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**EVENT MANAGEMENT ONLINE: A PROMISING MARKETING TECHNOLOGY TO PROMOTE  
A UNIVERSITY ON THE MARKET OF EDUCATIONAL SERVICES**

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**Abstract**

Changing the consumer model under the influence of new information technologies requires an adequate marketing response of educational institutions. When promoting educational services, innovations in the field of event management are relevant. This opens up prospects for a special event method in virtual space. The material for studying the effectiveness of event management in the virtual space was special research works, as well as the websites of event companies in Moscow. The research methodology is based on market marketing methods. The perspective of organizing online events for the University's marketing policy is shown. The organization of management of University events in online mode is considered. The effectiveness of intellectual team building during such events is shown. Event management online has a technological advantage over traditional methods of promoting educational services. Thanks to new information technologies, this increases the effectiveness of advertising and positively affects the formation of a loyal audience. In the conditions of high competition between universities in the world market of educational services the organization of events in online mode will allow the University to significantly increase its share in it.

**Keywords**

Educational service – Educational marketing – Event-management – Intelligent team building

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DR. G. N. KUZMENKO



## Introduction

Expanding the set of tools that allow the University to increase its share in the market of General education services (basic educational programs, additional educational programs, etc.) is an important element of the successful development strategy of the University. A highly competitive environment encourages universities to expand, "forcing educational organizations to use innovative technologies to promote their services"<sup>1</sup>. The search and use of new methods for promoting educational services allows the University to respond adequately to rapidly changing challenges: demographic, economic, social, and information technologies. The development of new market segments leads to a serious synergistic effect. For example, if we take the criterion of the effectiveness of the University's investment in increasing its share in this market: 1 dollar of investment can bring up to 25 dollars of profit<sup>2</sup>. Hence the attention from all market participants, this attention is expressed, including in analytical activity on this activity profile. An example of the latter is the analytical reviews of PricewaterhouseCoopers (PwC), Quacquarelli Symonds (QS), Inst. of HE SJTU, East-West Digital News (EWDN), and others. They establish the status of higher education institutions, including based on the assessment of the performance of higher education institutions in the provision of their services. Separately, we note that on the basis of such reviews, world and regional rankings of universities are compiled – QS, THE, ARWU, etc.<sup>3</sup> An example of domestic analytical centers that take into account the parameter of external activity of a University in the relevant markets is Businessstat<sup>4</sup> or the Higher school of Economics<sup>5</sup>.

Understanding of the significance of the expansion of Russian universities to foreign markets of educational services exists at the highest state level, which is reflected, in particular, in statistical data<sup>6</sup>. In accordance with this understanding, the General strategy of the state is formed. Thus, the Government of the Russian Federation prepared and adopted the state program "development of the export potential of the Russian education system" (2017-2025)<sup>7</sup>. Its key targets for developing target markets are: increasing the number of foreign students in Russian higher education institutions (2017-220 thousand; 2025 - 710 thousand); increasing the number of foreign students of Russian educational

<sup>1</sup> N. A. Mamatova; D. A. Ternova y S. N. Pryadko, "Innovative technologies for promoting educational services in a competitive environment", Scientific Bulletin of the Belgorod state University. Series: Economics. Computer science Vol: 46 num 4 (2019): 669.

<sup>2</sup> W. Okulicz-Kozaryn, Market of educational servis in conditions of globalization. (Poland, Cracow) Retrieved from: <http://xn--b1ae2adf4f.xn--p1ai/article/46988-eksport-obrazovaniya--kakie-u-nas-perspektivy-.html>

<sup>3</sup> How are University rankings determined and what do they affect? RBC-Education. Retrieved from: <https://www.rbc.ru/trends/education/5d6965ba9a794773337665ff>

<sup>4</sup> Ready-made market reviews. Analysis of the educational services market. Businessstat. Reteived from: <https://businessstat.ru/russia/services/education/?yclid=2667101578656773970>

<sup>5</sup> Ratings in education: from one-time practices to cultural solutions: collection of materials. Societies. The chamber Grew. Federation, Commission for the development of science and education: National research (Moscow: Publishing house of Higher school of Economics, 2014) y S. S. Saidmuradova y I. A. Solovyov, Event management in the socio-cultural sphere. Materials of the VIII International student electronic scientific conference "Student scientific forum". Retrieved from: [www.scienceforum.ru/2017/2414/28063](http://www.scienceforum.ru/2017/2414/28063)

<sup>6</sup> N. V. Bondarenko; L. M. Gokhberg y N. V. Kovaleva, Education in numbers: 2019. Brief statistical collection (Moscow: HIGHER school of Economics, 2019)

<sup>7</sup> Passport of the priority project "development of the export potential of the Russian education system". Protocol No. 6. May 30, 2017. Retrieved from: <http://static.government.ru/media/files/DkOXerfvAnLv0vFKJ59ZeqTC7ycla5HV.pdf>

online courses, including in Russian (2017-1 million; 2025-3.5 million); increasing the export of educational services of Russian universities (2017 – 70 billion rubles; 2025-373 billion rubles).

The Russian Government's plans to increase the share of Russian universities in the global market of educational services have become the subject of a multi-faceted discussion in the expert community. The prospects for promotion to educational markets in General are being evaluated<sup>8</sup>. The role of the state in this kind of promotion<sup>9</sup>, the potential of its national policy<sup>10</sup>, the potential for interaction with compatriots abroad<sup>11</sup>. Issues of technical and technological aspects of this promotion<sup>12</sup>, the use of new information methods<sup>13</sup>. Problems of international cooperation between Russia and other countries in this area<sup>14</sup>. At the same time, experts have recently emphasized that the adopted state program for the development of the export potential of Russian universities did not assume force majeure, and the coronavirus pandemic, which began at the end of 2019, should be characterized in this way and, accordingly, make the necessary adjustments<sup>15</sup>.

Due to the "new normal" caused by the pandemic, at the present stage, online tools are given priority in the educational services market. But even before this force majeure, online tools were the main trend in the promotion of educational services to the markets. The reason is that the demand for educational services is formed by consumers who are deeply integrated into the information environment and actively operate mobile devices of different classes. When interacting with such a contingent, traditional methods of marketing actions are ineffective. Need marketing actions that use high-tech technologies, special platforms that involve machine learning, current and potential resources of social networks, a diverse range of actors of influence on specialized audiences, and other previously unknown means. The proposed event-management online takes into account these strategies.

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<sup>8</sup> P. Gulkin, Export of education: what are our prospects? 2018. Retrieved from: <http://xn--b1ae2adf4f.xn--p1ai/article/46988-eksport-obrazovaniya--kakie-u-nas-perspektivy-.html>

<sup>9</sup> M. V. Afonin; A. L. Krivova; M. Yu. Martynova; L. D. Rudenko y G. Yu. Nikiporets-Takigava, "Youth policy: Russian experience", *International Journal of Innovative Technology and Exploring Engineering* Vol: 9 num 2 (2019): 5154-5158.

<sup>10</sup> O. B. Murzina; L. A. Apanasjuk; E. I. Grigorieva; M. Pokivaylova y I. S. Kazakova, "Innovative Socio-Cultural Project Development Realized by The Leaders of Folklore Groups to Preserve and Develop the National Folk Culture International", *Journal of Recent Technology and Engineering* Vol: 8 num 3 (2019): 7427-7431.

<sup>11</sup> K. V. Birukova; R. M. Rupova; O. A. Evreeva; L. I. Bystrova y G. P. Otutskiy, "Religious and philosophical ideas and ecclesiastical education of the Russian émigré community", *European Journal of Science and Theology* Vol: 12 num 3 (2016): 165-180.

<sup>12</sup> G. I. Avtsinova; M. A. Ganyushina y M. M. Istomina, "Leadership technology in the context of society informatization", *International Journal of Innovative Technology and Exploring Engineering* Vol: 8 num 11 (2019): 2484-2488.

<sup>13</sup> G. Nikiporets-Takigawa y O. Lobazova, "Big data analysis of young citizens social and political behavior and resocialization technics", *Communications in Computer and Information Science* Vol: 859 (2018): 191-201.

<sup>14</sup> M. Yu. Martynova y O. E. Grishin, "Innovative cooperation of eastern Asian countries with Russia: problems and prospects", *Opcion* Vol: 34 num 85 (2018): 1858-1867.

<sup>15</sup> G. Krasnova, National Project rested on soft power. *Nezavisimaya Gazeta* Vol: 34 (2020): 7798. Retrieved from: [https://yandex.ru/turbo?text=http%3A%2F%2Fwww.ng.ru%2Feducation%2F2020-02-26%2F8\\_7803\\_export.html](https://yandex.ru/turbo?text=http%3A%2F%2Fwww.ng.ru%2Feducation%2F2020-02-26%2F8_7803_export.html)

## Materials and methods

In this paper, we used research that analyzed the potential of event-management for domestic educational institutions. The material published on a specialized portal was used as an empirical base eventcatalog.ru, on the websites of domestic companies that professionally organize events (5-Stars, Director's, IMARUSSIA!, Moscow Event, and others), as well as on the website of the Russian state social University, which conducted intellectual quests in the urban simulation online for Chinese students.

The paper uses a systematic approach, comparative analysis and methods of marketing analysis of University promotion in the market of educational services. The system approach was applied primarily when considering the organization order, resource assessment, and structure of event-management online. Comparative analysis was used when comparing the number of intelligent team building events conducted by event companies. Marketing analysis was used to assess trends in the development of the educational services market, identify factors that affect consumer demand, and offer event-management online as an effective method of promoting higher education institutions to the educational services markets.

## Research result

An illustration of the new vision of organizing events in the format of event management is the implementation By the government of Moscow in recent years of a series of driver events<sup>16</sup>(one of these events was the city Day, over the past 5 years, the government of Moscow spent 2.5 billion rubles on it<sup>17</sup>). The ultimate goal of these events, if defined in terms of marketing, is to form and confirm the loyalty of large groups of residents and guests of the capital by changing their status: from the status of a consumer of cultural services to the status Of a active citizen, active tourist.

The variety of strategies in event-management has led to the fact that there are many definitions of this concept. Therefore, it is necessary to proceed from the given topic, since the role of event management in the promotion of educational services has its own scientific field<sup>18</sup>. In our case, the optimal definition is: "event management is all the actions and measures that are provided for in the planning, organization, control and management of a special event in order to attract the target audience to their products and services by positioning the company in the market as an expert"<sup>19</sup> [20]. In this definition, it is important that event management allows the University not only to convey to the consumer the entire range of services offered in the original form, but also to be an active participant in this promotion, positioning itself in a prestigious expert position.

The choice in the event-management definition allows you to reveal the specifics of the event-management online method proposed in this article. We are talking about the performance of the University as an actor of a special event that occurs either completely

<sup>16</sup> Why Moscow fell in love with festivals. Event-live. 2018. Retrieved from: [https://event-live.ru/articles/mnenie/mnenie-1\\_616.html](https://event-live.ru/articles/mnenie/mnenie-1_616.html)

<sup>17</sup> E. Kuznetsova, City day in Moscow will be marked with a masquerade and cosplay. RBC-news. August 21, 2019. Retrieved from: [https://www.rbc.ru/politics/21/08/2019/5d56ae829a79472632193de7?from=from\\_main](https://www.rbc.ru/politics/21/08/2019/5d56ae829a79472632193de7?from=from_main)

<sup>18</sup> A. V. Prokhorov, "Special event as a tool for promoting educational services", Bulletin of Tambov University. Series: Humanitarian Sciences Vol: 4 num 132 (2014): 49-53

<sup>19</sup> S. S. Saidmuradova y I. A. Solovyov. Event management in the socio-cultural sphere...

or with a large segment in a virtual space that simulates physical reality. The choice of simulation of physical reality is dictated by the marketing tasks that the University sets for itself in relation to other participants of the event. For example, you can simulate a real urban landscape, a chimerical unity of the landscapes of different cities, or a completely fictional city.

Key elements of the event-management online complex are standard for organizing special events, but due to their specificity, they require significant additions. The addition is due to the fact that the event occurs in a virtual reality that simulates a physical one. It is thanks to this specific addition that the University's effectiveness in promoting its educational services to target markets increases. On the one hand, the organizational and preparatory stage of preparing a special event, its personnel and technical component, as well as the evaluation of results, which attribute includes feedback from the consumer, naturally becomes more complicated. On the other hand, it certainly opens up new opportunities associated with the expansion of the target audience many times, with the long-term impact on this audience, with the potential for interactivity of online communication, with the technological capabilities of multimedia and virtual environments: translation services, visualization and other special effects.

As a model for the event-management online of a higher education institution, this article suggests taking the Day of the city, which takes place in Moscow. In our case, the University's open day becomes a special event. Traditionally, an open day implies a physical visit to the University. Perhaps this approach should remain as a substrate for a special online event. However, most of the proposed co-existence complex should be implemented already in the virtual environment.

The analysis of both the theory and practice of event-management points to the key elements in the preparation and conduct of this kind of event online.

First, a detailed understanding of the target audience. For the University, these are primarily domestic and foreign students of secondary (as entrants) and higher education, their family members and friends. The beneficiaries who are naturally interested in cooperation with the University should include the administrative and pedagogical staff of secondary and higher educational institutions, employees of specialized departments of regional and Federal governments. The high efficiency of the proposed event-management online model implies the development of a portfolio as separate individuals and groups in the structure of target audiences and beneficiaries. Required parameters: social status, age, gender, interests, needs by event profile. Modern methods of analyzing an array of data (primarily from the Internet) allow such a Bank to form, develop and use.

A separate element of the model is associated with the information partnership. A special event should have a natural appeal in content and form for information partners. According to research in recent years, the majority of Internet users in both Russian and foreign segments trust the advice of opinion leaders more than standard advertising in the media. A high level of trust is due to the ability of the consumer to communicate with the opinion leader. Influence marketing allows the University to establish relations with the target audience with a certain tone, with a trusting communication that ensures long-term action.

The experience of event companies shows that an important aspect of online event management should be the development of cooperation with various institutions and

organizations (both commercial and non-commercial), the development of a culture of partnership and sponsorship. Among other things, this approach synergetically expands the material and technical base of the event, objectively creating conditions for improving its quality. Having decided on the composition of partners for a particular event, it is important to calculate in advance the means of communication of the University and its partners according to certain parameters: cost, availability, coverage, etc.

A separate element of preparing a special event human resource of the University. The volume and quality of organizational and technical work indicates the important role of those departments of the University and its employees who should ensure the event. Employees must have the qualities of a team player (sociability, efficiency and stress resistance, system and creative thinking). Employees should have special competencies, the main ones being the following. Developing creative ideas, prescribing scenario plans and technical scenarios, filling content (ideally, creating an production center at the University). The ability to organize the search for and attract partners, including opinion leaders (ideally, creating a leadership school in the University itself, in order to activate its brand in promising areas). Execution control, logistics organization, including the order of appearance and change of the main participants of the event, coordination of the event, maintenance of the information base, newsletter. The post-event part is also important for a professional team member: generating reports on the results of event organization, working with financial documents, approving contracts, paying bills, and collecting closing documents.

It is obvious that the change in the paradigm of preparing and conducting the event leads to the fact that the main subject of the event should not be the University itself, but the consumer of University educational services. Representatives of the target group should have a personal interest in what is happening, have the ability to Express themselves, and feel comfortable participating in the ongoing processes, including the ability to actively influence their direction and course. As the practice of event companies has shown, the most promising format in this case is intellectual team building: brainstorming, victorians, quests, quizzes and other intellectual games. According to the portal eventcatalog.ru currently, there are more than 240 agencies in Russia that specialize in intellectual team building. This is about 10% of all event agencies. However, in fact, every Agency has projects for intellectual team building. Thus, according to the portfolio of major event companies in Moscow, as a percentage of other events, intellectual team building took from 5 to 15% (for example, about 5 % in 5-Stars, about 12% in IMARUSSIA!, about 14% in MoscowEvent. about 16% in Director's and so on).

The format of a special event online reveals the wide potential of intelligent team building. In addition, this format corresponds to the profile of the University. It is extremely important that the proposed strategies for the event include blocks that identify the high status of the University, its leadership in the field of Russian education, including inclusive education, the degree of integration of the University into the cultural, sports and other social fabric of Russian society, in the volunteer movement, and so on. It is extremely important to show the target groups the range of specialties offered and the quality of educational programs. It is advisable to thematically link the stages with those areas of University training that have a high chance in the competitive environment of the domestic and global educational services market. The effectiveness of an event held by a University will be greatly enhanced if invited opinion leaders participate not only indirectly, but also directly, becoming part of leading events or competing teams. Implemented in this case,

native integration with the University community and its intellectual product will give a synergistic effect in the perception of target groups.

The specifics of online event management are expressed here, for example, through the University's website or an online conference specially created by its employees in panoramic routes based on Google or Yandex services. Teams are formed in a single virtual space, regardless of the physical location of their members. At key points along the route, teams perform creative tasks based on the University's profile, receiving points and votes from fans.

This approach was implemented by the Russian state social University. Programs Russian as a foreign language were promoted in the Chinese direction. A special event dedicated to the Russian language and culture was prepared and held. It took about 2 weeks to prepare the script and work with partners. Based on the University-partner (Dalian University of foreign languages), 3 teams (12 people in total) were selected and organized from students of higher education institutions of the people's Republic of China. Subject specialists in the Humanities has developed routes around Moscow based on Yandex maps in video conference format. The key points of the route were the sights of Stolitsa related to its history, politics, and culture (Manezhnaya square, the Kremlin, Teatralnaya square, the Bolshoi theater building, the Metropol, memorials to M. V. Lomonosov, G. K. Zhukov, K. Marx, and sculpture groups of Manezh and others). At each point of the route, the host set creative tasks. These turned out to be about 18 in total. This allowed to objectively determine the winners, who were named by the invited jury at the end of the competition (the jury is represented by University teachers and members of the Russian-Chinese friendship Society). Viewers were given the opportunity to get acquainted with the event online or on the record.

An important point was the evaluation of this event in the categories of educational marketing, conducted in closed mode. The organizers concluded that the preparation and solution of creative tasks emotionally involved the teams and fans in the process organized by the University. This event became part of the participants personal history. During the competition, participants were introduced to the history of the host University and the educational services offered by this University. The event had a resonance in the target group-students of the Dalian University of foreign languages, whose number is about 400 people. A response was received from the beneficiaries-Chinese teachers, members of Russian partner organizations. In this regard, the University's image acquisition was highly appreciated. For further development of the result, Intercollegiate competitions of teams of Chinese players are proposed. At the same time, the financial cost of a special event was lower than if it had taken place in a physical reality<sup>20</sup>. Thus, the first natural step Of online event management for the University is to hold an open day. This is an appropriate occasion, with the support of public opinion leaders, to organize a series of video conferences with a clear differentiation of target groups. In addition to the direct events of the open day, which act as a substrate for the event, events are offered in the format of intellectual team building. The last event must take place in the virtual landscape using Yandex and Google services. During the organization of such events, remote users can get acquainted with the history and social policy of the University, its educational profile and educational services offered to them in a game form.

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<sup>20</sup> The song in Russian determined the winner from China. News of the faculty of Humanities of the University. Retrieved from: <https://sgf.rgsu.net/news/pesnya-na-russkom-yazyke-opredelila-pobeditelya-iz-kitaya.html>

## Conclusion

Current examples allow us to predict the success of a University in promoting educational services on the market by organizing special events that take place in a virtual environment that simulates physical reality. At the same time, the organizers can fully use the theory and rich practical experience of event management (the structure and stages of the event organization, evaluation of its resources, etc.). Event management currently has an uptrend in the field of educational marketing, offering innovations in the processes of forming consumer loyalty. Moreover, the disciplines related to event management are becoming an integral part of modern marketing educational programs<sup>21</sup>.

Online Event management is a new step in the marketing activities of universities. Testing of this technology is just beginning. However, it may be in demand in the context of declining consumer activity in the traditional advertising market. Creating a new level of communication with the consumer, scaling it by an order of magnitude, holding an event online can cause a bright emotional response, engage in the life of the University and create a positive impression about the University and its educational services. The development of the proposed online event management is currently constrained by the level of technology development. However, after the transition of Russian cities to 5G standards that provide greater availability of mobile broadband access, the situation will change dramatically. These changes should be prepared now. It seems that it is in online event management, given its prospects, that financial, intellectual and organizational investments should be made in advance. Thus, the use of event-management online as a tool that allows the University to increase its share in the market of educational services has a promising character, corresponding to modern trends in educational marketing.

## Gratitudes

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Event management online: a promising marketing technology to promote a university on the market of educational... pág. 480

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