

**Dudnieva Iuliia**

## **PROSPECTS OF USING EVENT TECHNOLOGY IN CREATIVE INDUSTRIES**

Creative industries synthesize in their space the spheres of culture, economy and social policy. A very important aspect in the creation and implementation of creative projects in creative industries is the focus on personality, the ability to influence the spiritual and moral component, creative potential, self-expression, self-development, beauty of perception, social responsibility, and activity. Firms, on the contrary, focus on economic or image benefits, in turn, public leaders focus on the values of strengthening and development of the nation, country, and territory [1].

Today in society, creative industries are playing an increasingly prominent role, without them it is impossible to imagine urban development, the implementation of new socio-cultural projects, rich and high-quality leisure that meets the needs of different groups. It is difficult to overestimate the importance of creative industries in solving a range of economic, socio-cultural, communicative and adaptive problems.

In November 2020, the UN adopted Resolution A / RES / 74/198, declaring 2021 the "International Year of the Creative Economy for Sustainable Development", reaffirming the paramount importance and potential of the creative economy in the development of society in the 21st century. In its documents, the United Nations Educational, Scientific and Cultural

Organization (UNESCO) and the European Union have divided the concepts of "cultural industries" and "creative industries". They believe that the "cultural industry" is an industry that produces and distributes goods and services that form certain cultural values that perform a socially significant function in areas such as performing, fine arts, cultural heritage, film, television, radio, video games, new media, publishing houses.

Many organizations, both public and commercial, began to actively use event technologies in the implementation of socio-cultural activities. The need for event technologies in the creative industries was formed with the growth of the corporate sector. Growing companies need services for business conferences, exhibitions, corporate holidays, workshops, and lectures, cultural and educational forums.

The logistics of these activities, the search for suppliers, and the organization of the project team cannot always be implemented by employees of companies, which allowed experts in this field to stand out in a separate area of business.

The introduction of innovative event technologies in the creative industry creates conditions that provide socio-cultural projects access to a new level of presentation of materials (goods, services), translation of values, attracting partners and sponsors. Event technologies improve the idea of creative industries to create advanced, interesting, relevant creative projects and improve the cultural products of clusters due to complexity. In modern conditions, event technology is a practice of business activity and cultural life of society, which is actively developing.

References:

1. Creative economy outlook. Trends in international trade in creative industries. [https://unctad.org/system/files/official-document/ditcted2018d3\\_en.pdf](https://unctad.org/system/files/official-document/ditcted2018d3_en.pdf).