5. Insufficient number of major events aimed at promotion of the industry - professional awards, festivals, forums, simple meetings.

6. Low level of awareness among marketers, managers and specialists about what is event management and event marketing, what goals and objectives are solved and what tools can be used to apply, and who inventor is.

7. Lack of a full-fledged information space, lack of a specialized computer application on the sites, contractors and prices, which lengthens the timing of projects and complicates the creative process of organizing the event.

8. The existence of event agencies only as commercial organization that does not allow the implementation of urban innovations.

To conclude, event industry is one of the today's most fast-growing industries and it is in high demands now. It's necessary to develop it in our country and to provide it with more professionals. Thus, we should solve all the prescribed problems in order to improve event management in Belarus, to let people get the best education in this field, and to make our event industry more competitive.

References:

1. Ramsborg, G.C.; B Miller, D Breiter, BJ Reed & A Rushing (eds), *Professional meeting management: Comprehensive strategies for meetings, conventions and events* – 5th ed; Dubuque; Iowa, 2008. – 789 p.

2. thebalancesmb [Electronic resource]: What is event management – Mode of access: https://www.thebalancesmb.com. – Date of access: 09.03.2019

3. Ивент-менеджмент: учебно-методический комплекс по учебной дисциплине для специальности 1-21 04 01 Культурология, направление специальности 1-21 04 01-02-01 Культурология (прикладная), специализация 1-21 04 01-02 01 Менеджмент социальной и культурной сферы / Белорусский государственный университет культуры и искусств; сост. А. В. Калашникова, Д.Ю. Матуйзо. – Минск: БГУКИ, 2017 – 145 с.

SECTION 4. MARKETING COMMUNICATIONS AND PSYCOLOGY OF MARKETING

Olga Bukhalovich, Nadezhda Siskevich
Science tutor O. N. Frantsuzova
BSEU (Minsk)

GEOMARKETING: LOCATION COUNTS

One of the keys to effective selling is to know your market. The more you know, or understand, about the individuals or companies you want to sell your product to, the better your chances are to communicate with them in a way that appeals to their needs and makes them open to buying your product. Knowing your

consumer's location significantly increases these chances. Today's digital technology, with location data available through social media and mobile devices, provides marketers with broad opportunities to most effectively and successfully reach out to potential buyers.

Geomarketing is a term generally used to describe a type of marketing that is focused on using geographical data and incorporating them into a normal marketing and sales approach. The idea behind it is that the places people visit, or have visited, can tell a lot about them, i.e. can help predict their intent.

Geomarketing uses location knowledge to select most efficient marketing efforts. Using geomarketing tools enables to analyze potential customers before localizing sales outlets, create statistical databases including customers' names, addresses, and sales histories, and carry out more targeted and more effective advertising strategies. Geomarketing can be used by virtually any business, since digital technology has made it affordable for even small companies to implement.

The focus of geomarketing can be divided into three domains: consumer behavior, retail location, and marketing management [1, p. 15-16].

Understanding the spatial behavior of consumers is a starting point for dealers to determine the geographic location of their outlets, as distance and price are the basis for consumers' decisions [1, p. 16-17].

Secondly, retail location map models are made using databases called "Geographic Information Systems (GIS)". Specialized software is used to analyze, store, visualize and map geographic data according to the information collected [2, p. 5].

Retailers increasingly turn to spatial modeling techniques as they allow handling customer flows far more effectively. The socio-demographic and behavioural characteristics of the population are gathered into spatial data (by region, by city, etc.) and structured into a geo-coded information system called "zonal geomarketing".

The third domain is marketing management. Using the Global Positioning System (GPS), marketers can locate potential competitors. A detailed analysis of shopping centers, trade areas and sales of businesses in real time makes it possible for marketing professionals to make a final decision as to the location of their company's outlet. This domain includes setting prices, communicating with customers, choosing products adapted to them and geo-merchandising [1, p. 20-21].

In advertising, geomarketing is used to plan campaigns, i.e. to determine the optimal geographical boundaries for promotion events. Estimates are made as to where the advertised object is located, where the advertising contact will occur and where the target audience usually lives. For example, most mailbox advertisers decide on the geography of distribution using an intuitive approach. As a result, a significant part of their printed promotion materials do not reach the target. Using geomarketing allows exploring the area around the advertised object and distributing leaflets only to mailboxes in houses where residents reach or can reach the advertised object.

To sum up, geomarketing is an efficient marketing approach that makes it possible to reach the right consumer at the right time and place. Knowing where to pitch your point of sale, open a new branch, or expand into a new regional or international market is what typically identifies the difference between success and failure.

References:

1. Cliquet, G. Geomarketing: methods and strategies in special marketing / G. Cliquet. – 1 st ed. – ISTE Publishing Company, 2006. – 328 p.
2. Гурянова, Л.В. Введение в ГИС: учебное пособие / Л.В. Гурьянова. –Мн.: БГУ, 2008. – 135 с.

Victoria Komalova
Science tutor L. Vasilevskaya
BSEU (Minsk)

MARKETING COMMUNICATIONS ON THE BELARUSIAN MARKET

In general, communication is the process of transferring information from its owner to its final consumer. The communication system is a way of contacting of the organization with the outside world, as it includes collection, systematization and analysis of information about the environment.

Marketing communication is messages and mass media aimed at transferring information about the product and establishing connection with the external world (target audience, suppliers, partners, etc.).

The main goal of marketing communication is to timely bring reliable information about the product to the consumers and influence their choice. It can be done by means of marketing tools, which include advertising, sales promotion, sponsorship, public relations, direct marketing, personal sales, rumors [1, p.227].

Like other types of communication, marketing communication has its own characteristics: focused communication, repeated reports, complex impact on the target audience, persuasion [2, p. 24].

In recent years, in the Republic of Belarus many enterprises and businesses that aim at entering new markets and retaining their market shares in these markets have successfully used certain elements of marketing communications. Among these are the leading enterprises of Belarus, such as OJSC "Minsk tractor works", OJSC "Minsk Gear Works", OJSC "Bobruisk plant of tractor parts and units".

Their marketing strategies have much in common. This is due to the fact that they are enterprises of the same industry and participants of one holding "MTW-HOLDING" which provides overall management and coordination of the activities of the holding's participants.

The marketing tools that are used by this holding include the following: