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**EVENT PROJECT AS A MODERN FORM OF LEISURE ORGANISATION
IN THE TOURISM INDUSTRY**

Event projects as a modern form of leisure organisation are becoming increasingly popular in the tourism sector due to their ability to diversify and meet the needs of modern tourists. Today, standard forms of tourism are gradually losing their appeal, while events that combine entertainment, education, cultural exchange and interactivity meet the demands for individualised and emotionally rich holidays.

The entertainment industry has become one of the most important areas of everyday life in society, with the share of household expenditure on various entertainment activities accounting for 19% of the family budget in the UK, 14% in Japan, and 12% in France and the US. The average amount allocated by an American family for entertainment and leisure is about \$4,000 annually [1].

Leisure organisation is realised through the use of various tools and methods of event management:

- use of special tools and technologies that allow achieving various individual and social goals;
- methods and techniques of event management, which are considered as separate projects.

Event project planning includes work on certain stages.

The first is to receive a brief from the event customer. A brief from the customer is a brief information from the customer about the event and their wishes. At this stage, the following information is recognised: the purpose and format of the event; target audience; date and venue; number of guests; preliminary budget.

The second is the preparation of a creative proposal. Development of the event concept means identifying the main ideas and building the entire concept of the future event. The idea of an event can be revealed through the event programme, costumes, menu, decoration – a certain atmosphere.

Creating an atmosphere – that is, an image, a general impression that participants will note and remember, which is implemented through the Rule of Five Senses:

- hearing (sound and acoustics; music; background; signals; etc.);

- sight (lighting intensity; visual support, shows; signs; colour scheme of the halls; logo; etc.);
- touch (texture; matching the image; etc.);
- smell (associations);
- taste (the menu, catering, snacks and food served at the event should be appropriate for the invited audience, in harmony with the impressions received from other senses).

The third is the conclusion of a contract when organising an event project, which provides certain guarantees for the organisers and customers of the event. Initially, it is recommended to conclude a framework agreement, and then for each block of work (stage and decoration, menu and catering) to conclude annexes to the agreement.

Guarantees for the organisers – in case the customer cancels the event on their own initiative: guarantees of holding the event and payment for the work done by them. Since preparing for the event is a very complex and extensive work – developing a concept, establishing contacts and concluding contracts with contractors, calculating the cost of services, as well as prepayment to contractors.

Guarantees for the customer – guarantees of receiving a service of proper quality.

The fourth is the implementation of an event project. The specificity of the service market (and especially leisure services) is that a lot depends on staff. Staff is a fundamentally key and important element of events. Therefore, an employee (event manager) is the main element in the organisation of events.

The main composition of the working group when planning and organising an event project is as follows:

Account manager – an account manager, a specialist in negotiations, communication with clients.

Project manager – a specialist in planning, organising and managing to successfully achieve the goals and complete the tasks of the project. This is a person who organises work on the site, work with contractors, artists, etc.

Event director is a creative worker who develops and implements entertainment events. They develop the script and are responsible for the technical part of the project.

When considering the issue of HR management in the event sector, special attention is paid to the issue of attracting temporary staff, who can act as paid employees or as volunteers.

When implementing an event project, it is necessary to prepare a number of documents that will allow you to effectively conduct the event, namely:

1. Approval of the event concept (creative proposal) – preferably with the signatures of the customer and the organiser.

2. Final budget – the cost of the project by items: venue, decoration, food catering, contests, actors, costumes, souvenirs, etc.

3. Project checklist is a document that is drawn up at the project launch stage. This document specifies the timeframe within which the organiser is obliged to complete certain tasks, and the customer is obliged to approve them or make certain adjustments, indicating the deadline.

For the convenience of planning, you can use time periods: a month, a week, a day. The more time you have before the event, the larger the time periods you can work with.

4. Contact report – a report on the work done, agreed by the organiser and the customer, one of the main documents of business negotiations. This is an email sent to the customer, which contains the main topics of discussion and agreements reached.

5. Additional presentations (detailed information) on proposals for the performance of artists, the design of the halls. Especially when the customer is closely involved in the organisation and implementation of the event.

6. Scenario plan of the event – a detailed plan for holding an event, performing certain actions. This is a very precise document that is drawn up minute by minute, and the text is written in detail.

7. Installation list – a document that contains all the information about the event project: installation, contractors, decorations, speeches, props, gifts, certificates, diplomas, etc. It indicates the time of who arrives when, after whom.

8. Press release. If it is necessary to inform the media about the event in order to cover information for the general public and/or a specific target audience, a press release should be prepared. A press release is a special bulletin with important, essential information about the upcoming or held event.

Event projects play an important role in transforming approaches to leisure in tourism. They meet the needs of modern tourists, who are focused on emotionally rich and individualised experiences, and allow them to create new leisure formats that combine entertainment, learning and social interaction. Implementation of event projects in the tourism sector is important for improving the quality of leisure, developing social interaction, economic growth and supporting sustainable development. By combining entertainment with cognitive and cultural elements, event tourism creates a new approach to leisure that meets the needs of modern tourists and contributes to the development of regions and countries.

References:

1. Colja M. Dams. *Agiles Event Management: Vom «Wow» zum «How» im erfolgreichen Event Management*. Wiesbaden: Springer Gabler, 2019. 298 p.