

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.

*Perepechko, D., Prokopovich, D.
Scientific tutor Vasilevskaya, L.*

BSEU (Minsk)

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.