

as a tourist destination will ensure the growth of external and internal tourist flows; additional inflows of investments in the region; creation of new jobs both directly in tourism and in related types of economic activity; additional receipts to local and state budgets; improving the quality of life of the local population and the like.

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EVENT MANAGEMENT AND ITS ROLE IN TODAY`S WORLD

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Event management is the process of planning and conducting different events. Event management is an activity that is necessary to make the event you are organising unique, spectacular and outstanding. Any event must have a special twist, a certain highlight. And the essence of a reception is not just the creativity, but also its delivery, the features of its presentation – so that all participants of the event are surprised, if only a little.

Event management is a large list of different activities performed by an event manager. In fact, it's a project management algorithm. Like any other project, an event has a start and a finish. Event organization work starts with the determination of the objectives to be achieved through the upcoming event. Event organization does not end directly after the event is over, but after the results evaluation is done – whether or not the tasks have been performed. On the basis of these missions, event managers build logistics, concept, scenario of the event. After that, contractors are hired and other important issues are resolved.

Event-management includes such responsibilities as:

- development of style and concept of the event;
- search and selection of venues for the event;
- menu development;
- development of design of the event: drawings and sketches, the selection of necessary decorative and structural elements;
- setting up meetings with the hosts, creating a unique event scenario;
- providing services of a photographer and videographer;
- development of a bright show program;
- selection of appropriate artists and many other tasks.

According to the information of ICT Marketing, the shares of all types of events in the world market are represented in the following way: concerts and public events make up 38%, corporate events – 27%, advertising campaigns – 22%, and family events – only 13%.

The five basic steps of event management are [1]:

Step 1: doing a research. Research is carried out before the event, so there is a greater chance of the event to meet the expectations of the organisers and participants.

Step 2: elaboration of the event. The success of the event depends on new ideas that emerge from brainstorming and synthesis. Evaluation helps to ensure that the creative ideas are relevant to the aims and objectives of the event.

Step 3: planning.

Step 4: coordination. This is the stage where the plan is being implemented and the working issues are being settled.

Step 5: evaluation and feedback.

To sum up, running an event of any degree of complexity requires professionalism, flexibility in decision-making, the ability to anticipate and foresee unforeseen circumstances and to navigate new conditions quickly. Whoever does it best is the event business leader.

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BUSINESS IN METAVERSE, OR HOW WE WILL COMMUNICATE IN THE NEXT 5 YEARS

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The world is changing. Thanks to advanced technologies, new innovations are being delivered faster than ever before: self-driving cars, flying robots, gene editing, Blockchain technology, but there's one change that will dwarf the rest, and it may be coming faster than you think: the Metaverse, which will change humanity in a fundamental way just like the smartphone did, and the Internet before it, and computers before that.

Nowadays, in the world of pandemics, the need to wear facemasks and a huge number of restrictions in communication with each other, we can barely imagine or predict what will happen next, so people must be ready for the most unexpected challenges. If we talk about our usual life, workplace, family relations and other things, people are becoming increasingly isolated and lost touch with reality. In everyday life, we obtain skills of teamwork, conflict resolution and effective interaction with each other. Distance learning and remote working have had an enormous impact on both children and adults both psychologically and socially, as there are not many opportunities to acquire soft skills, which are in the first place among the skills of the XXI century.

At the end of June 2021, Facebook CEO Mark Zuckerberg made a statement about what Facebook is planning for the next 5 years. The company will transition from being seen primarily as a social media company to being a Metaverse company. It has already announced its plans to create 10,000 jobs in the European Union in the next five years to work on the futuristic technology.

“Metaverse” is a virtual world, where you will be able not only to play games or use any other entertainment activities, but do whatever you were doing in your real usual life. The term was coined by an American writer Neal Stephenson in his 1992 novel where he described the concept as a successor to the Internet. While his idea was fiction, it is slowly turning into a reality now. Today, it refers to real-time 3D virtual spaces where users can meet, create, socialize, work, buy goods and services and attend events with other people who are not in the same physical space.

The Metaverse will bring enormous opportunities to individual creators and artists; to individuals who want to work and own homes far from today's urban centers; and to people who live in places where opportunities for education or recreation are more limited. At the same time, the