

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

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DIGITALIZATION AS A TREND IN THE EVENT INDUSTRY

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the diploma work consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the features of the digital transformation of the event industry. The second chapter is practical, which describes the practice of using digital tools in the Belarusian event industry and presents a project for organizing an event in a digital format for the Aston company. The volume of the diploma work is 51 pages and includes 2 pictures, 6 appendices, 43 sources used.

KEY WORDS: EVENT, EVENT INDUSTRY, EVENT SPHERE, DIGITALIZATION, DIGITAL TECHNOLOGIES, DIGITAL FORMATS.

The object of the diploma work is the event industry.

The subject of the diploma work is digitalization practices in the event industry.

The purpose of the diploma work is to characterize digitalization practices in the event industry.

The methodological basis of the diploma work was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method, and special scientific methods - the survey method (expert interview).

Results:

The history of the formation of the event industry is considered. The essence of the digitalization phenomenon is revealed. Modern digital trends in the event industry have been identified. The current state of the event industry in the Republic of Belarus is characterized. The Belarusian experience of introducing digital formats in organizing events is presented. A project for organizing an event in digital format has been developed for the outsourcing IT company ASTON.

The element of *scientific novelty* lies in a comprehensive analysis of the use of digital tools in the event industry, as well as a generalization of some usage practices based on the results of an expert interview.

The area of possible practical application of the results obtained is their use in scientific and educational activities within the disciplines “Organizational Culture”, “Human Resources Management”, by event specialists in organizing events, and by specialists in organizing corporate events at Aston.

The author of the work confirms that the material presented in it objectively reflects the state of the phenomenon being studied, and all theoretical and methodological provisions and concepts borrowed from scientific and other sources are accompanied by references to their authors.