

of regulation of the WTO, and the Republic of Belarus, by the way, is a member of a number of integration associations (the CIS, the Customs Union with the Russian Federation and Kazakhstan). Fourthly, the countries, adjoining the Republic of Belarus are members of the WTO (Poland, Latvia, Lithuania, Ukraine, the Russian Federation). Fifthly, the role of the Third World countries has considerably increased in the WTO. Having entered into the WTO, the Republic of Belarus can strengthen its position due to consolidation with other member countries and can start developing the most favourable for the economy of the country policy.

Problems of the entry of the Republic of Belarus into the WTO. First, becoming a member of this international organization has found to be of the politicized character. Secondly, one of the most painful conditions of becoming a member of the WTO for Belarus is the requirement to balance internal energy costs with the world ones. Thirdly, there is a risk of unevenness of territorial development of the state. Fourthly, the main risk for national business operation is determined by more liberal conditions of foreign goods access to the domestic market and, therefore, reducing competitiveness of domestic manufacturers. So nowadays, it is indispensable for the leading Belarusian negotiators to achieve the most favourable conditions that would speed up the process of the entry of the Republic of Belarus into the World Trade Organization. And in order to minimize the risks for the economy of the country it is significantly important to enhance competitiveness of the goods.

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STAGES AND PECULIARITIES OF EVENT MANAGEMENT OF MASS SPORT EVENTS IN BELARUS: FIGURE SKATING

Effective management of mass sport events creates prerequisites for the development of domestic and inbound tourism of the Republic of Belarus and also shapes a positive image of our country. It requires a well-organized process of sports competitions in order to attract a wider audience. Event management of mass sport events provides for the accounting and operation of all planned, organized, and controlled actions, which are necessary for the successful organizing of an exceptional and unique sport event [1]. In this regard, the structure and peculiarities

of event management of competitions in figure skating is key. The process of organizing and conducting international competitions in figure skating in Belarus includes the following main stages of the event management:

1. Initiation: the creation of a concept and developing the aims of the event.

2. Preparation and launching of a marketing strategy, reflecting the priorities and the “balance of interests” of the participants, guests and organizers, on the one hand, and the owners, the local community, on the other. At this stage, the terms are defined and the costs are provided.

3. Implementation, which includes the maintenance of participants and control over the competition. At this stage, transfer and accommodation is ensured, accreditation is carried out, and the activity of the judging system is controlled. Also, the interaction with the media and sponsors is realized, press conferences, gala concert and excursions are held for the guests.

4. Summing up the results. It usually includes documentation of the results, estimation of the economic efficiency and the sponsorship activity [2].

At each stage of the event management there is a possibility to highlight the peculiarities of organization. These features create opportunities to identify disadvantages and to develop the recommendations how to improve the efficiency of event management in future. An important peculiarity of the event management of the international figure skating competitions in Belarus is the close cooperation of the Belarusian Skating Union with one of the sponsors of the competitions — the Ice Skating Union. Only the ISU approves the activities area, taking into account the requirements (technical compliance and the equipment of the premises used, its availability, etc.). The second feature is the compliance with a precise regulation of the competition. The host country does not have the right to conduct competitions without taking into account the rules of the ISU and invited officials (sports judges and technical specialists). The Belarusian side undertakes commitments in visa support, transfer, accommodation and reception. One more feature of the event management of international competitions in figure skating is the lack of planning of direct economic benefits. Figure skating competitions in Belarus are only indirectly focused on making profit and are held within the framework of achieving their own goals of the NGO “BSU”.

In the marketing strategy the main emphasis is to gain the attention of participants and to create a positive impression of the competition, but not a country as a tourist destination in general. The communication strategy does not have a wide coverage; advertising is not always available to target audiences, reducing the attractiveness of the Belarusian arenas for athletes and their teams, as well as for the ISU. Necessary social infrastructure, highly developed technical base of sports complexes, positive image of the country formed during the World Ice Hockey Championship 2014 in Minsk, etc. make it possible to detail the content of the marketing strategy

in the management system. Also, it will help to use rationally the sponsorship of the ISU, which will cover the costs of attracting spectators and foreign tourists and to increase tourist flows to the Republic of Belarus.

Thus, following the main stages of the event management system considering the peculiarities of Belarusian sport infrastructure and environment, the implementation of classical management schemes provided by the ISU, the systematization of our own positive experience in organizing sport competitions acquire a special significance on the eve of the European Figure Skating Championships in 2019 and the 2nd European Games 2019 in Belarus.

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IMPACT OF ADVERTISING ON CONSUMER AND BUYERS BEHAVIOUR

Advertising is a major tool in the hands of marketing managers which helps enable them to sell products, services and ideas. The idea is to sell products to the consumers. This has been proved by the fact that companies are investing a lot of time and resources into developing ad (advertising) campaigns for their products.

An obvious reason for advertising is simply informing people of the existence of products they might be interested in buying. No one will buy something that they don't know, no doubt about that. When more people know about a product, more of it will be sold [1]. Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc. With advertising emphasizing only the positive aspects of products, one might forget that there are not only negative aspects, but a product might not even be what we really want or need. The main objective of any promotion is to provide the benefits of the product to the audience, its exceptional nature, or a so-called "target group" of the brand. Because of all this, advertising creates a strong impact on our lives — not just in terms of lifestyle but also our psychology, behavior and aspirations [2]. Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the functional aspects of the offering. This is an intellectual response, rather than an emotional one. Lots of advertising connects a product or