

SUMMARY

Topic of the graduate qualification paper: «Features of the organization and special events for the media (on the example of the communication agency «SPN Communications»».

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Keywords: public relations, special events, event-agency, media relations, evaluation of PR-campaigns, press conferences, presentations.

Relevance of the research topic: Companies are looking for new ways to communicate with their target audience. Currently, special media events are the only tool that attracts sufficient media attention to the company. And the increasing amount of publications about the company in reputable journals causes positive influence on the image of the organization and its leaders, which in turn leads to an increase in the number of permanent customers.

The purpose of the study is to analyze the methods of holding special media events used in communication agency «SPN Communications».

Research objectives are:

defining the role of special events in the PR-communications;

comparing the classification of PR-activities for various reasons;

analyzing the features of media relations in communication agency «SPN Communications»;

identifying efficiency criterion of special media events and developing recommendations for improving the process of organizing events.

The theoretical and practical significance of the study: The main results of the present qualification paper may be used in the process of teaching and serve as a theoretical and methodological basis for the university reading courses «Theory and Practice of PR», «Theory and Practice of mass information», «Organization and campaigns in the field of public relations».

Results of the research: Analyzing the work of managers in communication agency «SPN Communications» allowed to find out that during the organization of special media events potential risks were not taken into consideration. Presentation of the new brand «Mothercare» was canceled due to a fire in the building. Also when organizing Prize for Journalists Citi Journalistic Excellence Award not all representatives of Russian business media participated in the competition.

Recommendations. This final qualifying work suggests recommendations to improve the process of project preparation. And the organization of special events for the media should calculate all the possible risks. Thus, it was necessary to present an alternative plan venue where you can quickly deliver the goods, models and guests. Preparing the contest for the journalists should make an improved media card, which includes contacts not only journalists business publications, but also social and political. Moreover, it should increase the scope of audience geographically. Adherence to these recommendations would increase the efficiency of the event as in the short term and in the long run.