

Близнюк Тетяна Павлівна,

доктор економічних наук, професор, професор кафедри менеджменту та бізнесу, Харківський національний економічний університет імені Семена Кузнеця

Делі Вікторія Юріївна,

доктор філософії, старший викладач кафедри готельно-ресторанного бізнесу Одеський національний технологічний університет

Немашкало Каріна Ромеовна,

кандидат економічних наук, доцент, доцент кафедри менеджменту та бізнесу, Харківського Національного Економічного Університету імені Семена Кузнеця

Blyznyuk Tetyana,

Doctor of Science (in Economics), Professor, Simon Kuznets Kharkiv National University of Economics, <https://orcid.org/0000-0002-8291-4150>

Deli Viktoriia, PhD, Senior Lecturer, Department of Hotel and Restaurant Business, Odesa National University of Technology, <https://orcid.org/0000-0002-9028-5817>

Nemashkalo Karina,

Candidate of Science (in Economics), Associate Professor, Simon Kuznets Kharkiv National University of Economics, <https://orcid.org/0000-0002-8614-750X>

ТЕОРЕТИЧНІ ЗАСАДИ РОЗРОБКИ ТА РЕАЛІЗАЦІЇ ІВЕНТ-ПРОЄКТІВ ДЛЯ ТОРГОВЕЛЬНИХ ПІДПРИЄМСТВ

THEORETICAL FOUNDATIONS OF DEVELOPMENT AND IMPLEMENTATION OF EVENT PROJECTS FOR TRADE ENTERPRISES

Близнюк Т. П., Делі В. Ю., Немашкало К. Р.
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The article is devoted to analyzing the essence of the concept of «event» and improving its classification and substantiation of the principles of its implementation through the stages of development of an event for trade enterprises. A morphological analysis of the concept of «event» is carried out by allocating the optimal definition. A primary classification of the concept of «event» (by planning) is proposed, where the planned event is defined, which is the subject of the study of event management. They require setup, guidance, managers, and a specific time. An unplanned event is an accident, natural disaster, and other similar events. The classification of events by size and scale has been improved, dividing them into mega, business cards, central, and local events. The main mistakes that are made when organizing an event are identified, which include the fact that the event is created only in order to hold it and then be proud, but at the same time, the event does not cover the target audience at all, or is devoid of meaningful meaning for it; And also when creating an event, the company is so fixated on its importance that it forgets about the interests of consumers. It is determined that the development of the event includes the definition of its structure, which includes planning meetings, the work of sections, the cultural program, and the duration of each stage. The second step is to choose the time and place of the event, which should consider the target audience, season, weather conditions, and parallel events because the wrong choice can affect attendance. As the final document, the event scenario should detail all aspects of the organization. The third stage involves the development of content and script, where all elements should be harmoniously combined. The role of information support in the event management of projects is outlined, outlining the need to inform the audience in advance about the event through various channels, depending on its format and scale.

Keywords: event, events, technologies, event management, event project.

Стаття присвячена аналізу сутності поняття «івент» та удосконалення його класифікація та обґрунтуванню засад його реалізації через етапи розробки івенту для торговельних підприємств. Зроблено морфологічний аналіз поняття «івент» з виділенням оптимальним визначення. Запропоновано базову класифікація поняття «івент» (за спланованістю), де визначено запланований івент, який є предметом вивчення управління подіями, і вони вимагають налаштування, керівництва, керівників і певного часу та незапланований івент – це аварії, стихійні лиха та інші подібні події. Удосконалено класифікація івентів за розміром та масштабом, з поділом їх мега події, візитк події, великі події та місцеві події. Визначено основні помилки, що допускаються при організації івенту допускаються, до яких віднесено те, що івент створюється тільки для того, щоб провести його і потім пишатися, але при цьому івент зовсім не охоплює цільову аудиторію, або позбавлений для неї значущого сенсу; а також при створенні івенту, компанія настільки заціклюється на своїй значущості, що забуває про інтереси споживачів. Визначено, що розробка івенту включає визначення його структури, яка охоплює планерні засідання, роботу секцій, культурну програму та тривалість кожного етапу. Другим кроком є вибір часу і місця проведення, що має враховувати цільову аудиторію, сезон, погодні умови та паралельні події, адже неправильний вибір може вплинути на відвідуваність. Сценарій заходу, як фінальний документ, повинен детально відобразити всі аспекти організації. Третій етап передбачає розробку змісту і сценарію, де всі елементи повинні гармонійно поєднуватися між собою. Окреслено роль інформаційної підтримки в івент-менеджменті проектів, з окресленням необхідності завчасно інформувати аудиторію про захід через різні канали, залежно від його формату та масштабності.

Ключові слова: івент, заходи, івент-технології, івент-менеджмент, івент-проект.

Statement of the problem

The current landscape of enterprise operations across various sectors of the economy is marked by a complex situation. The global spread of the COVID-19 threat has significantly altered the operations of all business

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entities. No industry has been spared from the effects of the coronavirus recession, with the restaurant business serving as a stark example. To survive and continue their operations, business owners have had to swiftly adapt to the new normal and implement new Strategies.

After enduring three years of such challenging conditions and amidst a wave of business closures and downsizing, most enterprises have suffered significant financial losses, with some still struggling to recover and repay their debts. This is why the organizations that have managed to stay afloat are making every effort to retain their customers, partners, suppliers, and distributors. One of the crucial factors in this endeavor is the management of the company's image. The works of esteemed scholars such as V.O. Klochkovska, J. Lampel, A. Meyer, V.M. Mysyk, T.L. Povaliy, and N.M. have made significant contributions to the theoretical foundations of event projects. Ponomaryova, Y.V. Popova, O.V. Popravko, N.D. Svitailo, P.V. Tyshchenko, G.L. Tulchinsky, O.A. Khitrova, A.V. Kholodnytska and others. However, there is still a need for further development, particularly in the context of emerging innovative technologies, the imperative of ensuring sustainable development and cultural inclusiveness, and the evolving consumer psychology.

The purpose of the research

This article aims to contribute to the theoretical foundations of the development and implementation of event projects for trade enterprises. It does so by delving into the essence of the concept of 'event', improving its classification, and providing a comprehensive analysis of its implementation stages.

Presentation of the main research material

The Glossary of Terms of Accepted Exchange Industry Practices (Ex et al.) [1] defines an "event" as "an organized event such as a meeting, convention, exhibition, special event, gala dinner, etc. An event often consists of several different but related functions." J. S. Miller, Es Goldblatt [2] focuses on special "events" as "a unique moment in time that is marked by a ceremony and ritual to meet specific needs." G. Bowdin [3] notes that the term "event" was used "to describe specific rituals, presentations, performances, or celebrations that are consciously planned and created to commemorate a special 'event' and to accomplish specific goals.

J. Lampel et al. At the same time, it is determined that the "event" [4]: purposefully brings together individuals from different groups; for a limited amount of time for face-to-face communication; in the field for the structured or unstructured implementation of certain activities; includes both ceremonial or dramaturgical activities and knowledge- or data-sharing activities; also, the existence of a collective comprehension of certain information.

As a result, these events generate social and reputational resources that can be placed elsewhere to achieve other goals. The results of the morphological analysis of the concept of "event" are given in Table. 1.

Table 1. Morphological Analysis of the Concept of "Event"

Source	The essence of the concept of "event"	Keywords
Ex Global Trading [1]	an organized event such as a meeting, convention, exhibition, special event, gala dinner, etc	Organized Event
J. S. Miller, Es Goldblatt [2]	a unique moment in time that is marked by ceremony and ritual to meet specific needs	A Unique Moment in Time
G. Bowdin [3]	a description of specific rituals, presentations, performances, or celebrations that are consciously planned and created to commemorate special events and to accomplish specific goals	description of specific rituals, presentations, performances, or celebrations
Cambridge Dictionary [5]	everything that happens, especially something essential or unusual; an activity that is planned for a specific purpose and usually involves many people, such as a meeting, party, exhibition, or conference	Everything That Happens
O. Khitrova, Y. Kharitonova [6]	entertainment or advertising performance that takes place on the relevant stage, sports arena, special halls, presentation venues, conference rooms, and other locations and is a planned social and public event (event)	entertainment or advertising performance

There is no single generally accepted definition of the essence of the concept of "event". Many authors have discussed the definition of "event" and the various terms used to describe them.

In our opinion, the optimal definition can be considered the approach to the definition of the concept of "event," which understands "event" as an entertainment or advertising performance carried out on a theatrical stage, film, or television screen in a sports or circus arena using various kinds of plot moves, visual techniques, lighting equipment, computer graphics, etc. Moreover, even in the context of coronavirus, with maximum digitalization and adaptation of the Internet space for online events, the presence of people at events is necessary. According to the goal, the goals of all participants in the event may differ, but each event has its defining mission.

L. Jago and R. Shaw [7] offer six features of the unique concept of "event". According to the experts' approach, special events should: 1) attract visitors or develop the company; 2) be of limited duration; 3) be one-time or infrequent; 4) raise awareness, image or profile of the company; 5) offer social experiences; 6) Be unusual.

Summing up the definition of a special "event", they define it as "a one-time or infrequent event of limited duration that provides the consumer with leisure and social opportunities outside of everyday experience. Such events, which attract or have the potential to attract tourists, are often held to enhance the reputation, image or awareness of the region" [7].

There are different approaches to classifying the concept of "event".

One of the basic classification options is to classify the "event" according to planning (Fig. 1).

Events offer a unique appeal, ranging from small community festivals to international trade fairs to the world's most significant sporting events, such as the Olympics and the FIFA World Cup.

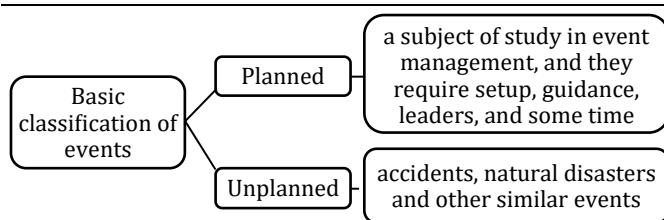


Fig. 1. Basic classification of the concept of "event" (according to planning)

- A) level of participation in the event;
- B) audience/viewers;
- C) media coverage;
- D) the degree, impact and significance of international demand for such an event.

Events are divided into four categories by size and scale (Fig. 2):



Fig. 2. Classification of events by size and scale

One key difference between events and traditional attractions is the period during which they affect the host community or region [8].

Events are, by definition, short-lived, often lasting only one or two days. However, some more significant events may last longer (e.g., weeks, Kumbh Mela in India), while permanent attractions tend to attract visitors seasonally or for extended periods. The key factors that tend to determine the perceived scale and impact of events are:

Mega-events are events that can catalyze local development and bring several economic, socio-cultural, environmental, and other benefits related to the image, branding, and expansion of the visitor economy, to name a few. Mega events, as the largest and most famous of all events, invariably require the most significant and complex infrastructure development, tend to be the most expensive to host, and, given the competitive bidding process for such events, usually take the longest time from start to delivery. They also tend to have the most extended inheritance period. However, cities and countries also need more capacity to host these most significant events. Infrastructure, facilities, transport, and intercultural problems are some limitations of organizing these events. Despite this, many countries view the investment of resources required to bid and potentially host these mega-events as one that can provide a

corresponding return. For the most significant events in particular, specific objectives and desired outcomes from a national perspective may differ between potential candidates for host places depending on their level of economic development, existing infrastructure, identified security needs, urban revitalization plans, current and desired international image, maturity as a tourist destination and sustainability mandate are just a few. Therefore, the events have different potential legacies, depending on the requirements of the respective city or host country.

Revealing the business cards of the event, it should be noted that significant events are of particular importance and attractiveness for both participants and visitors; they attract great public attention, contribute to the destination's image, and support and revive traditions. Typical events include the Goa Carnival, Dussera Kulu, and the Khajuraho Dance Festival. These events are connected to the essence of these places and their inhabitants and generate a massive income from tourists and a strong sense of local pride and international recognition.

A significant, large-scale event generates strong public interest and media coverage. It attracts many visitors and helps organizers achieve good economic results. In event management practice, significant events are often sport-oriented, have an international reputation, and have a defined competition structure, such as the Formula 1 Grand Prix or the trade fairs held in Rraghat Maiden, New Delhi.

Local Event – These events often provide several benefits, including creating pride in the community, fostering a sense of belonging, and creating a sense of place. They can also help introduce people to new ideas and experiences, encourage participation in sports and arts activities, and encourage tolerance and diversity. Various local events such as Lohrai, Baisakhi, and exhibitions are celebrated in India to showcase new products.

Another option for classifying events is to classify events according to their form or content [9]: A) cultural festivals; B) arts and entertainment; C) business and trade; D) sports competitions; E) recreational events; F) educational and scientific events; G) political and state events.

Another criterion for classifying events, which is often mentioned in the literature, is the dependence on the level to which they are tied at a particular destination [9]:

- A) events that always take place in the same community (community);
- B) events that always take place in another (second) community (community);
- C) events that take place simultaneously in several communities or cover the entire region.

As D. Goetz [10] explains, mega-events, which always occur in different communities, are usually global in their orientation and require a competitive offer to "win" them as a one-time event for a particular location. On the

other hand, characteristic events cannot exist independently of their host community, as can regional and local events that are rooted in the same place.

Despite the complexity and variety of actions in preparing and implementing events, there are typical stages of work.

First, it is necessary to separate two concepts: A) Event development (planning) is creating a sequential algorithm of actions that can effectively solve the task. The products of the event development are the Director's script and a complete package of documents required for the event [10]. B) We are holding an event (organization).

In turn, the development of the event includes the following stages [10]: A) defining the tasks and goals of the event; B) development of the event concept; C) selection and preparation of the event location; D) selection and conclusion of contracts with contractors; E) creating an event budget; F) development and approval of the event script (Director's script).

Before you start planning any event, you need to clearly understand why it is necessary – what tasks need to be solved and what results to achieve. This understanding is the foundation of the event's structure, content, and effectiveness.

There are several types of events [9]:

A) Internal corporate events (HR events) are evening whose primary purpose is to increase the loyalty of the company's employees or optimize the team's work. This group includes exclusively entertaining events (holiday parties, birthday days, etc.) and educational activities (personal development, advanced training, improving team spirit, etc.). Usually, internal corporate events do not require a large budget and titanic efforts. Just a good mood, creativity, and help from the HR department will be enough here. An exception may be entertainment events in large corporations with the invitation of partners and customers. I will talk about such events later, when it comes to image events. However, usually, companies are involved in conducting trainings or seminars that do it professionally. In addition to coaches and a training program, they usually offer an entertainment program.

B) External corporate events or image events as part of a marketing promotion strategy. They are more complex to design and implement. Even a tiny mistake or inaccuracy can lead to global consequences. Therefore, this group of measures should be considered in more detail. Image activities within the framework of the marketing promotion strategy are activities whose primary purpose is to present the company's image, product, or service to existing or potential customers and even partners within the company's marketing strategy. This type of activity is the most difficult to design and implement and the most important for improving business efficiency. In addition, this type is also a clear example of studying the issue of developing and conducting events.

Defining the tasks and goals of the event is the first and most crucial stage in organizing an event [9]. Its essence lies in who and what information will be broadcast through the event, what effect is expected about its guests, and what they should take away from the event. The goals and objectives that will be determined at this stage will determine the event's format and individual moments during the event. However, the event should be of interest to the audience.

Sometimes, there are two main mistakes when organizing an event [9]: A) An event is created only in order to hold it and then be proud, but at the same time, the event does not cover the target audience at all or is devoid of meaningful meaning; B) When creating an event, the company is so obsessed with its importance that it forgets about consumers' interests.

At the stage of event development, you should always provide for its structure, i.e., the presence of a planning meeting, the work of sections or business areas, a cultural program, etc., as well as the duration of all these stages in days and hours.

The event scenario, as the final document for the development of the event, should provide for the entire organization during the event, that is, fully reflect the structure of the event's content [9].

A script is a mandatory component of both regular and irregular events. Depending on how large-scale the event is and the degree of preparedness of all documents, the scheme of the scenario may change. The Rules of Procedure stipulate and approve the composition of the working bodies of the regular event, namely the Drafting Committee, the Presidium, and the Secretariat. For example, the content of a press release should include the social significance of the event, its originality, and the popularity of any person. As a rule, a press release should be placed entirely on one A4 page, and it should end with the coordinates of the organizing company and the contacts of the manager or the person responsible for contacts with the press. After the end of the event, you can compose an additional post-release and send it to the press to publish a message about the event [12].

At the second stage of event development, you must decide on the time and place of its holding. These are the two parameters that need to be considered, and they will be set in part by the target audience and the event's goals. When determining the venue, the main thing is to avoid making a mistake because if you choose the wrong place, the event may not get the expected audience, and the wrong choice of time will not allow the desired audience to get to the event. However, when determining the time and place of the event, you should consider factors such as the time of year, weather conditions, and holidays. Also, remember those events that will be held in parallel. When deciding where the event will be held, you should consider the preferences of the target audience since the venue plays a vital role in deciding whether to go there [9].

The third stage of event development is to determine the content and scenario, and only then can the content of this event be planned. All components of the holiday must be fully calculated and correctly inscribed in a common holiday, and entertaining moments, advertising, and spectacles must be harmoniously combined [9].

Information support for the event is also critical since the audience must learn about it in advance. Depending on the event's format, scale, and characteristics, a period of one month to two weeks is sufficient. The main rules that should be remembered when announcing an event are that the larger the event, the more effort and finances are spent on it, and the sooner the audience should learn about it. The way you notify your audience also depends on its format.

Conclusions and prospects for further research

Thus, the classification of events by size and scale has been substantiated, among which mega-events have been singled out – events with international appeal and genuinely global reach usually belong to the category of large or mega-events. Business card Events are events with excellent program quality. Well-known events are so connected to the spirit and soul of the host community that they become synonymous with the name of the place and receive widespread recognition and awareness; significant events are large-scale events, generating strong public interest and media coverage; Local Events – An event that is aimed primarily at a local audience and is organized primarily for its social, fun, and entertainment value.

The development of the event includes the definition of its structure, which includes planning meetings, the work of sections, the cultural program, and the duration of each stage. The second step is to choose the time and place of the event, which should consider the target audience, season, weather conditions, and parallel events because the wrong choice can affect attendance. As the final document, the event script should reflect in detail all aspects of the organization, including the composition of the working bodies, such as the drafting committee and the secretariat, as well as the content of the press release to cover the event. The third stage involves the development of content and script, where all elements should be harmoniously combined. Information support is also crucial: it is necessary to inform the audience about the event in advance through different channels, depending on its format and scale. This will ensure that there is enough engagement and attendance at the event.

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