

---

**UDC 33.338***Tkacheva N.P.**PhD, Associate Professor**Pererva P.G.**Doctor of Economic Sciences, Professor**Kosenko S.A.**student**National Technical University "KhPI"*

## **ADVANTAGES OF PROMOTING A PRODUCT TO THE MARKET WITH THE HELP OF EVENT MARKETING**

Event marketing, located at the junction of different marketing areas, is a complex mix of marketing, PR and advertising. At the same time, it is not so important where one direction begins and another ends - it is important that event marketing activates the interests of the target group and effectively works to promote the company, its goods and services [1-11].

At the heart of event marketing is an event – real or fictional, organized specifically for a specific campaign. It is in conjunction with the event that a set of proposals is considered, which should lead to the desired marketing result. To be associated with the event, that is, to be part of it and, at the same time, to have a direct benefit from the event, promoting the interests of the company – this is the philosophy of event marketing, expressed in two words: "to be" and "to have".

Events that are taken as a basis can have a different character: from information and educational (conferences, congresses, exhibitions) to sports and entertainment (tournaments, holidays, festivals, concerts, shows). Within the framework of basic events, in turn, original events can be held, developed taking into account the specifics of the company's activities, its traditions and preferences.

It is important to determine the algorithm of the enterprise if you want to use the concept of event marketing. First, an analysis of the marketing plan available to the company and the indicators that need to be achieved is carried out. Secondly, the target audience is determined, on which the achievement of the desired indicators directly depends. Thirdly, the event itself is chosen. Information about the target audience makes it possible to determine the nature of the event. One of the selection criteria is the fame and popularity of the event among potential consumers. The

choice of event is not at all as simple as it may seem. The company itself does not always have a list of interesting and relevant events suitable for such an event. A sufficiently wide list and appropriate recommendations are able to provide, perhaps only an agency that specializes in this direction and will be able to conduct further work on event marketing.

The benefits of promoting with the help of event marketing can be summarized in the following provisions.

1. Messages, suggestions – any information "packed" into an entertaining form is sensually experienced by the audience, which allows achieving higher activity and receptivity of the target group.

2. Based on all available means of advertising, PR and BTL, event marketing acts in different directions, selectively expanding the sectors of coverage of the target audience.

3. The brand of the "promoted" event can be widely used in the construction of a planned advertising campaign of the company.

4. A campaign based on event marketing has a "long-running effect" as it begins long before the event in announcements, posters, invitations, press conferences and continues in subsequent final performances, tours and, of course, media publications.

5. The audience directly participating in the event can be considered as a huge focus group on which the proposals of companies are tested. Thus, in the course of event marketing, preliminary knowledge about the consumer is accumulated, allowing to avoid additional research.

6. The event itself is an occasion to establish the necessary contact with journalists, gives space for multi-stage work with journalists, forms their interest and location.

7. Event marketing allows, if necessary, to organize direct sales of goods, logically "tying" them to the events held.

8. High creativity and flexibility inherent in event marketing allow us to build original programs for companies in various fields of activity and financial capabilities.

9. Participating companies can be consolidated within one event and one target audience, which significantly reduces the costs of each individually. Of course, the invitation to participate, and consolidation, and coordination of actions, and coordination with the organizer of the event are the functions of the same coordinating agency, which was discussed above.

**References:**

1. Маслак О.І., Перерва П.Г., Кобелева Т.О., Кучинський В.А., Ілляшенко С.М. Аутсорсинг патентних, логістичних та інформаційних послуг як інструмент підвищення ефективності управління інтелектуальною власністю на промисловому підприємстві // Вісник НТУ "ХПІ": зб. наук. пр. Екон.науки. Харків : НТУ "ХПІ", 2021. № 2. С. 21-26.
2. Кобелева Т.О., Перерва П.Г. Формування системи економічної стійкості та комплаєнс захисту машинобудівного підприємства // Економіка: реалії часу. 2018. № 1 (35). С. 98-106.
3. Kocziszky György, Pererva P.G., Szakaly D., Somosi Veres M. (2012) *Technology transfer*. Kharkiv-Miskolc: NTU «KhPI». 668 p.
4. Pererva P.G., Kocziszky G., Veres Somosi M. (2019) *Compliance program: [tutorial]*. Kharkov; Miskolc : NTU "KhPI". 689 p.
5. Кобелева Т.О., Витвицька О.Д., Перерва П.Г., Ковальчук С.В. Стратегічне управління розвитком підприємства на засадах інтелектуальної власності // Вісник НТУ "ХПІ" (економічні науки) : зб. наук. пр. Харків : НТУ "ХПІ", 2022. № 1. С. 52-57.
6. Tkachov M.M., Pererva P.G., Kobielieva T.O., Tkachova, N.P., Diachenko T.A. (2021) *Management of relations with enterprise stakeholders based on value approach // Problems and Perspectives in Management*. Vol.19, Iss.1. P.24-38.
7. Ткачова Н.П., Перерва П.Г., Кобелева Т.О. Формування інноваційної та інвестиційної політики промислового підприємства на засадах збалансованої системи показників // Вісник НТУ "ХПІ": зб. наук. пр. «Технічний прогрес та ефективність виробництва». Харків: НТУ "ХПІ", 2015. № 59 (1168). С. 96-100.
8. Ілляшенко С.М., Перерва П.Г., Маслак О.І., Кобелева Т.О., Кучинський В.А. Ефективність інформаційних технологій в управлінні інтелектуальною власністю промислового підприємства // Вісник НТУ "ХПІ": зб. наук. пр. Екон.науки. Харків : НТУ "ХПІ", 2021. № 1. С. 53-58.
9. Гусаковська Т.О., Кобелева Т.О. Вплив розміру збитків від порушень прав інтелектуальної власності на процес ціноутворення. Вісник НТУ "ХПІ": зб. наук. пр. «Технічний прогрес та ефективність виробництва». Харків: НТУ "ХПІ", 2014. № 64 (1106). С. 52-57.
10. Tkachova N., Kobielieva T., Pererva P. *Formation of competitive advantages of machine-building enterprises on the basis of the benchmarking concept [Electronic resource]*. *International Marketing and Management of Innovations: Global Sci. E-Journal*. Bielsko-Biala, 2021. № 6. 10 p.
11. Кобелева Т.О. Сутність та визначення комплаєнс-ризиків // Вісник НТУ "ХПІ": зб. наук. пр. Екон.науки. Харків: НТУ "ХПІ", 2020. № 1 (3). С. 116-121.