

## THE CENTURY OF SHOPPERTAINMENT

Nowadays we are more and more surrounded by an immaterial economy where the largest sources of wealth and prosperity do not belong to the world of physical objects. Today, in the economy beauty, entertainment, satisfaction, spiritual saturation and feelings are economically valuable as well.

Consumers, tired of standardized products, seek to get the goods, designed especially for them and appropriate to their inner world. So, now the experience economy, focused on the feelings of the consumer, is emerging. It affects a person on an emotional, physical, intellectual, and even spiritual level.

Today the main component in the product is an unforgettable experience, and business "is transformed into theater". In the context of the economy instead of the traditional relationship between the company and customers, the company has become "experience director", and customers - "viewers" or "guests".

So, the product of the experience economy is a "sandwich" consisting of goods + services + experience. Experiences differ from services dramatically as well as services differ from goods. Today, companies create experience using such methods as hanging on a product or service "psychological add-ons" – features that have value only from the buyer's point of view, theatricalization, personalization, dialogue. For example, themed restaurants (Hard Rock Cafe, Planet Hollywood), where food is just a supplement; stores (Jordan's Furniture and Niketown), attracting shoppers with entertaining shows and promotions, restaurants, which are famous for the combination of dinner with comedy, art, architecture, history or nature (Pomp Duck and Circumstance, Iridium).

As a result, experience economy combines different spheres of life, giving rise to neologisms such as *infotainment* (information and entertainment), *edutainment* (education and entertainment) and *shoppertainment* (entertainment and shopping).

In this way, the creation of experience becomes an integral part of the business, as well as the development of products and processes. The demand for experience is huge. Companies aim at increasing its supply, following the general principle of the experience economy: “You do not sell only what you make, but who you are”.

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## EVENT GREENING – A PROMISING AREA OF EVENT MANAGEMENT

It's common knowledge that events and festivals around the world create enormous amounts of waste. Some festival and event organizers are beginning to green their events to minimize their impact to the environment. That is when the notion of event greening comes.

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. It involves including sustainable development principles in all levels of event organization, and aims to ensure that an event is hosted responsibly. Event greening should involve all the key role players, such as clients, organizers, venues and suppliers.

If an event is hosted in a ‘green’ manner, the anticipated outcomes are as follows: to improve the resource efficiency of the entire event, reduce negative environmental impacts, enhance the economic impact, strengthen the social impact, improve sustainable performance within an available budget, present opportunities for more efficient planning, protect the local biodiversity, and others.

The overall principle of event greening is the implementation of sustainable living practices, which include a balance between environmental protection, social development and economic benefit. This is known as the triple bottom-line, also referred to as ‘planet, people and prosperity’.

One of the greening practices is green purchasing. Options to reduce environmental impacts of purchasing can be achieved through such things as using