

На протяжении многих лет эксперты в области убеждения занимались разработкой моделей для направленных на него сообщений. К одной из наиболее значимых таких моделей можно отнести модель AIDA (Attention (внимание) — Interest (интерес) — Desire (желание) — Action (действие)), направленную на привлечение внимания, пробуждение интереса адресата и, в конечном счете, убеждение в необходимости совершить определенные действия.

Приведенные выше примеры анализа подтверждают, что имплицитность убеждения достигается путем апеллирования к эмоциям и является характерной для англосаксонской культуры, в основе которой такие ценности, как индивидуализм, самообладание и личная автономия.

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EVENT-MANAGEMENT AND OPTIMIZATION TOOLS IN SOCIO-CULTURAL FIELD IN MINSK

EVENT-МЕНЕДЖМЕНТ И ИНСТРУМЕНТЫ ОПТИМИЗАЦИИ В СОЦИАЛЬНО-КУЛЬТУРНОЙ СФЕРЕ г. МИНСКА

В работе представлены исследования процесса event-менеджмента в социально-культурной сфере г. Минска на примере выставок и ярмарок, этапы организации, проанализированы типичные ошибки и предложены пути их решения. Некоторые из инструментов оптимизации были применены на практике, а именно улучшение условий безопасности и регистрация с помощью электронных билетов.

The process of globalization undoubtedly contributes to all spheres of human activity. The markets almost all over the world are open to partners from other countries. The Belarusian market is at the stage of development in the field of event-management and it becomes more attractive for investors and business partners, but it also has its own distinctive features. The relevance of this paper consists in describing the peculiarities of event-management in Belarus and counseling some tips to develop it to perfection. Attention to the fast-growing and changing world, both in society and in business will enable people to anticipate how partners will respond to proposals. Moreover, people will have an opportunity to some extent predict the attitude towards them.

The purposes of this paper are to reveal the distinctive features of Belarusian event-management in socio-cultural field on the example of trade shows and to develop recommendations and optimization tools for managers for productive cooperation and avoiding typical mistakes.

The tasks of this paper are to study theoretical bases of event-management, to analyze the data obtained during the research and to provide full information on optimization tools, offer some ideas of competitive organization of events.

International Specialized Exhibitions WATER & HEAT, EDUCATION AND CAREER, HoReCa RetailTech were taken as examples. In the course of the study were considered in details main distinctive features of Belarusian event-management and revealed some issues in holding trade shows. Finding an amazing event idea, a marketing research process, a budgeting, permits, licenses, event production, venue location, risk assessments, site survey and site design, health and safety aspects were characterized. Several quizzes showed the necessity in finding new special equipment, new partners and sponsors. The ideas how to optimize the holding of trade shows, such as improving safety conditions and electronic registration, were implemented in practice. During the application of the proposals, the quality of the exhibitions was improved. The work at the reception was accelerated and optimized.

Area of practical application: lectures, seminar meetings, courses on training of specialists in the sphere of small scale business.

In conclusion it should be noted that this report possesses great importance for people who want to be engaged in field of event-management in Belarus or enter partnership with foreign colleagues. Practical knowledge of the basic rules of event-management of trade shows will minimize failures; give managers in the field of events the necessary understanding, which will help to overcome past difficulties in communication with sponsors, customers and target audience.

Литература

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