

In addition, large companies offer help to students with their education and career- very effective marketing ploy. They organize job fairs and offer discounts on their products to students.

Large Russian and international companies conduct case study competitions among young people, which have recently become very popular in Russia. Case study tournaments are events where it's necessary to solve a specific task in business based on the real economic situation, to explore it, understand the problem, find possible solutions and choose the best one.

Paid internships to work closely with universities, multilevel programs to solve business cases allow companies to create a circle of loyal candidates, to get talented young people. The main goal is the creation and positioning of a brand in the labor market (HR-brand), investments in its product on the market, making contacts with the target audience. Thus, the brand is becoming more recognizable, the company proves its social responsibility (social advertising).

Such events attract potential employees' attention to the company, to a particular product, analyze the expectations of the consumer, while avoiding large financial costs. However, all of this does not change the effectiveness and positive impact of these companies on the market, which provides an opportunity for young talented people to realize themselves and to get a job in the company of the dream (main bait) when solving business cases. In addition, according to the McKinsey study, only 10% of students are successful in career building.

Thus, event marketing is one of the most effective and promising areas of marketing policy in the sphere of business to work and attract young people - a large part of the population. Well-organized events increase the number of consumers, the sale of goods and services, and the possibility of choosing the most talented future employees. At the same time, bad-organized events can have negative impact on the image of the company and reduce sales significantly.

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FEATURES OF THE ORGANIZATION IVENT-ACTIVITY TO PROMOTE SERVICES IN CONSUMER MARKET

Excessive activity of advertisers and the massive use of advertising, sales promotion, PR, and other marketing communications tools compel consumers to protect themselves from such information, thereby reducing the effectiveness of their use.

To increase the effectiveness of such companies have to resort to non-traditional means of marketing communication that makes it relevant to study the features of their use of such tools as Ivent-Marketing (Event Marketing).

Event marketing - is part of PR, to organize special promotional events local. PR

has a variety of tools, including Ivent. Instrumentation includes: organization of seminars, round tables, presentations, round tables, "open house», product and brand placement, and more. [2]

According to the company's marketing services, direct marketing (MAMI, UDMA, uPAR) market volumes will decline to 707 million USD, that is 12% over 2014. [1] This pattern is associated not only with Macromedia in the country, but also with reducing factors the effectiveness of these instruments.

The service, unlike material goods: no guaranteed quality standards; intangible; inseparable from the manufacturer; incapable of storage; variability in perception; One-time and nepoluchaetsja client in the property, and the time factor plays a significant role. Therefore, planning Ivent-events also has its differences.

Thus, when the organization Ivent-events are encouraged to use two lines of perception of events:

- Ivent-contact for material goods
- Ivent-dive for services

Especially the use of perception depending on the type of product is an important component Ivent-events at which we must pay attention. Separation Ivent-marketing on two fundamental concepts necessary for the perception of different features of human information.

Contact (Item) - a feature of all Ivent-related activities so that the consumer could be in contact with the products.

The characteristic feature of such instruments as: specialized exhibitions, presentations, product & brand placement. These tools are more suitable for examination of the consumer with material goods.

Immersing (service) - a feature of all Ivent-related activities so that consumers could feel the manifestation of services for themselves in a positive light.

This is shown in the following example:

- «Open Days»
- Opening Ceremony
- Press tours

Thus, it can be argued that the use of different approaches for different types of product, depending on the concept of separation and promotes better for the consumer and for the producer object Ivent-measures that will help to build up more events for the company, minimizing the risk of being unperceived by the client.

References:

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