

Mysyk V. – ph. d. student

Scientific advisor: ph. d., associate professor V. Zhezhukha
Lviv Polytechnic National University
Lviv, Ukraine

Event Management as a Tool of Marketing Communications

The organization of special events is an integral part of society at all stages of its development. Event management, as a special type of marketing communications, can be talked about when organizational theory begins to develop, and organizers of special events are allocated to separate departments, teams and small businesses. The growth of the corporate sector became the impetus for the development of this industry. Growing companies needed services to organize business conferences, exhibitions, corporate events and more. The logistics of these events, the search for suppliers, the organization of the project team have become an unbearable burden for corporate activists, which has allowed professionals in this field to distinguish themselves into a separate business area [1].

Event marketing is:

- 1) a type of integrated marketing communications, which is a set of events aimed at promoting the brand in internal and/or external marketing environment by organizing special events;
- 2) services for the organization of special events [1].

Event marketing is a tool that can turn advertising into a free gift, holiday, show, and grab an audience by surprise when they are not ready to defend themselves [2]. Nowadays, more and more companies are using the way to convey promotional messages through events – this is the most effective tool for direct communication with consumers, business partners, and often employees of the company.

Through direct contact, which is formed during the event, you can more accurately and effectively influence the buyer. The purpose of organizing such events is to showcase the product, brand, and anything, clearly showing all its advantages, qualities and properties. Also, events of this kind are often organized for the purpose of presenting new services, sharing experience, finding new strategic partners and more [1].

One of the obvious advantages of using event management in marketing communications is to make personal contact with the audience not only with the brand/product, but also direct contact with brand representatives (not only with hired promoters or consultants). We can add the duration of contact here and create a range of emotional experiences that are directly related to the brand/product – as a result, we get brand and audience connection, that helps, one way or the other, come in public relations.

The advantages of the application of event management in marketing communications:

- 1) building a successful brand;
- 2) it is a reason to create a PR campaign;
- 3) bright launch of the product on the market, which remains in the memory of the consumer;
- 4) the image of the company becomes manageable;
- 5) the brand is promoted by promoting the brand event;
- 6) groups of loyal customers are formed;
- 7) products of impulse demand are being promoted;
- 8) long-term sales increase;
- 9) a team of like-minded employees is formed;
- 10) increasing media attention;
- 11) increasing foot traffic (the number of buyers that enter the location of companies store, mall etc.);
- 12) creating valuable connections with tops of the field;
- 13) getting positive reviews;
- 14) getting a new material for your blog posts;
- 15) receiving more feedbacks from customers [3; 4].

At present, event management acts as a so-called unconventional marketing tool, which in the course of its activity allows to transform the audience, which personally participates in the event, into

the group of consumers at which the first tests of the company's offer are conducted. Asserting that all events are, first and foremost, the main power of PR, is key and vital to a proper and informed approach to planning, organizing and evaluating the effectiveness of all special events, whatever they may be.

In conclusion, we can say that event management is not only the main service of an event management company but as well is an efficient tool of marketing communications on the companies of different field in business.

Sources and literature

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Мокієнко Є. – студент

Науковий керівник: к. е. н., доц.
І. Ховрак
Кременчуцький національний
університет імені Михайла
Остроградського
м. Кременчук, Україна

Побудова системи управління якістю банківських послуг

Розробка і впровадження системи управління якістю банківських послуг є основою покращення взаємовідносин банківської установи з її клієнтами, досягнення бажаних фінансових результатів, а також забезпечення стратегічного розвитку та посилення конкурентоздатності банківської установи [1–4]. При цьому банківські установи мають свої критерії оцінки якості, які, слід зазначити, істотно відрізняються від критеріїв клієнтів (рис. 1).

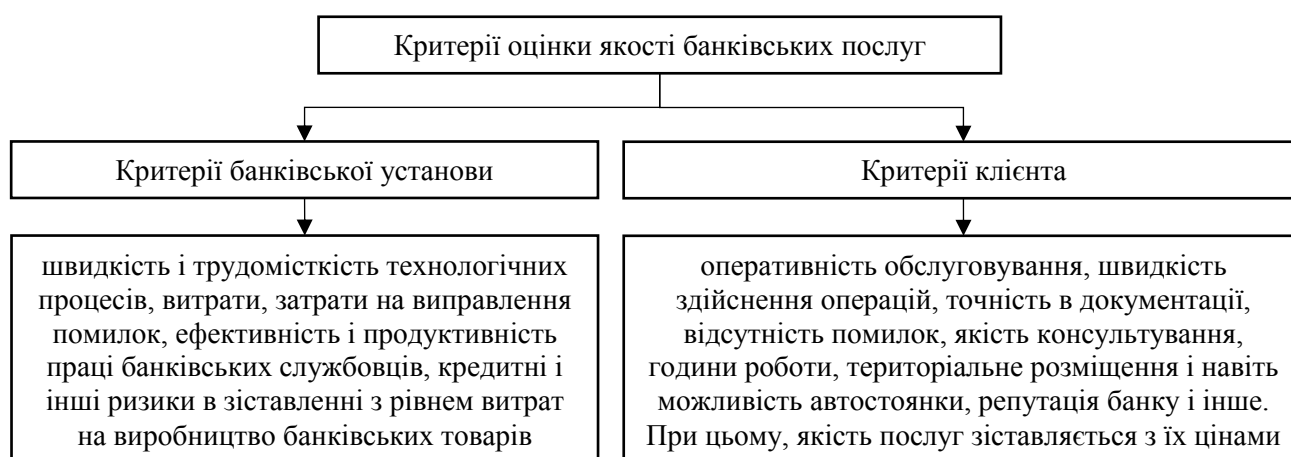


Рис. 1. Критерії оцінки якості банківських послуг

Тому побудова системи управління якістю банківських послуг вимагає не тільки задоволення поточних усвідомлених потреб банку та клієнтів, а також передбачення перспективних потреб, здатності їх адаптувати, забезпечити реалізацію. Відповідно, основними принципами