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IMPLEMENTATION OF THE INTEGRATED COMMUNICATIONS THEORY BY THE EXHIBITION COMPANY

ИСПОЛЬЗОВАНИЕ КОНЦЕПЦИИ ИНТЕГРИРОВАННЫХ КОММУНИКАЦИЙ В ВЫСТАВОЧНОЙ КОМПАНИИ

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ABSTRACT

*INTEGRATED COMMUNICATIONS,
EXHIBITION COMPANY, SPECIALISED
EXHIBITION, EVENT MANAGEMENT*

The article deals with the main stages of the international specialised exhibitions management; the mistakes having been made by the employees of the Exhibition Company «Belinterexpo» during the management of the international specialised exhibitions; and the advice on the improvement of the corporate integrated communications.

АННОТАЦИЯ

*ИНТЕГРИРОВАННЫЕ КОММУНИКАЦИИ,
ВЫСТАВОЧНАЯ КОМПАНИЯ, СПЕЦИАЛИЗИ-
РОВАННАЯ ВЫСТАВКА, СОБЫТИЙНЫЙ МЕ-
НЕДЖМЕНТ*

В статье изложены основные этапы менеджмента международных специализированных выставок; ошибки, допущенные сотрудниками выставочной компании «Белинтерэкспо» в процессе менеджмента международных специализированных выставок; предложены эффективные рекомендации по совершенствованию корпоративной системы интегрированных коммуникаций.

The importance of event management is undeniable in today's fast-changing business world [1, p. 83]. The international exhibitions are a powerful tool for promoting the image of the Republic of Belarus abroad and boosting its competitiveness on the international market [2, p. 143].

The object of the research is the integrated communications theory in the context of the international exhibition activities.

The subject of the research is the peculiarities of the integrated communications in the management of the specialised exhibitions organised by the Exhibition Company «Belinterexpo» – the Unitary Enterprise of the Belarusian Chamber of Commerce and

Industry (the BelCCI).

The goals of the research are 1) to determine the stages of the international specialised exhibitions management; 2) to identify the mistakes in the integrated communications implementation of the specialised exhibitions management by the Exhibition Company «Belinterexpo» of the BelCCI; 3) to provide effective solutions to correct those mistakes.

The stages of the event management of the specialised international exhibitions can be summarised in Table 1.

Table 1 – The Stages of the International Specialised Exhibitions Management

Stage	Stage Description
1. Event Idea & Approval	Generation of ideas
	Approval by the top management
2. Defining Date, Venue and Budget	Date setting
	Negotiations with the bases for the exhibition
	Realistic cost analysis formulation
3. Program Planning & Selection of Speakers	Planning of the business program
	Endorsement of the main speakers
	Endorsement of the subject-specific experts
4. Lists of Participants & Visitors	Creation of participants and visitors databases
5. Promotion of the Event	Search of the media to cover events
	Creation of printed advertising materials
6. Execution of the Event	Situational control
	Surveys implementation
7. Reconciliation of the Event	Event effectiveness evaluation
	Sharing the event results with the leadership
	Sharing the event results with the guests, visitors and participants

The results of the case analysis of the integrated communications in the specialised exhibitions management by the Exhibition Company «Belinterexpo» of the BelCCI can be summarised in Table 2.

Table 2 – Integrated Communications in the Event Management of the Specialised Exhibitions by Belinterexpo of the BelCCI: Mistakes and Effective Solutions

Mistakes	Effective Solutions
Mistake 1. Long meetings with no results	- define a precise agenda of a meeting
	- state time limits of a meeting
Mistake 2. No clear division of the employees' responsibilities	- delegate employees' responsibilities with no overlapping
Mistake 3. Poorly defined event ideas, or event concepts	- define event ideas (i.e. specialised exhibitions) clearly
Mistake 4. Poorly formulated event target audience	- conduct proper marketing research
	- define the event target audience clearly
Mistake 5. No electronic system of Customer Relationship Management (CRM)	- implement a CRM-system
Mistake 6. No e-mail distribution service	- implement the e-mail distribution service like MailChimp
Mistake 7. No service for the company's employees to revise files simultaneously	- use services like Google Docs to create and revise files simultaneously
Mistake 8. This website may be hacked (Figure 1)	- change the website or come up with a new one
Mistake 9. The event failure reasons are not analysed	- implement the event failure analysis

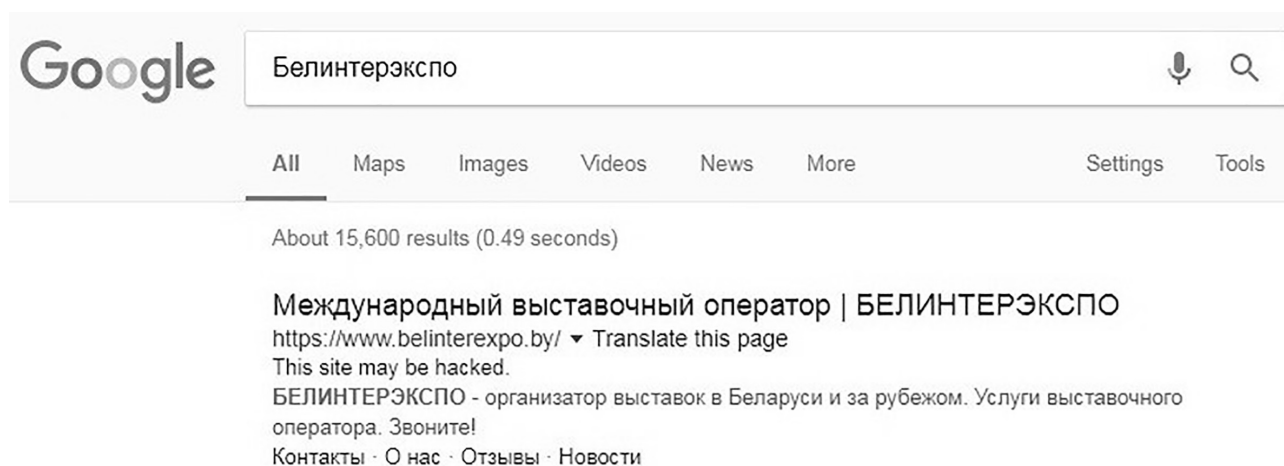


Figure 1 – Message «This website may be hacked»

«This site may be hacked» is the message under the first link to the corporate website of the Exhibition Company «Belinterexpo» in Google, which appears when a search engine thinks that hackers have changed the content of the website or added their own information to it; and having visited this website, users may suffer from the harmful software.

Newness of the research is that for the first time the peculiarities of organising and holding the international specialised exhibition in the Republic of Belarus have been analysed.

The area of application: the algorithm of organising and holding the international specialised exhibitions can be used by the specialists of the exhibition companies to improve corporate integrated communications system.

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THE USE OF ONLINE VIDEOS FOR TEACHING FOREIGN LANGUAGE

ИСПОЛЬЗОВАНИЕ ОНЛАЙН ВИДЕО В ОБУЧЕНИИ ИНОСТРАННОМУ ЯЗЫКУ

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ABSTRACT

*YOUTUBE, WEBSITES, AUTHENTIC VIDEOS,
ONLINE MATERIALS, BLOGGERS*

АННОТАЦИЯ

*YOUTUBE, ВЕБ-САЙТЫ, АУТЕНТИЧНЫЕ
ВИДЕО, БЛОГГЕРЫ*