

A. Singayevska
Research supervisor: O. A. Karpiuk, PhD
Zhytomyr Ivan Franko State University
Language tutor: A. V. Kuznyetsova,
Candidate of Philology, Associate Professor

EVENT-MANAGEMENT AS A CONSTITUENT OF THE MARKETING SYSTEM IN THE RESTAURANT BUSINESS

The paper is devoted to modern trends of event-management as a constituent of the marketing system in the restaurant business.

The object of the paper is event-management in restaurant business. The subject of the paper is organization of events in restaurants. The purpose of the paper is to demonstrate the importance of the event-management in the service sector as a factor of customers' attraction to restaurants.

The tradition of events organization has become popular in the society since its appearance. At the beginning of the 20th century a separate branch of management – event-management – formed.

Event-management is the process of application of business management and organizational skills to envision, plan and organize activities and events. Event-management is one of the most important public relations tools.

Different scholars identify the following approaches to classification of events in event-management. Kyrylo Fyodorov, the representative of Moscow State University of Economics identifies the classification of events measures on the basis of the target audience: Trade Events, Corporate Events and Special Events. Olexandr Shumovych, head of the company “Eventum”, considers the classification of events on the basis of the set objectives and results: events for mass media, entertainments, celebrations, and onsite, festive, charity and sport events.

In the restaurant business entertainment events, celebrations and charity events are mostly often organized.

It should be noted that event-management includes the following stages of organization: to set the aim of the event; to define the target audience; to choose the event; to develop the plan of the event: the concept, participants, budget, partners, advertising, location and schedule; to hold the event; to determine the results and effectiveness of the event.

At present an event manager should know and learn all topical trends in entertainment sector. That's why a modern event manager should be able to use various tools that can improve and facilitate his work.

First of all the event manager should remember about methods of time-management: ABC-analysis, Alpa Method and etc. Also, nowadays modern technologies offer different computer programs for planning events, for example: Pro Party Planner, Planning Pod, TopTablePlanner and etc. The event manager should use modern digital-tools in his work like advertising in the social networks, blogging and SEO, mobile applications and others.

It can be said that event-management is one of the most effective tools of marketing policy in restaurant business. The main aim of event-management in the restaurant business is customers' attraction.

LITERATURE

1. Азарова Ю. А. Event-технології [Електронний ресурс] / А. Ю. Азарова. – Праці Санкт-Петербурзького державного університету культури і мистецтв. – 2012. – Режим доступу: <http://cyberleninka.ru/article/n/event-tehnologii-i-sobytiynost-problemy-innovatsionnogo-razvitiya>
2. Демідова Є. М. На порозі нової ери event-індустрії [Електронний ресурс] / Є. М. Демідова. Event.ru. 2016. Режим доступу: <http://event.ru/trips/na-poroge-novoy-eryi-event-industrii/>
3. Князєв С. К. Event-менеджмент та його перспективи [Електронний ресурс] / С. К. Князєв. – Комерційний директор. – 2012. – Режим доступу: <https://career.ru/article/13186>