

EVENT MANAGEMENT IN BELARUS

Nowadays there are so many events holding on various occasions. People want to make their weddings or birthdays memorable; companies arrange breakfast meetings in order to build and maintain team or business relationships; charitable organizations hold parties to raise funds and so on. Each event is created with a specific purpose. Even though we have held various celebrations, parties, conferences and so on for a very long time, in our modern world more and more demands are appearing for making such events; and what was once the sphere of individual or public initiative has become an area of professionals and entrepreneurs. And it is event management that deals with this. So, let us consider the current situation of the event industry in Belarus and the main problems it faces today.

To begin with, let's clarify what event management is. And event management is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It's true that event industry is one of the most flourishing full-fledged heavy earning industry at present. Obviously, it is developing in Belarus, too. One argument in support of, there are more than 150 registered companies in Minsk alone.

It's vital to note that there is special event-award "Krasnaya morkov" established in Belarus and that our event agencies participate in different international forums and competitions, for example "Global event congress" and "Global event awards". In addition, very often the main awards are given to belarusian event agencies. Moreover, people can study event management at belarusian universities and various seminars and courses that are held in our country.

Despite all the facts given above, in our country event industry faces the following problems:

1. Lack of professional staff, lack of specialized training programs and trainings. As a consequence, lack of qualified personnel and low level of understanding specifics of event-marketing tools on the part of clients.
2. The shortage of specialists offering event services; because of this, it is difficult to organize technically large-scale events or implement all new products in this area in the realities of the belarusian market.
3. Lack of common standards of work between the event manager, service provider and client directly (tendering, understanding the timing of projects, organization of relationships with suppliers, etc.).
4. Lack of opportunity to participate in the development of the state documents that affect the activities of entities in the field of event organization.

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.

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SECTION 4. MARKETING COMMUNICATIONS AND PSYCHOLOGY OF MARKETING

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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