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FEATURES OF THE ORGANIZATION OF CULTURAL AND ARTISTIC EVENTS

A mass event is one of the most popular and effective forms of cultural activity in the society. The organizer of a cultural and artistic event must be aware of the specificity that requires a particular form of representation. The logic of creating and developing the topic is one of the main criteria for the successful organization of a mass event. Therefore, it is necessary to clearly understand the features, rules and all aspects of the organization of cultural and artistic events.

Modern cultural and artistic events are becoming more developed. The organizers often create unique events incorporating innovative technologies and methods of organization, at the same time preserving the heritage of Ukrainian traditions. The promotion of Ukrainian customs, traditions and folklore is a sign of genuine patriotism and love for our country.

Every cultural and artistic event is an intrinsic part of folk culture. Artistic projects are designed to be emotionally engaging. They convey the traditions of Ukrainian generations; bring people closer together by creative interests, spiritual and aesthetic values.

The implementation of each event always has three stages [1]:

I. The preparatory stage.

At this stage, the topic, the purpose of the cultural and artistic project, the audience for which the event is designed, and the format of the action are determined. Also, a scenario is developed, participants are identified, a budget is drawn up and other administrative and organizational issues are resolved.

In addition, it is worth bearing in mind a number of requirements which, if met, will fully achieve the objectives:

1. The event should be a means of creating and maintaining an appropriate mood, creating emotions and experiences that will help to form certain attitudes of the audience.

2. All participants have the opportunity to demonstrate their skills, knowledge and talents.

3. The event shouldn't be overloaded and overextended. The principle: "The game must end earlier before it gets bored".

4. The project has to appeal to viewers and participants. Mostly it depends on the format and activity of the participants themselves.

5. The preparation of each mass event should take into account the psychological and age-specific characteristics of the participants.

A specific goal has to be formulated at the preparatory stage of every cultural and artistic project. It determines the format of the event, festival, competition and

other events. The format of the event includes the concept, the time and duration of the event, the logistics, the content, the media support and promotion.

The concept is the core of the future project, its main focus and characteristic tension. The concept is the main idea of the cultural and artistic event. This idea is implemented through the use of certain tools, such as themes, decorations, communication style, advertising and media support of the project [2].

During the formation of the concept, an action scenario is also created at the same time, where the necessary compositional elements must be observed:

- introduction;
- main part;
- completion (final).

The author must use the required elements or tools while creating the scenario. These means may include: direct address of the presenter to the audience, activation of the participants (guests) of the event to perform certain simple actions, questions to the audience, game and full action activation. The result of such activity is an interaction, where the guests of the holiday are involved in the process as much as possible. Accordingly, the main goal and objectives of the event are achieved.

The cost estimate for the cultural and artistic event is a separate document that includes the total amount and detailed structure of costs incurred by the organizers during the preparation and implementation of the project [3]. The cost estimate is prepared in accordance with the plan of the event, agreed and approved by the organizers and administrative institutions. It includes the expenditures for materials, services, execution of works, media support, etc.

The cost estimate is formed repeatedly. The initial budget is planned. In the process of preparation and implementation of the event, cost items may change according to the circumstances. Therefore, upon completion of the project, the final cost estimate is prepared, indicating the actual costs and intended use of the allocated funds.

Logistic is an important issue in the organization of cultural and artistic events. It is necessary to take into account the logistical needs that will arise during the preparation and implementation of the project: the availability of vehicles for transportation of equipment, sound and light equipment, transfer of artists and participants of the event.

A successful organization of the logistic process will expand the geography of the cultural and artistic project, find unique locations and adjust the theme of the event in accordance with the specificity of the territory, considering its particularities and authenticity.

II. The correctional stage.

The scene is prepared and decorated, technical equipment is adjusted and checked during the correctional stage. In addition, this phase includes rehearsals, script edits, as well as a dress rehearsal.

During this period, the promotional and PR campaign is launched, as well as a media support aimed at attracting as many visitors, participants and viewers as possible.

The media campaign means holding press conferences, press tours, briefings and involving the media in maximum coverage and announcing the upcoming event.

Interaction with the media is an important part of the organization of a cultural and artistic event. Journalists and representatives of online and print media, television and radio have a great influence on forming the audience's consciousness, informing and communicating with it, regulating public opinion, criticism and public control [4].

III. The main stage.

The main stage of any cultural and artistic project culminates in the final design of locations, the installation of necessary equipment and facilities, the reception of guests and the event itself.

At the end of the event, the project implementation will be discussed and analyzed, the positives and possible lapses in the preparatory phase will be identified, and some methodological recommendations will be formulated.

In addition, an important part of the main stage of the project is its visibility through mass media, the dissemination of photo and video materials through social media, etc.

A successful cultural and artistic event often becomes regular. The annual project becomes more anticipated, more widespread and popular.

Today, cultural projects are no longer just a way to entertain the viewer [5]. First of all, it is an opportunity to hold thematic meetings, discuss current issues, involve representatives of various spheres of public life (officials, public activists, art critics, scientists, cultural figures, etc.).

The creation and organization of cultural and artistic events should be focused on the uniqueness and authenticity of the region [6]. Almost every city in Ukraine has its own difference, its own "face". Each regional artistic event has its own audience. Every year the audience grows, mainly due to the Internet. Even a small cultural project gains in popularity once it has been publicized on social media.

Modern culture tends to renew traditional cultural and artistic events, as well as to create new ones. This is evidenced by the increase in the number of festive events, music festivals, Olympiads and competitions.

The process of forming the image of Ukraine takes place with the help of various media through implementation of cultural and artistic projects. Creating a positive image of Ukraine in the cultural and artistic spheres is impossible without the involvement of professionals and artists with creative thinking. Specialists must have a rudimentary knowledge of Ukrainian customs and traditions, understand the mentality of the Ukrainian people.

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