

Abstract

Title: Sport Events Crisis Management by RunCzech during the Pandemic

Objectives: The main goal of this bachelor thesis is to provide an objective view on the possible form of crisis management in the context of mass sports events and coronavirus crisis.

Methods: The research was done thanks to qualitative methods when the needed data were gathered by interview and by documents and virtual data content analysis. Virtual and documents data were collected throughout the first wave of the coronavirus crisis in the Czech Republic. The interviews were done with Saša Belovski, the Business Development Director for RunCzech, after the first wave of the coronavirus crisis.

Results: The results of this research were processed with a case study. That allows a detailed analysis of the occurred crisis, which impacted not only the organization (the RunCzech in this case) but also its stakeholders. The results prove mainly the importance of pre-crisis prevention, timely and precise crisis communication and also the need for flexible adjusting to the occurred crisis.

Keywords: PR, Sport Events, Crisis, Natural Disaster, Crisis Communication