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**EVENT COMMUNICATIONS
IN ORGANIZATION'S IMAGE MANAGEMENT**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The purpose of the thesis is to determine the impact of the use of event communications on the management of the organization's image. The object of the thesis is the image of the organization. The subject of the thesis is event communication in managing the image of an organization.

In this thesis, "event marketing" and "special events" are considered; modern methods for measuring and evaluating the image of an organization; describes the features of event marketing and image management of the organization; systematized and interpreted information about the practical experience of using the possibilities of event marketing in managing the image of an organization; the advantages and disadvantages of event communications as a means of image management are identified

The result of this work is the analysis and identification of the features of the use of event communications in managing the image of the organization Student Union of BSU. The significance of the work lies in the fact that the results obtained are characterized by wide application possibilities, in particular, for use in the educational process, in research activities, as well as for developing measures to improve the system of training specialists in the field of event management.

Keywords: event marketing, special event, organization, image building, reputation, management.