

Название публикации:

Planning Exhibition Activities of Coal Mining Enterprises

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Сведения об издании:

E3S Web of Conferences

Volume 41, 26 June 2018, Номер статьи 04044

3rd International Innovative Mining Symposium, IIMS 2018; T.F. Gorbachev Kuzbass State Technical University 650000 Vesennya st. Kemerovo; Russian Federation; 3 October 2018 до 5 October 2018; Код 137557

Аннотация:

The development programs of coal mining enterprises pay special attention to the increase in production potential and the penetration of new market niches, as well as the organization of rational interaction with related industries. The creation of clusters in such conditions contributes to the sustainable development of the region. The exhibition activities of coal mining enterprises play an important role in establishing rational interaction with companies of coal and related industries, thus creating favorable conditions for the modernization of Russian coal mining and processing enterprises. The article focuses on the pre-show stage of the exhibition activity of coal mining enterprises devoted to planning and preparing for the exhibition event. The series of decisions made during the stage include setting goals of participation, choosing the exhibition event, determining the form of participation, designing the stand, planning onstand and off-stand activities, preparing information, advertising and souvenir materials, recruiting and training of the exhibition staff.

Ключевые слова:

Coal mines, Exhibitions, Personnel training, Coal mining, Coal mining enterprise, Development programs, Favorable conditions, Market niche, Coal