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## **IMPLEMENTATION OF EVENT MANAGEMENT IN THE ACTIVITY OF SERVICE ENTERPRISES**

### *Summary*

The article is devoted to the definition of one of the main directions of development - event. It is necessary to study the event - market and management in Ukraine, to determine the stages of preparation and directions of implementation, as well as to determine the prospects for further development of the event in the activities of service enterprises in Ukraine. So, event management has great development prospects in Ukraine. It allows a person to share experiences, emotions and get the maximum benefit in within the framework of management in the field of hotel and restaurant industry. It is a reliable mechanism by which enterprises are able to multiply, and an institution - to achieve its goal. Implementation of event management will allow increasing sales and raising the rating of the enterprise, which is beyond doubt a plus for a hotel and restaurant establishment striving for development and innovative changes.

The authors conducted a SWOT analysis to determine the strengths and weaknesses of event management in Ukraine. The characteristics of the event were highlighted and its opportunities in the activity of enterprises in the service sector were identified. Besides it, the peculiarities of the event-management were outlined. A methodical approach to increase the effectiveness of implementing event management at enterprises in the service sector is proposed, which includes an algorithm for the implementation of the event.

*Keywords:* event, event management, hospitality industry, hotel and restaurant industry, event services, event agency, organizers, service industry.

*Number of sources – 6; number of tables – 2; number of drawings – 3.*

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