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EVENT MANAGEMENT OF THE INTERNATIONAL EXHIBITIONS

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Key words: event management, special events, exhibition services, international exhibition, specialized exhibition.

Abstract. The article deals with the research findings of the event management stages of the International Specialized Exhibition "HouseExpo: Architecture. Design. Construction-2016" (16–19 March 2016, Minsk): from generation of the exhibition idea to evaluation of the effectiveness of the exhibition management strategies and tactics used on the international level.

The importance of event management is undeniable in today's fast-changing business world. Managed appropriately, events produce economic, social and cultural benefits [1, p. 257]. Such events as international exhibitions require thorough planning and effective execution to ensure participants, visitors and guests derive the maximum possible advantages from the exhibition on the inernational level.

The objective of the research is to determine the main stages of managing exhibitions after analysing the case of the International Specialized Exhibition "HouseExpo: Architecture. Design. Construction-2016" organized by the Exhibition Company "Belinterexpo" of the Belarusian Chamber of Commerce and Industry.

The results of case analysis can be summarized in the Table.

Table – Stages of managing the International Specialized Exhibition "HouseExpo-2016"

Stage	Stage Description	Stage Application
Stage 1. Event Idea and Approval	Idea generation.	Generation of the idea to organise the exhibition for designers, architects and construction companies.
	Approval of the top management.	Approval of the Director of the Exhibition Company "Belinterexpo" and the Chairman of the Belarusian Chamber of Commerce and Industry.
Stage 2. Setting Date, Venue and Budget	Dates setting.	16–19 March 2016.
	Negotiation with platforms for the exhibition.	Negotiation with Sports Palace, Minsk.
	Formulation of the realistic cost analysis.	Financial planning.

Table – Stages of managing the International Specialized Exhibition "HouseExpo-2016": Continues

Stage 3. Program Planning and Speakers Selection	Planning of the intensive business program.	Seminars, workshops, B2B meetings.
	Endorsement of the keynote speakers.	E.g. Alexander Samoilov, business coach in business communication, corporate psychology and time management.
	Endorsement of subject-matter experts.	E.g. Ufox-media (Social media marketing).
Stage 4. Participants and Visitors Lists	Creation of the database of both participants and visitors.	E-mail distribution, fax distribution, cold calling.
Stage 5. Event Promotion	Finding the media to cover the event.	Proposition of "Partnership Packs" for web-sites, field-related magazines and newspapers to publish press releases and the exhibition updates.
	Production of printed collateral materials.	Production of exhibition brochures, posters.
Stage 6. Event Execution	Monitoring of the situation.	Conducting personal interviews.
	Conducting surveys.	Distribution of feedback questionnaire.
Stage 7. Event Reconciliation	Evaluation of the event effectiveness.	Calculation of return on investment; processing of the questionnaire survey responses – approx. 80 % of the companies plan to participate in the exhibition "HouseExpo-2017".
	Communicating the event results to the leadership.	Reports to the top management of the Exhibition Company "Belinterexpo" and the Belarusian Chamber of Commerce and Industry.
	Sharing the event results with the participants, visitors and guests.	Publishing of post releases on web-sites and in field-related magazines and newspapers.

The area of practical application: the research findings can be considered by the specialists of the exhibition companies to manage events on the international level.

The perspective of the research is to create a handbook on the event management of the international exhibitions.

References
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COMPUTER TECHNOLOGIES STATISTICAL DATA ANALYSIS

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Key words: statistical analysis, software packages, statistical functions, statistical functions, information processing methods.

Abstract. The most popular of the specialized statistical packages are considered basic operations that can be performed with quantitative data in their statistical analysis, as well as the principal benefits that accrue to the specialist performs statistical processing of information, for each of the packages.

In view of the rapid scientific and technical progress and a considerable increase in information activities there is an urgent need for analysis of quantitative data. For qualitative performance of various types of statistics data analysis was developed by applied statistical packages, which have capabilities to make the process less time consuming. Statistical packages adapted for use in a variety of modern operating systems have capabilities for data visualization and analysis. Currently, all of the statistical systems are classified into two groups:

1. standard software packages;
2. specialized software packages.

The best known and most widely used specialized packages are the following: STATISTICA, SPSS, STADIA, which has a much larger functions compared to the standard packages and allow you to apply the most modern methods of mathematical statistics for data processing.

Integrated system STATISTICA includes a large number of methods of statistical analysis (more than 250 built-in functions) among which the most often implemented are: basic statistics and tables, nonparametric statistics, analysis of variance, multiple regression, nonlinear estimation, time series analysis and forecasting, cluster analysis, factor analysis, discriminant function analysis, analysis of the duration of life, canonical correlation, multidimensional scaling, structural equation modeling etc. Due to its versatility and simple interface, the system has found application in research in various fields, engineering, business, the educational process.