

SOCIO-ECONOMIC CONDITIONS FOR THE APPLICATION OF EVENT TECHNOLOGIES IN PUBLIC POLICY AND MANAGEMENT

Olha Orlova

Kryvyi Rih Economic Institute of Kyiv National Economic University named after
Vadym Hetman», Ukraine

Vitalii Vedenieniev

Donetsk Law Institute of MIA of Ukraine, Ukraine

Valentyn Orlov

Kryvyi Rih Economic Institute of Kyiv National Economic University named after
Vadym Hetman», Ukraine

Victoïia Poliakova

Kryvyi Rih Economic Institute of Kyiv National Economic University named after
Vadym Hetman», Ukraine

Maryna Sadovenko

Kryvyi Rih Economic Institute of Kyiv National Economic University named after
Vadym Hetman», Ukraine

Abstract. *The specificity of public administration is the implementation of social objectives, as it requires the use of effective means of administrative influence, adequate to the needs of the information society. In such circumstances, the concept of event management can be considered as an effective form of interaction between public authorities and the population. The aim of the study is to find ways to increase the effectiveness of public administration bodies through the use of event-marketing and event management technologies.*

The paper analyses the modern state of the theory and practice of event management in the activities of bodies of public administration. The emphasis is placed on finding of socio-economic determinants that contribute to the need to implement effective models of event-management in activities of government bodies and local self-government. It was determined that the use of event management logically reflects the content of the activities of public authorities in the information society. There is the combination of communicative functions and services for the modern system of public administration.

The main prerequisites for the implementation of conceptions of events in the activities of the authorities are the population, the landmark authorities for consumer services as a full participant, relations in the sphere of power, an increase in demand for the combination of entertainment and social elements, the need to increase the population to overcome the political and social absenteeism.

Keywords: *event, event management, marketing methods, public communications, political financing, public management, public policy.*

Introduction

Modern public administration, being a phenomenon generated by many political and economic interests, is a complex system of links between subjects and objects of managerial influence. The development of new concepts in public administration today is rapidly evolving and affecting various aspects of the human society life. Increasingly, public-management innovations are reflected in the social environment of consumers of management services, which, as an integral part of society, form their perception of the world and their own socio-cultural views under the influence of communicative interaction. The society of consumption, the economy of services could not but change the essence and content of various forms of national and local government. The transition to a new paradigm of the relationship in the system of "subject-object" management has led to a diversification of means of ensuring such interaction. The view of a person as a consumer of political, public, and administrative services substantially changes the conceptual approaches to the implementation of certain functions in public administration, in particular communicative ones. This necessitates the need to update the methods of implementing the functions of political and public administration at all levels, especially in the area of communicating power with citizens.

Communication of public authorities and politics takes place within the framework of events, mass events aimed at solving problems of a public nature. Such events largely determine the content of the activities of public authorities in modern conditions; require appropriate training, specialist knowledge and professional management skills.

The aim of the study is to find ways to increase the effectiveness of public administration bodies through the use of event-marketing and event management technologies, study of socio-economic factors, which enable public authorities to actively use in their activities such an element and tool of marketing management as management of public events.

Methods of object research are traditional for public administration (general science - analysis, synthesis, generalization, special - sociological and managerial analysis). They are aimed at ascertaining the nature and specificity of event management in the field of public administration and public policy. Methods of analysis used in this paper take into account the specifics of the subject of research (sociological and marketing research, political analysis, elements of system analysis, content analysis, and analysis of financial tools for managing events in public authorities).

Research results. Literature review

Market approaches to public administration are an instrument of new public management. This is evidenced by the European experience. We fully agree with the opinion of researchers that determine the success of public administration reform with the introduction of market mechanisms in the public sphere. So P. Christiansen thinks that the New Public Management includes the idea of incorporating market mechanisms in public sector governance. In the Danish case, market reforms have scarcely been used; private sector supplies of public services have not increased during the last decade. The lack of success of market reform in Denmark is explained by the strong institutions of traditional public sector governance operating at the micro-level (Christiansen, 1998).

The publications appearing in Ukraine are mainly devoted to the search for effective models of public administration, and with such unconditional relevance and expressed tendencies of increasing scientific interest in this area of research, unfortunately, they do not cover the scope of the methodology of modern public administration. Therefore, the ideas of W. Wilson, who viewed state governance through the prism of corporate management and thus launched a qualitatively new concept of social governance - public administration, are gaining new significance and new ways of managing public activity in a number of ways (Воронкова, 2012).

The attitude towards civil society and the individual as a consumer of management services, the need for a positive image of the state and its bodies is increasingly leading to the use of various aspects of marketing management in the public administration. As you know, one of the manifestations of modern marketing communications is PR and its component - event management. Historically, most of the new types of post-industrial society were born and received significant development first in the United States, later in Western Europe and in Ukraine. In connection with the transition of Ukraine to market relations in its economic system, new types of activities are actively developing, one of which is the organization of events (event-management). Increasingly, marketing events are becoming a key element in promoting company products. The organization of marketing communication activities greatly affects society as a whole. In this case, the management of the event is positioned as a way of emotional impact on the client and the direct presentation of ideas, products, and services to the consumer. It is noteworthy that in the practice of public authorities, elements of event management existed for a long time, but their scientifically substantiated use only recently led to the need for a more detailed theoretical analysis of the causes and possibilities of using marketing communications to achieve the goals of public administration.

Methodology

Investigating such a complex subject as marketing communications of public authorities, with command and event management requires specific methods of analysis. As the management of events in the public sector accumulates various elements of public administration, marketing management, socio-cultural management, political management, and research methods should also be adequate. They cover the traditional methods of analysis, synthesis, generalization, and specific methods for public administration, such as sociological and marketing research, political analysis, and systems analysis tools to understand the essence of the phenomenon under study. In addition, taking into account the realities of the public sphere, content analysis, analysis of financial tools for managing events in public authorities oracles, etc., are the necessary tools for the study. In the context of the tasks of this article, the general research methods necessary to ascertain the nature and specificity of event management in the field of public administration and public policy are used.

Investigation of the conditions of event technologies application in public policy and management

Modern public administration implements social tasks by specific methods that are adequate to the needs of the information society. Since the main tool of governance in such a society is communication, there is a need to update the methods of communication between government and society. One of the common forms of such communication is the events that are used in the context of public administration and public politics. Such events should be professionally trained (since they are elements of the socio-cultural sphere), funded (they are expendable projects, so it is about project financing of public events), meet the needs of public policy and management. This determines the relevance of the study of event management as a form of public authority. A public event is essentially an event of a social nature, an expression of technological functions of contemporary culture and uses marketing impact tools on citizens in order to motivate them to take appropriate action.

Modern trends in the development of this area of economic activity are embodied in the practice of public authorities. Conditions that determine the possibility of using the elements of event management in the activities of public administration bodies, can be represented in the following positions.

Firstly, it is the growing differentiation of the population, which is replaced by the consumption of mass products. Demystification is the distribution of the population into rather small groups that differ from each other in a variety of

characteristics. The results of de-massification are found everywhere and in everything. It is enough to see how many TV channels and radio stations appeared that suit consumer, cultural and even political tastes of different sections of the population. The times of «entertainment for all» gradually go away in the past, giving way to other species, specially tailored for each individual segment of society.

Secondly, today in the public sphere of governance the landmark is dominated by the consumer as a full member of the relationship, which is regulated not only by the rules of law, but also by the laws of supply and demand. The winner is the one who, first of all, takes into account the values and tastes of the consumer, and, based on them, builds his/ her marketing policy. In the context of public administration, this means that the paradigm of «good governance», which is actively implemented in modern practices of public administration of developed countries, is based on the understanding of man as the subject of power relations.

Thirdly, the development of social marketing is becoming widespread. The tradition of linking the name of a company, product or brand to socially significant phenomena has gained considerable popularity in the last decade and, according to experts, it will continue to gain momentum in the future. Appeared as a tool for short-term product promotion, social marketing evolved into a long-term market strategy that determines the positioning of the product. Using social marketing, companies get a rare opportunity to build long-lasting and lasting relationships with consumers.

The main advantage of this strategy is that the product is associated with a social phenomenon that is significant for the target group of customers and thus receives competitive advantages. Binding to the values and concerns of the target group strengthens consumer interdependence, brand and activities. This can seriously contribute to solving the problems of public administration. For the sphere of public authority, there are also pressing social problems that cannot be solved purely by administrative methods. The use of marketing management approaches, especially for the purpose of organizing events of social significance, social actions, and support for volunteer initiatives should be based on methods of event management.

Fourthly, there is an increase in demand for local events. Developing a global marketing strategy, corporations often find that the most difficult task is to make it understandable for individuals at the local level. In our country there are very low indicators of consumer confidence and loyalty to the manufacturer. The same situation with public authorities, and therefore the actual problem of increasing the authority of public authorities, can be solved using strategies of event management.

Therefore, large-scale national social advertising campaigns bring less result than more narrow-minded social actions of public authorities at the local level. Local event management, for example, local governments, allows «access» to each individual citizen by establishing a strong associative link between his/her values and the results of local government activities. Local marketing programmes must be integrated into a global promotion strategy, such as administrative services, in order to ensure their effectiveness and long-term sustainability.

Fifthly it is the entertainment. In everything there is an element of entertainment, even in measures of public authority. In today's market, saturated with supply and information, such a simple value as entertainment can play a decisive role in establishing communication between the authorities and the public. Entertainment was the most popular product of global significance. Thus, entertainment is the tendency for an entertainment element to be present in any marketing activity, including the number of activities of public administration bodies.

Sixthly, it is an increase in the level of engagement of the audience in special events. The advantage of event management in the public domain is that the audience is given the experience that cannot be obtained by watching the event on the screen, listening to the radio or reading the newspaper. This means that the event from the beginning to the end should be such that each visitor can enjoy, relax during the event. This contributes significantly to the activation of citizens to participate in solving common social problems and government.

Such tendencies testify to the profound social essence of the phenomenon of event management, which allows it to study both economic and managerial, as well as some other methods of modern cognition.

The system of marketing communications used in the activities of modern bodies of public administration is represented by means, which are divided into two groups: basic and synthetic. Elements of the four main means of marketing communications (public relations, direct marketing, advertising, sales promotion) are present in the structure of other specific communication tools (branding, event management, integrated marketing communications in place of providing management and administrative services, fairs, exhibitions, etc.). Synthetic marketing communications in public management should include, along with elements of the marketing complex, certain basic marketing communication tools and specific communication elements (Примак, 2009). The synthetic means of marketing communications – event-marketing or marketing of events-is becoming more widespread in implementing a marketing strategy for the operation of both enterprises and authorities. It is a tool for shaping the attitude of the public towards the activities of the enterprise and its products (Герасимов, Тульчинский, & Лохина, 2009).

Event management, which has always been an integral part of PR, is allocated to an independent activity and went beyond the informative function in relation to the consumer. The organization of special events is an unalterable component of the life of society at all stages of its development. In this case, we are talking about event management as a special kind of marketing communications.

It occurs when the organizational theory begins to develop, and organizers of special events are allocated in a separate, relatively independent sphere of professional activity. The stimulus for the development of this industry was the growth of the corporate sector, in particular, companies that grew, demanded services for the organization of business conferences, exhibitions, and corporate holidays (Мелентьева & Бичун, 2001).

Let us consider the socio-economic background of the use of event management in the modern social system and the possibilities of its use in the public sphere. Event management is, on the one hand, the type of integrated marketing communications, which is a set of activities aimed at promoting the product, service, and brand in the internal and / or external marketing environment by organizing special events. On the other hand, today it is a fairly widespread range of services for the organization of special events (Помат, 1995).

Events that are an object of management efforts within the framework of event management are classified into three types: working events; informative events; measures aimed at the organization of free time (Помат, 1995).

Event management is perceived immediately in two contexts: business as an instrument of marketing communications. The content of this phenomenon is to supply the consumer with goods and services as a gift. That is how much more precisely, one can convey the target content of this social, and by its nature and direction of influence, an economic phenomenon. Both the first and the second characteristics of it are quite relevant in the application to the public sphere, because it is not about profit, but about communication that needs to be spent.

In foreign and domestic theory, two terms are used at once – «event management» and «event marketing», which refer to different, but equally necessary, components of the organization of special events. Let us dwell on the distinction between these concepts, which is a kind of foundation for understanding the concept of using event management techniques in the field of public administration.

The paradox of event marketing is that it is the organizational issues that are characteristic of management as such, which are key factors in the image-formation of the event. It is no secret that the failure to take into account the details when organizing an event can lead to the establishment of negative

associations in the minds of target audiences and negative experience in connection with participation in this event. Conversely, attention to detail contributes to the creation of a positive reputation, even under the insufficient development of a strategy within the framework of general marketing. That is why management and marketing at the event are so closely interacting with each other.

Additional difficulties in distinguishing event marketing and event management arise also as a result of the double essence of this phenomenon, because it is both business and a variety of marketing communications at the same time (Ткачук, 2010). Moreover, there is parallel management of the event-company as an organization, marketing services, and events as an instrument of marketing and organizing events as areas of management, including public administration. That is why, speaking of event management in the context of public administration, it is necessary to clarify the context of the statement.

In forming the modern event of management, as a tool of public administration, it is possible to identify social factors. They lie in the plane of modern culture, and therefore, it is necessary to consider them in the framework of not only administrative but also sociological analysis of the process of consumption of this product of modern culture by society. We believe that in the process of influencing the consumer by the subjects of event marketing, there is a manifestation of a kind of relaxation as one of the technological functions of modern culture. In our understanding it is the culture of consumption of the product. Moreover, in this case there is a relaxation practice, expressed by means of event articulation and multidimensional modality. Note that in the process of conducting special events, all the signs and specific features of individual bodily relaxation are observed, however contradictory was the cultural determination of this type, and collective relaxation, comparable with the sociocultural potential of the event and its more saturated form - holidays. After all, the very event and holiday, in our opinion, are these cultural determinants and, in a way, technological ways of forming the relaxation effect on the basis of which the consumption of the social product takes place. Thus, event management as a social phenomenon has more significant managerial and even manipulative potential, especially in the aspect of critical and creative selection of various components of social experience than, say, ordinary advertising or traditional marketing. It is this liberalizing potential of the event, in our opinion, that can be actualized in various relaxation practices in the process of consumption of a managerial product or service. Taking into account the arguments put forward by us, it is quite easy to conclude on the relaxation potential of special events as an instrument of modern marketing technologies in public administration.

Firstly, a special event as a special non-daily phenomenon of human existence always has a certain sacred symbolic basis, which is perceived by humans as a social or supra-social value. Being essentially a manifestation of the veneration of a certain value, a special event requires special regulation in leisure and leisure time, as well as in the mode of emotional elevation, which is a significant factor in the formation of its relaxation effect.

Secondly, the relaxation effect through a special event is achieved in two opposite ways: on the one hand, the accumulated individual and social tensions are eliminated during the event of a special character of tolerant and altruistic communications that give birth to a sense of well-being, security and social comfort among people; and on the other hand, the removal of stress can be achieved through a well-known temporary violation of existing norms that are rooted in the minds of the consumer and undergo changes in the process of consumption of cultural product.

It should also be taken into account that the concrete ways of practical updating of the relaxation potential of event marketing are influenced by the content inherent in any society of the ethno-cultural tradition of social regulation of relaxation practices. It is obvious that without this circumstance it is impossible to formulate clear conceptual representations about the specifics and ways of connecting the constructive and destructive components of the relaxation potential of a special event as an instrument of product promotion and as a phenomenon of social life.

The main advantage of any special event is the establishment of direct contact between the client (product, brand) and the audience, the creation of a special emotional connection between them. Add the duration of the contact here and create a series of emotional experiences that are directly related to the brand / product - and at the exit we get a link between the brand and the audience (Ткачук, 2010).

The organization of political public events requires considerable effort, as it involves the creation of an event that solves complex social and political problems and makes serious political changes possible.

It should be noted that the use of the event in public politics and public administration has become a tradition for developed democratic countries. A political event, an event of a public nature, turns into a project that requires not only political content but also well-prepared management. Such projects are becoming more and more costly, and therefore, require adequate financial resources.

Political funding of projects in the field of public policy traditionally goes beyond the limits of state budget support. In some cases, there is a combination of public and non-public financial sources for the implementation of event

projects in the field of public policy or management. Such projects usually include election campaigns, public promotions, political shows, etc.

The financial resources of modern event management in public policy and management are formed as a result of the accumulation of state elements, political funding and charitable (mostly private) support. An important feature of such a combination of different sources of funding is the problem of the effectiveness of the use financial resources the various origins for the achievement of political goals that are relevant to a separate political force or political entity.

To solve the problem, public control tools are used:

- The source of funds in order to confront political corruption and prevent money laundering on events of a political nature;
- The procedure for implementing the financing of projects, spending budget funds. This involves financial monitoring of the activities of public administration bodies, political entities and citizens, which finance political projects as individuals;
- Results of the use of financial resources for the needs of public management and political activities.

Today, in democratic countries, the issue of confronting political corruption is quite acute without the help of such a tool as financial monitoring of the activities of political actors and bodies of public administration. Such monitoring is carried out by civil society actors and specially authorized bodies of state administration. The monitoring results are aimed at preventing the financing of events of a public nature having political or managerial objectives at the expense of sources of corruption origin. Modern mechanisms of financial monitoring of funding sources for public-political events require constant improvement.

At the same time, it is necessary to avoid the risk that a separate public authority, a politician, a group of political actors would turn into a closed event agency for servicing a particular political force or government. It is impossible to assume this, given the significant public significance of each public event.

Today, public administration and political actors are increasingly performing the functions of event management in view of the public nature of their activities and the general tendency to globalization of public-management impacts.

Thus, the greatest value of a special event is the feelings and emotions that it creates in the audience. It is in this and the greatest complexity of event management. It is very appropriate to refer to the laws of art here. The real art (no matter what genre), first of all, makes people empathize: to fear, suffer, laugh, feel happiness, and cry under the influence of what a person sees or hears.

Each properly organized special event should develop on the principle of drama: tie, culmination, interchange. It is precisely this sequence of events that keeps the audience in constant emotional tension, helps to collect and keep an eye out.

Conclusions

Today, the practice of state and local government bodies is one way or another associated with the application of marketing approaches to solving social and managerial problems. Modern technologies of event management in public policy and management have already become widespread, but their use does not take into account the important features of the public sphere, including such as the orientation of government activities towards the achievement of the public good, the desire for individualization of influence on the importance of massification, the need to involve citizens in active participation in the management of public affairs.

We consider it necessary to introduce in practice the practices of public administration bodies of scientifically sound approaches to the preparation and holding of public events based on a project approach. It is important to take into account in this process and the specifics of communication between the authorities of the authorities and the civil sector in the context of the actualization of society.

Prospects for further development in this field may include refinement of the content of event management techniques in the public sphere, their interconnection, classification and implementation in the practice of the work of the structural units of public relations, protocol work, youth and internal politics.

Summary

The aim of the study is to find ways to increase the effectiveness of public administration bodies through the use of event-marketing and event management technologies. The purpose of this article is the theoretical study of socio-economic factors, which enable public authorities to actively use in their activities such an element and tool of marketing management as management of public events.

The article analyzes the current state of the theory and practice of the use of event management in the activities of public administration bodies. The emphasis is placed on the search for socio-economic determinants that necessitate the introduction of effective models of event management in the activities of public administration and local government.

It is determined that the use of objective management quite logically reflects the content of the activities of public authorities in the conditions of the information society. The combination of the communicative function and the function of providing

public services in terms of content is a type of activity of the modern system of public administration.

The main prerequisites for the introduction of technologies is the management's activity in the activities of the authorities is the demarcation of the population, the benchmark of public authority on the citizen as a consumer of public services and a full member of the relations in the field of power, increasing demand for a combination of entertainment and social elements in public events.

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