

RUNNING HEAD: Marketing in Event Management, Astana

EXPO2017 case



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Research-based paper

Marketing in Event Management, Astana EXPO2017

case: how to effectively manage marketing activities when you have big event and several smaller events inside one big event.

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Annotation:

Mega-events, sports and non-sports, attracting a large number of visitors, have a great impact on the economy of the host city, region and country as a whole. This impact is due to the need to build new stadiums or to reconstruct old, necessary conditions of transport and social infrastructure, which implies necessary costs and changes in the urban environment. However, a review of international experience in the implementation of mega-events and the short-term and long-term consequences of their implementation is a preliminary definition of what exactly is meant by a mega-event. This article provides an overview of the concepts of mega-events described in the literature; examples of foreign experience in the implementation of such events are given; and also traces their role in the economy and social sphere of various countries. This represents the significance of the held exhibition "EXPO-2017" in the city of Astana from the point of view of further studying the short-term and long-term effects of its implementation.

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Introduction

The current stage of development of the services market is characterized by sharpness and struggle for the client. In these conditions, look for new ways to attract the attention of the consumer. Event technologies are one of such methods. Event marketing is events carried out by a company in order to form a positive image of the organization and to attract public attention to the company, its activities and products. Event technologies have been and remain one of the main tools for advertising and public relations. With the help of event technologies in advertising and public relations, it successfully draws attention to the brand, while traditional advertising gradually loses attention and consumer confidence, despite the wide audience reach. At the same time, specially organized events, even if the number affect fewer addressees, but the quality of contact only increases from this.

The most striking indicator of successful global event marketing is the Coca-Cola company. For many years, the leaders of this company have been organizing bright, memorable holidays, presentations of their new products, arranging concerts, festivals, and all kinds of sports events. Therefore, today the Coca-cola brand has turned out to be the most popular in the world. Thanks to this image of the company, consumers associate the Coca-cola brand with a holiday and a cheerful mood. Such a large empire as McDonald's has created the image of a fast food chain - fast food with the Ronald McDonald House Charitable Foundation, holds specialized events using the famous brand of Ronald the clown. It was with this tactic of competent event marketing that they not only managed to attract children and parents, but also to create a vivid and memorable image that would distract attention from the big problems of adults. McDonald's restaurants also use different event marketing tools: all

sorts of well-thought-out charity events, inviting famous people who contribute to creating a positive image to expand their target audience.

Interesting and memorable large-scale marketing events include various major sporting events, events in the field of culture, fashion, politics, among which such events as the 2014 Olympic Games, the 2018 FIFA World Cup and Formula 1 stages can be noted.

Event marketing in Kazakhstan has not yet been fully formed, so it is quite difficult for it to compete with other markets, since it has not yet fully realized its potential. This is because the concept of event marketing in Kazakhstan is quite new. Although, the frequency of using this type of promotion, every year is increasingly used by Kazakhstani companies as a promising tool in the fight for recognition. One of the striking examples of event events in Kazakhstan was the international exhibition EXPO-2017 in Astana.

The relevance of the topic of this study is due to the fact that the modern world is oversaturated with advertising information, and people have learned to fence themselves off from it. Event marketing allows you to unobtrusively convey information to the consumer, stimulates the full disclosure of the brand image, and also helps to postpone it in the consumer's mind. This approach is becoming more and more popular in brand promotion, therefore it is necessary to have knowledge of the methodology and marketing tools of event marketing. Since the wrong choice of event and poor organization will negatively affect the image of the organizer.

The degree of knowledge: this industry is still little studied and requires more detailed consideration, but a significant contribution to its development was made by Yu. O. Makarevich, A. N. Romantsov, S. M. Sakovich, U. Haltsbaur, A. Shumovich.

The object of the research is "Astana EXPO2017".

Research methodology. This work was carried out in line with interdisciplinary research, which is based on the principle of consistency, which determined the following methods:

- integrative method that made it possible to apply the data of knowledge use;
- method of analysis - a method of studying the problems posed in this study;
- typologization method made it possible to generalize and structure the collected information.

- **The hypothesis of the research:** *lies in the assumption of the need for more active use of the tool for organizing event events in the implementation of the development of the country's tourism industry.*

The theoretical and practical significance of the work. Analysis of marketing events in promoting mega events can serve as a source of opportunities for attracting investments, economic and social development of the country.

Research methods. In the work, general scientific and special methods were used, which make it possible to comprehensively solve the assigned tasks from the chosen direction of research: logical-dialectical cognition, a systematic approach (for analyzing the processes of functioning of event tourism), historical-logical and monographic analysis (for improving general provisions and principles, on the basis of which the modern foundations for designing an event event are formed), system-structural analysis (to determine the conceptual foundations and systematize methodological approaches regarding the design processes and promotion of potential event events); target-programmed method; methods of statistical grouping, comparison, graphical and tabular (for analyzing trends in the development of the region), economic and statistical (for analyzing and predicting the potential of an event event).

The research is not only scientific, but also of practical value - the results of the final qualification work can find application in practical activities, as well as in the educational process.

Literature review

The term "event" is usually used to define what is "important or unusual" (Cambridge British English Dictionary), and the adjective "mega" emphasizes its exclusivity [1].

In the 1980s, researchers began to use the term mega-event as a “mega” version of a “distinctive event” [2]. The latter was defined as “a large one-off or recurring event of limited duration, organized mainly to increase the awareness, attractiveness and profitability of a tourist destination in the short and / or long term” [3, 4, 5].

Other definitions in the literature are more general. First of all, they include events that are not necessarily “organized in the first place” for tourism purposes, but may serve, in general, to promote the host country. In addition, researchers to define the mega-event have introduced new attributes. In particular, the mega-event must have an international reputation; or attract a large audience from all over the world. All these definitions are summarized in the following capacious definition: a mega-event is “an event with a large number of participants or visitors and characterized by worldwide publicity” [6].

Later, several authors tried to give more specific definitions of this class of events. So, Donald Goetz believes that there is no single definition, because it depends on the point of view of the actors involved: organizers and guests. According to Goetz, for an event organizer, “a special event is a one-time or infrequent event that goes beyond the usual programs or activities of the sponsor or organizer. ... For a client or guest, a special event is

an opportunity to relax, socialize or gain cultural experience outside of everyday life and preferences” [7].

Other authors have classified such events based on their size and their impact on tourism. Leo Jago and Robin Shaw did this classification. Based on literature reviews and the use of certain terms, they develop the following classification (in ascending order): minor events, major events, distinctive events, mega events, festivals. In this classification, a mega-event is “a large-scale special event that has high status or prestige and attracts a large crowd and widespread media attention” [8]. Thus, in this case, the level of prestige and the dimension of the crowd are two distinguishing variables that characterize the mega-event. In contrast, in the anthropological definition given by Joe Goldblatt, "ceremony and ritual" are the factors that distinguish and identify mega-events. He states: “A special event is a unique moment in time, celebrated with ceremony and ritual to meet specific needs” [9]. Goldblatt is indebted to the work of the anthropologist Victor Turner [10], and he has already proposed this definition in a study [11].

Doug Matthews so far have provided a detailed critique of many of the definitions of the mega-event. In particular, he criticizes Goldblatt's definition for the reason that "while generally all-encompassing, [it] imposes no restrictions on the repetition or duration of an event" and "also implies that special events are more festive than others." Goetz's definition has been criticized because it does not "set important boundaries for certain events." Jago and Shaw's definitions “place too much emphasis on the tourism aspects of special events,” but perhaps “their biggest weakness” is “they are classified by size rather than type” [12]. Goldblatt offers the following general definition: "A special event is a gathering of people, usually lasting hours to days, designed to celebrate, honor, discuss, sell, teach, encourage observation, or influence human endeavors." An event is special if it meets certain conditions, and in particular if it:

- limited and fixed duration, usually no more than hours or days;
- a one-off or infrequent event, usually conducted mainly monthly or annually;
- has an unusual component;
- unique;
- planned and monitored;
- meets the definition of a special event.

M. Roche [13] believes that mega-events are short-term events with long-term consequences for the host city. They are associated with the creation of infrastructure, while the construction of facilities often entails long-term debts, and always require long-term programs for the local use of facilities in the future. They create a new (or renewed) and possibly permanent positive image and identification of the host city through national and international media, especially television and press coverage.

Modern scientific and journalistic literature gives different definitions of special events. Consider the concepts that are most often encountered when interpreting event events or special events. Russian scientist G.L. Tulchinsky approaches the understanding of special events, proceeding from the rooted in world practice of the term "special events", thereby expanding the meaning of the term from the former "not for ordinary mortals" to "a phenomenon of public life, organized in order to attract wide attention of a specific audience and the general public to the organization, its activities, leadership, development of social communications and social partnership. " It is worth noting that in his work "PR of the company: technology and efficiency" he gives a more specific definition of this concept: "Special events are events carried out by a company in order to form a positive image of the organization and attract public attention to the company itself, its activities and products. "

I.V. Aleshina defines special events based on the term "special events". The author clarifies that these are special events that the company conducts in order to attract public

attention to the company itself, its activities and products, but also highlights that special events are designed to disrupt the routine and habitual course of life in the company itself and its environment, to become an event for target groups of the public. Analyzing other experts in this matter, I would like to note the interpretation of the definition by the practicing specialist Alexander Shumovich, who gives a rather generalized definition, paying attention to the concept of an event as a whole on a global scale: time and associated with the implementation of any common goals ".

In the book "Event Marketing: A Guide for Customers and Performers" in defining the concept, A.E. Nazimko emphasizes the relationship between special events and the company's brand, saying that an event in event marketing is an event that changes the relationship between target audiences and the brand, and has subjective significance in their eyes.

In modern theory and practice of public relations, PR events represent a large group of PR campaigns that are actively used in cases where there is not enough reason for the emergence of news informational channels that can attract the attention of the media and thus provide the necessary flow of journalistic materials, articles and other correspondence for coverage activities of a company, as well as its products. V.O. Shpakovsky considers the concept of special events from the point of view of internal PR, saying that "special events are special events such as corporate parties, presentations, holidays, company birthdays, and so on.

Event management is a special kind of entertainment, travel and marketing industry that has grown significantly over the past few years. The number of organizations engaged in this business has increased not only in Kazakhstan, but all over the world. There are many freelancers involved in the industry as well. The industry itself is rapidly expanding, capturing more and more territories and areas.

Translated from English "event" (in Russian it sounds like an event) is an event, which means that an event manager is a specialist who organizes various kinds of events. These can be both private and corporate events, business events (conferences, seminars), as well as special promotions aimed, for example, at promoting goods or services.

Event - management provides a full range of services for organizing corporate events (corporate events for clients and partners, internal corporate events, company anniversaries, receptions, buffets, offsite events, corporate weekends, team building programs, etc.).

Thus, Event management should be understood as an applied area of study and a space of professional practice dedicated to the planning, holding and management of special events, such as festivals, all kinds of celebrations, entertainment, political and state events, sports and art-related events, events that refer to business and corporate affairs (meetings, meetings, exhibitions), events that are private (weddings, parties, social family events).

Event (event, event) - public events that are entertaining and / or advertising in nature. The terms "event-manager", "event-marketing", "event-events" began to be used relatively recently. The very profession of organizer probably took shape in the 1950s. It all started in 1955, when the first Disneyland opened. So says one of the most iconic and famous event managers in the world, Joe Goldblatt. It is worth noting that he made significant efforts to establish event management as an industry and profession. He also published *Special Event*, arguably the most iconic book in the field of event management, with four editions. Goldblatt is also a founding member of the International Association of Professional Event Planners - ISES. A little aside stands the hypothesis of many theorists who believe that part of the event industry is part of the MICE industry (Meeting Incentive Conference Events).

There are two definitions of this term in event management theory.

The first belongs to Robert F. Jani, co-director of Walt Disney's amusement park: "Events are something that is different from ordinary life." Dr. Joe Goldblatt, one of the event

gurus, defined special events as: "An event is a unique piece of time that uses rituals and ceremonies to meet special needs."

Alexander Shumovich, the first theorist of event business in Russia, formulated the following version of the definition: "An event is a type of human activity that involves the meeting and interaction of different people, limited in time and associated with the implementation of any common goals."

Types of events. There are several dozen types of events:

- Discoveries. This type of event means a gala event in honor of the launch of something new (beauty salon, dealership, bakery or any other project).

- Exhibitions. They are organized for one company or several at once (the company becomes one of the participants in the industry event). In both cases, the goal is to present not only the announced product, but also the product that has already been released. Industry exhibitions are held much more often - this way companies can attract the attention of more potential customers.

- Fairs are events where manufacturers put their products up for sale. Often accompanied by recreational activities.

- Presentations are used when they want to present a new product or service.

- Holidays. An event of any scale and subject matter: private, city, sports.

- They try to make the events spectacular, emotional and entertaining.

- Press events. They include all events that involve the participation of media representatives: press tours, press briefings, press conferences, press lunches, round tables. The main goal is to share important information with journalists. Depending on the format chosen, the event is formal or informal.

- Master class / training / seminar. Events where experts teach participants a specific discipline.

- Festivals, concerts. Famous people perform at events, arrange spectacular performances.

Also, events are divided into several groups depending on the goals and audience:

- Trade events are events that are created for clients and partners (conferences, seminars, rallies). The purpose of such events is to convey to partners information about the company's achievements, the release of new products, as well as to improve the brand image.

- Corporate events - events for employees, held in the form of teambuildings, company anniversaries and celebrations of other important dates.

- Special events - events for clients (concerts, presentations, festivals, charity events, advertising tours).

The World Exhibition, or Expo, is an international exhibition that is a symbol of industrialization and an open platform for demonstrating technical and technological advances.

The tradition of holding international exhibitions arose against the backdrop of the development of French national exhibitions, culminating in the International Exhibition in 1844. The first world exhibition was held in Hyde Park at the initiative of Prince Albert. The main attraction of the exhibition was the Crystal Palace, built by Joseph Paxton from iron and glass.

There are many definitions that most accurately reveal the essence of event marketing. Here are the most accurate explanations.

Event marketing is a system of marketing activities in the form of a platform for displaying products or offers in order to attract buyers, thanks to a competent influence on the consumer [Klimova TB, Vishnevskaya EV Event marketing: a new vector of development of territories // Research Result. Business and Service Technologies series. - 2014. - No. 2. - p. 80-84.]

Event marketing is a complex organization of events aimed at promoting a brand, a company's product, goods or services, using bright and emotional events [Rumyantsev D., Frankel N. Event marketing. Everything about organizing and promoting events. - Peter - 2017.]

Event marketing is not only advertising, but also direct communication with customers, which helps to be interested in products in a completely different way, evoking certain emotions, showing the company to consumers as reliable and respectable [Manikhin A. A. Place of event marketing in the complex of integrated marketing communications / A. A. Manikhin // Creative Economy. - 2010. - No. 4 (40). - p. 135-142].

Translated from English, the term "event marketing" means event marketing. This term is most often used in our country.

The advantages of the eventfulness of such marketing:

1) Marketing events help companies pay attention to their customers in time, who are thinking about making positive decisions about the goods and services promoted by the company.

2) As a rule, event marketing is a kind of mix of PR, ATL, BTL, thanks to which it affects several important communication channels at once.

3) A popular event itself is already becoming a brand, which allows it to be widely used in determining the further strategy of any company.

4) An event marketing event can have a "long-term" effect, because it always starts much earlier before the event in the media, posters, press conferences.

5) All participants in the marketing of events are considered in the form of a large specific focus group, where the company tests its commercial proposals. It turns out that in the course of the event, specialists acquire knowledge about their consumer, which helps to avoid unnecessary costs for these studies.

6) At events marketing events, you can always organize personal sales of products to the consumer.

7) High creativity, as well as flexibility, which are inherent in event marketing, help to build different interesting programs for companies in any field of activity with different material resources.

8) The use of event marketing is always possible where such advertising is prohibited or does not work.

Translated from English, ATL (above the line) translates as "above the line". ATL is communication through mass media.

ATL costs include all costs associated with advertising in the media.

There are five components of ATL:

- 1) indirect and mass advertising in print media,
- 2) radio advertising is indirect and mass;
- 3) indirect and mass advertising on TV;
- 4) indirect and mass advertising, built into the cinema ("big screen");
- 5) outdoor advertising (including advertising on transport).

BTL (below the line) translates as "below the line". The term refers to a segment of atypical promotional activities with an emphasis on direct contact with the client. BTL is considered as the key, all possible forms of sales promotion. Sales promotion is a set of incentive tools applied to the target audience to stimulate the response - the desire to buy.

Three main sales promotion strategies:

- 1) strategy of attracting attention (otherwise they say: strategy of retraction);
- 2) push strategy;
- 3) combined strategy.

An equally important component of BTL is public relations, the main task of which is to create and maintain a positive attitude towards the company and / or its products. The undoubted advantages of PR include the wide coverage of target audiences, the flexibility of the messages presented, and relatively low costs.

PR is a management function that ensures that effective communication is established and maintained between an organization and its public.

A roadmap is a graphical representation of a development strategy. It includes stages, goals and deadlines for achieving tasks. Based on the roadmap, you can understand who is achieving the goals, what those goals are and what the deadline is. The value of the roadmap in the relationships between events at any time span.

The business roadmap comes from three marketing strategies:

- Achievement of leadership positions in the industry, differentiation and development of USP;
- achieving an optimal cost indicator with a favorable price for clients;
- achieving concentration - focusing on one business segment.

Project management is the activity of solving problems and achieving the set goals of the project.

The key factor for the success of project management is the presence of a clear predetermined plan, minimizing risks and deviations from the plan, effective change management (as opposed to process, functional management, service level management). The products of the project can be the products of an enterprise or organization (the results of scientific and marketing research, design and engineering and technological documentation for a new product developed for the customer) and the solution of various internal production problems (for example, improving the quality of products and the efficiency of labor organization, optimizing financial flows) ...

Event project - an event described in the form of a plan, presented in the form of a plan, with justification and economic calculations, and embodied in the form of a special event serving marketing purposes.

Contingency planning is based on the likelihood that the assumptions and the plans based on them will turn out to be unrealistic to some extent. These plans seek to establish in advance what might go against the basic plan.

Force majeure can occur both before the start of the event and during its holding. Depending on the moment of occurrence of such unforeseen circumstances, the potential risks of the organizer are determined.

If force majeure occurs before the start of the event, then the main risks of the organizer are the cancellation of the project and the possibility of its postponement. This entails financial losses in the form of expenses already incurred for the preparation of the event, a reduction in the volume of the company and, as a result, possible bankruptcy and business closure. In addition, cancellation or postponement of the event is associated with reputational and marketing risks of the organizer.

In the event of an unforeseen circumstance at the time of the event, the main risks for the organizer include harm to the life and health of the participants, damage to the property of third parties, and the termination of the event. It also entails financial losses and reputational losses.

However, the risks are manageable. To do this, they need to be identified and evaluated. Usually, the likelihood of the occurrence of risk events and the severity of their consequences for the business, including in monetary terms, are assessed. This can be done using the indifference curve. It allows you to divide the considered risks into two parts: those that need to be managed and those that can be neglected.

Force majeure of the last decade:

- In April 2010, the eruption of a volcano with the difficult to pronounce name Eyjafjallajökull in Iceland caused the cancellation of 95 thousand flights in the world. For several days, the sky over Europe was completely closed for flights. More than 20 million people were affected. Many of them were locked up at airports. The volcano has caused events to be canceled or postponed around the world. Thus, the World Chess Championship began with a delay of one day due to the fact that Grandmaster Viswanathan Anand could not fly from Frankfurt to Sofia.

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- Expo 2020 in Dubai: Member States of the General Assembly of the Bureau of International Exhibitions have remotely voted on the UAE government's proposal to postpone Expo 2020 Dubai to 2021 due to the spread of the new coronavirus infection.

- The International Olympic Committee (IOC) has announced the postponement of the 2020 Tokyo Olympics to 2021 due to the coronavirus pandemic. This decision was made during a meeting between Japanese Prime Minister Shinzo Abe and IOC President Thomas Bach. In turn, the Olympic flame will be kept in Japan all this time, and the 2020 Olympics and 2020 Paralympics will retain their names.

Mega event concept

A mega event "requires one or more organizers" and it "must have a live audience different from the organizers present at the physical location of the event."

Mega-event is a multifaceted concept and can be analyzed from different points of view (criteria). The list of criteria includes:

- **Goals.** The event can be organized to stimulate local economic development, to attract tourism, to increase social cohesion, to promote the city and for many other social, anthropological, economic or political reasons, considered individually or in combination.
- **Nature.** The nature of the event reflects the predominant characteristics of the actions that take place in it. Indeed, an unusual event can relate to different areas of activity: from sports (Olympic Games) to religion (Holy Week in Seville), musical or theatrical performances, performances, etc.
- **Forms of consumption.** The event can be consumed directly (the public goes to the show) or indirectly (the show is broadcast to the public through the media), or both at the same time.
- **Territorial effects.** An event can, to one degree or another, have an impact on its host territory. In some cases, the event may only take place after major adaptation of the physical and social infrastructure of the area (for example, in the case of the Olympic Games), while in other cases (for example, film festivals), major infrastructural changes are not necessary.
- **Investments.** The cost of events for the reasons described above can range from thousands to millions of euros. In some cases, the event is not profitable and must be funded by the public sector; in other cases, you can turn to forms of public-private partnership (PPP).
- **Decision making process.** The decision-making process can have varying degrees of complexity, which varies greatly depending on the event being organized.

- Periodic behavior. A mega event can occur in shorter or longer time intervals. Film festivals are held annually, the Olympic Games every four years, the Catholic Church anniversary every ten years, and other events are even longer.

Typically, a mega event attracts a large number of visitors, both real and virtual, but the "scale" of its attendance will vary greatly depending on the different ways of using it, and the "unit of measurement" can range from millions to billions. Although virtual attendance at events has tended to increase in recent years, the importance of "real audiences" has not diminished, as in many cases success and economic viability depend on the amount of physical demand attracted to the event host territory.

For example, in the sports field, two mega-events, such as Formula 1 races and the Olympic Games, are different, since the former is more relevant for the virtual public, and the latter is more relevant for its physical presence. Thus, for this reason, the costs and benefits of the Olympic Games are higher.

However, the same event can be organized to attract different types of viewers. The Olympic Games were held in Barcelona with the aim of attracting a large number of tourists to the city, while in Los Angeles or Atlanta with the aim of reaching a wide television audience. Accordingly, investment costs in Barcelona were four times higher than in Los Angeles, but the long-term economic impact is much higher.

Below we will consider these mega-events using the example of Formula 1 in Sochi and the 2014 Winter Olympics in Sochi and the 2018 FIFA World Cup in Russia.

The 2014 Winter Olympic Games in Sochi

The 2014 Olympics in Sochi has become a successful event on a grand scale. For 17 days, the Olympic Games from 7 to 23 February attracted the attention of the whole world.

This impressive investment has undoubtedly positively changed the reputation of Sochi as a world-class resort located in a unique climatic zone. The emphasis was placed on the sustainable development of the city and the region, which breathed life into many plans for the Winter Olympics. The organizers were given an ambitious task - to hold "waste-free" Olympic Games in a neutral climate zone. Thanks to the application of a variety of innovations, the consequences of the preparation for the event were more favorable and can now contribute to the further conclusion at the global level of agreements on the holding of sporting events in Sochi that meet demanding requirements.

As part of the preparations for the Games, the Sochi 2014 Marketing Program was implemented, the purpose of which was to attract extra-budgetary funding for the organization and holding of the Games. Preparation and successful holding of the Games in Sochi were impossible without the participation of the Partners. The IOC's worldwide partners - Coca-Cola, AtosOrigin, Omega, Panasonic, Procter & Gamble, Samsung and Visa, supported the Games in Sochi. General Partners were OJSC Aeroflot - Russian Airlines, LLC Sporttovary Bosco, OJSC Megafon, OJSC Russian Railways, OJSC NK Rosneft, OJSC Rostelecom, OJSC Sberbank of Russia, and LLC Volkswagen Group Rus.

Since its launch in 2009, the Sochi 2014 Organizing Committee's Marketing Program has attracted more than \$ 1.1 billion in investments, which is more than three times the commitment of the Bid Book. The implementation of the marketing program allowed the Sochi 2014 Organizing Committee to completely abandon the use of state funding for preparations for the Games in 2009-2011.

The marketing program provided opportunities for business development and made it possible to tap into the potential of the Olympics and Paralympics. Sochi 2014 partners received the rights to use the Games' symbols, as well as marketing and communication opportunities to promote the company and implement large-scale projects, including social

ones. The Organizing Committee provided the Sochi 2014 Partners with comprehensive support, including in the field of information support.

Cooperation with the Sochi 2014 Partners made it possible not only to expand the scope of sustainable development programs, but also to lay the foundation for their implementation in the post-Olympic period.

Among the main areas of interaction between the Organizing Committee and the Sochi 2014 Partners, it is worth highlighting the following:

- building strong partnerships to promote sustainable development practices and principles;
- assistance of the Organizing Committee in the development and implementation of Partners in the field of sustainable development;
- inclusion of the Partners' projects in the Sochi 2014 sustainable development program;
- coverage of partners' activities in the field of sustainable development on the communication resources of Sochi 2014.

As part of promoting the concept of sustainable development Sochi 2014, several sessions of Olympic classes were held for partners, and a number of information materials from Sochi 2014 were published. Partners took part in a strategic session on the development of the Sustainable Development Agenda and communication strategy.

Working with licensee companies made a significant contribution to the preparation and holding of the Games in Sochi. The main objective of the licensing activity is to ensure the possibility of purchasing high quality and affordable licensed products with Olympic symbols for all residents of the Russian Federation, participants and guests of the Games.

In 2010, the concept of the Sochi 2014 licensing program was developed and approved, within the framework of which competitions were held to select licensees in 13 categories, including office, school, stationery, souvenirs, etc. products.

Well-known foreign specialists in the field of logistics, architects, designers, sports managers took part in the construction of sports facilities and infrastructure of the Olympic capital. Among the marketing partners of the Olympic project are world-famous foreign companies such as Coco-Cola, Procter & Gamble, Panasonic, Samsung, etc.

In addition, the largest domestic companies became national partners of Sochi 2014, among which it is worth noting Sberbank, the financial partner of the Games, Megafon and Rostelecom, telecommunications partners, Rosneft, a fuel supplier for Olympic transport, Russian Railways and Aeroflot ”, the main carriers of the Olympic and Paralympic Games. Thus, the Sochi 2014 partner club gave domestic and foreign companies a unique opportunity to work together and implement joint long-term and mutually beneficial projects. Sberbank of Russia jointly with VISA Inc issued the Sochi 2014 Olympic credit card. Rostelecom has provided a demo version of the Sochi Guide mobile application - a free service in 9 languages - for guests and participants of the Sochi Games. The scale of participation of private companies in the Olympic project is proved by the fact that with their help it was possible to attract about \$ 1.3 billion of extra-budgetary funds for the needs of the Olympics. In turn, the partners received unique competitive advantages for development in their market. Undoubtedly, the Olympic rings are the most recognizable of all the non-profit brands in the world. Russian companies, in contrast to large foreign companies, for which the use of the Olympic logo next to their logo is a customary thing, for the first time, received such an opportunity, which gave impetus to the development of the sports marketing market in the country. Today, Sochi 2014 partners are building their marketing policy, focusing on future international sporting events.

Do not forget that outstanding athletes, cultural and art workers who became the faces of the Olympics, including Alexander Ovechkin, Tatiana Navka, Evgeny, took part in promoting the Olympic values, as well as the Sochi 2014 brand both domestically and abroad. Plushenko, Svetlana Zhurova, Joseph Kobzon and others.

The visual image of the Sochi Olympics, developed by the partner of the Games, the Bosco company, - a "patchwork quilt" consisting of a huge number of fragments, "patches" of different shapes and colors, reflected the whole of Russia, in its scale, cultural diversity, in the wealth of primordial folk arts and crafts. Gzhel, Palekh, Khokhloma - only about 20 basic patterns based on the most famous Russian crafts adorned the streets of the Olympic capital, the buildings of railway stations, airports, hotels, sports and other facilities, and were also used in the design of clothing, personnel uniforms and souvenirs. All this in a complex way created the atmosphere of a bright, unprecedented holiday in the city of Sochi.

The mascots of the Sochi Olympic Games are traditional Russian characters White Bear, Bunny and Leopard, who live not only in the natural expanses of Russia, but also in Russian fairy tales.

It is important to note that for the first time in the history of the Olympic movement, the mascots for the Sochi 2014 Games were selected through a popular vote. The sale of Olympic mascots and other licensed products was carried out throughout Russia through the largest retail chains. In total, during the preparation for the Games, more than five thousand items of Olympic souvenir products were produced.

The history and culture of Russia is reflected in two more special Olympic programs - coinage and philatelic. Postage stamps issued by the host country become their "calling card" and are highly valued by the international collector community. In total, the Organizing Committee of the Games, together with the Federal Agency Rossvyaz, issued 45 postage stamps with different themes depicting winter sports and attractions in Sochi. In addition, the

innovative postage stamp with a two-dimensional barcode for recognition on mobile devices became the first not only in the history of Russia, but also in the history of the Olympic movement.

As part of the Olympic coin program, implemented by the Sochi 2014 Organizing Committee together with the Sberbank of Russia, 47 types of coins were minted - depicting Olympic sports, cultural attractions of Russia, as well as the flora and fauna of Sochi.

The Sochi 2014 brand has become a symbol of the fact that the Sochi Games united the whole country around the values of the Olympic and Paralympic Movement, as well as expressed the character of the new Russia and brought positive changes in a number of areas.

The logo of the 2014 Olympic Games is composed of mirrored elements "SOCHI" and "2014", which embodied the uniqueness of the location of the city of Sochi, where snow-capped mountains meet the Black Sea. The ".ru" element indicated that the 2014 Games would be held in Russia.

Slogan "Hot. Winter. Yours"("HOT.COOL.YOURS") was created in order to reflect the national character of Russia, where everything is with soul and everything is for real, the unique atmosphere of the Games - hospitable, joyful, sincere, inspiring truly enchanted the whole world, the involvement of residents Russia for the Games and the role of every citizen of the country in the preparation and holding of the Games in Sochi.

The design solution for the concept of the visual image of games was based on the principle of a "patchwork quilt" - a combination of ornaments of the most famous national crafts of Russia, from Gzhel to Khokhloma. This concept offered a new interpretation of the commonality of different cultures, traditions and nationalities of Russia, which together constitute a single whole. Thanks to the Olympic and Paralympic Games in Sochi, national patterns were known to the whole world.

Thanks to the Olympic and Paralympic Games in Sochi, a modern social, telecommunications, transport, energy infrastructure has appeared, which has improved the living standards of people and significantly increased the investment attractiveness of the region. The constructed sports facilities have formed a new international center for winter sports. A revitalized city has emerged around this center with modern roads, an international airport, hotels, business centers and leisure facilities. It is important that modern sports facilities, a network of highways and interchanges, a powerful hotel fund, comfortable apartments and hotels, an international airport and a seaport in the Imereti Valley, eight port points for coastal navigation, six stations, safe roads, an ecological system of treatment facilities and waste disposal, efficient infrastructure have changed the face and lifestyle of the city.

Thanks to the Olympics, the resort town of Sochi has received many advantages to attract tourists. The main target audience is athletes and family recreation lovers. The city has turned from a beach resort into a modern world resort - with mountain, medical, event tourism clusters.

The annual Formula 1 Grand Prix of Russia and the unique Theme Park in the Imeretinskaya Lowland became the new "tourist magnets" of the city.

After the Olympic and Paralympic Games, most of the sports facilities are used for their intended purpose - for holding competitions and collecting national teams. The Fisht Central Olympic Stadium became the venue for the 2018 FIFA World Cup matches. The main media center of the Olympics in 2015 will become a large shopping and entertainment complex. The indoor skating center has been transformed into an exhibition complex where congresses and forums are held.

Formula 1

Usually, the Formula 1 Grand Prix is financed by government agencies interested in promoting a country or region in the international arena: this is the case in the UAE, Singapore, Azerbaijan, and Mexico. In this case, the organizers do not care too much about the payback of the event: the Grand Prix serves as a showcase through which tourists and investors can be attracted to the country.

For example, in the early 2000s, Bahrain successfully used Formula 1 to tell the world about itself. Now Azerbaijan is acting according to a similar scenario. The situation in Russia turned out to be very similar to these examples.

Now let's take a closer look at the situation of the Formula 1 Grand Prix in Sochi at the Sochi Autodrom base.

Now all the costs of the race in Sochi are borne by the Omega Center company, owned by the government of the Krasnodar Territory. The Omega Center is obliged not only to organize a Formula 1 race once a year, but also to pay the organizers of the championship, Formula One Management (FOM), an annual fee for the right to host the Grand Prix. Such contributions from the host countries form a third of the FOM's annual revenue and, at the end of the year, are distributed among the company's shareholders and the teams participating in the championship.

Since the spring of 2017, Formula 1 has been run by Liberty Media and is forcing the championship to change. Thanks to webcasts and the development of social networks, the effectiveness of brands' investments in Formula 1 has grown 3 times. Now, every dollar invested in races provides \$ 10 in media coverage. However, so far the reforms conceived by the new leadership (an increase in the number of races, the alignment of teams' budgets, and the transition to a simpler engine) restrains the agreement between the organizer of the championship and the teams in effect until 2020. Now "Formula 1" earns according to the

Ecclestone scheme: a third of the income comes from contributions for the right to host the Grand Prix.

According to a study by the Business Book GP, in 2018 Russia's contribution for the right to host the Grand Prix in Sochi was 47 million euros. The organizers of the stages in Bahrain, China, Azerbaijan and Austria paid the same amount. The races in Singapore and Abu Dhabi cost even more - 59 million and 63 million euros, respectively. The minimum payment (\$ 5 million) is from Monaco. As a rule, the license fee is not fixed and increases annually by 5-10%.

A significant part of the costs of holding the Grand Prix is borne by Formula 1 - seven cargo planes arrive from the previous stage, some of the equipment arrives by sea. However, the race operator also bears serious costs. Local logistics, sports organization, entertainment, marketing and of course track maintenance are all paid for by the Omega Center. The main part of the costs is spent on maintaining the track in good condition. In general, operating costs for the stage are estimated at no less than \$ 18.5 million.

In 2014 and 2015, the Sochi stage took place in October, and then in 2016 the Russian Grand Prix began to be held at the end of April. This decision to postpone was made in connection with the fact that the audience could combine a trip to the race with a long weekend on the May holidays. An additional factor was the significant number of hotels that are empty in spring and autumn. The Omega Center alone manages 9,000 rooms in Sochi hotels near the highway, which fill up poorly in April. The Russian Grand Prix, together with other big events (like the War Games and all kinds of investment forums), can partially correct this imbalance.

However, in the coming years Sochi Autodrom intends to move the Grand Prix in the calendar to a more convenient summer time for Russian tourists. This is also because the races in the evening lighting look more spectacular and will attract even more fans and

viewers. To do this, it is necessary to hold the race in a warmer season, so that the audience does not freeze at sunset.

Up to 30% of the ticket, proceeds of the Russian Grand Prix are provided by VIP-boxes with a total capacity of up to 2,000 people. “Considering the free area, the circuit can accommodate from 55,000 to 60,000 spectators. In 2019, an adjustment was made to the ticket program, according to which premium seats appeared not only in the boxes, but also on the main grandstand. There are plans to further develop the VIP segment, which brings good income.

Outside of the Formula 1 Grand Prix period, 100,000 people visit the track every year. There is a wide standard matrix of customer products - seven types of racing programs and a fleet of more than 20 cars, 4 options for excursions, an autosport museum. In 2019, only 7,000 people visited the excursions, while the most stable source of income for the circuit are corporate events: pit stop training, car assembly, race taxi or test drive.

There are 25 boxes in the main stand of Sochi Autodrom, and there is still the possibility of organizing up to 15 additional boxes in the Formula 1 Paddock Club. The Rosgonki company works with all car brands represented in Russia. At least once a year, they use the circuit for press shows, tests, client days. In 2019, Sochi Autodrom signed a comprehensive partnership with Mercedes-Benz: part of the deal was a year-round lease of boxes above the boxes by the company.

In 2018, a stage of the Russian Drift Series was held, which gathered 7,500 spectators in the stands of Sochi Autodrom. A special area for drift training was organized at the autodrome, where you can work out with the vice-champion of the world for a very affordable price tag. Other racing series, including international ones - DTM, Ferrari Challenge, do not attract a large audience, but they require serious expenses.

In 2019, packages for commercial activations on the territory of the Grand Prix, available by the standards of Formula 1, were formed - from \$ 50,000. In the days of Bernie Axlestone, this was impossible. On race days, only global sponsors of a championship or stage could promote themselves at the circuit. However, under the new owners, Formula 1 has become very corporate, aimed at increasing the audience. Therefore, now companies that are ready to offer viewers some interesting activity can be located within the perimeter of the event. A small share of the proceeds under this item will go to Formula 1, the rest remains with the organizers.

According to Spark Interfax, in December 2018, ANO Rosgonki received 1.35 billion rubles from the Russian Ministry of Sports to host the Formula 1 Grand Prix. Financial participation of local authorities in organizing the stage is a normal practice for the championship. Thus, according to the financial report of the Australian Grand Prix Corporation, in 2018 the Australian government's investment in the F1 race amounted to almost \$ 56.5 million at a total cost of \$ 103 million.

Rosgonok's total revenue in 2018 amounted to RUB 3.22 billion, with a net loss of RUB 343.2 million. The organization does not detail the structure of income. In 2017, Sochi Autodrom acquired sponsors - several large Russian companies. The details of the contracts were not disclosed, but experts estimate such transactions from \$ 150,000 (not mentioned in the context of F1) to several tens of millions of dollars. For example, the sponsorship / commercial income of the organizers of the Australian Grand Prix for 2018 amounted to \$ 7.5 million, and the sale of tickets brought in \$ 34.9 million. It is recognized in world practice that if the circuit can cover the costs with its own income for operation, this is already considered a positive sign.

In general, if we focus on the profit that the owner of a racing complex such as Sochi Autodrom receives, then it is close to zero. Holding sports events of the "Formula-1" level for

the country is always a status project, but unprofitable. This situation is familiar not only in Russia, but also in the global market. It is rather problematic to recoup the payment for the right to host Formula 1. In this regard, the authorities of the Krasnodar Territory are raising the issue of the need to sell Sochi Autodrom to a private investor.

2018 FIFA World Cup in Russia

For the 2018 FIFA World Cup in Russia, many events were organized that involved residents in this event. The largest audience involved are volunteers. These are mainly schoolchildren and students, but there are also silver volunteers (residents over the age of 50). To popularize the volunteer movement, campaigning was carried out in schools and universities of the republic. In addition, the 2018 FIFA World Cup Tour and the launch of a countdown clock to a significant sporting event became memorable city events for residents, in our opinion. During the group stage matches, the city will host the FIFA Fan Fest. The festival program included live broadcasts of matches, performances by popular artists, as well as regional bands that could show the national flavor.

Since 1966, each FIFA World Cup has its own mascot, which is chosen by the host country. All world championships had their own symbols - a hymn, a mascot, an official ball. Symbols give each tournament its own uniqueness, originality. It usually includes the cultural characteristics and symbols of the country.

In May 2015, art students in Russia were invited to represent, in their own style, one of twenty possible characters for the 2018 FIFA World Cup Russia™ mascot. At the end of this competition, a special jury selected the three most successful options. The following were selected for the title of the official mascot of the main football tournament: Cat, Tiger (Amur) and Wolf. The winner was determined by the number of votes on the official website of the International Football Federation. More than a million people have voted. As a result, the

votes were distributed as follows: Wolf Zabivaka - 53%, Tiger - 27%, Cat - 20%. Thus, the Wolf of Zabivaka became the mascot. The wolf is dressed in red shorts, a white T-shirt with blue sleeves and the inscription "RUSSIA 2018". Together, these elements symbolize the national flag of the Russian Federation. The animal has orange sports glasses on its head. The 2018 FIFA World Cup Russia™ also includes an official logo. I must say that before the 1960's, the tournament did not have a special logo, there were only advertising posters. At the time, the teams competed for the Jules Rimet Cup (in honor of the former FIFA President). This cup went into perpetual custody of the Brazilian national team when they won the World Cup for the third time. Since 1974, a new cup has been played, which was subsequently displayed in the emblems only since 2002. The new emblem of the 2018 FIFA World Cup Russia™ is the World Cup, which is raised by the winners of the tournament. The modern logo design was developed by the Portuguese branding agency BrandiaCentral. A jury consisting of ten people, including Vitaly Mutko, FIFA Secretary General Jerome Valke, made the choice in favor of this logo Russian national team goalkeeper Igor Akinfeev, head coach Fabio Capello, general director of the Russia 2018 organizing committee Alexei Sorokin and others.

For the 2018 FIFA World Cup Russia™, the official Telstar ball developed by the Adidas brand was presented at the Artplay design center. A similar name was given to the ball at the Mexican Championship in 1970. The name was chosen in honor of the satellite launched in 1962, which made it possible to carry out the first international live broadcasts.

On the eve of a large-scale event, a number of special stamps of various series were issued: stadiums of the 2018 FIFA World Cup, preliminary draw, football legends, Russian football legends, the retro series "Russia at the World Championships", host cities, Zabivaka Wolf, Cup Confederations.

In addition, special commemorative coins were issued: investment coins made of gold (denomination 50 rubles), silver coins (denomination 3 rubles) and copper-nickel coins (denomination 25 rubles).

Eleven Russian cities have hosted the 2018 FIFA World Cup Russia™. The host cities include such cities as Volgograd, Yekaterinburg, Kazan, Moscow, St. Petersburg, Saransk, Samara, Kaliningrad, Rostov-on-Don, Sochi, and Nizhny Novgorod.

A Russian innovation is the visualization of the host cities of the 2018 FIFA World Cup Russia™. The cities received their own unique symbols within the framework of the uniform symbols of the championship. The idea was developed with the aim of demonstrating to the whole world the cultural values, architectural features and natural beauty of Russian cities. In the work on the images, elements of recognizable urban architecture and the most famous monuments, heraldry, as well as flora and fauna inherent in the region of the World Cup were used.

For the 2018 FIFA World Cup in Russia™, the construction of cultural and sports facilities, residential infrastructure was actively carried out. Reconstruction of old buildings took place.

In 2016, Volunteer Centers were opened, where they trained future volunteers for the 2018 FIFA World Cup Russia™ in different areas. A branded bus with the symbols of the 2018 FIFA World Cup Russia™ was launched as a kind of street art.

The big plus was that a single graphic solution was developed for the image of each host city. With this original approach, the Russia-2018 Organizing Committee and FIFA set a goal - to increase the tourist attractiveness of Russia, to tell about its unique places through the visualization of images, to show the connection with history and traditions.

On the eve of significant sporting events, a lot of PR videos from large companies were broadcast on TV and YouTube. The theme of the events was also manifested in the outdoor exhibition.

The work to promote the FIFA World Cup has been going on for several years and required enormous resources. In order to maintain the status of the most popular sport not only in the country, but also in the world, it was necessary to actively promote the brand “FIFA World Cup 2018 in Russia” among the population. These tasks were solved with the help of such means as the Ambassadors of the championship, partners of the championship, advertising of the event, as well as using the means of commercial promotion.

One of the main tasks of the ambassadors of the FIFA World Cup was to promote and popularize the upcoming world tournament. Ambassadors participated in almost all events and activities that were dedicated to the preparation of the football world championship.

Events hosted by FIFA partners are an integral part of the football celebration of the FIFA World Cup. They help to form the effect of the involvement of each fan and spectator in the grandiose sporting event, associate not only the advertising product, but the world championship itself with positive emotions. Thanks to personal participation in a particular event or campaign, a person experiences a certain feeling of gratitude, friendliness and involvement with the manufacturing partner, which has a positive effect on the image of the upcoming sporting event. One of the most famous and outstanding collaborators of the world championships was the largest American company for the production of soft drinks The Coca-Cola Company.

In 2018, The Coca-Cola Company launched the largest integrated marketing campaign “# Ready” for the World Cup in Russia, which lasted until the end of the tournament. The goal of the campaign was to enable everyone to become a part of the main football tournament on earth (sostav.ru, 2018). As part of the #Ready campaign, Coca-Cola launched

a football application on the VKontakte social network, with the help of which people could participate in the draw for tickets for the World Cup matches. However, the most significant function of this application is the opportunity for teenagers from 14 to 17 years old to take part in a World Cup match, including the final, as an accompanying judge. Traditionally, for the FIFA World Cup, Coca-Cola presented its own anthem. The Ambassador of the city of Rostov-on-Don, rap musician Vasily Vakulenko (Basta) and American singer Jason Derulo performed the anthem for the 2018 FIFA World Cup in Russia. This song became the main tune of the "# ready" campaign. During a large-scale promotional campaign, Coca-Cola raffled off more than a million football prizes: glasses, T-shirts and balls, made in the design of the 2018 FIFA World Cup in Russia. Do not forget about Coca Cola's partnership with the Russian national football team. The national team players are also part of the # Ready campaign. Commercials with their participation appeared on TV and in videos for social networks; outdoor advertisements were placed in all 11 cities of Russia that hosted the World Cup matches. Through this partnership, Coca-Cola has contributed to the development and promotion of football in Russia.

Another major partner of the World Cup is the German industrial concern Adidas, which specializes in the production of sportswear and equipment. The company has been working with FIFA since 1970. On November 9, 2017, the presentation of the official ball of the 2018 FIFA World Cup in Russia took place. The ball was named "Telstar 18". The striker of the Spanish football club Barcelona and the Argentine national team Lionel Messi, the 1998 world champion in the French national team Zinedine Zidane, the 2002 world champion Ricardo Isexon dos Santos Leiti, better known as Kaka, the 2006 world champion Alessandro Italian Del Piero, winner of the 2010 World Cup in South Africa Xabi Alonso and German Lucas Podolski - world champion 2014. For the first time, the ball was used in the official

meeting on November 11 between the national teams of Argentina and Russia. In addition, Adidas has released a sports collection for the upcoming world championship in Russia.

McDonald's has been a sponsor of the World Cup since 1994. On the eve of the 2018 FIFA World Cup in Russia, McDonald has launched the program "For the 2018 FIFA World Cup in Russia". As part of the program, more than a thousand children from Russia took to the field together with the football stars.

It is impossible not to mention the regional sponsor of the upcoming tournament - the private bank Alfa-Bank, which signed an advertising contract with a world-class football star, forward of FC Barcelona and Argentina's national team Lionel Messi. Messi became the main face of the Alfa Bank promo campaign, which made it possible to get tickets for the World Cup matches. In addition, in cooperation with Visa, another partner of the World Cup, Alfa-Bank issued a special card with the World Cup symbols.

The brand promotion "2018 FIFA World Cup Russia" from a commercial point of view relied on the sale of official original merchandise through the online store (FIFA Official Online Store //ru.store.fifa.com/). An important component of promoting the World Cup attributes was the sale of goods from partners of the World Cup, who had sponsorship privileges - the right to use the brand's intellectual property (emblems, logos, slogans, mascots, pictograms) on consumer goods, souvenirs and sports facilities. The online store was part of the structure of the fifa.com website and was a store of various paraphernalia of the 2018 FIFA World Cup Russia.

Advertising in the media played a significant role in promoting the 2018 FIFA World Cup Russia brand, which was used to draw the audience's attention to the brand and increase its awareness, as well as to inform and remind.

An intensive advertising campaign for the 2018 FIFA World Cup Russia began with a presentation video for the World Cup. In 2011, Russia, as one of the candidates to host the

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World Cup, presented the video "Welcome to Russia: 2018 World Cup Bid Official Promos". The video was intended to show the multinationalism of the country, pay tribute to traditions and show the achievements in the field of art and technology.

Over the next seven years, all means of distributing direct advertising were involved: radio, print press, electronic media, outdoor advertising. Special attention was paid to advertising on Russian TV. Almost all state-owned TV channels have included mandatory programs about the World Cup in Russia in their broadcasting schedule in order to increase their audience coverage. Presentations of the cities that hosted the World Cup matches, the presentation of the participating teams, reviews of past world championships, reports on the preparations for the opening of the world championship, the broadcast of the Confederations Cup in football - all this is only a small part.

The major media outlets of the countries that took part in the World Cup were mainly responsible for promoting the brand of the World Cup outside Russia.

There were many advertisements in the Russian media space. Both the official partners of FIFA and those who could not even hint at their involvement in the championship made a hint. However, this did not prevent them from using the football theme to the fullest. Many have even launched entire large-scale special projects.

The main channels for promoting the brand of the World Cup abroad were pages on social networks Facebook and Instagram. These pages were created long before the official pages of the World Cup in Vkontakte and the portal of the fans of the World Cup. These pages belonged directly to the international football federation FIFA. It was through these Instagram and Facebook accounts that FIFA has been promoting the previous World Cup.

EXPO-2017

EXPO has been held for more than 160 years and during this period took place in 43 cities around the world. The record holder was Paris, which hosted the exhibition six times. World exhibitions have always served as a platform for the demonstration of know-how and technical innovations. The first sewing machine, telephone, electric lighting system were presented there.

Modern EXPOs have become a symbol of industrialization and an open platform for the demonstration of outstanding achievements in various fields. The rivalry of the candidate countries for the exhibition is comparable to the struggle for the right to host the Olympic Games.

As you know, the initiative to organize a world-class event in Kazakhstan belongs to the Head of our state. In November 2012, in Paris, at a meeting of the BIE General Assembly, Astana was selected by secret ballot as a city to host the International Specialized Exhibition EXPO in 2017. This victory is an indicator of international recognition of Kazakhstan's significant successes achieved over two decades of independence. As the Head of State said, “the choice of Astana was the fruit of the efforts of the entire Kazakh people”.

"Expo - 2017" is the largest international event in Kazakhstan in its history with the largest number of foreign guests, tourists and official delegations from more than 100 countries of the world.

The theme of the exhibition, proposed by Kazakhstan at the "EXPO-2017", was "Energy of the Future", which touched upon one of the most pressing and globally important topics of our time that worries the entire world community - sustainable use of energy.

Information about the upcoming World Exhibition in Astana was actively disseminated through various channels in the countries of the world:

1. Welcome to the Future brochure was presented at the headquarters of the International Renewable Energy Agency (IRENA) in Abu Dhabi. This brochure of the Embassy of the Republic of Kazakhstan in the UAE, published in English and Arabic, was a visual aid and demonstration material about the international specialized exhibition "Astana EXPO-2017". The Kazakh delegation took part in the 6th session of the Assembly of the International Renewable Energy Agency (IRENA) and the 9th World Future Energy Summit, which were held within the framework of the Sustainable Development Week in Abu Dhabi. In order to attract international participants to EXPO-2017, on the sidelines of the IRENA assembly, bilateral meetings were held with the leadership of the Energy Ministries of Belgium, Sweden, Denmark, Norway, Iceland, Spain, India, Costa Rica, Mexico and Uruguay.

2. The Ambassador of Kazakhstan to the People's Republic of China Shahrat Nuryshev held a meeting with the Deputy Chairman of the Committee for the Promotion of International Trade of the People's Republic of China (KCMT) Wang Jinzhen. During the meeting, the parties discussed the issues of China's participation in the upcoming International Specialized Exhibition "EXPO-2017" in Astana.

3. A meeting was held between the Ambassador of the Republic of Kazakhstan to the Federal Republic of Germany Bolat Nusupov with the General Commissioner of EXPO-2017 from the Federal Republic of Germany, authorized by the Federal Ministry of Economics and Energy of Germany, Dietmar Schmitz.

4. An information campaign on the holding of the world exhibition EXPO-2017 in Astana was held in the Swiss city of Davos. The buses and hotels of the alpine resort were branded with the logo of the exhibition, and a video about the upcoming International Trade Fair was broadcast at the Zurich airport. Switzerland has officially signed an agreement for participation in the International specialized exhibition EXPO-2017 in Astana.

5. Prospects for cooperation in the field of green energy and Latvia's participation in the international exhibition in Astana were discussed during the meeting of the First Deputy Minister of Foreign Affairs, EXPO-2017 Commissioner Rapol Žhoshybajev with the Ambassador Extraordinary and Plenipotentiary of the Republic of Latvia to Kazakhstan Yuriis Pogrebnyaks.

6. Astana was visited by a delegation of one of the developed regions of Italy Friuli Venezia Giulia. Prospects for cooperation in the field of tourism were discussed with representatives of the region.

7. In Akorda, an agreement was signed for Egypt's participation in the international exhibition "EXPO-2017" in Astana. The document was signed following the talks between the presidents of Kazakhstan Nursultan Nazarbayev and Egypt, Abdel Fattah al-Sisi, who arrived in the country on an official visit.

8. The visit of the EXPO-2017 Commissioner, First Deputy Minister of Foreign Affairs of the Republic of Kazakhstan Rapol Žhoshybajev to Poland, during which he met with the President of the Republic of Poland Andrzej Duda. Topical issues and prospects of bilateral cooperation were discussed, as well as Poland's participation in EXPO-2017.

9. During the visit of the Kazakh delegation headed by the First Deputy Minister of Foreign Affairs of the Republic of Kazakhstan, Commissioner of EXPO-2017, Rapol Žhoshybajev to the Republic of India, meetings were held with the Deputy Minister of Foreign Affairs of India Ajay Gondane, Chairman of the Indian Trade Promotion Organization (ITPO), Commissioner the national section of India at EXPO-2017 by L. Goyal and representatives of Indian business circles. Among others, issues on facilitating the visa regime for tourists and businessmen were discussed on the eve of the EXPO-2017 exhibition. They also exchanged views on further cooperation within the framework of EXPO-2017.

10. In Warsaw, the Ambassador of Kazakhstan Erik Utembaev met with the Chairman of the Senate of Poland Stanislaw Karchevsky. The international specialized exhibition "EXPO-2017" was designated by the ambassador as one of the important projects for the Polish partners.

11. Within the framework of the working visit of the Kazakh delegation headed by the Commissioner of EXPO-2017, First Deputy Minister of Foreign Affairs of the Republic of Kazakhstan R. Zhoshybayev to the Kingdom of Belgium, meetings were held with the leadership and representatives of business circles of the Walloon region.

12. First Deputy Minister of Foreign Affairs, Commissioner of EXPO-2017 Rapol Zhoshybayev held a meeting with the Malaysian delegation headed by the Secretary General of the Ministry of Green Technologies and Water Resources, Commissioner of the National Section of Malaysia at EXPO-2017, Ms. Datuk Luu Tuk Ji. The Malaysian side expressed its readiness to show its developments in the field of alternative and renewable energy sources at the exhibition. Following the meeting, the parties signed an agreement for Malaysia's participation in EXPO-2017. Malaysia is the 41st signatory of the exhibition.

13. In Paris, the Ambassador of Kazakhstan to France and Monaco, Nurlan Danenov, met with the General Commissioner of the Pavilion of the Principality of Monaco at the international specialized exhibition "EXPO-2017" Julien Sellario.

14. With the organizational support of the Embassy of the Republic of Kazakhstan in Germany, an economic delegation of the federal state of Bavaria, headed by the State Secretary of the Ministry of Economy, Mass Media, Energy and Technology of Bavaria Joseph Pshirer, visited the Republic of Kazakhstan. The Bavarian delegation included the heads of 20 leading companies in the region, representing various sectors of the economy: the production of building materials, mechanical engineering, exhibition activities, medicine, the agro-industrial sector, etc. The delegation visited Astana and Almaty, where it held

negotiations with the leadership of the Ministry of Investment and Development of the Republic of Kazakhstan, Ministry of Health and Social Development of the Republic of Kazakhstan, Ministry of National Economy of the Republic of Kazakhstan, Ministry of Agriculture of the Republic of Kazakhstan, JSC "NC" Astana EXPO-2017 ", Akimats of Astana and Almaty. During the talks, issues of expanding interregional cooperation and deepening economic and investment partnership between Kazakhstan and the federal state of Bavaria were discussed. The Bavarian side expressed its readiness to take an active part in EXPO-2017 in Astana within the framework of the German pavilion.

15. Deputy Chairman of the Senate of the Parliament of the Republic of Kazakhstan Askar Beisenbayev met with the Ambassador of Japan Masayoshi Kamohara in connection with the completion of the diplomatic mission in Kazakhstan.

16. The Governor of the Astana International Financial Center Kairat Kelimbetov paid a working visit to London. Within the framework of the visit, meetings were held with the leadership of the Institute of Directors, the head of Green Investment Bank, the British office for EXPO-2017, the leadership of the London Stock Exchange and the Metal Exchange. The meeting resulted in an agreement with the British side on close cooperation.

17. Kazakhstan hastened Uzbekistan to decide on participation in the international exhibition "EXPO", which will be held in Astana in 2017. The parties discussed this issue during the 15th meeting of the joint intergovernmental commission on bilateral cooperation between Uzbekistan and Kazakhstan.

18. Ambassador of the Republic of Kazakhstan to France and Portugal concurrently Nurlan Danenov took part in the inauguration ceremony of the new President of the Portuguese Republic Marcelo Rebelo de Sousa. A separate topic of discussion was the country's possible participation in EXPO-2017 in Astana.

19. A diplomatic evening of Kazakhstan was held in Prague under the auspices of the Ministry of Industry and Trade of the Czech Republic and with the support of the Czech-Kazakh Mixed Chamber of Commerce. The event was attended by representatives of the Presidential Administration, Government, Parliament, Ministry of Foreign Affairs, business and expert circles of the Czech Republic. The opening of the evening was made by the Minister of Industry and Trade of the Czech Republic Jan Mladek, Ambassador of Kazakhstan Serzhan Abdykarimov and Chairman of the Czech-Kazakh Mixed Chamber of Commerce Yevgeny Tsoi.

20. Rapol Zhoshybayev, Commissioner of the international specialized exhibition "EXPO-2017", visited Finland. In Helsinki, R. Zhoshybayev held meetings with the leadership of the Ministry of Employment and Economy responsible for Finland's participation in EXPO exhibitions, the Ministry of Foreign Affairs, as well as representatives of the Finnish business community. The main topic of the talks was the discussion of Finland's participation in the international exhibition in Astana.

21. The Embassy of Kazakhstan in Spain and the magazine "Diplomacia Siglo XXI" (Diplomacy of the 21st century) with the support of the European Commission in Madrid held a conference "Priorities and prospects for cooperation between Kazakhstan and the EU" with the participation of authoritative public figures, politicians, diplomatic corps, scientists, heads of various companies and media representatives. Within the framework of the conference, panel speeches were held on the issues of an agreement on expanded partnership and cooperation between Kazakhstan and the EU, Kazakhstan's candidacy for non-permanent members of the UN Security Council, the international specialized exhibition "EXPO 2017".

22. The Kazakh delegation consisting of representatives of the Ministry of Investment and Development of the Republic of Kazakhstan, JSC "NC" Astana EXPO-2017", akimats and large travel companies took part in the 50th international tourism exhibition ITB Berlin,

the 6th meeting of the Silk Tourism Ministers the paths of the UNWTO (UNWTO), the opening ceremony of the Kazakhstan stand at the ITB exhibition, as well as in the road show "Development of tourism on the eve of EXPO-2017".

23. During the 6th meeting of the UNWTO Silk Road Tourism Ministers, the Kazakh delegation presented the report "World Exhibition EXPO-2017: Opportunities for Cooperation Development". At the road show "Development of tourism on the eve of EXPO-2017", organized with the support of JSC "NC" Astana EXPO-2017 "and the German company Berlin Messe, special attention was paid to cooperation within the framework of the International specialized exhibition" EXPO-2017 "in Astana ... In addition, appropriate negotiations were held with potential sponsors of the exhibition - German companies Terranex and Vestas, German tour operators on attracting German tourists to Kazakhstan for the period of the exhibition.

24. The 9th meeting of the Kazakh-Turkish Intergovernmental Commission on Economic Cooperation (IPEC) was held in Turkey.

25. During the Second Meeting of International Participants of the EXPO-2017 Exhibition in Astana, the Ambassador of the Republic of Kazakhstan to Vietnam Beketzhan Zhumakhanov met with the Commissioner of the National Section of Vietnam at EXPO-2017, Director General of the Department of International Cooperation of the Ministry of Culture, Sports and Tourism of Vietnam Nguyen Chung Khanem ... In July 2015, a Memorandum of Cooperation was signed between JSC "NC" Astana EXPO-2017 "and the leading tourism company of Vietnam" Saigontourist ", which is aimed at activating a partnership in attracting tourists from Vietnam with a population of 90 million for the upcoming exhibition in Astana.

26. In Belgrade, the Ambassador of Kazakhstan Nurbakh Rustemov met with the Prime Minister of the Republic of Serbia Aleksandar Vucic and the Mayor of Belgrade

Sinisha Mali. A separate topic of negotiations was the issue of Serbia's participation in the international specialized exhibition EXPO-2017.

27. The Embassy of the Republic of Kazakhstan in Prague took part in the 25th anniversary tourism exhibition "Holiday World" with the official support of the Ministry of Regional Development of the Czech Republic. An exposition with presentation materials dedicated to the International Specialized Exhibition EXPO-2017 in Astana was presented to the general Czech public and guests.

28. In Vienna, within the framework of a working visit to Austria of the executive secretary of the Ministry of Foreign Affairs of the Republic of Kazakhstan Anarbek Karashev, issues of cooperation in the field of air traffic and simplification of the visa regime between Kazakhstan and Austria were discussed.

29. The national company "Astana EXPO-2017" took part in the XXIII international exhibition on the topic "Travel and Tourism" (MITT) in Moscow. At the exhibition, representatives of the Astana EXPO-2017 NC held a road show with a presentation of the EXPO-2017 tourism product portfolio for large Russian travel agencies. Within the framework of the program, tours with a visit to Astana and EXPO-2017 were presented. In addition, bilateral meetings were held with national and regional tourism departments, tour operators and organizations of the Russian Federation and the CIS countries [14].

During EXPO-2017 in the capital of Kazakhstan, concerts, shows, National Days and other entertainment events were held every day on the territory of the exhibition. Within the framework of the international exhibition "EXPO-2017", the Ministry of Culture and Sports of the Republic of Kazakhstan held about 6 thousand cultural and entertainment events.

The pavilion of Kazakhstan, which was recognized as the largest sphere in the world, became the symbol of EXPO-2017. Inside the sphere, in addition to the Museum of the Future, there is a museum that tells about the history of the country.

The world's largest companies sponsored EXPO-2017 in Astana. For example, DHL Trade Fairs & Events and the national company Astana EXPO-2017 signed a memorandum of cooperation.

JSC "NC" Astana EXPO-2017 "signed a memorandum of cooperation with Samsung Electronics Central Eurasia, which was awarded the status -" Official partner of the exhibition. "

About 10 large companies were attracted as sponsors, such as NCOC consortium, Shell, Air Astana, CISCO, Saint-Gobain, Kazkommertsbank JSC, Samruk Energo JSC, Kazpost JSC, etc.

During the process of promoting the exhibition and attracting tourists around the country, various events were held. On the eve of the exhibition, paraphernalia and souvenirs were released, which were further distributed. For the organization of the exhibition, volunteers were involved, who had previously completed a certain preparatory course.

In preparation for EXPO-2017, special banners and thematic videos were placed at railway stations. Ticket offices for the sale of tickets for the EXPO-2017 international exhibition were opened at the railway stations.

As a result, according to the registration dossier of the Exhibition, it was planned to receive 2 million visitors, 15% of which are foreign citizens. The actual figures for the number of visitors exceeded expectations and amounted to almost 4 million people (the total number of visitors was 3,977,545 people). 15% of all visitors were foreign tourists from 187 countries of the world. More than 1,400 small and medium-sized businesses have received orders for goods and services in excess of 170 million euros [15].

Conclusions

Based on the analysis, it can be concluded that the feasibility of holding mega-sports events, which include the last exhibition "Expo-2017" in Astana, is unprofitable for the host countries. In addition, local residents often oppose such events. On the other hand, the effects of holding mega-events go far beyond the direct financial result of holding them. These are effects such as those associated with economic growth in general, as well as the growth of exports, foreign direct investment, tourist flows, employment, and others.

For five years, 565 billion tenge has been spent from the budget of Kazakhstan for the preparation of the international specialized exhibition "EXPO-2017" in Astana.

In general, the level of management of the marketing activities of EXPO-2017 is noted at a good level. A huge amount of work was done both on the part of the business sector and on the part of the Government of Kazakhstan. However, there were certain organizational flaws, as well as expectations that were not met at the beginning (instead of the planned 6 million visitors, the exhibition was attended by about 4 million, and then at the expense of the local population).

The disadvantages include:

- overestimated estimates for the construction of facilities, the costs of which were covered by the state budget;
- untimely readiness of objects and their quality;
- the policy of evicting the homeless outside the city of Astana negatively affected the reputation and image of the country;
- weak propaganda work about the necessity and importance of holding this event, which in turn caused a lot of discontent both on the part of the population and became the cause of ridicule by various media outlets of foreign countries;

- organizational gaps - for example, the opening and closing ceremonies of the exhibition, which caused the formation of many hours of queues;

- the pricing policy of establishments operating both on the territory of the exhibition and outside - the prices were overstated based on the arrival of foreign guests, however, 85% of the visitors to the exhibition were local residents;

- corruption scandals after the exhibition.

Taking into account the above, we can summarize the following: the organization of such a large-scale event requires a special approach in the process of effective management of marketing activities, in which it is necessary to pay attention to the smallest details that may subsequently negatively affect the image of not only the event itself, but also the country as a whole.

The research found that a factor in the success of a large-scale event is a narrow specialization, reflecting the positioning of the entire brand. At the same time, the development of an umbrella brand, which includes several highly specialized exhibitions, provides greater efficiency when it is brought to the global level. In addition, work with companies and business representatives that act as the target audience of the exhibition plays a special role in increasing brand loyalty; since it is focused on them, they should be considered as the main determinants, according to the desires and expectations of which the exhibition brand is created and developed. Including for the effective identification of these desires and expectations, as well as for analyzing the market as a whole, the competitive environment and determining the position of the brand and the process of its development, it is necessary to conduct research throughout the entire life cycle of the exhibition: from the stage of brand planning to the stage of assessing the effectiveness of the conducted measures and adjustments to strategies. In addition, it is necessary to remember the complex nature of exhibitions today and to assign a significant place to business industry events within the

framework of the exhibition, increasing the functional advantages of the brand. These events perform both the function of attracting exhibitors and visitors, and, as a result, characterize the current state of the industry and, often, provide an opportunity to determine the prospects for its development.

Finally, it is important to shift the focus from the functional advantages of the brands of international industrial exhibitions to the social ones.

All of the above allows us to make a forecast for the further development and expansion of the international exhibitions industry, the emergence of new players, and, thus, the continuation of the increase in the level of competition. In these conditions, following global trends and taking into account the experience of the largest players will achieve effective results and provide an opportunity for further successful development of the event marketing direction in Kazakhstan.

Results Findings and Analysis

This section presents the main results of interviews with Agnest Lim from Malaysia (representative of the creative / event agency) who worked in the Malaysia pavilion at Expo 2017 and Andrey Purtov (Branding expert)

1. Do you believe that Country level Events like EXPO, FIFA, Olympic Games or Formula1 affects to country image?

Andrey Purtov: Yes, of course. I think they affect the image of the country .because countries that are not, shall we say, in the first group of countries on the international agenda. And you could say most countries are in that group. They need events that are covered not only at the national level, but also at the international level. and just the reception of this kind of event, it can allow to break through the information field, the information

cocoon, such that is over every small territory. or over every territory that is not too interesting on an international scale.

Agnest Lim: It effects to country image. It helps to country to give bringing a lot of economies. Expo, Formula 1 all events that happened in country which is related to worldwide bring very good incomes for the local business. Because when tourists comes to your country they use hotel, transports.

2. Do they build Country Branding in the way that this country is Dynamic?

Andrey Purtov: Holding event events really affects the country's image. However, here it is necessary to take into account the fact of what this image will be. Whether it is positive or negative, the chance that there will be more communication messages in the blogosphere on the Internet and in the media is indeed. Therefore, holding an event event is half the battle, the main thing is that the organization is successful, without any excesses and that as a result, for example, any corruption situations do not arise.

Agnest Lim: Actually I think that it will bring a lot of recognisability. Because a lot of people do not know Kazakhstan. Because of Expo a lot of people will notice. Wow it is Kazakhstan this country, this is Astana, Almaty. It is related recognisability to Kazakhstan. For example before Malaysia do not have a Formula 1. A lot of people do not know where Malaysia.

3. Do you think that one big Event and it's Marketing Campaigns divided into several stages and there is a need of Marketing, Branding and Event Management agencies are needed for a Government? Or there is a big one Event and everything inside is made during the campaign or adjusted from initial plan?

Or Government is doing and tries to do everything by their own by having one plan?

Agnest Lim: Basically or government planning is actually is 1 year 1 right so because it's related to a lot of departments and also a lot of safety and it's also about those - it's not It's

the Return of investment Roi that needed for the country, so what is your purpose and what is your main objective to do the event then only you come up with the marketing plan like what is the event that you want to bring into the people and is maybe is education or either is Health knowledge for others technology or either is anything that is related and it's good.

Andrey Purtov: It is impossible for the government to organize and conduct the event on its own. The organization requires the involvement of agencies. Since the organization should be dealt with by professionals. And the Government, for its part, must control and regulate the entire process.

4. Do you think that for a developing country there is a need for such events and can they come up with level?

Andrey Purtov: Indeed, developing countries need such events. This is the image, the development of tourism, the attraction of investments. However, in this regard, it is important to understand about the further fate of the objects that were built for the event, it is important that these objects are also used in the future, and not be in a mothballed position, as these are additional costs for the state.

Agnest Lim: Actually other countries actually they need this kind of big events you see if I say that your country you can create one unique and special belongs to your country to bring over around the world. That is a very good event is e of course you want to create a very successful event.

That failure event you see if you want to create a special alert events like F1 like Expo is actually a very difficult. You need a lot of support from the country resources Manpower anything that you need to is easy. It is to go through a lot of burial a lot of people to you know, maybe rejecting or something like that. But the end of the issue really can sustain it make it like one of the events very big hoo-ha to represent your country, which is your success. Everyone knows it because everyone is waiting Expo

5. The question about risk management.

Andrey Purtov: Risk management is a very interesting thing, at one time everyone laughed at the Wimbledon tennis tournament, which paid 2 million euros every year for insurance against a pandemic, the payment was carried out for 20-25 years. And just last year they received 150 million euros in connection with the outbreak of the pandemic.

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Appendix

Appendix 1

Interview with Agnest Lim from Malaysia (representative of the creative / event agency) who worked in the Malaysia pavilion at Expo 2017

1. Do you believe that Country level Events like EXPO, FIFA, Olympic Games or Formula 1 affects to country image?

It effects to country image. It helps to country to give bringing a lot of economies. Expo, Formula 1 all events that happened in country which is related to worldwide brings very good incomes for the local business. How? Because when tourists comes to your country they use hotel, transports.

2. Do they build Country Branding in the way that this country is Dynamic?

Actually I think that it will bring a lot of recognisability. Because a lot of people do not know Kazakhstan. Because of Expo a lot of people will notice. Wow it is Kazakhstan these country, this is Astana, Almaty. It is related recognisability to Kazahstan. For example before Malaysia do not have a Formula 1. A lot of people do not know where Malaysia.

3. Do you think that one big Event and it's Marketing Campaigns divided into several stages and there is a need of Marketing, Branding and Event Management agencies are needed for a Government? Or there is a big one Event and everything inside is made during the campaign or adjusted from initial plan?

Or Government is doing and tries to do everything by their own by having one plan?

Okay, this is for government or is a talking about corporate company. Basically or government planning is actually is 1 year 1 right so because it's related to a lot of departments and also a lot of safety and it's also about those - it's not It's the Return of investment Roi that needed for the country, so what is your purpose and what is your main objective to do the event then only you come up with the marketing plan like what is the event that you want to bring into the people and is maybe is education or either is Health knowledge for others technology or either is anything that is related and it's good.

Your country so we only need to think of that kind of event to create value right and after that you will plan so the entire year of deer and which is my marketing plan until your event

4. Do you think that for a developing country there is a need for such events and can they come up with level?

Okay a because is very subjective. Everyone's thought this different so but you want to be all people understand so that is the tactics and techniques day. So they you need behind support. You see it's not one man show. Yeah good statement about not one day show. Okay, please note some of the about this.

Actually other countries actually they need this kind of big events you see if I say that your country you can create one unique and special belongs to your country to bring over around the world. That is a very good event is e of course you want to create a very successful event is

That failure event you see if you want to create a special alert events like F1 like Expo is actually a very difficult. You need a lot of support from the country resources Manpower anything that you need to is easy. It is to go through a lot of burial a lot of people to you

Marketing in Event Management, Astana EXPO2017 case

know, maybe rejecting or something like that. But the end of the issue really can sustain it make it like one of the events very big hoo-ha to represent your country, which is your success. Everyone knows it because everyone is waiting Expo

Appendix 2

Interview with Andrey Purtov (Branding expert)

1. Do you believe that Country level Events like EXPO, FIFA, Olympic Games or Formula 1 affects to country image?

Do they build Country Branding in the way that this country is Dynamic?

Yes, of course. I think they affect the image of the country .because countries that are not, shall we say, in the first group of countries on the international agenda. And you could say most countries are in that group. They need events that have national as well as international coverage and the incorporation of such events can break through the information cocoon located over a small territory or a territory that is not particularly interesting on an international scale. So, the very fact of receiving such an event it's already attracting quite a lot of media, journalists, bloggers. and the news is coming out of that country. and the other thing is what kind of news this is going to be. i.e. in what aspect, there will be this image. Whether it will be positive or negative is another question. But of course the chance that there are more communication messages in internet, mass media is great. Simply, the image itself is connected to the emotional coloring of messages. Publications may be of negative tone, because they may be of negative nature about the territory, badly organized or somehow corrupt. A publication may have a minus sign. Publications can have a plus sign. Most of the time, there are more positive publications. So yes, in general the image should be good. But again, the outer image. They do not always have an impact on the internal image because there is also the internal image of the country. Sometimes they are perceived as a feast during the plague, like an attempt to spend

the state budget on something that is not a top priority. Because the local population does not need formula-1 races forever and so on. let us say that in sochi they were building a race track for formula-1. they demolished a lot of things, and people were deprived of land on the site. Like in Barcelona, there are too many tourists there so the population is not happy about it. So, the image of the general area is a complicated issue, it's important to understand in the eyes of what audiences we are looking at. If we talk about what audiences are important for the territory, it's probably investors, tourists, local population and some business, external, that may consider the territory there for relocation, or it may be some pensioners, who may come somewhere to live, one way or another these audiences may be many it all depends on the territory strategy. in general it is not an end in itself just to create some image in the eyes of someone. it is important to understand in territorial marketing what our territory strategy is, who we We might want to attract investors, we might want to attract tourists, we might want to attract young IT people, we might want to attract old people who would buy a house somewhere on the beach and live there and pay taxes, and so on. It all depends on the territory's strategy. It's very important to understand the territory's strategy, in whose eyes we create this image, because just say the same event can create a very positive image in the eyes of tourists, that there is a cool event, etc.. And in the eyes of people who want to just live there, the presence of autodromes and such events, it is most likely negative.

2. Do you think that one big Event and it's Marketing Campaigns divided into several stages and there is a need of Marketing, Branding and Event Management agencies are needed for a Government? Or there is a big one Event and everything inside is made during the campaign or adjusted from initial plan?

Or Government is doing and tries to do everything by their own by having one plan?

In my opinion, no government can do anything on its own, an agency is certainly needed, because people who work for any government in a private structure in any country are not professionals. Of course event marketing is a complex activity, it is better to have some agency working for governments on a contract and organise it. For example, event programs, some other aspects of this big event. I believe that everything should be handled by professionals. Officials themselves can make decisions, but they feel like Desijn Makers, they feel like professionals. But in reality they do not understand anything.

It has to be decided on a case-by-case basis, because how much does this big event cost, how much does a series of events cost, what effect do we want to get from one event, what effect do we want to get from a series of events. If our goal is just to get the word out about us existing then one event is better. One large-scale event has a better chance to break through this information bliss, which is in each territory, from another country we want to endstent, let's say that we have a great gastronomic tourism, then one event only allow to do, then probably in a group of events.

3. Do you think that for a developing country there is a need for such events and can they come up with level?

I don't think so. We don't need to. Because the stakes are too high, and there are many examples when a country felt very badly when they had mega-events. For example, the same as Greece when it had the Olympics in 2008, they

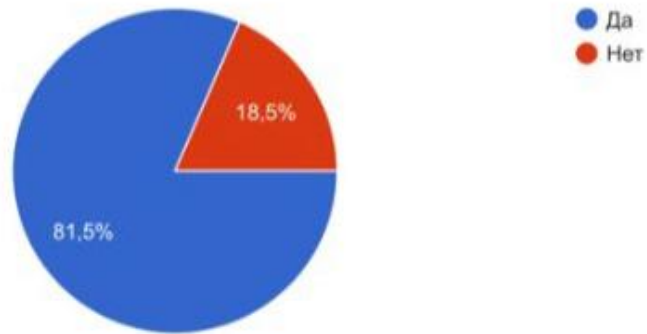
got into very big debts. They had big problems and the probability that the country will go into debt and will not be able to take advantage of it, as experience shows, is quite high. The Olympics or Expo can be compared to exploding a nuclear bomb, but some kind of precision weapon in use seems more attractive to me. and I am sure that whatever the task is, within the budget that requires such mega events, this budget could be more rationally spent on achieving the same goals, but in the form of a series of events projects

Appendix survey

We conducted a survey on the subject of Expo. And the poll results looks like this.

Вы были на EXPO?

249 ответов



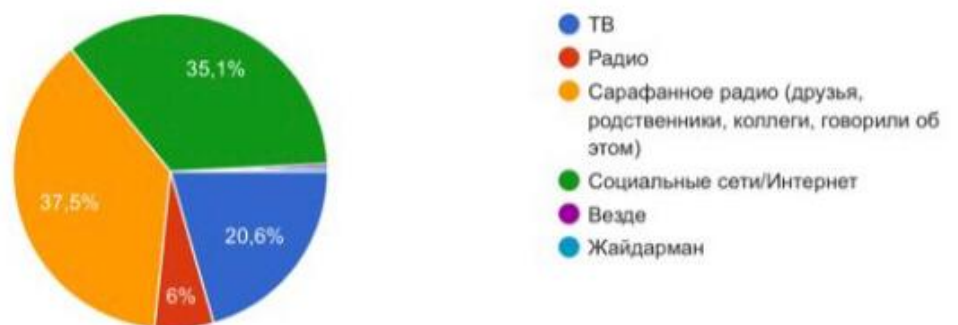
Have you been to the expo?

81.5% yes

18.5% no

Где вы слышали об EXPO-2017?

248 ответов

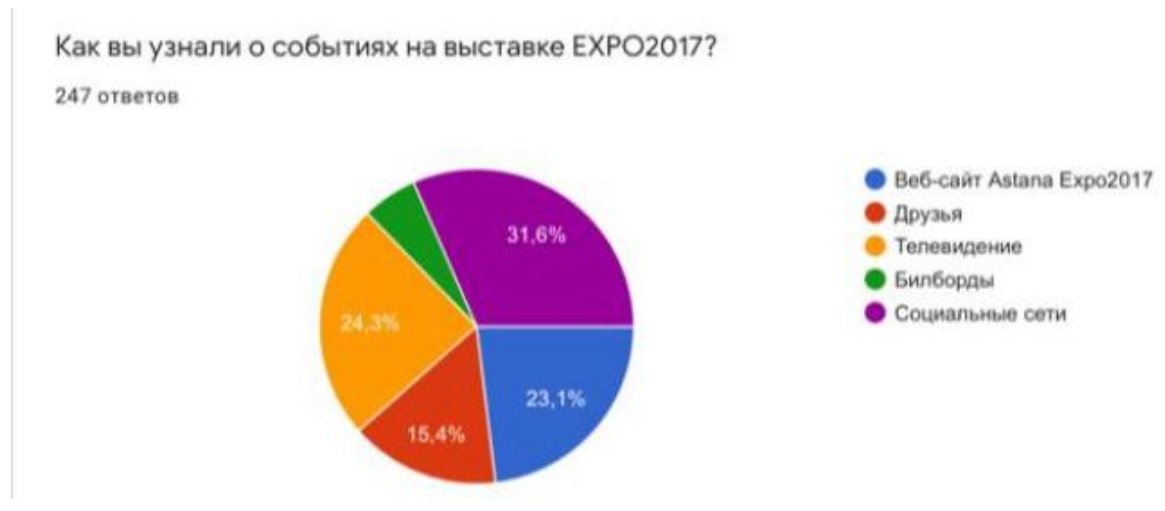


Where did you hear about the expo?

37.5% found out through friends, relatives, gollek (and those who talked about it)

35.1% learned about the expo through social networks

20% via TV

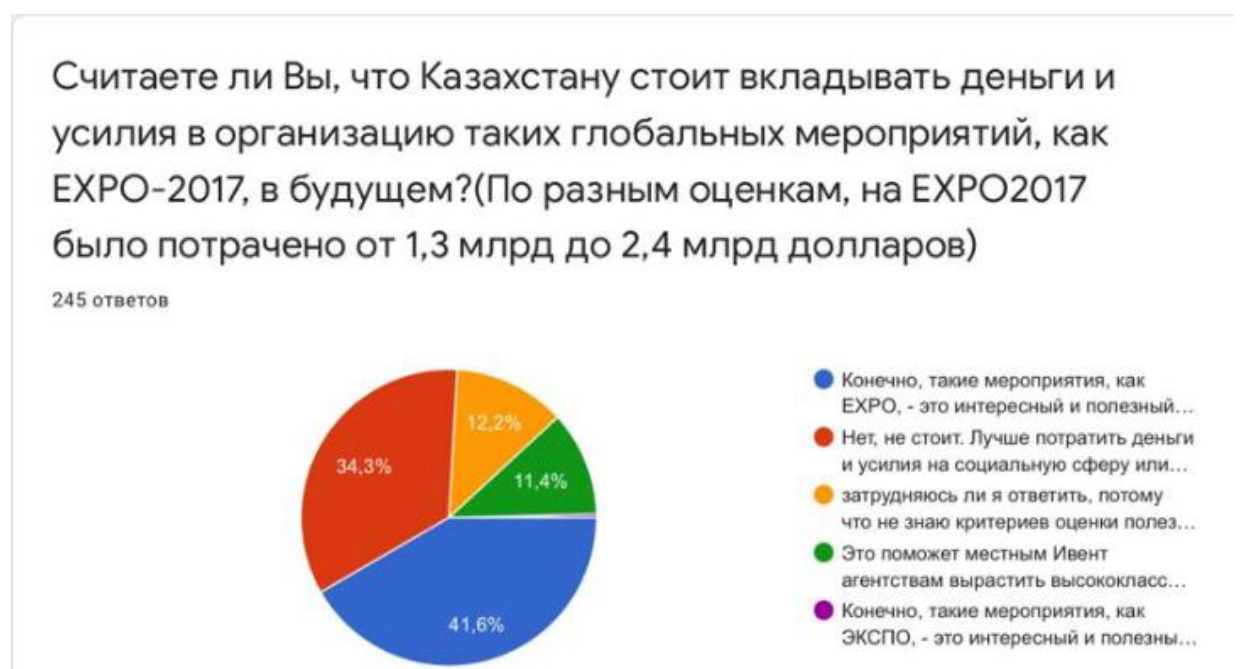


31.6% learned about the expo through social networks

24.3% found out through tv

23.1% via Astana Expo2017 website

And 15.4% found out through friends



41.6% of those who completed the survey think that Kazakhstan needs to invest in such events

34.3% think it's not worth it

В какой степени, по Вашему мнению, изменился имидж Казахстана на мировой арене в связи с проведением EXPO, повлияло ли это на имидж страны?

245 ответов



34.7% of those who passed the survey think that Kazakhstan has shown everyone that we ourselves can organize such an event

24.1% say that Kazakhstan has become more recognizable in the global economy due to Expo 2017

25.7% disagree and believe that nothing has changed