TRANSFORMATIONAL PROCESSES OF SOCIO-CULTURAL DEVELOPMENT

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Transformation of Event Trends in the Context of Socio-Cultural Development of Ukraine

Abstract: *Introduction.* The modern event sphere is highly dynamic and adaptive; it responds quickly to current challenges and external circumstances, forming new trends and determining development trends. Despite the losses and crises caused by the pandemic and exacerbated by the war, the event market in Ukraine continues to develop and become more competitive. Knowledge and understanding of trends allow professionals to create innovative formats and unique offers, adapt international experience to domestic realities, and be flexible and progressive. At the same time, today's domestic events reflect and shape the new values of Ukrainian society – charity, volunteering, inclusiveness, and national identity. Global trends related to the use of digital technologies, data analytics, mobile applications, gamification, etc., are integrated into domestic events, combining traditions and innovative approaches. *Purpose and methods.* The article aims to analyse the transformation of event trends in the 2020s of the twenty-first century, identify the relationship with socio-cultural, social, political, economic, and other factors of the development of Ukrainian society, and outline prospects for further research. The study used methods of analysis and synthesis, which made it possible to analyse event trends as a separate phenomenon and, in combination with external factors, identify their impact on the socio-cultural development of Ukraine. The comparison method allowed for the identification of differences in technologies, formats, and methods inherent in events of different years. *Results.* Modern event trends have been systematised, focusing on forming

new trends in the event sector under the influence of external circumstances, such as the improvement of digital tools, diversification of technologies, the COVID-19 pandemic, martial law in Ukraine, and others. *Conclusions.* The scientific novelty of the article is that it compares event trends of different years, identifies their advantages and disadvantages, and suggests prospects for further research. The conclusions drawn from the study focus on the diversity of trends and their formation, depending on external circumstances. The ideas proposed in the article will allow adapting global trends to domestic realities. It will help to increase the competitiveness of Ukrainian events both in the local and large-scale international markets.

Keywords: trend, event trends, event technologies, event industry, event, event culture.

1. Introduction

The problem formulation. Despite all the external challenges, Ukraine's event industry continues to develop dynamically. The modern globalised, automated and digitalised world dictates new requirements and approaches and shapes event trends. The means, technologies, forms and formats of event organisation are updated annually and require systematisation and scientific substantiation.

State study of the problem. Practical development and modern achievements have intensified scientific research on event culture, events, event technologies, event industry, trends and prospects for the development of the sector, etc.

Scientific research on events can be divided depending on the points of view from which they are analysed and the aspects and components of events that are focused on.

Many works of domestic scholars devoted to events consider them from a managerial point of view, i.e. the primary focus is on the specifics of event management. Among them, we can distinguish the studies of Yu. Diachenko, I. Sedikova and V. Bondar (2020), O. Nikoliuk, Yu. Diachenko and T. Savchenko (2021), L. Zelenska (2018), I. Parkhomenko (2018), M. Poplavskyi (2017), O. Khytrova and Yu. Kharytonova (2018), etc. From the economic point of view, the event industry is considered by I. Budnikevych and A. Semkiv (2022), H. Oleksiuk, I. Anhelko and N. Samotii (2020). M. Pashkevych (2021) studies the event as an effective public relations tool.

The works of I. Budnikevych and A. Semkiv (2022), V. Kurylenko (2020), N. Danylykha and I. Pakholok (2021), M. Krypchuk and S. Plutalov (2022), S. Mackenzie (2023), K. Semenchuk and D. Nechyt (2021), O. Potsipukh

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(2018) and others are devoted to the formation of event trends and trends in the development of the event sector.

When analysing modern event trends, it is worth highlighting studies on events that have emerged in the context of the COVID-19 pandemic. The following articles help research event trends of that time: O. Hubernator (2022), O. Krupa and O. Hubernator (2023), O. Nikoliuk, Yu. Diachenko and T. Savchenko (2021), H. Oleksiuk, I. Anhelko and N. Samotii (2020) and others, as well as the opinions of event practitioners A. Andrievska (2021), V. Kurylenko (2020), Ya. Matviichuk (2022), etc.

Since the beginning of Russia's full-scale invasion of Ukraine, research on events held under martial law has intensified. Among them are the works of Zikii N. and Rakocha M. (2024), Matviichuk, Ya. (2022), Kuzmenko T. and Samahala V. (2024) and others.

Event trends research is also constantly updated with new practical achievements, technological innovations, and external challenges that require constant attention and analysis by the scientific community.

Unresolved issues. However, virtually no comprehensive studies summarise the specifics of event trends in different years and focus on their transformation in the context of Ukraine's socio-cultural development.

2. Purpose and methods

The purpose and research tasks. The purpose of the study is to analyse and compare the main event trends that influenced the socio-cultural development of Ukraine, particularly in the 20s of the 21st century, taking into account external challenges and circumstances.

The goal is to solve the following *tasks*:
– analysis of the state of scientific development of the topic;
– clarification of the categorical apparatus of the study;
– studying the formation and transformation of event trends in the 20s of the 21st century;
– study of event trends in the context of external challenges (pandemic, war, technological advances);
– analysis of the impact of global trends on the socio-cultural space of Ukraine;
– to outline the prospects for further research of event trends.

Methodology and methods. The methodological basis of the study of event trends in the socio-cultural space of Ukraine is based on cultural, systemic, marketing, innovative and technological approaches. The cultural approach is implemented through the opportunity to study events as a component of event culture, to understand the cultural value and meaning of events, and to understand their role in shaping national identity and socio-cultural space. The systemic approach was used to analyse the event industry as an integral system that includes many components, such as organisers, participants, logistics, technology, socio-cultural context, etc. This approach allowed us to characterise event trends in interacting with internal components and external factors.

The marketing approach made it possible to study event trends as a response to consumers' expectations, behaviour, and demands and the dynamics of the event services market.

Innovative and technological approaches in conjunction with each other made it possible to analyse the impact of modern innovative technologies, such as AR/VR/MR reality, artificial intelligence, NFT, and big data, on the development of events and the formation of trends.

The combination of different scientific approaches confirms the complexity and relevance of the study of event trends, providing an understanding of the causes and consequences of their formation.

The study uses the methods of analysis, synthesis, and comparison, allowing event trends to be studied as a separate phenomenon (analysis) and in combination with external factors (synthesis). The comparison reveals the main differences and similarities in different periods' technologies, formats, and methods of event trends.

Information base. The article uses domestic and foreign research on the event sphere, event industry, event market, event management of individual events and event trends. It analyses the practical implementation in the socio-cultural space of Ukraine.

An essential source of information for studying global event trends is the American magazine Special Events, which annually identifies the world's best event agencies and summarises the main trends in the event business ("Magazine digital edition", n.d.). According to the rating results, it is possible to trace the change of priorities, the formation of trends and trends in events. The Ukrainian magazine EVENT Ukraine (Event Ukraine, n.d.) provides detailed information about current domestic events.

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An objective source for the study of modern events is the updated International Standard (ISO 20121:2024) adopted by the International Organisation for Standardisation (ISO), which substantiates detailed requirements for all types of events and provides recommendations for compliance with the specified requirements (International Organization for Standardization, 2024). The main theses of the standard are focused on ensuring quality results of both small local and large-scale international events.

3. Results and discussion

3.1. Main concepts of the study

The analysis of the transformation of event trends in the modern world should begin with defining the main concepts. In particular, the word 'trend' in contemporary reference books is interpreted as: a direction, a tendency; a change that determines the general direction of development, changes in a process or phenomenon, or a long, long-term trend in economic indicators in economic forecasting ("Trend", n.d.). In English, 'trend' means 'tendency'. However, domestic scholars try to distinguish between 'trend' and 'tendency' concepts. In particular, L. Melnyk (2020, p. 11) notes that the term 'trend' emphasises the modern nature of processes and phenomena. According to scientists, 'trend' is mainly used in relation to social phenomena in which a person is an active subject influencing the course of events, and 'tendency' conveys the result of the action of more fundamental laws. The term 'trend' is used to denote the consequences of the influence of social laws (Melnyk, 2020, p. 11). After all, this term is the most appropriate to characterise the directions of development of some regions of industries (social networks, lifestyle, fashion), as it emphasises their modern nature (Melnyk, 2020, p. 11).

Analysing trends in the tourism industry, V. Krasnomovets and A. Trachuk (2022, p. 167) propose to interpret 'trend' as 'a specific phenomenon or event that is in great demand among consumers and is systemic in a given period'.

According to O. Potsipukh (2018), the distinction between the concepts of 'trend' and 'tendency' occurs at the level of professional intuition, with the concept of 'trend' being preferred in the English-language discourse, while Ukrainian researchers often focus on trends, as they tend to focus on longer and more established phenomena ('tendencies'), as opposed to changeable, 'fashionable' trends.

Based on the definitions and analysis of the concept of 'trend', the following main features can be distinguished: modern, relevant, fashionable, changeable, in demand, prevailing in a given period.

The term 'event' has an English origin and is translated as 'event'. The 'event' and 'event' concepts are used in Ukrainian. I. Petrova (2021, p.128), studying the idea of 'event', notes that it is 'one of the most complex and mysterious in the national cultural thought', as it covers many characteristics 'an event as a unique event, an event as a cultural phenomenon, an event as experience, an event as history, an event as a breakdown of everyday life', which gives grounds to talk about the multiplicity of approaches to defining the concept.

Ukrainian researcher I. Parkhomenko (2018) believes that 'an event can be understood as a project that requires the development of an idea, planning, administration, organisation of a promotion campaign (event marketing), consideration of risks and effective financial management of an event project' (p.74). An event is defined by H. Derhachova (2022, p. 15) as something planned for a certain period, in a certain place, with a certain target audience and purpose.

L. Zelenska emphasises that an event is a type of human activity that involves the meeting and interaction of different people, limited in time and connected by the realisation of common goals. This is any event (corporate, private, business, mass, etc.) that takes place on an equipped site or in the open air (Zelenska, 2018, p. 18).

Contemporary cultural studies interpret the concept of event in quite different ways; it has many meanings, depending on the context in which it is used. However, among the main features of an event are those that summarise the definition: careful planning, uniqueness, originality, opposition to everyday life, and positive perception of the event. Thus, in our study, current trends will be considered prevailing in the event sphere of the 20s of the 21st century concerning the circumstances that influenced their formation.

3.2. Event trends in 2019/2020. The impact of the COVID-19 pandemic on the formation of event trends.

Event trends change yearly, depending on external influences and factors influenced by socio-cultural, political, geographical, financial, technological and other indicators. At the end of each year, event experts and industry practitioners predict the event trends that will prevail in the new year. Analysing the event trends of 2019 and the predictions made for 2020, it can be stated that most experts focused on the use of modern technologies such as mixed reality, artificial intelligence, face recognition technologies, etc. However, at that time, many event companies were not yet ready to use the latest technologies and preferred efficiency to novelty (Hyland, 2019).

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A large-scale study by EventManagersBlog portal 'The State of Event Technology 2019/2020' on trends that affect the use of technology in event organisation and the event technology 'eco-system' focused on innovative technological achievements and readiness for use in Western Europe and the United States. The researchers also noted the gradual takeover of small companies by large event conglomerates, which led to a number of mergers and changes in positioning in the event market. At that time, this trend was exclusively related to the English-speaking space. According to the study, 52% of event professionals planned to significantly increase funding for technological events, although their cost was high for 25% of event companies. The preferred tools were identified as a trend. According to Eventmb analysts, the event app market in Western countries has reached its highest point of development, so in 2020, it was expected to undergo a significant transformation. There have been gradual changes in the search, selection and cooperation with contractors. In 2019, the number of event managers who preferred contractors offering all-in-one solutions increased by 27% (compared to 2018), which reduced logistics costs. The introduction of 5G improved internet connectivity at event venues. However, the trend in 2019 was the preference for efficiency over novelty. The emphasis was placed on return on investment through increased efficiency in the organisation, rather than on using technology to demonstrate the event's uniqueness. The innovative technical tools have become an advantage for big-budget events. Compared to previous years, the value of data collection has increased, with 48% of event organisers using event technology to obtain valuable information in planning future events (EventMB Studio, 2019).

At the end of 2019, immersive events remained popular – events that affect a person's emotional state, creating the effect of full presence. Visitors to immersive events see, hear, feel, and perceive a specially designed atmosphere as real. The success and popularity of immersive events were primarily due to the format's novelty and the opportunity to participate in an organised event, influence its outcome, and feel a sense of belonging to history. Research at the time confirmed that the event industry of the future would be focused on the technologicalisation of events. In particular, the study 'Are Event Planners Struggling with Event Technology' by London-based Eventforce stated that 91% of event planners consider technology an essential aspect of their work. Still, only 48% admit to being aware of the possibilities of its use. The findings were based on the opinions of event professionals representing corporations, associations, government and educational institutions involved in event organisation in the US and

UK. The findings also highlighted some of the latest technologies that organisers were planning to use at events in the future, including Mixed Reality (MR), Augmented Reality (AR) and Virtual Reality (VR) platforms that combine digital objects with the real world; AI (artificial intelligence) solutions that are supposed to help personalise attendees (e.g. chatbots, network tools); facial recognition technologies; 5G and holograms, etc. ("New Research Shows", 2019).

At the beginning of 2020, Victoria Kurylenko (2020) analysed the trends in the development of events in Ukraine on the web pages of the national magazine EVENT Ukraine, focusing on the fact that the fashion for traditional events is a thing of the past, while unique environments with an atmosphere in which visitors feel like full participants in events are becoming relevant. Among the main trends 2020 were streaming of all kinds, the effect of presence, the Internet of things, VR/AR forever, live communication, healthy lifestyle, common cause, and emotional details. Thus, even before the pandemic, the author of the article (Kurylenko, 2020) focused on the importance of live online broadcasts – streaming, which is conducted by both event organisers and visitors (crowdsourcing) and allows you to watch what is happening at the event site from anywhere in the world. The trends also included events using digital technologies: the presence effect, the Internet of Things (a platform with special offers from partners), VR and AR technologies, and 'bright, unusual details that will have a rating on social media', i.e., heartfelt details.

We should also analyse trends that have become difficult (or impossible) to implement due to quarantine restrictions since March 2020. In the field of events, the following important details were foreseen - live communication that evokes positive emotions - 'attention to offline will increase, the struggle will be not for time, but for the strength of the emotion evoked by the brand,' noted V. Kurylenko (2020), so in her opinion, it is important to create intense emotions that qualitatively change a person's life. The popularity of masterclasses, group work, and the creation of joint art projects for deeper immersion in the event, cooperation, and participation was predicted to grow. It is nice to note that healthy lifestyle and sports were among the trends; in 2020, sports events were expected to grow in popularity, be organised in unexpected and original places, and create a wow effect by combining the incongruous, for example, boxing + ballet.

However, significant transformations in the event industry took place in 2020 due to the introduction of quarantine restrictions related to the COVID-19 pandemic. At this time, there was a gradual adaptation to the bans and quarantine restrictions, and new event trends began to emerge. In particular, the event

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trends of 2020 were unforeseen by experts - focus on the domestic audience (due to the closure of borders); organisation of online events (unprecedented before); improvement of digital tools, their active use; events for a limited number of visitors; hybrid events, etc. Ukrainian event agencies actively follow global trends to strengthen their competitiveness, introducing global event trends for the Ukrainian audience.

Thus, 2020 has become a year of domestic and global event industry challenges. According to researchers, 54% of event companies started organising online events and webinars, significantly reducing the number of offline events. With the onset of the COVID-19 pandemic, event trends have undergone significant transformations triggered by anti-epidemic restrictions. The companies that survived, grew stronger, and became event market leaders were flexible, ready to experiment, and not afraid of innovation.

3.3. Event trends in 2021-2022

In 2021, the introduction to the Top 120 UK Event Agencies: Your Ultimate Directory in 2022, stated that 93% of event organisations had started investing in digital technologies (Noe, 2023). Experts trying to make reasonable, reliable forecasts believed hybrid events would prevail in 2022, given the pandemic challenges. The author of the book Reinventing Live, British event expert Mark Giberty, has formed the main directions of event development. In particular, he identified the following: technological innovations – opportunities for differentiation; hybrid events and not only in them; monetisation of online events; innovative technical solutions in events; support for constant interaction with the audience; maintaining the confidentiality of information (Moore, 2021).

Summing up the British expert's forecasts, it is worth noting that technology in times of pandemic is indeed becoming the best tool for engaging the audience and maintaining leadership positions. The whole world is becoming 'hybrid', as the real and virtual worlds have become so intertwined that it is sometimes difficult to distinguish them. That is why M. Giberti emphasised that 'hybrid' should be used more broadly than just 'hybrid events' (Moore, 2021). Before the pandemic, when most events took place offline, selling tickets to online events was uncommon, so the question of monetising virtual events arose. According to Bizzabo research, only 9% of online events were paid for in 2021. Sponsors were also not ready to invest in online events and did not see or understand their profitability.

Another challenge in organising virtual and hybrid events was the problem of preserving the personal data of event attendees. The organisers considered choosing reliable platforms that use advanced information security tools.

One of the most promising event trends is the 'metaverse', i.e. the virtual universe of the future. The metaverse was seen as the future of the Internet, combining virtual and augmented reality with real life (*Shcho take metavsesvit*, 2021). The real world will become as digitalised and gamified as possible and move to the blockchain. VR, AR, MR, and XR technologies will be integrated into the event industry as much as possible. They will be used alongside transparent touchscreens, generative graphics, kinetic scanners, and interactive waterfalls.

2021 Face ID technology also gained popularity, and it was used during classical and hybrid events as a registration tool, considering health and safety issues (Andriievska, 2021).

It is pretty clear that during the pandemic, the 'event trend' has become the issue of compliance with medical indicators and sanitary standards that are safe for visitors, in particular, ensuring masks and the necessary distances.

Special attention is also paid to preserving the environment during events. In 2021, a meeting of world leaders took place in Glasgow, Scotland, where they presented plans to reduce carbon emissions by 50% by 2030, in line with the Paris Climate Agreement. During the meeting, the Net Zero Carbon Events Pledge initiative was launched, which confirmed the participation and commitment of the event industry to address climate change.

Sustainability has been among the event trends in recent years. One of the most important aspects of organising and hosting events is preserving the environment. The following trends have become the norm for many event organisers: decor made from natural materials and minimising the use of plastic; electronic tickets instead of paper tickets; reusable and eco-friendly tableware; promoting waste sorting; educational events promoting sustainable development, etc.

The event priorities of Ukrainians changed dramatically after the full-scale invasion of our country by Russia.

Many event agencies closed down, ceased their operations, or started volunteering. According to Yana Matviichuk (2022), CEO of the ARENA CS event agency, the event industry in Ukraine immediately shrank by 80%. It seemed that the war and any events were incompatible.

However, already in 2022, the following events began to be in particular demand: events to thank the units of the Armed Forces of Ukraine (AFU), the State Emergency Service (SES), and utilities; charity events that spread impor-

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tant information about the war in Ukraine in the international space; volunteer events to raise funds for the army and social projects (Matviichuk, 2022).

Security issues became a priority. Event organisers must consider the risks of missile attacks, the mandatory availability of shelters, evacuation plans, and communication with the relevant services when organising events. This has imposed new requirements on the selection of locations and event planning.

Over time, the event industry has begun to recover, including offline business events. There is a great demand for 'social, charitable, educational and technological business events', and events where you can learn about solutions for work, business during the war and helpful life hacks are also popular. Examples of events organised in the context of the war include: Ukrainian B2B Marketing Forum, Demine Ukraine Forum, an offline forum on humanitarian demining, Private Label Conference, IT Arena, iForum, Entrepreneurs' Forum, etc. (Sukhorukova, 2023).

Volunteering and charity have become an integral part of the events, raising funds for the Armed Forces of Ukraine and supporting affected citizens.

3.4. Event trends in 2023-2024

Event trends in 2023 were predicted by S. Mackenzie (2023). Among the most important trends, he identified the following: Using Mobile Technologies at Events (contactless registration and e-tickets, real-time event updates, interactive signage, etc.); Enhance Live Event Experiences with Virtual and Augmented Reality (virtual exhibitions, interactive installations, holograms and avatars, etc.); Events in the Metaverse (fashion weeks, concerts, marathons); Artificial Intelligence and Automation (chatbots, voice-controlled tools, automated language translators, spatial planning tools, etc.); Tracking Environmental Impact with Sustainability Platforms; Interactive Risk Management Platforms; Accessible Event Experiences; Big Data (use of technology to collect and interpret data in the future); Hybrid Events Support Flexible Work Arrangements (due to flexibility and convenience, they remain in trend); Technology Ecosystems and Integrations (integration between all systems used in the event business).

The event trends 2023 are also outlined on the English-language portal worksup.com (Worksup, n.d.), which focuses primarily on organisational aspects. In particular, there is a balance between active participation and on their terms, whereby the event participant decides when and how they want to consume media, during meetings or a coffee break. It is important to capture the

participant at the right moment, but simultaneously allow them to choose the content topic, schedule, speakers, exhibitions, or whom to communicate with.

The trend of morality and sustainability, shaped by people's desire to attend events that do not contradict their values and beliefs, in which organisers adhere to environmental standards and do not forget about the socio-political problems of the region where the event takes place (Worksup, n.d.).

The best tools for organising events are intuitive and similar to those used in everyday life. The trend – intuitive and personalised event tech and tools – confirms the above opinion, emphasising that technology should complement the event, regardless of its context or format, and should be flexible and efficient.

Another trend of 2023 – time and budget management – was based on the organisation of small local events that save time and money. The content and education trend explains that it should be justified for event participants; it cannot be vague or unrealistic. 'The best and most authentic ideas come from the roots, not the top of the tree' (Worksup, n.d.).

In recent years, artificial intelligence has become one of the most powerful event tools, with the advantages of automating processes, saving time, maintaining consistency and accuracy of communications, and large-scale personalisation (AI can provide individual responses to customers, taking into account their requests and hobbies); however, there are also disadvantages, such as the lack of interpersonal contacts (customers feel that they are communicating with a robot), and training is required to use AI tools.

Given the psychological and social tension caused by the war, the population needs more positive emotions and experiences in Ukraine. That is why social events, art therapy events, immersive events, interactive exhibitions, and concerts with audience participation are gaining popularity.

Social issues related to wartime violence, which are relevant to Ukrainians, are also presented in events. The patriotic themes of Ukrainian events captivate and empathise with the global community, and plenty of evidence supports this. Concerts and performances, charity events and auctions, exhibitions and fairs, plays, rallies and flash mobs are organised around the world to remind us of Russia's military aggression and the strength, courage and resilience of the Ukrainian people.

The Ukrainian project 'Embroidered with Pain' by SUNEVENTS won one of the world's most prestigious event awards, Bea World, 2024, in two nominations: Gold Low Budget Event and Gold Non-Profit CSR Event. The main goals of the event are to raise awareness of wartime sexual violence through embroidered towels, inspire protection of survivors by raising awareness both in Ukraine and

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around the world, draw attention to the problem, and encourage survivors to seek help (SUN Event, 2024). The organisers note: 'We embroidered the towels to tell stories of sexual violence committed by the Russian occupiers against people who do not exist in reality. However, these stories are collected from dark events that happened. Moreover, from the light ones, that will definitely happen. Moreover, the following will happen: wounds will heal, life will win, and we will overcome everything. There is more to come.' (*Vyshyti bolem*, n.d.). Thus, through events, the world empathises with the events in Ukraine.

At the same time, the Ukrainian event industry is developing in tandem with global industry achievements, and global trends are relevant to Ukrainian events. Among the most common trends are the use of technology, a combination of formats (online, offline, hybrid events), environmental friendliness of events, personalisation and a differentiated (individual) approach, etc.

The introduction of technologies such as metaverse, VR/AR/MR reality, immersive, 3D technologies, robots, blockchain, NFT and artificial intelligence have become integral components of modern events. Technological capabilities improve communication with guests, simplifying event registration and navigation; immersive, VR/AR/MR and 3D technologies improve visuals, make events more emotional and exciting; artificial intelligence combined with big data adapt events to the preferences and interests of individual participants, creating individual content and interactive opportunities. Virtual souvenirs, NFT tickets, and certificates are additional innovation bonuses. An alternative to traditional offline events is online and hybrid events that can take place in the metaverse and give a sense of presence and complete immersion thanks to virtual and augmented reality technologies.

It is important to note that despite modern events' innovation and technology, trends include environmental friendliness, sustainable development, and visitor safety. The emphasis on environmental protection motivates organisers to avoid waste, use environmentally friendly materials, introduce healthy food, and care for visitors' psychological comfort and physical health.

4. Conclusions

Thus, modern events in Ukraine are incredibly diverse and open, and they promote the values of the globalised world, including respect for national identity, gender equality, social inclusion, and barrier-free access. At the same time, both large-scale and intimate events designed for a limited number of participants are popular, emphasising their uniqueness and exclusivity.

The scientific novelty. The article analyses event trends relevant to the global event industry, focusing on their adaptation to the socio-cultural space of Ukraine. Event trends are studied as an independent cultural phenomenon that reflects current external challenges: social, political, technological, environmental, etc. The specifics of forming new event formats to respond to changing external circumstances are substantiated. The interconnection of event trends and socio-cultural development of Ukraine in the process of actualisation of the processes of identification of Ukrainian society, caused by the Russian-Ukrainian war, is revealed.

The significance of the study lies in the relevance and insufficient development of the topic of transformation of event trends in the context of the socio-cultural development of Ukraine. Even though the modern event sphere is developing quite dynamically in practical terms, the theoretical basis for its scientific substantiation remains insufficient. The article partially fills in the gaps regarding the peculiarities of the formation of event trends in the domestic socio-cultural space.

The study focuses on the perception of events as catalysts for social change. These practical tools can contribute to the cohesion and resilience of society, promote national values, convey important national messages to the world community, restore national identity, self-awareness, etc.

The results obtained may be helpful for event industry professionals in developing strategies for modern events.

Prospects for further research are associated with rapid changes in trends and tendencies that will require scientific generalisation, comprehension and analysis. The continuous improvement of digital technologies in global and domestic socio-cultural spaces will shape new event formats.

Of course, an important area of research should be studying events as a means of social integration of Ukrainian society in the context of post-war reconstruction.

The analysis of the transformation of events has made it possible to identify the main trends in the current event industry, as well as to predict development trends that include the use of innovative technologies in future events, improving the monetisation tools for virtual events, expanding the use of hybrid events, improving the database storage platforms for event audiences, etc.

The Ukrainian event industry has proven its flexibility and ability to adapt in the face of extraordinary challenges. Current trends demonstrate not only the creativity and innovation of the organisers, but also their social responsibility and desire to support the country. Despite the challenging environment, events in Ukraine continue to bring people together, provide inspiration and contribute to cultural development.

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