, equity theory, theory X and theory Y, Hawthorne effect, which was developed by Elton Mayo, Alderfer's theory and so on.

Many motivation's theories were suggested though its existence. So we think that we could do nothing but take the best of them and use it where it will do the most good. And from our side we should combine all the theories with intuitive ability, common sense and experience.

Businesses with unmotivated employees often face low productivity and high turnover rates. Multiple theories help explain how workers are motivated and provide suggestions for how to increase motivation in the workplace. Understanding which theory best fits your employees may help improve your small business by increasing employee retention rates and improving worker productivity. Therefore, we can say that motivation is a psychological phenomenon which means needs and wants of the individuals have to be tackled by framing an incentive plan.

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SUSTAINABLE EVENT MANAGEMENT FOR A BETTER WORLD

Event Management when compared to other traditional professions such as medicine, law and accounting is relatively a young field. It is an area that is growing rapidly and now represents hundreds of professionals who are responsible for planning, coordinating and evaluating a wide range of events all year round.

Organizing events are highly resource intensive, and can have negative environmental consequences such as waste of water, energy and materials. Therefore, greening any event is critically important to ensure sustainability development in event management by making responsible decisions during planning, organization and implementation of an event.

Since first 'green Olympic Games' in Norway, green event management has gained popularity and is applied to many spheres of life.

The brightest manifestation of green practices is represented in such areas as venues and accommodation, food and beverages, exhibitions, marketing, PR and production, transport, general, including the office, AV, IT, decor and entertainment.

Greening practices are practical things that can be done to encourage sustainable living and such greening practices as green purchasing, energy efficiency, water conservation, emissions reduction etc. should definitely be considered when planning or implementing an event.

Event greening is not only about the environment, but needs to consider the social and economic benefits to the local community as well. Event management is predominantly about creating an experience. So, by stimulating the local economy and social development, the whole community will benefit from the event, and this will support poverty alleviation in the long term.

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THE IMPORTANCE OF EVENT MANAGEMENT IN MODERN WORLD

Nowadays to draw consumer's attention, more sophisticated methods should be used, such as below-the-line advertising. Among the most efficient methods are events. There are several definitions of event management. One of the shortest and most appropriate is: an event is something different from a normal life. This definition belongs to Robert F. Jani, one of the leaders of Disneyland. So, event management is the coordination, running and planning of all the people, teams and features that come together to create every kind of event. Event managers are needed in almost any kind of business – entertainment, finance, government, retail, fashion, sport, music and so their day to day job can be filled with a huge range of exciting challenges and unique situations. The purposes of these events vary from attracting new customers and raising the status of the company to entertainment work and charity.

There are events of different types and sizes which are carried out in business, human society and in small groups to offer new goods, achieve success, raise revenue or celebrate anniversary. Among the most popular kinds of events are business (dealer forums, conferences and congresses), entertainment (corporate events, team-building activities) and public events (city holidays, festivals, concerts). There are many schools and courses to train event management in Europe. In the CIS countries, this sphere of management is less developed; nevertheless, special institutions both in Russia and in Belarus have been recently created. Such activity as event management develops the brand image and improve the socio-economic relations with customers and partners.