

J. Khmilevska

*Research supervisor: Z.V. Zalibovska-Ilnitska,
Candidate of Pedagogical Sciences, Associate Professor
Zhytomyr Ivan Franko State University*

*Language tutor: T.V. Lytnyova,
Candidate of Pedagogical Sciences, Associate Professor*

EVENT MANAGEMENT AS THE TENDENCY OF SOCIAL AND PEDAGOGICAL WORK AT SCHOOL

Event management – is a complete complex of measures which help to organize some corporate and public events. It must be taken into consideration that corporate events aim to strengthening of inner corporate atmosphere while public events give mighty support to advertisement and PR campaigns [1].

Presently event management is an important constituent of successful functioning of any social establishment. Any establishment should have effective competent relations with its clients and other organizations. It is necessary to collect constantly some information as to the necessities of aim-centred audience as well as its condition in the process of desirable behaviour formation. The development of various projects for organizing some successful social activities is needed.

Correct and rational event management in social work helps to cause interest of the general public including those people who were added to the aim-centred group despite their being absent at the event itself. The ability to plan some events and to realize them consistently is the main one [2].

Both the working out of the event and the personnel management are very important while planning some events in school social and pedagogical activities.

The most important aspect which effects planning of the event and its realizing is the correct choice of organizers of the event as well as its presenter. Teachers, special guests, parents or children may act as presenters of the event. Any social educator can play the role of the major organizer of the event. He/she controls the implementation of the yearly plan of events and carrying out of educational work, coordinates the work of presenters as well as people responsible for realization of this or that project. A social educator very often distributes the duties among colleagues, parents and pupils concerning the preparation and realization of the event. He/she is also responsible for organization of collaboration with special guests [2].

Unfortunately, the use of event management in social and pedagogical activities is not very popular. This is caused by the number of problems, such as absence of the real use of event management, lack of creative thinking of clients and social workers, unwillingness of social workers to undertake the responsibility for realization of events, lack of initiative of workers at school, absence of experience of social workers in the sphere of event management, unwillingness and impossibility of administration to finance the events, absence of professional preparation of social workers in the field of events.

Thus, event management as the tendency of social and pedagogical work at school is not widespread and needs some reformation.

LITERATURE

1. Event-management або як зробити подію незабутньою [Електронний ресурс] – Режим доступу до ресурсу: http://toplutsk.com/articles-article_1594.html.

2. Event Planning [Електронний ресурс] – Режим доступу до ресурсу: <http://bookstore.authorhouse.com/Products/SKU-000237164/Event-Planning.aspx>.