

ABSTRACT

Graduate work on the theme: Organization of special events as part of a positive image of the municipality (for example, organizing an open hockey tournament for the Cup of the Mayor of Pyatigorsk)

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

Keywords: image, brand, branding, public relations, special events, press conferences, presentations, tournament, RACE.

Relevance of the research topic. determined by the requirements of modern society imposed on the formation and development of image areas.

Creating an image of territories - engaged territorial branding, which every year is growing in popularity. And if initially wondered about the brand territories only large cities such as Moscow, St. Petersburg, today, in the face of competition and struggle for investment branding areas to resort not only small towns, such as Pyatigorsk and Yessentuki, but even villages For example village Levokumskoe.

Object of study: features create an image of territories in modern conditions. Subject of research: the process of improving the organization and special events as a tool of regional branding in the formation of a positive image areas on the example of the First Open Ice Hockey Tournament for the Cup of the Mayor of Pyatigorsk.

Objective: To analyze the characteristics of the organization and holding hockey tournament, to identify strengths and weaknesses, and to offer recommendations for improving the process that will help make the following traditional tournaments different from each other and as a result, make of hockey tournament is one of the brands of Pyatigorsk.

Objectives of the work:

Features – create image of the territory as a necessity of modern society

– The role of special events in the formation and promotion of a positive image of territories

– The specificity of the Open Ice Hockey Tournament for the Cup of the Mayor in the 2013 and 20

14 years

– Implementation of PR-technologies as elements of effective training of ice hockey tournament in 2015

Results of the study. When analyzing the organization and holding hockey tournament were 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 tournaments, given their role in the process of regional branding Pyatigorsk.

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