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**K. A. Zhurakivska**

*IV-th year stud.*

*specialty «Organizations' Management»*

*Research advisor: assoc. prof. Y.L.Grinchenko*

## **MAIN FEATURES OF SPORT EVENT PLANNING**

The evolution of sport event management has led to it becoming a multimillion-euro business, which benefits its hosting country's economy through tourism and social development schemes [1, p. 294]. The first important step to be made is to define the type of the upcoming event, so that the planning process can be dissected into various conceptual dimensions according to their time, size and the scale involved [2, p.327]. The scale of the event may change, which will decipher how the event is classed, and possibly how much extra outside interest and staff are employed to complete the event, but essentially the life cycle is always the same, consisting of planning, running and post evaluating [3, p.47].

Super Bowl (an American football match between two league winner teams) consists of only one match, but the bidding procedure begins three years before an event, following a two-year-to-go organizational process. The main purpose of the bid process is to demonstrate that the bidding organization has the capability and resources to stage the event, as it also provides additional reasons why the bidding organization should be selected over other rival bidders. [2, p.410] As a matter of fact, majority of sport events require different kinds of biddings and can start a decade before the stated bout.

Planning a sport event is stepwise similar to setting up any sort of company and encompasses the following five key elements which are generally undertaken consecutively: mission, vision, SWOT analysis, objectives, concept, and strategy selection. However, the leading role is headed not to mission, but to defining the appropriate objectives. Sport events have different objectives, which vary according to the size of the competition: hallmark and local events are in charge of developing tourism interest to the region, as well as bringing a positive economic impact to both organizers and government. Olympic Games and FIFA

World Cup, which are vivid examples of mega-sports events, take it for granted to promote healthy life style, environmental and cultural problems, stating sustainability management plans. [4]

Whatever the scale of event the feasibility stage needs to include a cost-benefit evaluation in order that the budget can be set. This will enable organizers to forecast the extent of the benefits. [5, p.89-91]. The event team, venue and facilities, budget, the program, marketing and logistics are essential sections to be written in the detailed plan. [6, p.172] During the detailed planning phase it is principal to determine the right number and types of human resources required to conduct the event. This is of particular importance to volunteers, as many events will rely on the recruitment and use of them. [6, p. 146] The main purpose of financial management in a special event setting is to ensure that any financial objectives set are met. The key contents of a sport event budget outstandingly differ from any other business industry and are summarized as follows: revenue consists of broadcasting rights, commercial rights, tickets, hospitality, and other revenue (e.g. fines, funding's from organizational sport committees, entry fees); total expenses consist primarily of the distribution to participating country associations, contributions to associations, event expenses (direct event expenses, broadcast and media, marketing, promotion, publications, hospitality and other event expenses), referees and match officers, information and communications technology, employee salaries and benefits, depreciation and amortization of non-current assets, and other expenses. [6, p. 92-93]

As ticketing is an important means of crowd control, it must be considered a ticketing process that involves advanced ticket sales, tickets purchased at the event or both, which depends on the events size. [7]

Sponsorship for a sport event is entrenched as a valid and successful way for companies to promote their goods and services, and it is clearly identified as an influential feature of revenue, being the second resource after broadcasting of main sport events, like the Olympic Games, UEFA Champions League, Commonwealth Games, Formula 1 and other. [8] Once the type of sponsor has been clearly identified it is important then to match sponsors with the event by selecting those sponsors who will have a similar target market to the event team.

To conclude, the four characteristic key points of sport event planning are described as the following: a close cooperation between the sport organization and host country governance; formatting a clear

timeline for all organizational projects, as well as formatting both a competition schedule and a logistics schedule of events; the correct selection of venues according to their accessibility; meeting the sponsors goals with the organizers as it is a crucial factor for the hospitality areas. The success of managing sport event is arranged by the correct planning process and has unique features concerning only the particular business industry, which establish appropriate rules for the management function.

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**В. М. Олексієнко**

*студ. IV курсу*

*спеціальність «Менеджмент організацій»*

*Науковий керівник: к.е. н., доц. М. П. Чайковська*

### **АКТУАЛЬНІ ТЕНДЕНЦІ СУЧАСНОГО ЕТАПУ ІНФОРМАТИЗАЦІЇ СУСПІЛЬСТВА**

В умовах розвитку сучасного суспільства інформаційні технології глибоко проникають в життя людей. Інформаційні технології стимулюють розвиток самих різноманітні сфер діяльності людини, починаючи з вузькоспеціалізованих областей важкої промисловості аж до соціальних мереж. Мета застосування інформаційної технології – зниження трудомісткості використання інформаційних ресурсів, а основною метою інформаційної технології є