

CHAPTER 3

MODERN MANAGEMENT TECHNOLOGIES

CURRENT STATE AND PROSPECTS OF EVENT MANAGEMENT DEVELOPMENT IN UKRAINE

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Abstract. *The modern world is characterized by the extremely rapid development of technology and science. The purpose of the article is to study the current state and development prospects of event management in Ukraine. The methodological basis of the article was the use of general scientific research methods, such as: analysis and synthesis, induction and deduction, as well as special research methods, such as: comparative analysis, graphic method, generalization method, etc. This trend has affected almost every sector of the economy in recent years. Automation and artificial intelligence in machines make life easier for employees every year and help them perform their duties much faster. Processes related to event management, such as organizing, conducting, and collecting feedback, are no exception. The latest event platforms and technologies have completely changed the views of specialists on conducting this particular type of activity.*

Keywords: *event management; development; strategy; event platforms; funding.*

JEL Classification: *D22, L20, L25, O10, E65, D78*

Formulas: 0; **fig.:** 2; **tabl.:** 1; **bibl.:** 14

Introduction. In line with technology development, more and more new companies are following a strategy to develop and update all aspects of their activities. Special attention is paid to those areas that focus the eyes of customers on themselves, without which the existence of this company is simply impossible. Global standards for conducting, managing, and organizing events are updated.

At the same time, the event industry market is forming, consisting of structures specializing exclusively in holding events and having significant competitive advantages over the possibilities of organizing and conducting promotional events for themselves.

An essential condition for the development of the event industry is a complex combination of all components in the organization of events, achieving a level of synergy that brings only commercial benefits but also emotional satisfaction to participants, which always strengthens the latter. Positioning the event industry as a commercially significant phenomenon stimulates entrepreneurial activity and activates target groups.

The very concept of event management can be interpreted as a way to manage an event. Today in Ukraine, this type of activity is focused on organizing the creation and

holding of events, which includes the formation of the company's image in the long term.

As a result, research in event management development is very relevant.

Literature review. The central part of the research related to event management development was carried out by such scientists as C. V. Butinets, E. V. Mnykh, T. M. Pushkar, M. T. Zubilevich, S. F. Golov, and others. However, given the rapid growth trend and renewal of the event management market, the research problems remain relevant and require further detailed analysis. Based on the works of scientists using methods of analysis, generalization, and explanation, the article will outline the direction of research. The object of research is Event management in Ukraine, and the subject is the state of this market and the conditions of its development. The work aims to determine the analysis of existing market features and their prospects.

Aims. The purpose of the article is to study the current state and development prospects of event management in Ukraine.

Methods. The methodological basis of the article was the use of general scientific research methods, such as: analysis and synthesis, induction and deduction, as well as special research methods, such as: comparative analysis, graphic method, generalization method, etc.

Results. Event management involves a wide range of marketing communications (from communicating necessary but straightforward information to employees, customers, and contractors to effectively presenting a brand or product) organized by various events.

The scale of the impact can vary dramatically, that is, from an enterprise to several companies and up to huge public events. Special forces that drive event management to development are:

1. refund of funds;
2. quality of the event;
3. Event result.

Event management is an industry that is constantly developing and creates career opportunities for everyone interested in organizing and planning events. Nowadays, Ukrainian event management includes [2, 4]:

- Complete Brand Learning;
- Target audience analysis;
- Gradual development of the event concept;
- Logistics plan;
- A scheme for coordinating technical aspects before directly fulfilling the event conditions.

Event management is an event management program that, depending on the goals set, involves the event manager performing diverse actions-building logistics, drama, and scenography of the event. That is why event management should carry the functions of planning, organizing, and controlling the conduct of a unique, unique event in terms of content, and the uniqueness should be supported not so much by the originality of the idea but by "custom" ways of manifesting it to the end-user [1].

If we analyze Ukraine, the event services market has gained a remarkably rapid development and surge in innovation since 2004. During the period of cultural formation, it underwent significant changes not only quantitatively but also qualitatively: the quality of services provided improved, the range of services expanded, and the flexible pricing policy of companies began to be applied [3].

However, in Ukraine, as in other CIS countries, many problems hinder event management development. Therefore, it is worth analyzing some of them and assessing their negative impact on the overall development system on the development of Event Management in our country.

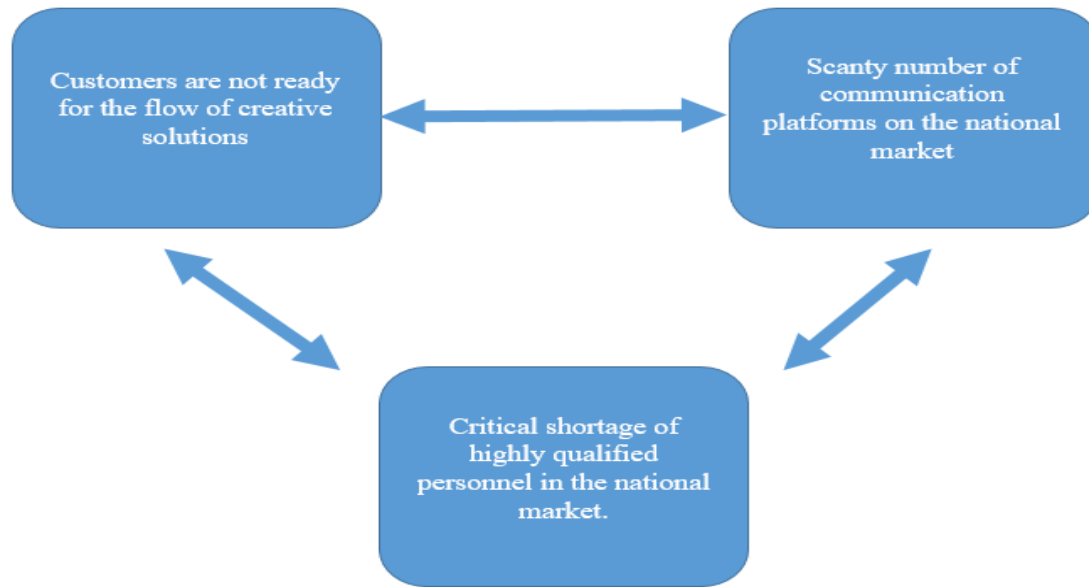


Figure 1. The main problems of Event management in Ukraine

Source: [1]

After analyzing fig. 1. we can see the main problems that hinder the development of Ukrainian event management and thus do not allow for high-quality mass cultural events at the world level.

However, despite several problems that have already "taken root" in the national market, many events are held in Ukraine of each kind. More than 800 event companies operate on the Ukrainian market, containing about 50 events a year. The total volume of the Ukrainian market using Event Management is about 45 million dollars [5].

According to many such events, a complete classification of events has been formed, which must be distinguished (Table 1).

Table 1. Classification of events on the national market

B2B	B2C
Congresses, conferences, forums	Corporate events
Symposia, round tables, seminars	Sports competitions
Presentations, trainings, master classes	Festivals, concerts
Press conferences, business breakfasts	Field events
Motivational event tourism	

Source: built by the author on the basis of his own research.

After analyzing the table 1 we can see that in our country, a complete classification of events has been formed, which provides for their division into two main categories: B2C – all events that are designed for a mass target audience (mass consumer) and B2B – events that are of a business Nature (business nature).

Current trends in the development of such a direction of socio-economic activity are also directly represented in the practice of Public Authorities. Conditions that determine the possibility of using elements of Event Management in the activities of Public Administration bodies should be presented in the following aspects [7].

First, the population's Galloping differentiation replaces the constant consumption of a mass product. Densification is taking place, which divides the entire population into relatively insignificant groups that differ from each other in specific diverse characteristics. Thus, the results of Demassification are presented everywhere and everywhere [5].

It is only necessary to look at how many TV channels and various radio stations have emerged to please all possible consumer, cultural, and even political tastes of different population segments. Also, the period of "entertainment for all" is gradually becoming a thing of the past, giving way to completely different types specially selected for a particular segment of society.

Secondly, in the public sphere of management, the issue of dominating guidelines for the consumer as a full participant in such relations, which is regulated not only by the norms of law but also by the relevant laws of supply and demand, is becoming relevant today. In other words, the winner is the one who directly takes into account the values and tastes of the consumer and, based on them, builds his target marketing policy. Thus, in the context of Public Administration, this primarily means that the paradigm of so-called "Good Governance," which is reasonably actively implemented in various modern practices of Public Administration in developed countries, involves taking into account the participant in power relations [6].

Third, the development of social marketing is becoming more relevant. The usual tradition of linking, for example, the name of a company, product, or brand with various socially significant phenomena has become active in the last decade, and, according to experts' forecasts, it will also continue to gain momentum in the future.

Social marketing emerged as a tool for current product promotion, which evolved into a long-term market strategy that determines product positioning in a certain way. By using social marketing, leading companies get a rare opportunity to form long-term and strong relationships with the consumer.

That is why event management can be considered one of the most dynamic tools for BTL agencies in the communication market. The number of agencies that conduct events is overgrowing, and the organization and conduct of events have reached a world level.

Another aspect that characterizes the conduct of events is event platforms. These programs help you conduct events most effectively, following all the conditions for its approval. The program includes the functions of preparing, analyzing, and performing all aspects of the event itself, and in addition, it helps to collect feedback from all people present at the event [8].

It is worth analyzing the leading event platforms that organizers use when planning an event.

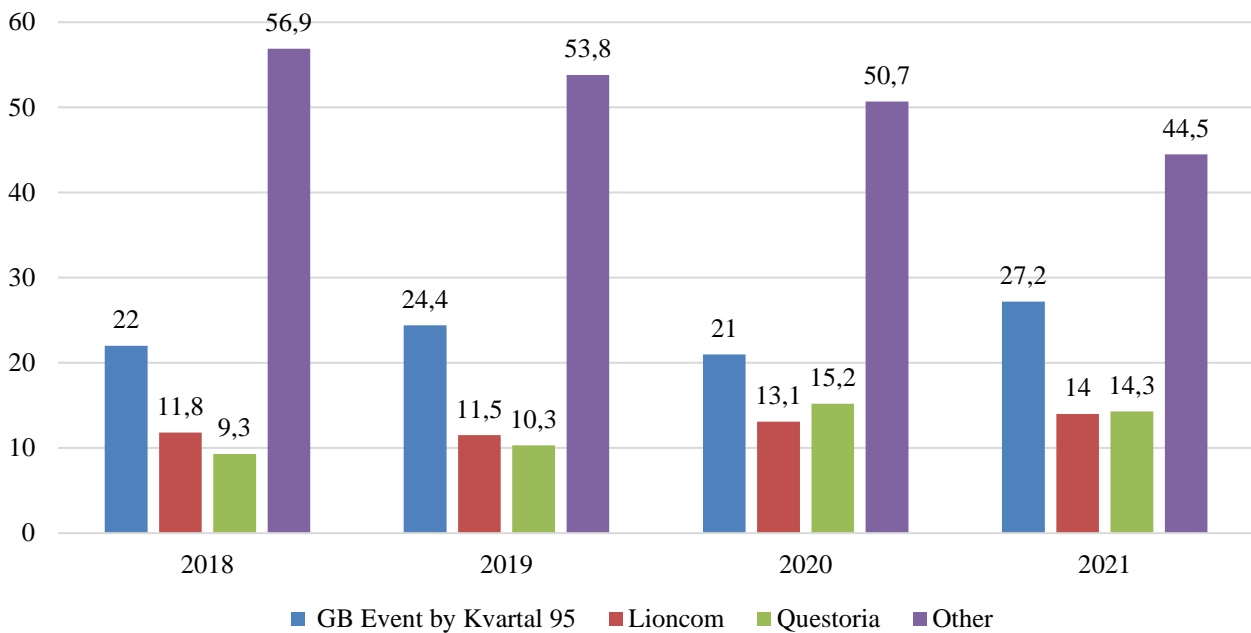


Figure 2. Analysis of the use of event platforms in Ukraine during 2018-2021, %
Source: built by the author on the basis of his own research

After analyzing the use of event platforms in Ukraine, we can conclude that during the period under study, the leader is such a platform as GB Event by Kwartal 95. Its use during the study period fluctuates around 24% so that this platform can be recognized as a leader in the national event market.

The second place was taken by such a platform as Lioncom because, in 2018, the share of its use was 12%, and during the study period almost did not change, which characterizes this platform as stable and easy to use.

The third place was taken by the Questoria platform because, during the study period, its share ranged from 13-25%, but in 2020, this platform reached 1st place with a usage share of 20%. Such a sharp increase can be characterized by the fact that this company has dramatically reduced its pricing policy, and now this platform has become even more accessible.

This policy became possible after developers were able to reduce the cost of developing some aspects of this platform, thereby providing an opportunity to reduce the price of using this program.

So, we can conclude that there was a positive trend toward the use of event platforms in Ukraine during the study period. This situation has developed because the Western world has long used similar technologies to hold conferences, symposia, and meetings, but new technologies have further optimized these processes.

Such a platform carries several aspects of solving the main problems that an event manager faces in his work. Such a program includes a separate chat for all conference participants, contains information about all the necessary halls and exhibition centers, and collects information about the quality of speakers and the overall impression of the conference.

It is worth analyzing how much money was spent on organizing events in Ukraine, taking into account the funds for purchasing event platforms.

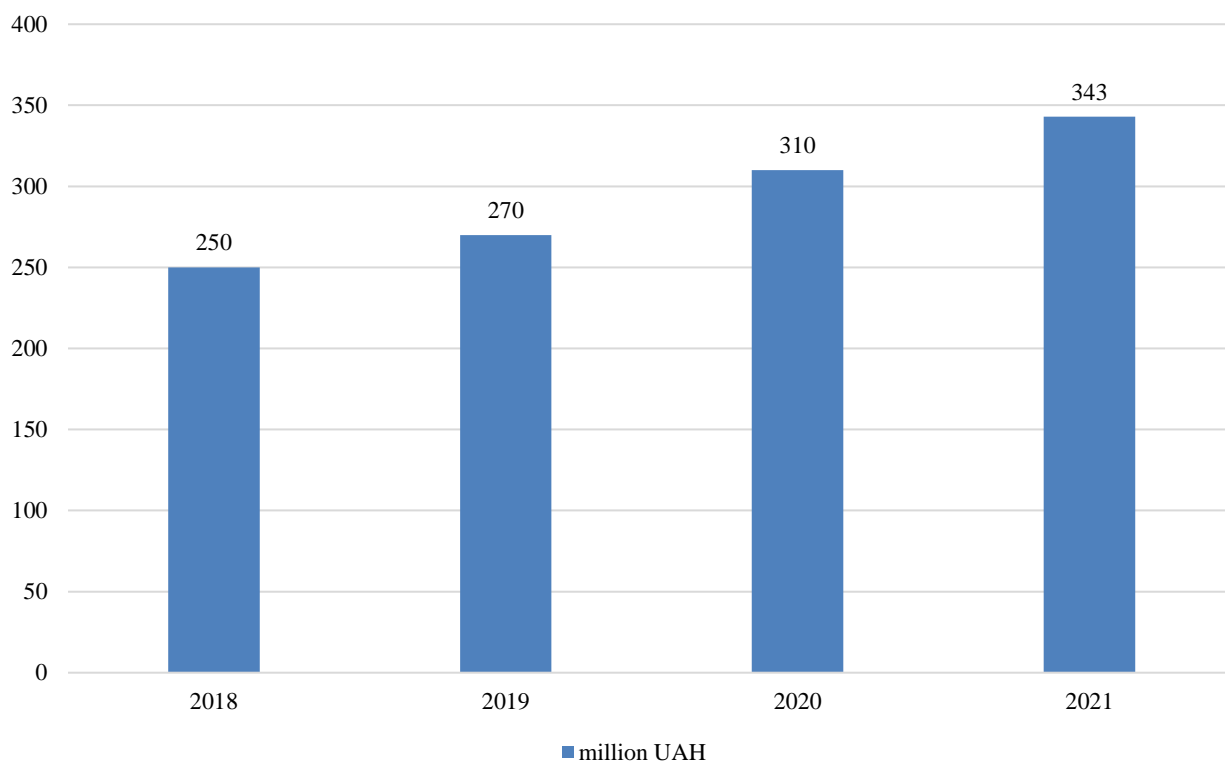


Figure 3. Analysis of funds spent on organizing events in Ukraine during 2018-2021, million UAH

Source: built by the author based on his research

Having analyzed the funds spent on organizing events in Ukraine, we can conclude that there is a tendency to increase spending on this area of development during the study period.

During 2018-2019, the use of funds decreased, and the figure in 2019 was 270 million UAH. However, if we analyze 2019-2020, we can conclude that the total number of expenses has increased because, in 2020, this figure was already 310 million UAH, and in 2020 already 343 million UAH.

So we can say that event management in Ukraine is gradually developing, and every year, more and more new ways of development and optimization methods are acquired.

Discussion. Under the concept of event management, we propose to understand a type of management activity aimed at managing various business events (business meetings, fairs, exhibitions, conferences, congresses, marketing events, social initiatives, etc.) and team building in the activities of enterprises, organizations, and institutions to achieve their strategic and tactical goals.

To specify the essence of event management, it is advisable to identify the following key characteristics:

- event management is associated with a set of different relationships that arise during the administration of business and team building events;

- the field of event management is closely related to the so-called business and team building infrastructure, which, in particular, covers conference halls, various technical equipment, audio and video equipment, accommodation facilities for employees/participants, catering, transport;

- event management is an independent field of scientific knowledge and professional activity – event management in its content is more related to the category of working hours of employees;

- event management is based on a set of scientifically based provisions (principles, methods, forms, tools, etc.); – the sphere of event management extends both to the internal environment of the business entity ("internal" orientation) and to activities related to the external environment ("external" exposure);

Conclusion. So, after analyzing the event services market in Ukraine, we can conclude that it is now at the stage of upgrade and its active development.

For event management to continue developing, it is necessary to create conditions for the symbiosis of the areas of responsibility of event and public relations; increase the market volume by expanding the range of services offered by event agencies; take a more careful approach to the selection of professional personnel, as there is an increase in customer requirements for organizing events.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

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Received: May 16, 2022
Approved: June 25, 2022