



**Bondar A.S., Ph.D., Associate Professor**  
**Petrenko I.V., Ph.D., Associate Professor**  
*Kharkiv State Academy of Physical Culture*  
*Kharkiv, Ukraine*

## ORGANIZATION AND HOLDING OF MODERN SPORTS EVENTS IN UKRAINE

**Abstract.** The technology of organizing and conducting a sports event includes professional planning, provision of resources, effective involvement of participants and spectators, active promotion and advertising activities. The organization of sports events in Ukraine is influenced by several key factors, such as an increase in the risk of emergencies, a decrease in the popularity of a particular sport, the quality of sports infrastructure and the level of popularity of athletes participating in competitions.

**Key words:** sports events, organization, technology, organizational conditions.

**Introduction.** Today's sporting events and competitions become memorable events that have a significant impact on people's lives. They become a source of entertainment, outdoor activities and promotion of a healthy lifestyle, as well as contribute to the popularization of various sports. Every year, spectators become more demanding, and the requirements for the quality of organization and conduct of sports events. This requires constant improvement of the technology of their organization and implementation.

**Purpose of the study** – study the technology of organizing and holding a sports event.

**Research methods:** analysis, including system analysis, synthesis, generalization, expert evaluation.

**Results of the study and their discussion.** An event is a celebration with elements of a show, which is held using rituals and ceremonies to satisfy one's own needs [1]. The event helps to turn the event into an unforgettable event. Events include: holidays, parties, meetings, concerts, festivals, carnivals, competitions, exhibitions, fairs, presentations, ceremonies, inaugurations, promotions, rallies, demonstrations, conferences, seminars, forums, summits, shows, excursions.

Sports competitions refer to special events that differ in the intended end goal, when the emphasis is on the desired outcome of the event [3]. Sports events also include: mega sports events – events for which countries compete; calendar events of international and national importance; one-off events – 'events after events', e.g. organised for the press; Event show – for example, before a boxing competition [2].

The main features of the organization and holding of sports events are the creation of spectacular events for each sporting event, the uniqueness and uniqueness of each of them, the involvement of as many people as possible in direct participation in a sports event, the creation of a brand from a sports event with its own logo and slogan for recognition and outdoor advertising, a successful combination of entertainment events with scientific events [1].

The condition for the successful promotion of sports image events among the population is the creation of their own environment in the Internet space, namely their own channels and pages in social networks and popular instant messengers, which gives the rapid dissemination of advertising and useful information about mass sports events, significant events, athletes, coaches, prominent figures of physical culture and sports. A significant step forward in the distribution of sports events is the creation and operation of event agencies that attract interested parties to participate in competitions and events of various levels, which makes cooperation convenient and profitable for agencies and consumers.

The effective conduct of a sports event depends on the technology of its organization and conduct. Technology is a model of joint activities of the organizers and participants of the event to design, organize and conduct to achieve the goal or desired result. The technological scheme of organizing and holding a sports event includes the purpose, objectives, activities of the organizers, activities of the participants, results of the organizers, results of the participants, evaluation of results and adjustments (Fig. 1).

The technology of organizing and holding sports events includes the following aspects: 1) professional design and planning of the event; 2) provision of resources, such as material, financial, human and medical; 3) effective involvement of participants and spectators; 4) creating a safe and comfortable atmosphere during the event; 5) advertising and marketing activities to promote the event and attract an audience; 6) taking into account the demand for the event and its accessibility to spectators and participants.

The proposed technology for holding a sports event is conceptual, systematic, controllable and repro-



ducible. The main organizational conditions for holding such events include professional design and planning, provision of resources (material, financial, personnel, medical), effective involvement of participants, creation of a safe and comfortable atmosphere, as well as timely advertising and marketing activities, popularity among consumers of both the event and its accessibility to the population.

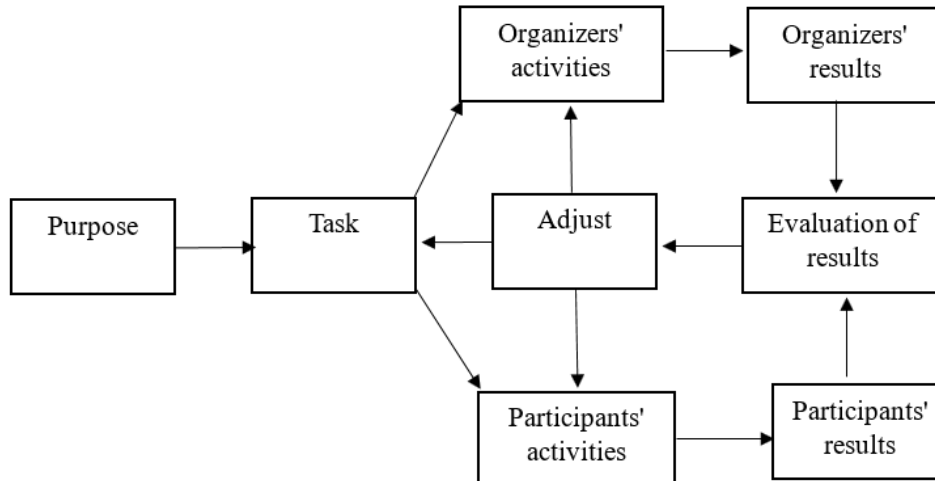


Fig. 1. Technological scheme of organizing and holding a sports event

In the course of the expert assessment, it was found that the main threats in the process of organizing and holding sports events are an increase in the risk of emergencies, a decrease in the popularity of a particular sport, the quality of sports infrastructure and the level of popularity of athletes participating in competitions, which have little effect on the popularity of competitions, their rank and/or prestige, deterioration in the quality of life of the population, migration of residents of the region. Experts believe that the increase in mortality rates, demographic threats and political changes in the state have the least impact on the organization and holding of sports events.

**Conclusions.** Effective organization of sports events requires professional planning, provision of resources, effective involvement of participants and spectators, as well as active promotion and advertising activities. In addition, it is important to create a safe and comfortable atmosphere for all participants and spectators.

**Prospects for further research** are to study the experience of cooperation between domestic sports event agencies and international sports organizations.

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