

# In people life there are a lot of leisure events media essay

Media



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One of the biggest reasons why people are attending and organizing events is because it makes them happy. Events have a big impact on our life.

Events such as weddings are very important in people's life, they are organizing it for a long time because they want it to be perfect, the same with birthdays.

Getz, D. (2007) telling that the weddings became such an important thing not just in person's life, but also in business. But this is just private events.

Different types of events are festivals and concerts, this type is very popular nowadays. We can see a lot of festivals every year, all of them are very different. They are held in different places, different kind of music can be played and others factors. People like to attend these kind of events because in this event you can meet new people and usually they will be similar with you because you are attending the event where you like something. For example you are going to music festivals where you like that kind of music and you can be sure that you will meet the people who also like this kind of music.

Also these events can help you to spend your free time in that way which you want and to enjoy it. Another really important kind of events is cultural and historical celebrations. This one is very important for country and their citizens. But also we have a lot of celebrations which are celebrated through all the world not just in that country. Usually these events are organized by government and it depends on country how big or small event can be. For example for The Queen's Diamond Jubilee was made a very big celebration which was known in all world and a lot of people attended this event and not just UK citizens. But there are also historical celebrations which are held just for that country's citizens, because there are so many countries which are known very poor and about their history nobody knows. Historical events

usually are free and the government making them interesting with concerts. Also you can watch all the event at home because these kinds of events also are translating on TV. Nowadays more and more people are traveling around the world to know other cultures and also they are attending cultural events. It is becoming popular because it is interesting for people to know each other, to know more about others and try to feel yourself in different person. London is the place where you can find a lot of different cultures people and events which are held to know each other. For example Notting Hill carnival is showing the culture of Caribbean people and people from different cultures are attending this event because it is really interesting and you can know more about that culture. And they are very popular ' In Europe, carnival remains a strong tradition in many countries' (Getz, D. 2007, 34) Important thing in events industry is to make that kind of event which we will be memorable. People like to talk and remember the best things; they like to share it with others. People are always coming back to that event which they remember for a long time, they want to feel the same or even expecting something better. That is one of the reasons why people are attending event all the time, every year or every month. There are a lot of events which are held to encourage people to do something (such as sport, singing, writing or to do arts). Almost all of them are free and suggesting something interesting what attract people to try it. For example " The Big Draw" it is the celebrations to encourage people to draw. People are attending this kind of events because it is free and you can try to do something even if you like it or no. Also in this events you can find a lot of people who love to do it and they can share with their experience and to

encourage others ' Events can embody similar activities and experience, which help us understand humans events in general ' (Getz, D. 2007, 46). It is very good place to meet new people, to try new things which maybe can change your life. The Queen's Diamond Jubilee or Olympics were held for a lot of reasons. And one of them which one of the important for UK and their citizens is to show all the world who we are and what we have. It is very important in tourism industry, because we want to attract more people to our country. And these kinds of events are the best way. A lot of people from abroad and also from others cities from UK came to see these events. And this is not just event, people also coming to see London, the most popular landmarks and the best places. That is the way how we can show all the world what kind of country we are, how we love our Queen and that everyone should visit this country and to have good time. Charity events are very popular nowadays, there are so many events where people raising money for different reasons. " The Winter Butterfly Ball" this event in recent years raised millions of pounds to help children who are sick or disabled. Another event " Kilomathod London" is where they raising money for people who are affected by cancer. And there are one major event " Royal Parks Foundation Half Marathon". This one was established in 2008 and helped to raise more than 11 million pounds for 365 small and large charities. Also there are a lot of similar and different charity events in London and all around the world. Charities and raising the money for people who need it and it can show a lot of about our community. It shows that people carry about each other, they want to help and they are enjoying it. People feel better when they are helping others, they like to do good for others. Every

year more and more people are attending this kind of events. Events are held for a lot of years and we can see that they are changing every year. And 20 years ago they were different than now. Firstly nowadays events are more commercial. The people who are holding the event thinking more about the money, not about the people. As Getz, D. (2007) said in his book people carry a lot of about their leisure time and how to spend it, because the time our days is money. If the event is good they can spend money for it. There are a lot of events which seems to be held for people, but it is not like this, it is more for money. For example Olympics was held in London and the main thing for this city was to improve economics in UK, to attract more people who will spend a lot of money during the games and after. The same is with festivals or exhibitions. They expect people to spend money. The main thing to held successful event is to organize it well. Now there are so many various events and you can choose from very large list which one to attend. Twenty years ago there were not so many events as now and now there is a lot of competition between events holders. Each of them trying to do the better event, they are hiring more people, looking for the best place, investing more money and time for it. Usually events were held in a big buildings or outside, but now we can see that they are held in so different places such as beach, roofs, airports, arenas, fields and ect. This is because they want to attract more people. The better place is the more people are attending it. For example there are two big similar festivals at the same time and one of them will be in the beach (the weather is perfect, sunny, summer) and another one in the city. It is almost sure that people will buy tickets for the first one, because the place is much better than the second one. Twenty

years is quite a long term if we are looking from technology side. The technology is changing so fast, you can buy something new today (such as touch screen mobile phone) but after one year or even less everyone will have it and also there will be something new (for example touch screen laptop). This way in events is changed the most. Now we have a big screens, better sound stereo and a lot of others technology. We can see all the event everywhere. At home through TV, in the car through laptop or even through mobile phone. And the technologies are really important for events and we can see it from research which was done by George G. Fenich, Sheila Scott-Halsell and Godwin-Charles Ogbeide. 'The top response (4.56) was that they want to see internet integrated into their meetings/conventions/events. They also want visual effects in presentations, having Wi-Fi available, incorporating interactive games, and using technology for team building. 'How we know about the events? Usually we can find them on the Internet or in newspapers, also a lot of advertisements are in tube, bus station. Nowadays if the event is big and popular we can find it in a lot of different places. But 20 years ago it was quite harder. Just a small amount of people had an access to internet and there were not so much technologies to promote events. Now there are a lot of people who are working as event promoters and they are trying to bring more people to event in different ways. People cannot imagine their life without Facebook, Twitter and others websites nowadays. It became a huge part of our life's. People are spending so much time in these websites and wasting their time. But 10 or 20 years ago we did not have a Facebook and we could not promote events in this way. Now it is much easier, and these websites are the best places where we

can do it. These websites you can access from different place in the world, you need to have just internet. You can find everything in Facebook or Twitter. Everything about events, where they will be held, how many people are attending it. This way to promote the events is one of the best, because people are spending a lot of time there and they can see which events are attending their friends, which one to choose. In the research of George G. Fenich, Sheila Scott-Halsell and Godwin-Charles Ogbeide was said about O'Brien Coffey (2011) which suggested to use social media. To sum up it clearly seems that leisure events are very important in people life. There are so many reasons why people are attending them. The events are like the way to spend a free time, to have fun, create memories. Some of them just show the world what kind of society we are, who we carry about, they can say a lot of about our culture and history. And the life is changing every day and the same is with events. We can see that now there are quite more events, they are promoted better, more people are attending it than ten or twenty years ago. And we can just guess what is going to be in future, how important will be events and how and by whom they will be held.