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EXHIBITION MANAGEMENT: STAGES AND INTEGRATED COMMUNICATIONS

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The article describes the stages of international exhibitions management, the main mistakes made by the project managers and the top management of the Exhibition Company "Belinterexpo" during international exhibitions. It contains advice on the improvement of corporate integrated communications.

It is undeniable that the international exhibitions are a powerful tool for promoting the image of a country abroad and boosting its competitiveness on the international market. Managed appropriately, the international exhibitions produce economic, social and cultural benefits [1, p. 257]. The exhibitions require thorough planning and effective implementation to ensure that participants, visitors and guests gain all the advantages from the event on the international level.

The object of the research is the theory of integrated communications in exhibition activities.

The subject of the research is integrated communications in the event management of the international exhibitions by the Exhibition Company "Belinterexpo" of the Belarusian Chamber of Commerce and Industry (BelCCI).

The objectives of the research are to determine the main stages of the international specialised exhibitions management; identify the mistakes in the implementation of the integrated communications in the international exhibitions management by the Exhibition Company "Belinterexpo" of BelCCI; and provide the solutions to correct them.

The stages of the event management of specialised international exhibitions can be summarised in Table 1.

Table 1 – The stages of International Specialised Exhibitions Management

Stage	Stage Description
Stage 1. Event Idea and Approval	Idea generation.
	Approval of the top management.
Stage 2. Setting Date, Venue and Budget	Dates setting.
	Negotiation with platforms for the exhibition.
	Formulation of the realistic cost analysis.
Stage 3. Program Planning and Speakers Selection	Planning the intensive business program.
	Endorsement of the keynote speakers.
	Endorsement of subject-matter experts.
Stage 4. Participants and Visitors Lists	Creation of the database of both participants and visitors.
Stage 5. Event Promotion	Finding the media to cover the event.
	Production of printed collateral materials.
Stage 6. Event Execution	Monitoring the situation.
	Conducting surveys.
Stage 7. Event Reconciliation	Evaluation of the event effectiveness.
	Communicating the event results to the leadership.
	Sharing the event results with the participants, visitors and guests [2, p. 363].

The results of case analysis of the integrated communications in the international exhibitions management by the Exhibition Company "Belinterexpo" of BelCCI can be summarised in Table 2.

"This site may be hacked" is the message under the first link to the corporate website of the Exhibition Company "Belinterexpo" in Google, which appears when a search engine thinks that hackers have changed the content of the website or added their own information to it; and having visited this website, users may suffer from the harmful software.

Table 2 – Integrated Communications in the Event Management of International Exhibitions by the Exhibition Company “Belinterexpo” of BelCCI: Mistakes and Solutions

Mistakes	Solutions
Mistake 1. Lengthy meetings without results.	- work out a clear agenda of the meeting; - set time limits of the meeting.
Mistake 2. No clear division of project managers' responsibilities.	- delegate responsibilities among the employees without their overlapping.
Mistake 3. Vague event ideas (event concepts).	- formulate the ideas of events (international exhibitions and conferences) clearly.
Mistake 4. Vague formulation of events target audience.	- conduct marketing research; - formulate the target audience of events clearly.
Mistake 5. No Customer Relationship Management (CRM) system.	- install a CRM system.
Mistake 6. No special service for e-mail distribution.	- install a special service for email distribution (e.g. MailChimp).
Mistake 7. No special service for the managers of the enterprise to edit documents simultaneously.	- use Google Docs to create and edit documents simultaneously.
Mistake 8. “This site may be hacked” (Figure 1).	- modify the website or create a new one.
Mistake 9. The reasons for the event failure are not analysed.	- conduct failure analysis.

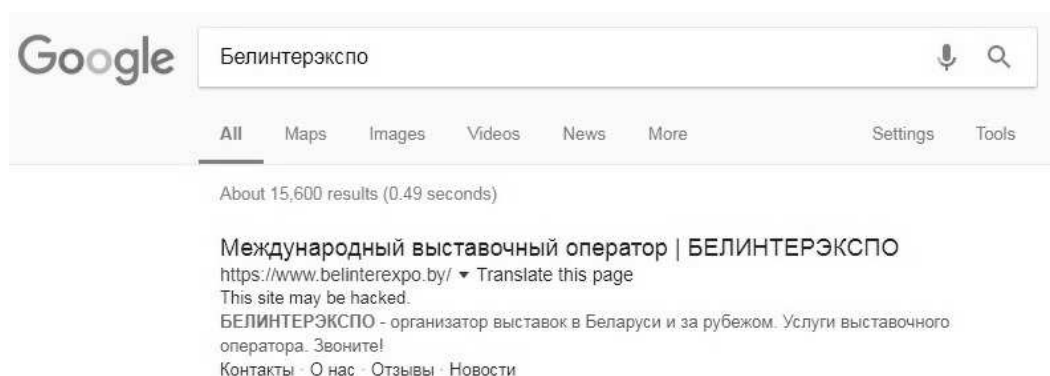


Fig. 1. Message “This site may be hacked”

Newness of the research is that for the first time the peculiarities of organizing and holding the international specialised exhibition in the Republic of Belarus have been analysed.

The area of application: the algorithm of organising and holding international specialised exhibitions can be used by the specialists of the exhibition companies to improve the enterprise's integrated communications system.

The perspective of the research is to create a handbook on the implementation of integrated communications in the event management of international exhibitions.

REFERENCES

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