

of the Republic of Belarus, but pitfalls are also found here. With an incorrect dismissal procedure, both moral damage to the company in the form of anti-advertising and financial damage if the dismissed employee goes to court are possible. As legal practice shows, it is better not to bring labor disputes to court, because the financial costs in any case will fall on the employer.

The solution of this problem requires the introduction of appropriate innovative changes in personnel work at the enterprise. At the same time, the issue of the efficiency of these changes is inevitable. The role of a complex quantitative indicator in assessing the work of personnel management as a risk management system of personnel work is played by an indicator of economic efficiency. It follows from the fact that the achievement of the target values of the HR performance system should correspond to the value of the target indicator of increasing business profitability by reducing losses caused by inefficient production behavior of personnel.

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## **FEATURES OF EVENTS MARKETING**

Companies use advertising to attract new customers. But the manufacturer does not always have enough funds for expensive advertising. Event marketing comes to the rescue. This is a promotion tool designed to create a trusting relationship with the buyer, strengthen the company's reputation and interest the target audience through unobtrusive advertising, namely, by organizing special events. The advantage of event marketing is the possibility of using it in almost absolutely all areas of business. Conferences, exhibitions, fairs are an important tool for psychological impact on target groups.

The benefits of event marketing are the following:

- 1) creation of emotional relationships between the buyer and the brand, the formation of long-term relationships;
- 2) the highest concentration of the target audience for the event is achieved;
- 3) a long period of exposure, as the memory and emotions of the guests remain forever;
- 4) creativity, which allows you to create an event in accordance with the various requirements and requests of the company;
- 5) possibility to carry out direct sales on the day of the event;
- 6) involvement of the media, which can help shape the most massive result [1, p. 13–14].

Event marketing tools are the events themselves, the mechanism of which is focused on working either with the public target audience, or with each individual event participant. The main types of event marketing include:

1. Specialized events dedicated to certain occasions – this is a more common mechanism. As a rule, it is they that are the most interesting to the target audience and in

the best way have a great influence on the image of the company. For example, sports events, TV shows, speeches, press events, etc.

2. Trading (selling) events are held for a narrow circle of participants. These can be investors, partners, suppliers, including competitors. Examples of such events are round tables, forums, exhibitions, presentations, training events, participation in partner events, etc. In this case, the tasks are considered to be either transfer or interchange of data, depending on the goals.

3. Corporate or HR events are considered internal and focused on team building and staff motivation, as well as maintaining a favorable moral climate. These can be sports competitions (for example, a company football cup), a corporate New Year, general outings, etc.

4. Gaming activities are focused on attracting the interest of buyers and stimulating demand for products, services and brands. As a rule, they are supported by advertising, including at points of sale. These can be lotteries, drawings of valuable prizes, creative competitions, etc. These tools are by no means pure event marketing and have every chance of being classified as promotional tools.

5. Provocative activities have recently become the most common, as they often have a viral effect and start gossip and discussion. These can be extraordinary performances, flash mobs, mobile installations, etc. All of them are aimed at creating a wow-result and can be implemented on the verge of a foul, that is, they can have the character of scandalous advertising [2].

Thus, event marketing kindles interest, rivets curiosity to the company, product, or brand. It provides what is needed to develop a close, profitable relationship with the customer. It is enough to find a fascinating information occasion and modify it into a colorful, emotional event of a suitable format. In turn, the real experience of communication will contribute to a good personal relationship between buyers and the company.

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