

## **Abstract**

**Title:** Effectiveness of selected PR events of the Ski a Bike Centrum Radotín sport organisation

**Objectives:** The main aim of this bachelor thesis is to create a proposal for improving the marketing communication in the Ski and Bike Centrum Radotín sports organization, focusing on PR events and their effectiveness in achieving marketing goals. Since this topic is very broad, the thesis focuses in detail on only one type of events and that is events for the company's regular customers, namely regular bike rides.

**Methods:** Both qualitative and quantitative research methods were used in this thesis. Specifically, for qualitative research, secondary data analysis and a semi-structured interview with the co-owner of Ski and Bike Centrum Radotín were used. The quantitative method in this thesis is represented by a questionnaire survey conducted online with participants of rides organized by Ski and Bike Centrum Radotín.

**Results:** In most cases, the results of the questionnaire survey measured the effectiveness of SBCR's PR events in achieving the set objectives. The organisation of the events works well and the participants remember the SBCR brand better and the relationship between the brand and the customer deepens. The results also showed that the company should focus on the operation of the rental and service department, which customers are more likely to use with competitors. Based on the results, a recommendation for SBCR related to rental and service was also made. These two services should be more integrated with events to improve their usage. Another recommendation is related to children. It was recommended that the company should involve them more in bike rides, which could lead to more use of the Skibi Kids shops. It would also be advisable for rides to be more often ,especially for regular participants.

**Key words:** event; marketing communication; brand; customer; SBCR; research