

**INTEGRATED COMMUNICATIONS
IN THE EVENT MANAGEMENT
OF INTERNATIONAL EXHIBITIONS**

**ИНТЕГРИРОВАННЫЕ КОММУНИКАЦИИ
В СОБЫТИЙНОМ МЕНЕДЖМЕНТЕ
МЕЖДУНАРОДНЫХ ВЫСТАВОК**

В работе представлены результаты исследования интегрированных коммуникаций в событийном менеджменте международных выставок; выделены ошибки, допущенные менеджерами Унитарного предприятия «Белинтерэкспо» БелТПП в процессе организации и проведения международных выставочных мероприятий; предложены способы их решения.

It's undeniable that the international exhibitions are a powerful tool for promoting the image of the Republic of Belarus abroad and boosting its competitiveness on the international market. The international exhibitions require thorough planning and effective execution to ensure participants, visitors and guests derive the maximum possible advantages from the exhibition [1, p. 363].

The object of the research is the theory of integrated communications in the exhibition activities.

The subject of the research is the integrated communications in the event management of the international exhibitions of the Exhibition Unitary Enterprise “Belinterexpo” of the Belarusian Chamber of Commerce and Industry (BelCCI).

The objective of the research is to identify the mistakes in implementation of the integrated communications theory in the event management of the international exhibitions by the Unitary Enterprise “Belinterexpo” of BelCCI; and provide the solutions to correct them.

The results of case analysis can be summarized in the Table.

Integrated Communications in the Event Management of International Exhibitions by the Unitary Enterprise “Belinterexpo” of BelCCI: Mistakes and Solutions

Mistakes	Solutions
1	2
1. Lengthy meetings without results	Work out clear agenda of a meeting. Set time limits of a meeting
2. No clear division of project managers' responsibilities	Delegate responsibilities among the employees without their overlapping

1	2
3. Vague event ideas (event concepts)	Formulate the ideas of events (international exhibitions and conferences) clearly
4. Vague formulation of events target audience	Conduct marketing research. Formulate the target audience of events clearly
5. No Customer Relationship Management (CRM) system	Install a CRM system
6. No special service for e-mail distribution	Install a special service for email distribution (e.g. MailChimp)
7. No special service for the managers of the enterprise to edit documents simultaneously	Use Google Docs to create and edit documents simultaneously
8. “This site may be hacked”	Modify the website or create a new one
9. The enterprise’s website has no English version	Create the English version of the website
10. The reasons for the event failure are not analysed	Conduct failure analysis

The perspective of the research is to create a handbook on the implementation of the theory of integrated communications in the event management of international exhibitions.

Литература

1. *Palubinski, P.* Event Management of the International Exhibitions (Case Study of the Exhibition «HousEexpo-2016») / P. Palubinski // Национальная экономика Республики Беларусь: проблемы и перспективы развития : материалы IX Междунар. науч.-практ. конф. студентов, Минск, 13–14 апр. 2016 г. / Белорус. гос. экон. ун-т ; редкол.: Г. А. Короленок (гл. ред.) [и др.]. — Минск : БГЭУ, 2016. — С. 362–364.