

healthy people from those with a particular neurological disease. These tools do not allow for differential diagnosis (the means of differential diagnosis involves determining a specific type of neurological disease), but are an important step towards this long-term goal.

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BUSINESS CONFERENCE OPTIMIZATION AND IT EVENTS

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A conference is a gathering of people with a common interest or background, with the purposes of allowing them to meet one another and to learn and discuss issues, ideas and work that focuses on a topic of mutual concern.

A conference may also be held online, or something of this kind. Teleconferences bring people together giving them an opportunity to listen to presentations, discuss issues, exchange opinions, without leaving their homes or offices. Similar situations can be set up using the Internet, projectors, and web cameras and microphones.

The structure and contents of conferences can vary greatly, but a typical framework includes one or more presentations of work and/or ideas about a given topic. These presentations can have a form of lectures, slide shows or films, workshops, panel discussions, and/or interactive experiences. In addition, many conferences include posters or graphic or multimedia exhibits that participants can view independently.

When we think of a conference organizer, we typically think of the person responsible for all the conference logistics, however his role as a conference organizer extends far beyond that. A conference organizer has a lot of responsibilities a conference organizer. You need to develop a vision for your conference with realizable goals and objectives that are maintained and supported by the details of the event.

Every conference has a budget. The budget is based upon how much income is expected from all sources set against the expenses that are anticipated. In most cases you will need to be realistic about what is affordable within the limits of your budget income. You will find that some things that you want will not be affordable and must be scrapped. Always bear in mind that the price for services can almost always be negotiated. Most conference managers try to establish the minimum budget. However, you will find that your budget must be continually reviewed.

A good timeline is essential to keep you on track. A timeline can be simple or complex as you want. The key is to make sure that the timeline includes 'hard' deadlines, i.e. important dates for tasks that you can't afford to over-run. The form on the next page of this workbook provides a sample timeline which will give you some idea of the types of items to include. Note that the timeline is actually shown in reverse – starting with the date of the conference. This is a good way of working out important deadlines. Your timeline provides an overview of the tasks to be completed. Assign a committee member to each task and have them sign off completed items. Each area of responsibility, such as registration, will actually be comprised of individual smaller tasks. This workbook will help you break the larger tasks into comprehensive task lists. These task lists can then be added to your timeline.

This may just be the most critical step of all. Your speakers are the stars of your conference. You want a solid lineup in order to attract attendees and guarantee professional experience.

It is important to have a certain number of attendees at any conference. You can attract people inviting a key – note speaker. It is a person who is very well-known and respected within the field. This will boost your credibility in the eyes of other potential speakers. Start looking for thoughtful leaders that focus on the same themes as your conference. Create a prioritized list of potential speakers you'd

like to invite. Then start making calls and writing emails. After that, it's time to prepare a detailed agenda. Ideally it must be done for months in advance.

Remember that the conference's main objective is to inspire people and expand their horizons. You can't do that without understanding your attendees. It is very important to answer the following questions:

What knowledge do attendees have and what would they like to learn more? What types of sessions (presentations, workshops, etc.) do they prefer? What are their expectations?

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INVESTMENT ATTRACTIVENESS IN CONSTRUCTION BUSINESS

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The article presents the analysis of the existing methods for assessing the investment attractiveness of high-rise construction. The author determined and justified the primary choice of objects and territories that are the most attractive for the development in construction business. A system of risk indicators has been developed that allow making a quantitative adjustment for a particular project in the evaluation of the efficiency of investment projects. The study is aimed at developing basic methodological concepts for a comparative evaluation of the prospects of construction that allow to take into consideration the features of investment in construction and to enable quantitative evaluation of the investment effectiveness in construction business.

Investment attractiveness reflects how interesting the relevant territory, area or region is to businesses. The set of factors influencing the level of investment attractiveness includes both fixed factors (geographic location, deposits of iron ore or large waterways), and factors manageable from the state policy viewpoint (education of the population, investment incentive policies, labour costs and the taxation rate). There are many indicators showing the strengths and weaknesses of a country and its economy, and whether the business environment is suitable for investors or if the business environment is risky and problematic

Although there is a number of different methods for assessing investment attractiveness and the riskiness of certain projects, it is not always possible to use them because of their "general" nature. The industry specificity of a particular business is negligibly taken into account, the types of objects are not considered, there is no linkage to specific strategic priorities and tasks. Thus, traditionally used methods for assessing the investment attractiveness of high-rise construction are based on the macro level analysis.

Investors evaluate the attractiveness of projects in comparison with alternative investment options. Estimating investment potential, the investor brings his subjective view in its description, considering attractive and prospective the one that best meets his ideas and expectations. As a result, the concept of investment attractiveness can be formulated as an investor's subjective assessment of the region, formed on the basis of an analysis of the objective characteristics of the investment climate [1].

The study of such approaches to analyzing investment potential as financial, resultant, resource, etc., has shown that investment potential is a complex of investment opportunities that is formed due to integration and synergy of infrastructure, resource and macroeconomic potentials, limited by the level of investment risks [2].

The total investment potential of the system includes the following components:

resource and raw component: provision of the territory with balance reserves of the main types of natural resources;

production component: the aggregate result of the economic activity of the population in the region;

consumer component: aggregate purchasing power of the population of the region;

infrastructural component: economic and geographic location of the region and its infrastructural saturation;

innovative component: the level of science development, the introduction of scientific and technological progress and the level of manufacture modernization in the region;

labor component: availability of professionally trained labor and qualified engineering staff;

institutional component: providence of the development of the region with the necessary institutions of a market economy;