

which fosters more open communication; emancipation through creative activities; own contribution to collaborative process and awareness of a team work.

Based on the information above, the performance under the guidance of an experienced invited specialist can be potentially implemented at the enterprises as a special team building event, promoting the improvement of a team productivity and strengthening of internal corporate spirit.

References:

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WELCOME TO THE EXPERIENCE ECONOMY

At the present stage, competing on the basis of price no longer sustains growth and profitability. That approach worked for years in economies of scale associated with mass production. But now we are witnessing the development of new economy—the experience economy.

Experiences represent an existing but previously unarticulated genre of economic output. In the experience economy, work is theater and every business is a stage. This is the name of the book by B. Joseph Pine II and James H. Gilmore, who are the founders of the theory of the experience economy. [1]

An experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event. Commodities are fungible, goods tangible, services intangible, and experiences memorable. While prior economic offerings—commodities, goods, and services—are external to the buyer, experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level. Thus, no two people can have the same experience, because each experience derives from the interaction between the staged event (like a theatrical play) and the individual's state of mind.

There are several reasons why now we see the development of the economy of impressions. Firstly, because of technology, which powers so many experiences. Secondly,

because of increasing competitive intensity, which drives the ongoing search for differentiation. Thirdly, because of progression of economic value.

As the experience economy unfolds many companies will not stay in business. To avoid this fate it is necessary to learn how to stage a rich, compelling experience. The richest experiences encompass aspects of all four realms —entertainment, education, escape, and estheticism.

- The kinds of experiences most people think of as *entertainment* occur when they passively absorb the experiences through their senses, as generally occur when viewing a performance, listening to music, or reading for pleasure.

- With *education* experiences a guest absorbs the event unfolding before him while actively participating. For example, there are private development centers for children that offer various programs through which the child learns something new and acquires certain skills during the game.

- The guest of the *escapist* experience is completely immersed in it, an actively involved participant. Examples of environments that are essentially escapist include theme parks, casinos, virtual reality headsets, chat rooms, or even a game of paintball.

- In *esthetic* experiences, individuals immerse themselves but remain passive. Esthetic experiences include standing on the rim of Grand Canyon, visiting an art gallery, and sitting at the café.

In addition to successfully combining four realms of an experience, another effective tool for increasing economic value is mass customization. Consumers are tired of standardized products; they are striving to get the goods created especially for them, and even corresponding to their inner world. And desperate attempts of manufacturers to expand the range do not satisfy this need in any way. After all, diversity and customization are not the same thing at all. In fact, buyers do not need a choice; they only need what they want. Therefore, companies need to interact with clients in order to know their needs and in the future use this information directly in efficient production.

So, in the developing experience economy, companies need to realize that they produce memories, not goods, and create a scene to enhance economic value, rather than deliver services. It's time for the game, because the goods and services are not enough. Customers are hungry for experiences and are ready to pay for them. The experience economy opens up new opportunities, and those who take advantage of them will be successful.

References:

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