

conducted by Russian media over the last year, thereby forming a "parallel reality" with xenophobia, restriction of civil rights and war crimes. For a better understanding of how the mechanisms of manipulation of consciousness work, consider some features of perception of information and the influence of social stereotypes on the behaviour of the individual.

One of the main "materials" manipulators operate with are social stereotypes. Stereotypes are an inalienable component of individual and mass consciousness. The specificity with which media form stereotypes include the following: information transmitted through the media is always organized after passing through the selection, classification, categorization of facts and phenomena of social life; mass media provide not only public information, but also serve as media of communication, that is, in the context of creating an original form of communication. Such a context can use three quite common stereotypical approaches: "the inner potential", "the reactivity of behaviour", and "the self-realization".

"The internal potential" deals with the manipulation of people's concept of hidden possibilities that can reveal a particular brand. So, the Nike Corporation has attracted the attention of consumers with its advertising campaigns, where sports products are advertised by a guy with overweight. Thus, the corporation tries to demonstrate that the internal potential of a person, not even congenital athlete, can be changed for the better.

As for "the reactivity of behaviour ", manipulative technique is based on the use of speed of human response to external stimuli. For example, most of the people are not able to make decisions quickly, so if you need fast answers, these people are lost. Sellers in stores and waiters in restaurants often increase the number of orders due to the additional services not demanded by a consumer.

"The self-realization" is a manipulative technique based on the use of the image of successful people, those who form the ideas about which house to buy and where to spend their free time etc.

Manipulation has always existed. Here we have considered only a few cases. Although a guaranteed way to protect yourself from manipulative influence does not exist, understanding the mechanism of manipulative techniques influence allows a person to be more prepared for possible information effects.

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THE WORK OF BUSINESS WITH THE YOUTH AS A TOOL OF EVENT MARKETING

Currently, the market is developing quite rapidly. To attract customers, companies create a large amount of advertising that can be seen daily on the streets, on TV, in magazines, newspapers, Internet, heard on the radio. But very often such advertising is intrusive and not effective. In addition, because of the high competition in the market of goods and services it's much more difficult to interest

the consumers.

Moreover, companies should determine which range of consumers their work will be focused on. Effective choice is work with young people, who constitute a significant part of the population. For example, the approximate number of students is 5646.7 in Russia in 2013/2014. It means that 393 students account for 10 000 people. Sure enough, companies cannot ignore such a huge market.

Therefore, companies have to seek out and create new approaches to promotion of goods which have the aim to attract young people. One of them is event-marketing.

Event-marketing is organization of events aimed to promote the brand of the company, present the product or service with the help of memorable vivid events. Emotional impact (contact) activates the attention of the audience to the brand of a company, product, service. Event marketing becomes more and more popular, many companies have resorted to holding events, because it is one of the most effective tools that forms a positive attitude towards the company and its product.

To get students' attention companies use different strategies and organize a large variety of events. Retail chains carry out special campaigns to attract customers and increase sales. For instance, "Red Bull" - a manufacturer of energy drinks – arranges tours and seminars in Europe for DJs, regular competitions for waiters to maintain its brand. "Nestle" has created mobile Nesquick entertainment parks for children in several countries. "The Coca-Cola Company" organizes worldwide presentations for new products, holidays, festivals, concerts, sporting events. As a result, these brands are very popular and recognized.

Manufacturers of impulse goods (energy drinks, chocolate, etc.) use the event marketing tools especially often. Free events with famous rock stars enable to gather a large audience of young people. For example, "Klinskoe" organizes concerts in its clubs (which are called Klinskoe Party Zone) every year, arranges promotion festivals. Another striking example is the promotion of Snikers chocolate bar in Russia: "Mars" organizes "Snikers Urbania" event which has become an annual celebration for the youth.

It's necessary to mention various campaigns which food manufacturers arrange on a regular basis. Travels abroad are raffled as prizes which are very popular among customers (especially among the youth). For instance, OOO "Razdole-Trade" – a sunflower seeds manufacturer – arranged a campaign in 2010 where a prize was a trip to a Safari in Kenia. The aim of this event was to generate interest among the target audience (students) during a short period of time (vacation). This step helped to increase significantly the demand for the product.

Some companies use Holiday marketing approach. They organize sporting events which are frequently visited by young people. For instance, "Coca-Cola" arranges football tournament among the youth. As a result the number of participants and of course media attention to the brand increase every year. "Red Bull" organizes competitions under its brand as well. It helps to save money on direct advertising and image of the brand are associated with energy and positive.

In addition, large companies offer help to students with their education and career- very effective marketing ploy. They organize job fairs and offer discounts on their products to students.

Large Russian and international companies conduct case study competitions among young people, which have recently become very popular in Russia. Case study tournaments are events where it's necessary to solve a specific task in business based on the real economic situation, to explore it, understand the problem, find possible solutions and choose the best one.

Paid internships to work closely with universities, multilevel programs to solve business cases allow companies to create a circle of loyal candidates, to get talented young people. The main goal is the creation and positioning of a brand in the labor market (HR-brand), investments in its product on the market, making contacts with the target audience. Thus, the brand is becoming more recognizable, the company proves its social responsibility (social advertising).

Such events attract potential employees' attention to the company, to a particular product, analyze the expectations of the consumer, while avoiding large financial costs. However, all of this does not change the effectiveness and positive impact of these companies on the market, which provides an opportunity for young talented people to realize themselves and to get a job in the company of the dream (main bait) when solving business cases. In addition, according to the McKinsey study, only 10% of students are successful in career building.

Thus, event marketing is one of the most effective and promising areas of marketing policy in the sphere of business to work and attract young people - a large part of the population. Well-organized events increase the number of consumers, the sale of goods and services, and the possibility of choosing the most talented future employees. At the same time, bad-organized events can have negative impact on the image of the company and reduce sales significantly.

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FEATURES OF THE ORGANIZATION IVENT-ACTIVITY TO PROMOTE SERVICES IN CONSUMER MARKET

Excessive activity of advertisers and the massive use of advertising, sales promotion, PR, and other marketing communications tools compel consumers to protect themselves from such information, thereby reducing the effectiveness of their use.

To increase the effectiveness of such companies have to resort to non-traditional means of marketing communication that makes it relevant to study the features of their use of such tools as Ivent-Marketing (Event Marketing).

Event marketing - is part of PR, to organize special promotional events local. PR