**ABSTRACT**

**Graduate work on** "Features of the organization and special events for the media (on the example of the communication agency «SPN Communications»)"

Author: Chernih Yana

**The contracting authority:** IA Govoran26

**Structure:** content, introduction, two chapters: the first chapter - 2 points in the second chapter - 3 points; Finally, the bibliography, applications. The total volume of 81 page.

**Keywords:** public relations, special events, press conferences, presentations, tournament, RACE.

**Relevance of the research topic.** The relevance of this study is that the organization and special events in modern competition are of great importance, replacing the establishment and development of many companies spending on direct advertising. Company executives are seeking to increase the number and quality of the company's presence in bright, ambitious and memorable events, instead of increasing the number of banner locations.

**Object of study:** PR-technologies in international events.

Subject of research: improving mechanisms PR-technologies in international events for example sports paintball tournament in Pyatigorsk.

Objective: To improve the competitiveness of the tournament and attract new sponsors.

**Objectives of the work:**

- Organization and holding of special events through the work of PR-specialist;
- Types of special PR-activities and their role in the promotion of goods and services;
- PR-technologies in promoting the sport of paintball;
- Features preparation and conduct of the International tournament for the cup sports paintball head of Pyatigorsk;
- Recommendations for improving the efficiency of the organization and conduct paintball tournament in Pyatigorsk;

Theoretical and methodological basis of the research served as the basis systematic approach to the problem of organizing and conducting special events as part of the promotion of goods, services, companies, territories.

As theoretical sources used ideas and concepts contained in the works of Russian and foreign authors on public relations, advertising, marketing and branding. The main research methods applied synthesis and interpretation of scientific data, empirical methods (analysis of documents, media materials, observation, questionnaire).

**Results of the study.** When analyzing the organization and conduct of the First and
Second International tournaments sports paintball identified strengths and weaknesses of the event, as well as on the basis of data obtained practical recommendations for the organization and conduct of subsequent events.

**Recommendations.** In this final qualifying work made recommendations to improve the process of project preparation