

Step 2: elaboration of the event. The success of the event depends on new ideas that emerge from brainstorming and synthesis. Evaluation helps to ensure that the creative ideas are relevant to the aims and objectives of the event.

Step 3: planning.

Step 4: coordination. This is the stage where the plan is being implemented and the working issues are being settled.

Step 5: evaluation and feedback.

To sum up, running an event of any degree of complexity requires professionalism, flexibility in decision-making, the ability to anticipate and foresee unforeseen circumstances and to navigate new conditions quickly. Whoever does it best is the event business leader.

References

1. Ивент-менеджмент. Научный словарь-справочник по техническим и гуманитарным дисциплинам: веб-сайт. URL: <https://spravochnick.ru/menedzhment/ivent-menedzhment/> (Last accessed: 19.10.21)

Language adviser: *Zaitseva N. V., Senior Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

BUSINESS IN METAVERSE, OR HOW WE WILL COMMUNICATE IN THE NEXT 5 YEARS

Popovych S.V., vipsofi2002@gmail.com
Dmytro Motornyi Tavria State Agrotechnological University

The world is changing. Thanks to advanced technologies, new innovations are being delivered faster than ever before: self-driving cars, flying robots, gene editing, Blockchain technology, but there's one change that will dwarf the rest, and it may be coming faster than you think: the Metaverse, which will change humanity in a fundamental way just like the smartphone did, and the Internet before it, and computers before that.

Nowadays, in the world of pandemics, the need to wear facemasks and a huge number of restrictions in communication with each other, we can barely imagine or predict what will happen next, so people must be ready for the most unexpected challenges. If we talk about our usual life, workplace, family relations and other things, people are becoming increasingly isolated and lost touch with reality. In everyday life, we obtain skills of teamwork, conflict resolution and effective interaction with each other. Distance learning and remote working have had an enormous impact on both children and adults both psychologically and socially, as there are not many opportunities to acquire soft skills, which are in the first place among the skills of the XXI century.

At the end of June 2021, Facebook CEO Mark Zuckerberg made a statement about what Facebook is planning for the next 5 years. The company will transition from being seen primarily as a social media company to being a Metaverse company. It has already announced its plans to create 10,000 jobs in the European Union in the next five years to work on the futuristic technology.

“Metaverse” is a virtual world, where you will be able not only to play games or use any other entertainment activities, but do whatever you were doing in your real usual life. The term was coined by an American writer Neal Stephenson in his 1992 novel where he described the concept as a successor to the Internet. While his idea was fiction, it is slowly turning into a reality now. Today, it refers to real-time 3D virtual spaces where users can meet, create, socialize, work, buy goods and services and attend events with other people who are not in the same physical space.

The Metaverse will bring enormous opportunities to individual creators and artists; to individuals who want to work and own homes far from today's urban centers; and to people who live in places where opportunities for education or recreation are more limited. At the same time, the

Metaverse could be the next best thing to a working teleportation device which Facebook is trying to develop.

Even if the idea of Metaverse sounds unreal, all of us still have a number of questions about this whole system. But at the same time, it is obvious, that this will be a new state-of-the-art way to communicate, to travel, to run business, we will might need some time to get used to it. Augmented reality is really about closing the gap between the Internet and the world around us by overlaying digital content and information onto our physical world, worlds will ultimately come together as the Metaverse where users can freely and instantaneously hop between worlds, including our own.

References

1. Metaverse: The future of business, or just another attempt to kickstart VR? (2021, September 16). Verdict. Retrieved October 31, 2021, from <https://www.verdict.co.uk/metaverse-business-future/>
2. Facebook's new business plan: Locate more young people in the metaverse. (n.d.). Wwww.cbsnews.com. Retrieved October 31, 2021, from <https://www.cbsnews.com/news/facebook-earnings-report-2021-q3-metaverse/>
3. The Metaverse: Business Opportunity of a Lifetime? (2021, March 17). The Octalysis Group. <https://octalysisgroup.com/the-metaverse-business-opportunity-of-a-lifetime/>
4. Newton, C. (2021, July 22). *Mark Zuckerberg is betting Facebook's future on the metaverse*. The Verge. <https://www.theverge.com/22588022/mark-zuckerberg-facebook-ceo-metaverse-interview>

Language adviser: *Suprun O.M., Senior Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

GROWTH STRATEGY OF AGRICULTURAL SECTOR OF ECONOMY OF UKRAINE

Rozumieiko A.A., *nastyia.roz18@gmail.com*
Dmytro Motornyi Tavria State Agrotechnological University

Since independence in 1991, Ukraine has pursued successive reforms to transform itself into an efficient market economy. International funds have supported a competitive Ukrainian economy in which small and medium-sized businesses are free to realize their potential. With the support of the Ukrainian government, several important results have been achieved recently, including the introduction of an electronic disclosure and reporting system for publicly listed companies, the creation of institutions that promote transparent and efficient asset trading, and the development of a bond market.

Producer support in Ukraine has been volatile over the past three decades, mostly due to fluctuations in market price support (MPS).¹ Since 1992, MPS has been negative in most years, reflecting average producer prices below international reference levels, but with significant variation across commodities and time. Protected by import tariffs, prices for several meat products and sugar have been above international price levels. Those for several grains, sunflower seeds and milk have generally been somewhat below reference prices. The impact on prices of the state-owned Agrarian fund and the State Fund and Grain Corporation activities, and the annual on grain exports, is likely to be limited, and more recently the total MPS for the sector has been slightly positive.

Budgetary support in the form of tax benefits and input support continues to be relatively small, but has contributed to the positive overall producer support in the last two years.

Ukraine instated new support for small and medium sized producers. The area payments are higher for newly established farms during the first three years of their creation than for longer existing farms and require that the eligible land is used for farming purposes. Another new measure