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ГОД ЦИФРОВИЗАЦИИ
В РЕСПУБЛИКЕ
ТАТАРСТАН
РЕСПУБЛИКА ТАТАРСТАН
ЦИФРОВИЗАЦИЯ

АКТУАЛЬНЫЕ ПРОБЛЕМЫ ТЕОРИИ И ПРАКТИКИ ФИЗИЧЕСКОЙ КУЛЬТУРЫ, СПОРТА И ТУРИЗМА

Материалы X Всероссийской научно-практической конференции молодых ученых, аспирантов, магистрантов и студентов с международным участием, посвященной Году цифровизации в Республике Татарстан

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Том 1. Секции 1 – 5

EVENT MARKETING AS A TOOL FOR IMPROVING THE IMAGE OF THE ORGANIZATION

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Topicality. In the conditions of the modern market, competition among organizations becomes fiercer every year. Leading places are occupied by those organizations that have a positive image, not only in the minds of consumers and customers, but also in the minds of partners and the media.

The purpose of work. The main purpose of this study is to explore the possibilities of the event as a tool to improve the image of the organization.

Research results and discussion. Event-marketing is an advertising strategy that involves personal contacts between organizations and their customers, as well as partners at special events such as concerts, fairs and sporting events, etc. Brands use different marketing entertainment (for example, shows, contests or parties) to convey their interests to the consumer. This practice works because it attracts consumers.

As I.M. Sinyaeva (Doctor of Economics, Professor) – «it is PR tools that actively influence the behavior, feelings, knowledge of consumers of goods, services, and also directly influence the formation of a positive attitude.» The formation of attitudes in the minds of the public directly affects the formation of the image of the organization. The organization of an event is based on an emotional-rational balance, where the emotional component most often prevails. This means that with the formation of positive attitudes and the appearance of positive emotions among the visitors of the event, a positive image of the organization will be automatically formed.

At the same time, G.L. Tulchinsky (Soviet and Russian philosopher) notes that «the PR-return from events, especially from conferences, seminars and round tables, is very high. With the help of events, the organizing organization dramatically raises the bar of its image and provides access to a fairly high level of contacts. It is at such events that the media usually pay attention. Therefore, from these events there are materials of long-term use for PR purposes: photographs, videos, brochures and the like».

E.V. Temicheva – journalist, specialist in PR and other public communications compares the event as a powerful PR tool that «works» precisely because:

1. People value thoroughness.
2. People like courtesy and attention (and any event involves a "chosen circle" of invitees).
3. People prefer to work in a calm environment rather than stressful and nervous conditions.
4. Any events are always focused around a specific topic and attract the attention of all those present to it, since it eliminates side irritants.

Here are a couple of examples of events:

1) One of the largest events is created by Red Bull. The manufacturer of the energy drink is associated with extreme sports, activity and freedom. Events held under the auspices of the brand are Red Bull Music festivals, sports competitions Red Bull Air Race, Red Bull Flugtag, Red Bull Cliff Diving, Red Bull King of the Air.

2) Every year, Apple organizes events to announce new products. These are expected events that bring together several thousand participants and guests.

3) Another example of a successful event is Heineken's partnership with the UEFA Champions League. The manufacturer's beer is sold at the stadiums, advertising time is devoted to it

before, during and after the games. Title sponsorship in a prestigious football tournament pays off – Heineken is widely recognized.

Conclusion. As a result, we can conclude that events are one of the types of PR tools. It should also be noted that other PR tools are closely related and also work towards a common goal set by the PR department of the organization. And this, in turn, means that one of the goals of the event is to form a positive image of the organization.

References

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