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**EVENT-INDUSTRY IN THE CONTEXT OF DIGITAL  
TRANSFORMATION OF SOCIETY**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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## ABSTRACT

*The purpose* of the thesis is to identify the features of the functioning of the event industry in the context of the digital transformation of society.

*The object* of the thesis is event industry.

*The subject* of the thesis is features of the functioning of the event industry in the context of the digital transformation of society.

*The methodological basis* of the thesis was general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the comparative method, as well as private scientific methods used in social research (content analysis, in-depth interviews).

In the process of writing the thesis, the following results were obtained: approaches to understanding the concept of "event" are described, the digital transformation of the event industry is described, types of events are identified, digital technologies and solutions for the event industry are described, the Belarusian event industry is characterized, the structure of offers of online events in the Belarusian market is determined, practice of organizing online events in Belarus is described.

The novelty of the results obtained is due to the lack of research on the behavior of the event industry in the context of the digital transformation of society. The results obtained made it possible to identify the advantages, disadvantages and possible risks of organizing and conducting online events.

*Keywords:* event industry, digital transformation of the event industry, digital technologies for the event industry, online events, research on the practice of organizing online events.