**Image goals and practices of participation in special events by the Rosatom State Corporation**

The nuclear industry in Russia is an important part of the energy complex and is rightly considered one of its most promising areas. It is represented by the Rosatom State Corporation. The sale of minerals plays a significant role in the global exports of the Russian Federation. The Russian Federation is rich in natural uranium reserves, which influences the activities of Rosatom State Corporation both internally and externally[[1]](#footnote-1). Now the state corporation operates in more than 15 directions which emphasizes the need to communicate with different target audiences[[2]](#footnote-2).

A key way of interaction in the nuclear industry is special events. Since a state corporation is interested in building interaction with a wide range of stakeholders, the image goals of participation in special events vary greatly depending on the needs of the target groups.

Rosatom State Corporation carries out this activity to demonstrate the company’s technological equipment, the prospects and reliability of the organization of current and potential business cooperation. By organizing events on an international scale, Rosatom seeks to emphasize its role in the global nuclear community. The corporation's communications are also focused on attracting new specialists, which is expressed in creating the image of the State Corporation as a company using advanced technologies, as well as a prestigious employer, which is reflected in the scale of events and their media coverage.

In terms of interaction with the government, Rosatom demonstrates outstanding economic performance and international cooperation characteristics to create an image of an advanced corporation that works for the benefit of the development of the country. Special events also aim to project an image of a safe and trustworthy company to both the public and environmental and industry organizations. Special events communication is also an effective way for Rosatom State Corporation to emphasize the social significance of the company’s activities for residents of the territory where it operates, and to demonstrate the benefits that local community members receive from the work of the state corporation.

The most striking example of event communication carried out by Rosatom is the International Forum ATOMEXPO-2022, which is designed to solve the following communication tasks:

* Create an image of the State Corporation as a responsible company that operates in various industries and brings significant benefits to the population. This activity was expressed by the representation of Rosatom subsidiaries at the exhibition;
* Show Rosatom State Corporation as a reliable business partner, emphasizing the leading role of cooperation with domestic companies specializing in areas related to the nuclear industry, which are partners of the state corporation;
* To convey to representatives of the target audience that Rosatom State Corporation has business partners in the international arena, despite the difficult foreign policy situation. Turkish, Chinese and other foreign colleagues became participants of the exhibition, as well as industry experts from South Korea, China, Turkey, Uzbekistan, Vietnam, South Africa, India, Brazil, Hungary, and the Republic of Belarus who took part as speakers in plenary sessions and press conferences[[3]](#footnote-3);
* Emphasize the contribution of the State Corporation to the global development of the nuclear industry and energy assistance to developing countries. As part of the forum, a series of round tables were held, at which industry representatives discussed the global development of the nuclear industry market, and the stands of Rosatom State Corporation became a communication tool reflecting the importance of the company’s technologies in the global market[[4]](#footnote-4);
* Create an image of Rosatom as a company interested in communicating with young people and attracting new intellectual resources. At the ATOMEXPO-2022, a youth event of the business program was held with the participation of the management of the Rosatom State Corporation and representatives of the international youth nuclear community of nuclear and related industries[[5]](#footnote-5). This activity is aimed at attracting the attention of young people to the state corporation and increasing loyalty to the company among representatives of this target group.

Rosatom State Corporation is an active participant of communication activities. A key component of this process is the organization of special events, the ATOMEXPO international forum. The business program of the event includes exhibition activities, which help to shape the image of the Russian Federation in general, and Rosatom State Corporation in particular, as a trustworthy business partner and technological leader.

References:

1. Sobol, M. S. Competitiveness of Russia in the global nuclear energy market / M. S. Sobol, A. V. Bykova. — Text: immediate // Young scientist. — 2017. — No. 2 (136). — P. 508-511. — URL: https://moluch.ru/archive/136/38155/ (access date: 04/02/2023)
2. Areas of activity [Electronic resource] // Rosatom.ru – URL: https://rosatom.ru/production/ (access date 04/05/2023)
3. JSC Rusatom Service together with Rostechnadzor will hold a round table on nuclear infrastructure as part of ATOMEXPO-2022 // Rosatom.ru – URL: <https://www.rosatom.ru/journalist/news/ao-rusatom-servis-sovmestno-s-rostekhnadzorom-provedut-v-ramkakh-atomekspo-2022-kruglyy-stol-po-yade/> (access date: 04/02/2023)
4. The international forum "ATOMEXPO-2022" attracted more than 3 thousand participants [Electronic resource] // rusatom-energy.ru - URL: https://rusatom-energy.ru/media/rein-news/mezhdunarodnyy-forum-atomekspo-2022 -privlek-bolee-3-tys-uchastnikov/ (access date 04/05/2023)
5. The Rosatom Corporate Academy is organizing a youth program as part of the XII International Forum ATOMEXPO-2022 [Electronic resource] // atomic-energy.ru - URL: https://www.atomic-energy.ru/news/2022/11/18/130451 (access date 04/05/2023)

1. Sobol, M. S. Competitiveness of Russia in the global nuclear energy market / M. S. Sobol, A. V. Bykova. — Text: immediate // Young scientist. — 2017. — No. 2 (136). — P. 508-511. — URL: https://moluch.ru/archive/136/38155/ (access date: 04/02/2023) [↑](#footnote-ref-1)
2. Areas of activity [Electronic resource] // Rosatom.ru – URL: https://rosatom.ru/production/ (access date 04/05/2023) [↑](#footnote-ref-2)
3. The international forum "ATOMEXPO-2022" attracted more than 3 thousand participants [Electronic resource] // rusatom-energy.ru - URL: https://rusatom-energy.ru/media/rein-news/mezhdunarodnyy-forum-atomekspo-2022 -privlek-bolee-3-tys-uchastnikov/ (access date 04/05/2023) [↑](#footnote-ref-3)
4. JSC Rusatom Service together with Rostechnadzor will hold a round table on nuclear infrastructure as part of ATOMEXPO-2022 // Rosatom.ru – URL: https://www.rosatom.ru/journalist/news/ao-rusatom-servis-sovmestno-s-rostekhnadzorom-provedut-v-ramkakh-atomekspo-2022-kruglyy-stol-po-yade/ (access date: 04/02/2023) [↑](#footnote-ref-4)
5. The Rosatom Corporate Academy is organizing a youth program as part of the XII International Forum ATOMEXPO-2022 [Electronic resource] // atomic-energy.ru - URL: https://www.atomic-energy.ru/news/2022/11/18/130451 (access date 04/05/2023) [↑](#footnote-ref-5)