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## **SPECIFIC FACTORS OF EVENT MANAGEMENT FORMATION**

### *Summary*

Today poses new challenges in the development of modern management in the business environment of Ukraine. Event management has confidently become one of such directions, the impetus for the formation of which was event tourism. The need for time was the emergence of professionals in the field of organization and conduct of events - key points of activity - who would take over event management and post-event reflection. Building an inventive management system based on general and specific factors allows businesses in this area to be prepared for threats and develop successfully.

The purpose of the study is to substantiate the specific factors influencing the formation of the system of event management in the business environment of Ukraine.

In constructing the logic and structure of the article, we used the method of structural-logical analysis. Methods of grouping and systematization, analysis and synthesis are used to generalize approaches to substantiation of key factors influencing the system of event management. A systematic method of research and observation was used to form a list of problems, needs and threats caused by the action of key factors.

Studies have shown that in recent decades there has been a distinction in such an area as event tourism, which is based on planned events. Over time, more and more professionals began to organize events, specialized event agencies and some independent professionals were formed. In fact, in the domestic economy formed a separate functional area of management - event management.

World practice shows a long history of specialized institutions around the event - more than 60 years. However, to say that event management has the same long history is not necessary.

The common problems that arise in planning, implementation, event management, requires the construction of event management to take into account the peculiarities of this activity, in particular the factors that actually form the system of event management in the industry. Key areas of knowledge in event management, such as project management, risk management, logistics and financial management, will need to be integrated into the event management system, taking into account the specific factors we propose to consider: external (objective) and internal (sub-effective) factors.

Defining a clear list of specific factors influencing the effectiveness of event management of the enterprise can significantly improve the economic performance of its activities and create conditions for the formation of proactive strategies for its development.

Further areas of research could be the expansion and refinement of these factors, the search for and justification of the system for assessing the strength and intensity of their impact on the effectiveness of the system of event management of the enterprise and so on.

*Keywords:* event management, external factors influencing the effectiveness of management, internal factors influencing the effectiveness of management.

*Number of the sources – 6; number of tables – 1.*

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