

economy that restrain the development of exchange trade. The main one is the unwillingness of the leaders of Belarusian companies to learn new methods of work. According to the "Belarusian Universal Commodity Exchange", since the beginning of the year, Belarusian business entities have received almost 90 million rubles of additional revenues and savings through participation in exchange trades. The main advantage of the exchange mechanism for firms participating in exchange trades is the minimization of risks and expansion of the geography of trade.

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### INTEGRATED COMMUNICATIONS AND EXHIBITION MANAGEMENT

### ИНТЕГРИРОВАННЫЕ КОММУНИКАЦИИ И ВЫСТАВОЧНЫЙ МЕНЕДЖМЕНТ

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*Key words: event management, special events, exhibition activities, international exhibition, integrated communications.*

*Ключевые слова: событийный менеджмент, специальные события, выставочная деятельность, международная выставка, интегрированные коммуникации.*

*Abstract. The article describes the main mistakes having been made by the project managers and the top management of the Exhibition Unitary Enterprise "BELINTEREXPO" of the Belarusian Chamber of Commerce and Industry during the event management of the international exhibitions and the advice on the improvement of the enterprise's integrated communications system.*

*Аннотация. В статье изложены основные ошибки, допущенные менеджерами проектов и руководством Выставочного унитарного предприятия «БЕЛИНТЕРЭКСПО» Белорусской торгово-промышленной палаты в процессе событийного менеджмента международных выставок и*

*предложены рекомендации по совершенствованию системы интегрированных коммуникаций на предприятии.*

It's undeniable that 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. The international exhibitions require thorough planning and effective execution to ensure participants, visitors and guests derive the maximum possible advantages from the exhibition [1, p. 363].

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

*The subject of the research* is the integrated communications in the event management of the international exhibitions of the Exhibition Unitary Enterprise "Belinterexpo" of the Belarusian Chamber of Commerce and Industry.

*The objective of the research* is to identify the mistakes in implementation of the integrated communications theory in the event management of the international exhibitions by the Unitary Enterprise "Belinterexpo" of the Belarusian Chamber of Commerce and Industry and provide the solutions to correct them.

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

Table – Integrated Communications in the Event Management of International Exhibitions by the Unitary Enterprise "Belinterexpo" of the Belarusian Chamber of Commerce and Industry: Mistakes and Solutions

Mistakes	Solutions
1) Lengthy meetings without results.	– work out clear agenda of a meeting; – set time limits of a meeting.
2) No clear division of project managers' responsibilities.	– delegate responsibilities among the employees without their overlapping.
3) Vague event ideas (event concepts).	– formulate the ideas of events (international exhibitions and conferences) clearly.
4) Vague formulation of events target audience.	– conduct marketing research; – formulate the target audience of events clearly.
5) No Customer Relationship Management (CRM) system.	– install a CRM system.
6) No special service for e-mail distribution.	– install a special service for email distribution (e.g. MailChimp).
7) No special service for the managers of the enterprise to edit documents simultaneously.	– use Google Docs to create and edit documents simultaneously.
8) "This site may be hacked".	– modify the website or create a new one.
9) The enterprise's website has no English version.	– create the English version of the website.
10) The reasons for the event failure are not analysed.	– conduct failure analysis.

*The perspective of the research is to create a handbook on the implementation of the theory of integrated communications in the event management of international exhibitions.*

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### NON PROFIT SPORT MARKETING SPHERE НЕКОММЕРЧЕСКАЯ СФЕРА МАРКТЕИНГА СПОРТА

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*Key words: sport marketing, healthy lifestyle, segmentation in healthy lifestyle sphere, marketing research.*

*Ключевые слова: маркетинг спорта, здоровый образ жизни, сегментирование в сфере здорового образа жизни, маркетинговое исследование.*

*Abstract. The article describes the goals, tools and objects of sport marketing in the non-profit sphere. It is logically proved that the state is interested in its development. Examples that prove the positive trends in the growth of the directions of a healthy lifestyle in the Republic of Belarus are given. The results of the marketing research of the attitude of the inhabitants of Vitebsk to sports activity are described. The author formulated the following hypothesis: segmentation of consumers in the sphere of a healthy lifestyle is advisable to conduct on the basis of age.*

*Аннотация. В статье приведены цели, инструменты и объекты маркетинга спорта в некоммерческой сфере. Логически доказано, что государство заинтересовано в его развитии. Приведены примеры, доказывающее положительные тенденции роста направлений здорового образа жизни в Республике Беларусь. Описаны результаты маркетингового исследования отношения жителей г. Витебска к спортивной активности. Автором*