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Nataliia LARINA, PhD (Pedag.), Assoc. Prof.
ORCID ID: 000-0001-5843-0765
e-mail: natali.larina@ukr.net
Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

Stanislav LARIN, PhD (Public Adm.)
ORCID ID: 0000-0001-8544-7714
e-mail: stanislav.larin@outlook.com
State Institution of Higher Education "University of Educational Management" of NAES, Kyiv, Ukraine

Nazar IVANYTSKYI, Master of Arts
ORCID ID: 0009-0005-0466-0246
e-mail: nazaruto@ukr.net
Vadim Hetman Kyiv National University of Economics, Kyiv, Ukraine

EVENT MANAGEMENT AS AN EFFECTIVE TOOL OF ENSURING COMMUNICATION STRATEGY IN PUBLIC ADMINISTRATION

Background. *In today's post-industrial society, effective public administration is impossible without the introduction of proper communication. The development of information technology and mass communication has led to changes in the ways and forms of interaction between the government and society in the field of public administration. At this stage of the development of public administration, event management is an effective tool for ensuring the communication strategy. It motivates public administration entities to operate efficiently, implement the principles of transparency and accountability of management processes, and helps to improve the interaction between the authorities and society, which increases the level of public trust in government institutions.*

A key aspect of the introduction of event management in public administration is the effective interaction between the government and society in terms of identifying the target audience, choosing the best information and communication channels of interaction, using them effectively to achieve the set goals, and adapting the communication strategy to the specifics of public authorities and the needs of the public. These issues have been the subject of research on theoretical and practical aspects of event management in the works of such scholars as O. Ivanenko, A. Petrova, V. Kovalenko, M. Smirnov, I. Honcharuk, L. Zakharchenko, V. Zhezhukha, and others.

Methods. *To obtain the scientific results of the research, the methods of comparative analysis and synthesis were used to identify trends in the introduction of event management for effective interaction between government and society in public administration. The method of content analysis was also used to assess the level of citizens' satisfaction with participation in events, and the effectiveness of interaction between the government and the public to improve the communication strategy.*

Results. *The research of event management as an effective tool for ensuring the communication strategy is an important factor in determining the challenges faced by managers in the process of its implementation in the field of public administration, in particular, the following: lack of human resources, various types of resources (financial, economic, technological, etc.); difficulties in organising effective communication technologies and insufficient level of staff training. Therefore, it is advisable to overcome these obstacles by introducing event management, including the search for additional sources of funding, professional training of staff and improvement of the communication strategy in public administration.*

Attention is focused on the role of partnership and cooperation between public authorities, NGOs, the private sector and other stakeholders in the implementation of event management. Only through joint efforts can we ensure the completeness and effectiveness of public administration, as well as achieve common goals and the development of society as a whole, and improve the image and reputation of public authorities.

Conclusions. *In Ukraine, the authorities are focused on establishing a positive dialogue with the public, which would help to strengthen public confidence in the government and support by the population, which is an important element of stable public administration. However, in this direction, there is a need to improve the interaction between the government and society, the implementation of the principles of democracy, and the stability of public policy.*

The article uses the methods of comparative analysis and content analysis to evaluate the effectiveness of event management in increasing the level of interaction between the authorities and the public. The received results indicate the need to improve personnel support and search for additional resources for the successful implementation of communication strategies. The conclusions of the article can be used to adapt communication strategies in the public sector.

Therefore, it is recommended to use event management as an effective tool for ensuring a communication strategy in public administration to actively respond to the changing needs and requirements of the public, which will increase public confidence in the activities of public authorities, mutual understanding between the government and citizens, and increase the overall level of public satisfaction with the quality of public services.

Keywords: *public administration, event management, value, instrumental approach, communication management, communication strategies, public, management processes, authorities, positive image, reputation*

Background

Relevance of the study. The rapid development of information technology requires public authorities to respond promptly to challenges and provide society with an appropriate level of communication and information. Effective information management helps to improve interaction with citizens and increase their trust in public institutions. Therefore, one of the key requirements for public governance is to ensure transparency and accountability of public institutions. Communication strategies play an important role in the management process, as they enable

the creation of open channels of communication between the government and society, providing the public with access to information about the activities of public authorities and participation in decision-making.

Active involvement of the public in the decision-making process is facilitated by the introduction of such an effective tool as event management in public administration, which will positively affect the quality of the communication strategy, allow taking into account the opinions and needs of citizens, and contribute to the efficiency of management decisions and their legitimacy. The introduction of event

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management is especially relevant in times of martial law in the country, political and socio-economic crises, natural disasters, and epidemics when the importance of the quality of the communications strategy is even greater. Quick and effective distribution of information through event management helps to minimise the negative consequences of crises and ensures coordination of actions of various public administration structures.

The quality of the communication strategy directly affects the interaction of the government with the public and the image and reputation of public authorities. Establishing a positive dialogue with the public helps to strengthen trust in and support for the government, which is an important element of stable public administration.

Therefore, the study of event management as an effective tool for ensuring a communication strategy in public administration is extremely relevant in the context of modern globalisation challenges. This will help to develop effective communication strategies between the government and the public that will help to improve the efficiency of public administration and strengthen democratic principles in society.

The purpose of the article is to study event management as an effective tool for ensuring a communication strategy in public administration, which affects transparency, accountability of the authorities and their interaction with the public, contributes to improving the quality of management decision-making and their legitimacy, and influences the formation of a positive image of public authorities and the reputation of public servants.

Literature review. The study of event management as a tool for ensuring the communication strategy of public administration is an important area of modern scientific thought. This issue is considered by both domestic and foreign scholars, which indicates its relevance and significance in the context of effective public administration. The primary sources of event management are the studies of scientists in the field of economic development and social communication. Among the world's scientists, a prominent place belongs to representatives of modern communication philosophy, in particular: J. Habermas, K. Jaspers, and philosopher-futurologist D. Bellau.

The direct use of information and communication in management belongs to I. Aristova, V. Bebyk, T. Bezverhnyuk, N. Dniprenko, N. Dragomyretska, V. Dreshpak, V. Kozbanenko, V. Komarovskiy, V. Malynovskiy, A. Melnyk, N. Nyzhnyk, H. Pocheptsov, E. Romat, V. Rubtsov, A. Semenchenko, S. Seriogin, Y. Shemshuchenko and others. Among the domestic researchers who have made a significant contribution to the development of communication in the field of public administration, we can single out such scholars as T. Bondarenko, L. Goniukova, L. Komakha, L. Zakharchenko, V. Rizun, A. Semenchenko, O. Sokolova, O. Sosnin, T. Syvak, and others. Their work focuses on the study of theoretical aspects of communication management, its role in improving the efficiency of public administration, as well as the development of practical recommendations for improving communication strategies between the authorities and the public.

For example, T. Bondarenko and O. Sokolov in their studies emphasise the importance of a strategic approach to communication management in the public sector. They emphasise the need to develop comprehensive communication strategies that take into account modern information technologies and social networks (Bondarenko, 2019, p. 150; Sokolov, 2018, p. 180).

L. Goniukova and L. Komakha studied the role of communication management in the process of public

administration reform. They note that effective communication contributes to increasing the level of public trust in government institutions, which is an important factor in the success of reforms (Komakha et al., 2022, p. 976).

L. Zakharchenko draws attention to the importance of integrating communication management into all levels of public administration, emphasising its role in strengthening interaction between various authorities and the public (Zakharchenko, 2021, p. 160).

Among the foreign researchers who have made a significant contribution to the development of communication theory are the following scholars: D. Moore, K. Scholes, M. Bailey, and J. Gruning. Their works cover various aspects of communication management, including its role in crisis management, the development of communication strategy and the use of the latest technologies in public communications.

D. Moore and K. Scholes have studied the role of communications in ensuring transparency and accountability of public institutions, emphasising the importance of open channels of communication between the government and the public to increase trust and reduce corruption.

M. Bailey and J. Gruning focus on the use of modern information technologies in communication management. They note that the integration of social media and other digital platforms into communication strategies can significantly improve the interaction between the government and the public.

However, the theory of studying the communication strategy should be studied through the prism of the socio-philosophical approach of J. Habermas (in particular, the theory of communicative action) and N. Laumann (system theory). Since the continuity of traditions observed in the works of J. Habermas is based on the ideas of the Frankfurt School (Habermas, 1989, p. 457) and N. Laumann's concept (Laumann, & Knoke, 1987, p. 135) is a synthesis of the systemic theory of society and communication theory.

Thus, the analysis of studies shows that modern scholars focus on the need to develop a comprehensive communication strategy in public administration and the priority of its role in ensuring effective interaction between public authorities and the public.

At the same time, there is no such wide palette of event management research in ensuring the quality of the communication strategy in public administration. For the most part, scientific works have been studied in the field of economics and have become the subject of research on theoretical and practical aspects in the works of such domestic scholars as T. Blyzniuk, O. Kuz, I. Kinas (Blyzniuk et al., 2024), I. Honcharuk, V. Zhezhukha, L. Zakharchenko, O. Ivanenko, V. Kovalenko, A. Petrova, O. Khitrova, Y. Kharytonova, etc. Their research interests are focused on the study of the structure, analysis of features, trends, components, prospects and directions of event management reengineering in the economic sector.

However, in recent years, the scientific heritage in the field of public administration has also been replenished with several new integrative studies of event management, in particular: Y. Diachenko, I. Sedikova, V. Bondar present scientific works on the study of event management as a component of information and communication technologies in public administration (Diachenko et al., 2020, pp. 39–44); B. Bei, D. Hurenko study the theoretical foundations and practical possibilities of using event management tools as an effective element of the restored territories management system (Bei, & Hurenko, 2023). Thus, the proposed topic of

event management research in the field of public administration is relevant, but little studied, which motivates us to further research.

Methods

To obtain the scientific results of the research, a set of scientific methods was used, in particular: methods of comparative analysis and synthesis, which revealed trends in the introduction of event management as a tool for ensuring a communication strategy in public administration. The use of the content analysis method as a quantitative and qualitative method for studying the level of citizens' satisfaction with participation in communication events helped to identify existing problems in the implementation of event management in public administration and to determine recommendations for improving the effectiveness of government interaction with the public and improving the quality of the communication strategy.

Results

One of the founders of management theory, A. Peaucelle (Peaucelle, & Guthrie, 2015, p. 306), described the functions of management as follows: to anticipate, organise, direct, coordinate, and control. Considering this

set of managerial actions as basic in the field of public administration, we correlate it with communication management. So, to manage communication means:

- define communication goals;
- determine the ways to achieve these goals and specific actions aimed at achieving them;
- organise the implementation of these communication actions;
- coordinate the interaction of communicators;
- control;
- adjust the process based on the results of communication.

An important factor in our study is to identify differences in the content of the concepts of "communication" and "communicative". It should be emphasised that in the context of public administration theory, there is no unanimous opinion on which term is correct: communication policy or communication, communication provision or communication. The authors cite the following fundamental differences in the use of the terms "communication" and "communicative" (tabl. 1).

Table 1

Fundamental differences in the use of the terms "communication" and "communicative"
(Cherednychenko, 2022)

Communication	Communicative
The definition of communication as a stable system of communication means – ways of communication (transport, networks of ground and underground housing and communal services)	The definition of communication as a process of information exchange – an act of communication, information transfer
The term "communication" indicates the connection with the object (this connection may be insignificant) of the management subject (which should be outside the given communication system)	The term "communicative" always indicates the relationship, i.e. the object is both a subject and a component of the communication process (is in it); the term "communicative" implies the presence of feedback

Thus, the term "communicative" indicates a relationship between subjects and the social environment that implies the presence of feedback.

However, interaction in itself is not communication. The very fact of interaction only provides an opportunity to transfer information, while the main thing is its exchange. Interaction between public administration entities and target audiences is a continuous exchange of social information, which is carried out through the existence of a communication chain.

T. Syvak substantiated the goals of strategic communication policy in public administration, a prerequisite for which is to analyse the situation and identify problems that require attention. According to the researcher, it is important, firstly, to describe these problems thoroughly, which will be an important step in their further solution, and secondly, to study the thinking patterns of the target audience. An in-depth analysis should answer questions about the goals, values and strategies of the target audience, their prospects and ways to achieve them. It is also important to understand the agendas that influence the target audience's decision-making and the links between strategies and actions. Only then can a public administration communication strategy be developed that is based on the interests of both the organisation itself and all parties involved in its development (Syvak et al., 2023, pp. 135–150, 167–184).

The first step in creating a communications strategy is to develop a concept. It defines in detail the goals, objectives, target audiences and ways to achieve these goals. Sometimes large-scale advertising campaigns are required for the successful implementation of a communication strategy,

sometimes small PR events are enough, and sometimes it is important to ensure regular contact with representatives of the target audience or implement joint projects.

Strategic partnerships, like any other relationship, cannot be established overnight. Systematic work is needed to establish and maintain such relationships, which includes constant analysis of target audiences and key individuals, analysis of changes in the thinking patterns of these target audiences, development of ways and channels for establishing and maintaining relationships, and feedback tracking (Larina, & Ivanitsky, 2024, pp. 446–456).

Therefore, for the successful implementation of the communications strategy, it is proposed to create a relevant unit in state institutions, organisations, and authorities, which will include an analytical and prognostic group and a public relations group. This structure will allow the organisation to:

- identify and resolve communication problems on time;
- exercise control over the information coming out of the organisation and being inside it;
- Clearly define the goals of communication, targeting specific audiences; provide a high level of feedback that increases the effectiveness of communication (Larina, & Ivanitsky, 2024, p. 460).

Taking into account the above scientific definitions, we can formulate several key points regarding the essence and features of event management as a tool for ensuring a communication strategy in the field of public administration.

The term "event", which was borrowed from the English language and is used by Ukrainian scholars in its original form or as a transliteration of "podiiia" or "event", is generally explained as any gathering of people for a

specific purpose. The term "event" in the Ukrainian language is most closely associated with two concepts: event and measure. The Ukrainian Dictionary defines an event as "something that disturbs, that disrupts the established, habitual course of life; something important, exceptional", and an event as "a set of actions or measures aimed at achieving, implementing something". Thus, the definition of "event" emphasises the extraordinary nature of the phenomenon, while the term "event" emphasises its conscious preparation.

O. Symanovska suggests using the term "event", justifying her choice by the fact that an event is a direct translation of the English word "event", which means a phenomenon that goes beyond the normal course of life.

Using the theoretical analysis of J. Goldblatt, it is advisable to consider event management as a process of designing and coordinating events aimed at achieving certain goals in the field of public administration by creating a unique experience for participants (Goldblatt, 2011, p. 535). We would like to emphasise the importance of an innovative approach to organising communication events that will increase the effectiveness of public administration and influence its development.

Among the foreign researchers who focus on a systematic approach to planning communication events, including analysis of the needs of the target audience, development of the event concept, budgeting, logistics, marketing and evaluation of results, we would like to highlight such authors as A. Johnson, P. Smith, R. Patel, S. Gupta, and S. Patel. According to their definition, "successful event management requires careful coordination of all stages of a communication event and the involvement of competent professionals such as Julia Rutherford, Silvers and S. Lemier.

Foreign researchers such as A. Sean and B. Perry, when considering event management, focus on the uniqueness of the event and highlight the following most important characteristics of the event: uniqueness, going beyond the ordinary. They divide events into two types of events: a regular event and a special event. A special event is a one-time or rare event that goes beyond the company's usual organisational and sponsorship activities, offering participants the opportunity to gain an unusual cultural, political or social experience.

J. Tam, P. Norton and J. Neva agree with them, who believe that this characteristic distinguishes events and sets a unique task for the manager in each event. Special events are always planned, unlike ordinary events, which, according to D. Hetts, are temporary, both planned and unplanned. According to D. Hetts, the term "planned events" means "planned activities".

In our opinion, the term "special event" is the most accurate concept of event management, as it takes into account two most important aspects: uniqueness and awareness of the importance of the planned event.

The vast majority of Ukrainian and European sources mention event management as a PR tool in the marketing management system, along with such elements as a press release, visual identity, etc. For example, Yuriy Kasianov considers an event to be a celebration organised for employees or clients of a company, conferences, performances, press conferences, and other communication events that are successfully organised and have an impact on the effectiveness of interaction in society.

A. Shumovych, in co-authorship with A. Berlov and O. Symanovska, consider event management as a tool for the non-material motivation of employees and also draw attention to the ability of corporate events to strengthen

team spirit, which ultimately increases not only labour productivity but also the loyalty of employees to each other and the organisation as a whole. The author examines the organisation of events concerning the institution's HR policy.

At the same time, in some scientific sources in the field of economics, the term "event management" is defined as synonymous with exhibition and congress activities. Accordingly, "congress activity is an entrepreneurial activity aimed at creating a favourable environment for the personalised exchange of information, business and scientific contacts to establish and develop relations between producers of goods, service providers and consumers of goods and services, carried out in the process of organising and holding congress events".

At the same time, an event is a specially organised event aimed at creating a unique experience for its participants and visitors and may have different scales, goals and forms, including cultural, social, educational, entertainment and corporate events. Event management, in turn, is the process of planning, organising, executing and evaluating events aimed at achieving certain goals. It includes the coordination of all aspects of the event, such as logistics, marketing, budgeting, engagement of participants and partners, and security.

Thus, event management does not have a single generally accepted definition, but an analysis of available sources allows us to consider it as a specialised activity for organising special events that are memorable in society, can be held once or repeatedly, and have a different scale and focus. Events are usually used to create a positive image of an organisation, institution, or government agency, raise additional funds, strengthen social ties, improve the economic and political situation in a region, or solve specific problems. Therefore, it is advisable to use events in public administration as an effective tool for implementing a communication strategy for the government, society, and business for their effective interaction.

From the point of view of our research, Y. Diachenko's definitions of the use of event management technologies are interesting. The authors to optimise the costs of events, increase the credibility of public administration bodies, increase the interest of the population in the proposed event activities and loyalty to the activities of the authorities. It is proved that in the event management of local public authorities, it is advisable to use an approach based on the concept of project management. This approach to organising an event is based on the fact that public administration bodies are not specialised event agencies and do not have qualified human resources in this field. Therefore, the project approach is quite versatile, and effective and has proven itself by systematising the management process, whose experience and knowledge can be used in various industries. Moreover, it is characterised by ease of learning in conditions of limited time, human resources and event management specialists. At the same time, the experience of other approaches to systematising event management processes can be used as an additional source of knowledge and professional development for employees, at their professional level, who are most often involved in the organisation of these events (Diachenko et al, 2020, pp. 39–44).

In our opinion, the scientific works of scientists from Lviv Polytechnic National University are interesting, as they have identified problems and trends in the introduction of event management in the economy and identified prospects and directions for its reengineering in Ukraine as one of the subsystems of business management using the

method of expert survey. The authors' description of the key parameters in the survey process is a valuable component for interviewing respondents in the public service for effective interaction between government and business, in particular: what are the dominant economic benefits of using event management over the corresponding costs in domestic business? (Zhezhukha, & Mysyk, 2022, pp. 37–38).

The authors have established the fact of diagnosing the event management processes in terms of efficiency, assessing the reliability of its documentary and information support, assessing the level of its connection with the management system as a whole, as well as the fact of assessing the level of efficiency of its management tools. The author also identifies a list of officials who play a key role in determining the status and parameters of event management at domestic enterprises and in government bodies (Zhezhukha, & Mysyk, 2022, pp. 39–41).

For the first time, scientists have identified the relevance of event management in both public and private enterprises of Ukraine, as well as the complexity of its implementation in modern conditions in public administration and domestic business. The nature of event

management activities, which have been most often organised by domestic companies in recent years, is complemented by several other parameters for its introduction into public administration.

In the context of martial law in Ukraine, event management has become widespread thanks to the volunteer movement and the civil society community, which contributes to the logistical support of the Armed Forces of Ukraine. The active work of civil society institutions, their innovative approaches to investment, and ICTs contribute to the introduction of this tool in the public sector. Such events should be classified by the following criteria:

- by purpose: educational, charitable, political;
- by scale: local, regional, national, international;
- by the nature of the event: internal (for the military and the Armed Forces of Ukraine), external (for the general public);
- by duration: one-time, regular (annual, quarterly, etc.);
- by format: conferences, seminars, festivals, exhibitions, fairs, concerts.

Table 2 shows the variety of events that are being actively implemented in Ukraine.

Table 2

Types of event events actively implemented in Ukraine

Political / State	Sport	Recreational	Educational, scientific
VIP – visits Inauguration, summits, assemblies	Professional and amateur events	Games and recreational activities	Seminars, congresses, workshops, conferences
Cultural	Entertainment	Business	Greetings
Festivals, parades, religious events	Concerts, exhibitions, awards, performances	Fairs, markets, auctions, PR events, meetings	Social celebrations, social events

An important factor for event management is the selection of the event's audience, i.e. to determine the group of people to whom the event will be directed. The audience can be broad (the public) or narrow (specialists in a particular industry). It is advisable to determine the characteristics of the audience (age, interests, needs) for effective planning and execution of the event. Examples of the main event events in Ukraine in September – November 2024 are: Ukrainian Quality Assurance Forum UQAF-2024 (24–26 September, 2024, Kyiv, organised by the National Agency for Education Quality of Ukraine); The Seventh Annual International Veterans Forum "Ukraine. Veterans. Unity" (22 August 2024, Kyiv, organised by the Ministry of Veterans Affairs of Ukraine), Forum "Youth – the basis of human capital and restoration of Ukraine" (26 May 2024, Kyiv, organised by the Ministry of Veterans Affairs of Ukraine); The First European Regional School Feeding Summit (12 November 2024, Kyiv, organised by the School Feeding Coalition with the support of the Cabinet of Ministers of Ukraine); The Fifth Summit of the European Political Community (7–8 November 2024, Budapest, organised by the Council of the EU); The ceremony of raising the State Flag of Ukraine; Tenth Kyiv International Economic Forum (7 November 2024, Kyiv, organised by the Ministry of Economy of Ukraine); Seventh Ukrainian Women's Congress (5 November 2024, Kyiv, organised by the Ministry of Economy of Ukraine); Ministerial Conference on the Human Dimension of the Peace Formula (31 October 2024, Montreal, organised by the Government of Canada); Third Summit of the Crimean Platform (24 October 2024, Riga, Latvia, organised by the EU Parliament). Seventh International Veterans Forum; Ukrainian Youth Forum; Presentation of the Army+app; National prayer breakfast; Meeting of the President with

young scientists and representatives of the Minor Academy of Sciences; Forum of the International Platform for the Release of Civilians Illegally Detained by the Russian Federation, etc.

According to N. Kopylova, today in the post-Soviet countries event management is one of the most dynamically developing tools of BTL agencies in the communication market. An indirect indicator of the growth of the event services market is the increase in the number of agencies that provide them. As of 2024, there are more than 346 agencies in Kyiv that provide services for various events. In our opinion, the actual number is much higher, as official data does not take into account individual organisers who are not registered as legal entities.

Here are some specific examples of strategy implementation on a global scale. Event management can be seen in international scientific conferences, international political events, communication events for the press and political actions that provide communication strategies. Interactive, emotional and spectacular forms of event management are being actively implemented in foreign countries not only in socio-cultural practice but also in socio-political and security practices, contributing to the development of intercultural communications. In terms of scale, they are defined as epoch-making events, radical events that lead to a revision of the previous system of values, and mass media events that formally duplicate the former, have energy potential and are capable of provoking a response.

At the same time, the researchers surveyed the main reasons for the problems with the introduction of event management in the field of public administration. According to the results, the same number of respondents – 23,3% – agree that mistakes at the stage of building event management and a low level of awareness of the importance

and interest of management in it are the key reasons for failures in the application of event management.

20 % of experts are inclined to point to the problems of mismatch between the level of resources and the level of competence of employees in performing tasks in the field of public administration and management.

6,7 % of respondents highlight the problems of time constraints and low level of coordination at certain stages of event management (Zhezukha, & Mysyk, 2022, pp. 31–45).

It should be noted that the issue of competence is one of the key ones since most of the problems on the way to improving public administration arise precisely because of the lack of awareness of public servants in this area of activity and their insufficient skills, knowledge and abilities in it.

Discussion and conclusions

Thus, the above describes event management as an effective tool for ensuring a communication strategy in public administration to actively respond to the changing needs and requirements of the public. This will help to increase public trust in the activities of public authorities, mutual understanding between the government and citizens, and increase the overall level of public satisfaction with the quality of public services. However public authorities are not ready to develop in this direction due to the insufficient level of knowledge of public servants and managers, as well as some misconceptions about the organisation of the process itself.

Research on the development of competencies of public servants in this area of activity and their possession of sufficient skills, knowledge and abilities in the application of such a tool as event management in the field of public administration and management may be promising.

Authors' contribution: Nataliia Larina – conceptualisation of the theoretical foundations of the communication strategy in public administration, research and structuring of the article, generalisation and analysis of the collected materials on the application of event management in the field of public administration, preparation of conclusions and proposals; Stanislav Larin – selection, analysis and review of sources, analysis of the instrumental approach to the implementation of the communication strategy in public administration, description of the methodology; Nazar Ivanitskyi – analysis of materials on the application of event management as a tool for implementing the strategy.

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Наталія ЛАРИНА, канд. пед. наук, доц.
ORCID ID: 0000-0001-5843-0765
e-mail: natali.larina@ukr.net
Київський національний університет імені Тараса Шевченка, Київ, Україна

Станіслав ЛАРИН, канд. наук з держ. упр.
ORCID ID: 0000-0001-8544-7714
e-mail: stanislav.larin@outlook.com
Державний заклад вищої освіти "Університет менеджменту освіти" НАПНУ, Київ, Україна

Назар ІВАНИЦЬКИЙ, магістр
ORCID ID: 0009-0005-0466-0246
e-mail: nazaruto@ukr.net
Київський національний економічний університет імені Вадима Гетьмана, Київ, Україна

ІВЕНТ-МЕНЕДЖМЕНТ ЯК ДІЄВИЙ ІНСТРУМЕНТ ЗАБЕЗПЕЧЕННЯ СТРАТЕГІЇ КОМУНІКАЦІЙ В ПУБЛІЧНОМУ УПРАВЛІННІ

Вступ. Наголошено, що в сучасному постіндустріальному суспільстві ефективне публічне управління неможливе без запровадження належної комунікації. Окреслено, що розвиток інформаційних технологій і засобів масової комунікації спричинив зміни у способах та формах взаємодії влади та суспільства у сфері публічного управління. Зазначено, що на цьому етапі розвитку публічного управління дієвим інструментом забезпечення стратегії комунікацій виступає івент-менеджмент. Це мотивує суб'єктів публічного управління до ефективної діяльності державних установ та організацій, реалізації принципів прозорості, підвітності управлінських процесів, сприяє покращенню взаємодії органів влади із суспільством, що підвищує рівень довіри громадян до державних інституцій.

Розкрито, що ключовим аспектом запровадження івент-менеджменту в публічному управлінні є ефективна взаємодія влади та суспільства щодо визначення цільової аудиторії, вибору оптимальних інформаційно-комунікаційних каналів взаємодії, ефективне використання їх для досягнення поставлених цілей, адаптації стратегії комунікацій до специфіки публічних органів влади та потреб громадськості. Ці питання стали предметом дослідження теоретичних та практичних аспектів івент-менеджменту у працях таких учених, як: О. Іваненко, А. Петрова, В. Коваленко, М. Смирнов, І. Гончарук, Л. Захарченко, В. Жешуха та інших.

Методи. Для отримання наукових результатів дослідження використано методи порівняльного аналізу та синтезу з метою виявлення тенденцій запровадження івент-менеджменту задля ефективної взаємодії влади та суспільства в публічному управлінні. Також застосовано метод контент-аналізу для оцінювання рівня задоволеності громадян ефективністю взаємодії влади та громадськості щодо поліпшення стратегії комунікацій.

Результати. Обґрунтовано, що дослідження івент-менеджменту як дієвого інструменту забезпечення стратегії комунікацій є важливим чинником у визначенні викликів, з якими стикаються управлінці у процесі його впровадження у сферу публічного управління. Це, зокрема, такі виклики, як дефіцит людського капіталу, різних видів ресурсів (фінансово-економічних, технологічних тощо), складнощі в організації ефективних комунікативних технологій та недостатній рівень підготовки персоналу. Тому доцільно подолати ці перешкоди шляхом запровадження івент-менеджменту, включаючи пошук додаткових джерел фінансування, професійне навчання персоналу та вдосконалення стратегії комунікацій у публічному управлінні.

Акцентовано увагу на ролі партнерства та співпраці між органами влади, громадськими організаціями, приватним сектором та іншими зацікавленими сторонами в запровадженні івент-менеджменту. Лише завдяки спільним зусиллям можна забезпечити повноту та ефективність публічного управління, а також досягти спільних цілей та розвитку суспільства загалом, покращити імідж та репутацію органів публічної влади.

Висновки. Підкреслено, що в Україні владою акцентовано увагу на налагодженні позитивного діалогу з громадськістю, що сприяло би зміцненню довіри громадян до влади та підтримці її з боку населення, адже це є важливим елементом стабільного публічного управління. Однак існує потреба в удосконаленні взаємодії влади та суспільства, реалізації принципів демократії, стабільності публічної політики.

Тому рекомендовано застосовувати івент-менеджмент як дієвий інструмент забезпечення стратегії комунікацій у публічному управлінні задля активного реагування на зміни потреб та вимог громадськості, що сприятиме зростанню довіри громадськості до діяльності публічних органів, взаєморозумінню між урядом та громадянами та підвищенню загального рівня задоволеності громадськості якістю публічних послуг.

Ключові слова: публічне управління, івент-менеджмент, ціннісність, інструментальний підхід, комунікативний менеджмент, стратегії комунікацій, громадськість, процеси управління, органи влади, позитивний імідж, репутація

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