
**Regional Event-Marketing: Multi-Criteria Evaluation
of the Effectiveness of the Events in Tambov**

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Abstract: The article considers the problems of assessing the effectiveness of event marketing on the example of regional events held in the city of Tambov. The results of a survey of residents who participated in such events are presented. Criteria are presented that increase the satisfaction of citizens and, as a consequence, affect the recognition of both the event itself at the regional level and the commercial brands involved in organizing and conducting the event. Tracking of brands' health has been created. Recommendations for improving the communication efficiency of event marketing are given.

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