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ANALYSIS OF THE STATE AND PROSPECTS OF THE EVENT-SERVICES MARKET

This study is devoted to the analysis of the state and prospects of the Event-services market.

The relevance of the study is emphasized by the increasing importance and demand for Event-services among the population.



The Event market penetrates the business sphere.

Event-market is a set of provision of one type of services and sub-institutions, covering the whole sphere of organization of events dedicated to any event, and aimed either at obtaining positive emotions or increasing profit (PR-companies).



We offer a **new classification of events** and additional Event-services in the industry.

The **proposed classification** of activities allows making choice more quickly for organizers and customers. Information is relevant for companies that have recently appeared on the market. Agencies are inventing new ways to achieve customer goals expanding the scope of additional services. In the future, the

classification will expand due to the rapid pace of technology development and increasingly applied marketing strategies.



Private sector:

- Wedding
- Birthday
- Graduation
- Practical joke
- Other private activities include:
- House-warming
- Discharging from maternity hospital and others

Corporate sector:

- HR-events:**
- Corporate party and professional holidays
 - Team building
 - Competitions
 - Other activities for employees
- Business events:**
- Business forums
 - Conferences
- Marketing and PR-projects:**
- Promotional events
 - Presentations and other

Tourism sector:

- Local holidays and events:**
- City days
 - City competitions
- Regional:**
- Regional festivals
 - Exhibitions
 - Show
- Native:**
- National holidays and others
- Overseas field events:**
- International:**
- Carnivals
 - Festivals and other

Public sector:

- Large-scale events:**
- Defender of the Fatherland Day, February 23
 - International Women's Day, March 8
 - Spring and Labor Festival, May 1
 - Victory Day, May 9
 - Russia Day, June 12
 - Day of Accord and Reconciliation, November 4
 - New Year's Eve
- Local holidays:**
- Student's Day
 - Medical Worker's Day and other

Thus, by increasing the number of events and expanding the scope of additional services, the Event-services market will continue to develop successfully. External and internal market indicators will contribute to this.