

According to J. Hubareva, there are 9 types of audiomarketing tools: sound logo, signature sound in telecommunications, musical scaffolding, jingle, celebrity collaboration, musical product placement, musical events, mediadesign of buildings, offices etc, telephone audiomarketing [1].

Although these tools are used by marketing companies to increase sales, we believe that consumers should be aware of the fact that they are being manipulated. Thus, we worked out several ways to avoid being manipulated in shops, including: writing a shopping list; having the exact amount of money that you need; considering whether the food has been grown or manufactured; reading all the information on the packaging carefully; online shopping.

Audio marketing is a promising branch of marketing, which possesses powerful tools to affect consumer behavior. Concerning the prospects of development of audio marketing in the near future, it's obvious that music content will become more integrated into the marketing communication systems between consumers and retailers, making audio marketing even more personalized.

## References

1. Аудиомаркетинг: інструменти, перспективи, прогресивний світовий досвід [Електронний ресурс] / Ю. А. Губарева // Економіка: реалії часу. Науковий журнал. – 2015. – № 4 (20). – С. 65-70. – Режим доступу до журн.: <http://economics.opu.ua/files/archive/2015/n4.html>

2. Что должно прозвучать для посетителей магазина или офиса, чтобы они совершили покупку// Про бізнес // 20.03.2015, Вишнякова Ж. [Електронний ресурс]. – Режим доступу: <http://probusiness.by/tech/850-что-dolzno-prozvuchat-dlya-posetiteley-magazina-ili-ofisa-chtobyoni-sovershili-pokupku-chast-1.html>

3. Как аудиомаркетинг и системы Digital Signage влияют на посетителей торговых точек [Електронний ресурс]. – Режим доступу: <https://www.retail.ru/rbc/pressreleases/153318/>

4. Як музика впливає на поведінку людей? [Електронний ресурс]. – Режим доступу: <http://poshtivka.org/yak-muzyka-vplyvaye-na-povedinku-lyudej/>

5. Muzak History: The Background Story on Background Music [Електронний ресурс]. – Режим доступу: <http://mentalfloss.com/article/28274/muzak-history-background-story-background-music>

УДК 378.147=111

## THE ROLE, PLACE AND SIGNIFICANCE OF EVENT-MANAGEMENT IN THE PRESENT CONDITIONS

**Klimova A., 21 MN**

**Kryvonos I.A., language adviser**

*Tavria State Agrotechnological University*

**e-mail:** [anastasiyaklimova6969@gmail.com](mailto:anastasiyaklimova6969@gmail.com)

**e-mail:** [iryna.kryvonos@tsatu.edu.ua](mailto:iryna.kryvonos@tsatu.edu.ua)

The formation of a market economy in the present conditions requires energetic and versatile professions. The profession of manager originates from the science that studies the art of management. Event management is one of the most effective promotion methods for companies that develop innovative products and services and operate in the areas of management consulting and system integration. The well-organized event management system allows you to spend it at the highest level of a private party, presentation or corporate event. A holiday in the life of the organization is a multifaceted and ambiguous phenomenon. The study of the phenomenon of the feast represents both theoretical and practical interest. The holiday event is one of the most effective tools of marketing communication, provides a long-term effect through the formation of the image, motivation of staff, and the formation of loyalty to the organization. These circumstances determine the relevance of the research topic.

The purpose of this work is to determine the role, place and significance of event management in the present conditions. Event management (from the English "Event") — is defined as a complete

set of events for creating mass and corporate events. This direction in management can be directed both to the internal environment of the organization (as a tool of motivation) and to external (in the framework of advertising and PR-campaign) [2].

Event-management includes all the actions and activities that are envisaged when planning, organizing, controlling and managing a project or event. Any event must have its own "creative chip". And the matter here is not only in the original idea, but in communicating it to the consumer, the way of filing it - to people at least a little, but surprised.

Event-management is a huge layer of various actions that must be performed by the event manager. In essence, it is a project management program. Like every project, any event has its beginning and end. It begins with setting goals, which should solve the future event, and ends not so much even the event, how much summing up - whether the goals have been achieved. Depending on the goals set, logistics, dramaturgy, scenography of events. An event is a new project every time, a new page in the life of the agency. But the only thing that is always the same, event-management is the process of planning, organization, control and conduct. The project organization itself is also important - meetings, negotiations. From all this, event-management is formed [3].

The range of services and facilities of the event is quite wide: from the message to employees, customers and contractors of simple but necessary information, to an effective presentation of the brand, or any product. The scale of influence can also be different: within one firm, several companies, or spread to huge masses of the public [1].

Currently, there is no statistical survey of the growth of this segment of business in Ukraine. The greatest increase in the popularity of event management is noted in the UK, where it is possible to obtain both a master's and an academic degree in this area of business. There are also a large number of societies, associations, courses offering training in connected aspects of event management: organizational skills, marketing, PR, advertising, logistics, budgeting, risk management. The demanded specialty of event-management is especially noted in large corporations, mass-media, advertising agencies, hotel and tourist business [3]. Corporate events are one of the effective tools for shaping organizational culture, which provide a long-term impact on the image of the organization. Information for the level of personnel motivation, the psychological climate in the team, and the determination of problems in internal communication is important for company management. Constant monitoring of these areas requires time, attention, professionalism of staff, financial resources. When conducting corporate events, it is possible to organize feedback more efficiently and cheaply. One-time monitoring and analysis of: communication efficiency, emotional mood, conflict, readiness for cooperation, intensity and character of relationships, identification of informal groups [4].

As a result of festive events, the formation of a position on the actions of the personnel takes place, the reliability of the promises of the leadership is checked, the team is gathered, norms and standards are propagandized, and the resource of the organization's memory is created.

To find out how the holiday affects the general mood of the team and in general to understand if the event-manager services are the necessary services, we conducted a sociological study during which we invited the students and teachers to answer the following questions: "Do you enjoy holidays?", "Do you celebrate holidays in the circle of your group / labor collective? ", "Is it accepted in your team to exchange gifts?", "What is your favorite holiday?" And of course, the most important question was - "Do you think the general celebration makes the team friendlier?" The results of our survey are as follows: 91% of students enjoy holidays, of which Easter is the most favored - 90%, in the second place birthday - 79.5%, and on the third - New Year Day - 73%. Then in descending order there are such holidays as Student's Day, Christmas, Halloween, All Lovers Day, March 8<sup>th</sup>, and the Day of the Fatherland Defender. 54.5% of students celebrate holidays in the circle of their teaching staff, 66% of respondents are happy to exchange gifts. And it is the most important for us, 93.7% of students confirmed our belief that the general celebration really makes the team friendlier. It can be concluded that event-management should have its own place in the life of the organization.

Our work has led us to the conclusion that the modern reality is characterized by an increase in the number of events and events in business and public life, increasing their social significance, so the value of event management in the efficiency of management is steadily increasing.

### References

1. Франкель Н., Румянцев Д. Event – маркетинг. Все об организации и продвижении событий / Н.Франкель, Д. Румянцев. - СПб.: Питер, 2017. – 675с.
2. Хальцбаур У. Event-менеджмент : [Учебное пособие] / У. Хальцбаур. Э. Йеттингер, Б. Кнаузе и др. – Эксмо, 2007. – 384 с.
3. Шумович А.В. Великолепные мероприятия: Технология и практика Event-management / Александр Шумович. – 3-е изд. – М.: Манн, Иванов и Фебер, 2008. – 336 с.
4. Tomas O. Reference model-based event management // International Journal of Event Management Research. Vol. N 1. 2008.

УДК 640.43(477)=111

### THE PROSPECTS OF DEVELOPING CATERING SERVICES IN UKRAINE

**Melkumova D., 11 ГРС**  
**Suprun O.M., language adviser**  
*Tavria State Agrotechnological University*

**e-mail: dzhulettamelkumova13@gmail.com**  
**e-mail: olena.suprun@tsatu.edu.ua**

Modern trends in restaurant business are largely intangible – this type of activity is rapidly developing and creates new unique features. Recently, the trend has begun to shift the services of organizing consumption of products and servicing consumers from catering halls to other places. One of the newest branches of restaurant industry is catering.

The development of the sphere of hotel and restaurant business provides new jobs for Ukrainians, creates additional revenues to the budget, allows to maintain the positive image of individual regions and the country as a whole, therefore the analysis of trends in the development of catering services in Ukraine is relevant today.

The aim of this article is to consider the role of catering in general, to analyze the broad concept of “catering”, to describe its types and to reveal the prospects for off-premise catering in Ukraine.

Hospitality is one of the most profitable branches of the world economy nowadays, becoming the main direction of economic and social development of Ukraine.

Catering is defined as the business of providing food and drink, typically at social events and in professional capacity either on-site or at a remote site [3].

Catering industry has been well developed in Europe for more than 130 years [4]. However, in Ukraine, this sphere is still very young. Catering services in Ukraine began to develop in the mid-90's, with the opening of borders and the arrival of foreign companies. This can be attributed to the fact that in Ukraine the culture of public catering itself is not developed. [1].

The volume of event catering, that is, all events that take place outside restaurants and hotels, in 2014 was estimated at UAH 85 million. By the end of 2015, this figure was UAH 72 million (according to the All-Ukrainian Advertising Coalition). The indicators were influenced by the political situation in the country and the crisis. In general, the size of the Ukrainian catering market is only 5% of that in France [2].

The concept of catering includes quite a lot of types of services. It depends on the venue of events, the amount of money that the client is willing to pay, the purpose of the event. The following types of catering are distinguished:

- Depending on the status of the consumer: VIP-catering; Mass catering.
- Depending on the place of production of food: on-premise catering; off-premise catering.